

“Together, let's give
a new life to our
products”

Citeo, France

IRCEM - Strategy on circular economy in Romania



Donnons ensemble une
nouvelle vie à nos produits.





**A private company governed by its clients
since its creation in 1992**



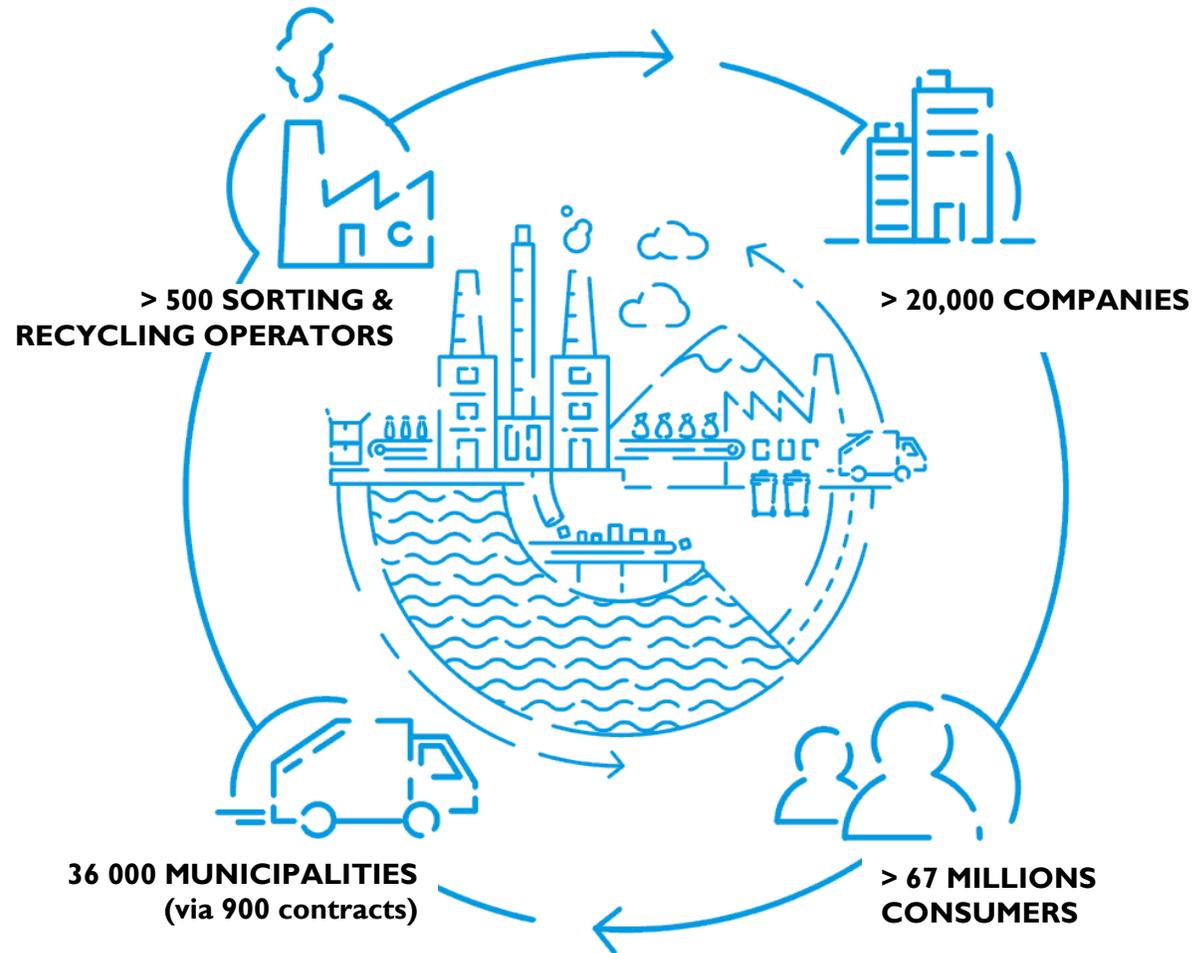
A general interest mission



**2 State's accreditations for EPR:
Household Packaging & Printed and Graphic Papers**



At the heart
of a circular
economy,
Citeo
connects
companies,
territories
and citizens



