

Recycling of commodity plastics and composites

EPR scheme for packaging & graphic paper

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World Materials Forum, Nancy
27 August - Plenary Session 4*