Mission:

Help our clients reduce the environmental impacts of their products (packaging and papers)

Ambition:

Build a more sustainable world, combining environmental & economic performances

EPR at a glance

Financial & operational activities



EPR FOR HOUSEHOLD
PACKAGING



20 500

clients (France)



710 M€

Turnover (France)

EPR : Extended Producer Responsibility

- Packers and fillers take their responsibilities : they financially contribute to collection, sorting and recycling of packaging waste

It's not a tax !

- EPR is managed through a private company held by brand owners and retailers
- Regulatory framework
- 100% of the contributions are used to manage packaging waste

Main missions:

- Design for recycling (includes EPR fees modulation)
- Raising consumers awareness
- Financing collection and sorting
- Develop markets for recycled materials
- R&D on new technologies

Recycling rates, France, 2018



HOUSEHOLD
PACKAGING

Recycling rate:

70%

= **3,5 MT** recycled
= **89% in France**, 10% in
Europe, 1% worldwide



1,6 Mt less CO2 emissions



eq. to **780,000** fewer cars on
the roads for a year



Target 2022:

75 %



PRINTED &
GRAPHIC PAPER

Recycling rate:

59%

= **1,3 MT** recycled



25 Bl of water saved



the consumption of
455,000 people



Target 2022 :

65%

we focus our actions on two essential levers



cities



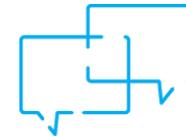
plastic



Improve collection in cities



Densifying collection points,
especially for glass

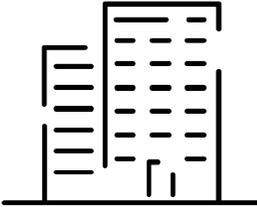


Communicating
with citizens



Innovating with
our clients

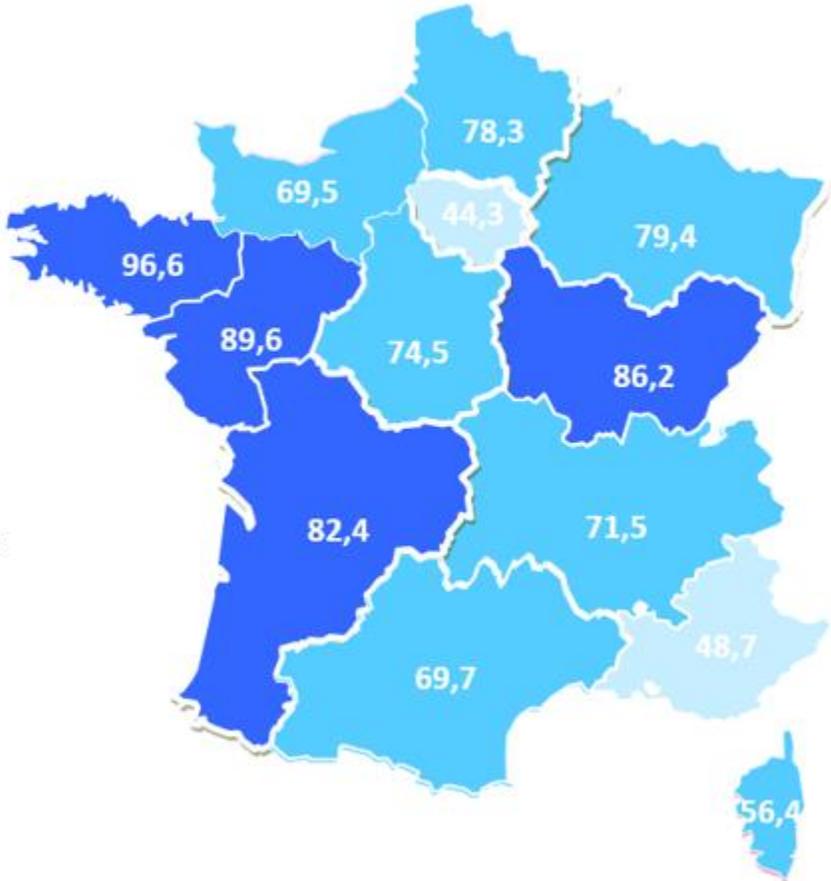
Performances : strong differences between territories



Packaging and Paper performance
kg / year / inhabitant



National average: 68 kg / year / inhabitant



National average :
70kg /year /inhab

- 32 kg glass
- 21 kg paper
- 17kg plastic, metal, cardboard

Rural Areas



> 80 kg/year/ inhab

Urban Areas



< 40kg/year/inhab

Citeo's collection actions plan

Designing for cities Example of Trilib in Paris

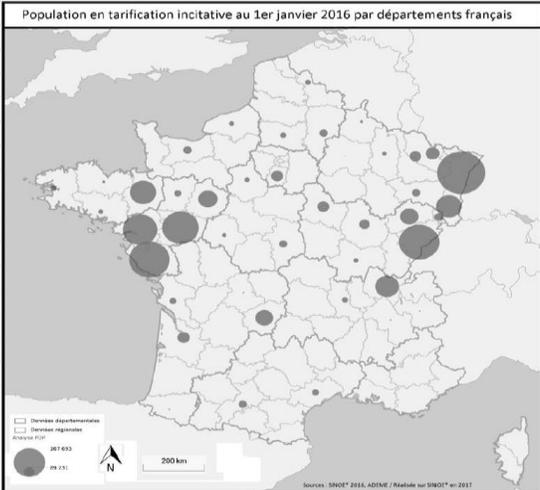


Increasing on-the-go selective collection



Developing pay-as-you-throw

192 municipalities
8 M inhabitants (for 2018)
Target : 25 M inhabitants for 2025



Double

the recycling rate for plastics



Extending sorting instructions
for all plastic packaging by the end of 2022



Creating a positive drive effect
on all materials



Modernising
sorting centres

+ spill-over effect on other materials



Citeo's actions plan : focus on PET action plan

01 Collection



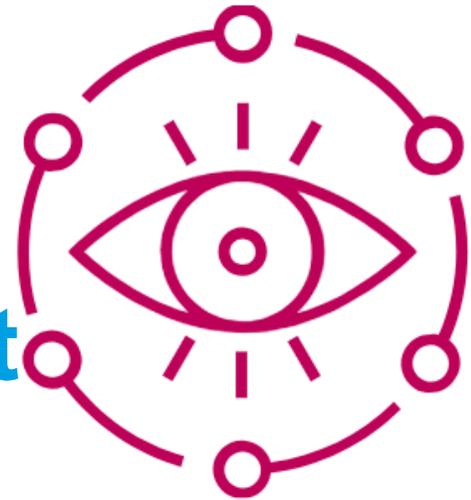
02 Eco Design



03 New recycling technologies

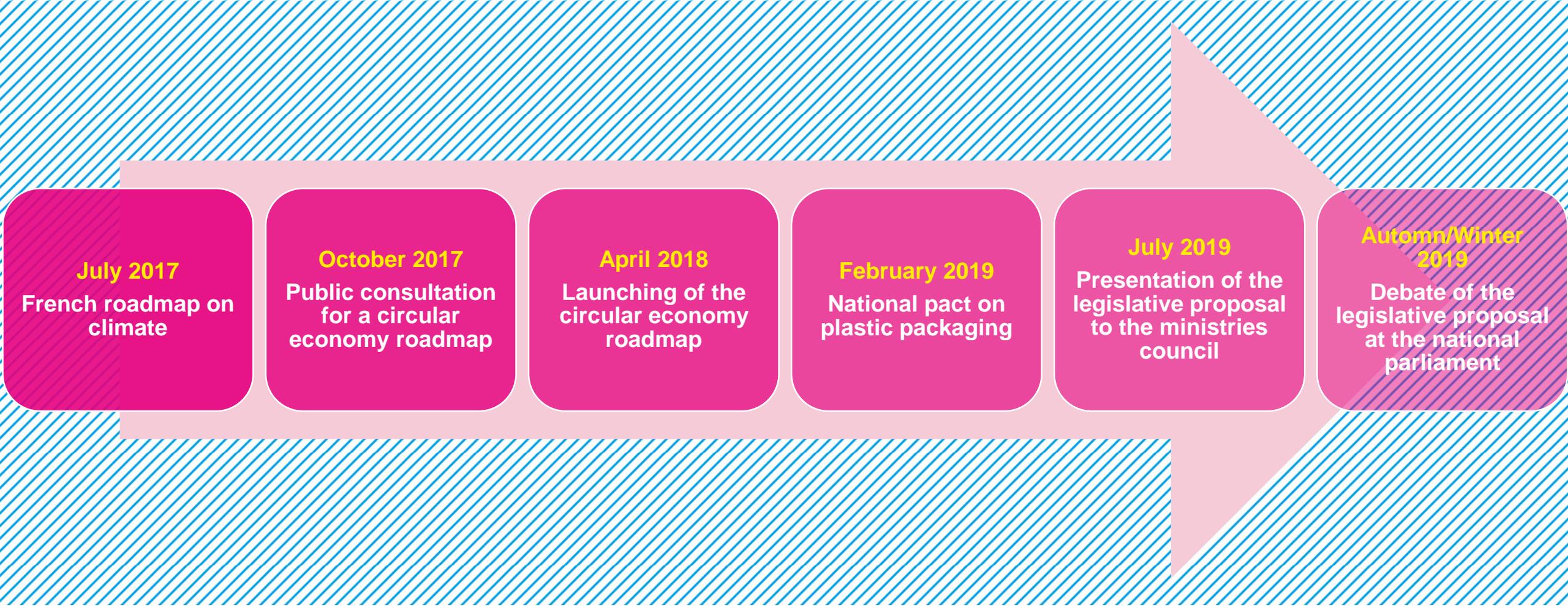
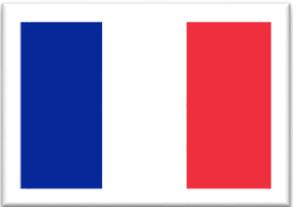


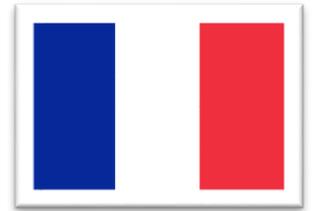
French roadmap on circular economy & plastic packaging pact



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French circular economy roadmap chronology

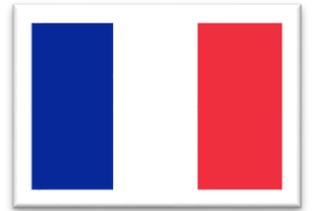




Government taking a very active role in promoting Circular Economy with key measures defined in a Roadmap published & the legislative proposal, among which :

- Transposition of the circular economy package goals & the single use plastics directive
- Implement **incentive eco-modulation** criteria to all EPR's
- Promote the use of recycled material **through "Green deals" / binding target to EPR's if need be**
- **Improve the pictogram device** known as "Triman" to all products 
- Consume in a more sustainable way, by **increasing the sorting and its quality**
 - Simplify and harmonize waste sorting instructions
 - Deploy in voluntary municipalities "social deposit schemes"

French roadmap & legislative proposal on circular economy



Modernise the EPR schemes and set new ambitions

“Reuse” and “Eco-conception” will be new targets for EPR schemes

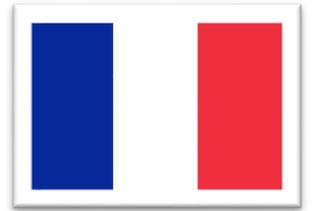
Rely on new EPR schemes to involve all stakeholders

Extension of the EPR scheme for packaging from bars/hotels/restaurants for 2021 & industrial-commercial packaging for 1st January 2025

Create and encourage new EPR schemes in the following sectors :

- Toys
- Sports and leisure equipment
- DIY and gardening equipment
- Cigarette
- Construction waste





Make public procurement a driver for deploying the circular economy : integrate circular economy into public procurement strategies.

- Recycle & recover more waste : facilitate the deployment of pay as you throw schemes;
- Adapt the landfill tax to drive waste recovery cheaper than disposal;
- Ensure the respect of the rules by simplifying the waste policy enforcement.



EU Council position on the french circular economy roadmap



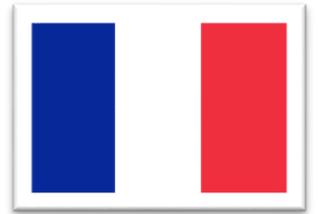
“The 2018 national circular economy roadmap is an ambitious policy framework for resource efficiency, whose implementation will hinge on ensuring the corresponding investments.

In this regard, **the adoption of a law on the circular economy will be a step forward, including for a wider use of secondary raw materials, notably plastics.**

New resource-efficient business models and production processes, including industrial symbiosis, need to be further promoted, in particular among small and medium-sized businesses.

This can be facilitated by the development of innovative financial instruments and funding for ecoinnovation.”

National pact on plastic packaging



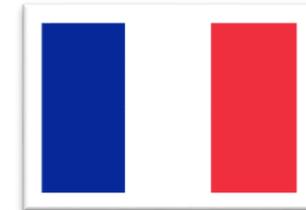
The Pact brings together **all voluntary actors in the plastic value chain** (producers, converters, national brands, distributors, waste management operators), **civil society and the Government**.

Beyond the stakeholders involved during its inception, **the Pact aims at mobilizing a growing number of signatories**.

It aims to support progress through **concrete commitments, dialogue and collaboration**



National pact on plastic packaging : main targets



- Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority;
- Reuse models are applied where relevant, reducing the need for single-use packaging;
- All plastic packaging is 100% reusable, recyclable, or compostable;
- All plastic packaging is reused, recycled, or composted in practice;
- The use of plastics is fully decoupled from the consumption of finite resources;
- All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected.

An european pact on plastic packaging ?



The French and Dutch governments have both penned national pacts that go beyond what EU rules on plastic waste stipulate.

On Friday 5 April 2019, they kicked off a process they hope will culminate in a **European Plastics Summit in 2020**

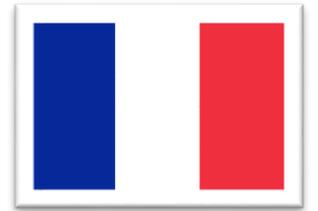
France and the Netherlands built around voluntary pledges by private companies and fostering a so-called 'coalition of the willing'. Signatories include Dutch dairy giant Friesland Campina and multinationals Carrefour, Coca-Cola Europe and Danone.

“Under the Dutch plan, the signing parties commit to making sure at least 70% of single-use plastic packaging is recycled, as well as a 20% plastic consumption reduction goal, all by 2025. The French pact aims to make all packaging reusable, recyclable or compostable by the same year.”

The pacts also include obligations to make sure recycled plastic is used in new products, awareness raising measures are organised and a list of “problematic or unnecessary items” is drawn up.



Next challenge : consultation on DRS for beverage packaging



To increase collection rates and go further in the study of the Deposit Refund System so that it integrates effectively with the existing EPR scheme, while improving recycling performance for all packaging and paper, distributors and Citeo call for the rapid launch of a consultation open to all parties stakeholders (companies, local authorities, public authorities, waste operators, material sectors, associations) in order to collectively define, by the first quarter of 2020, the conditions to implement a deposit for recycling beverage packaging in France.



Thank you!



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Eco-Emballages
and Ecofolio are now Citeo

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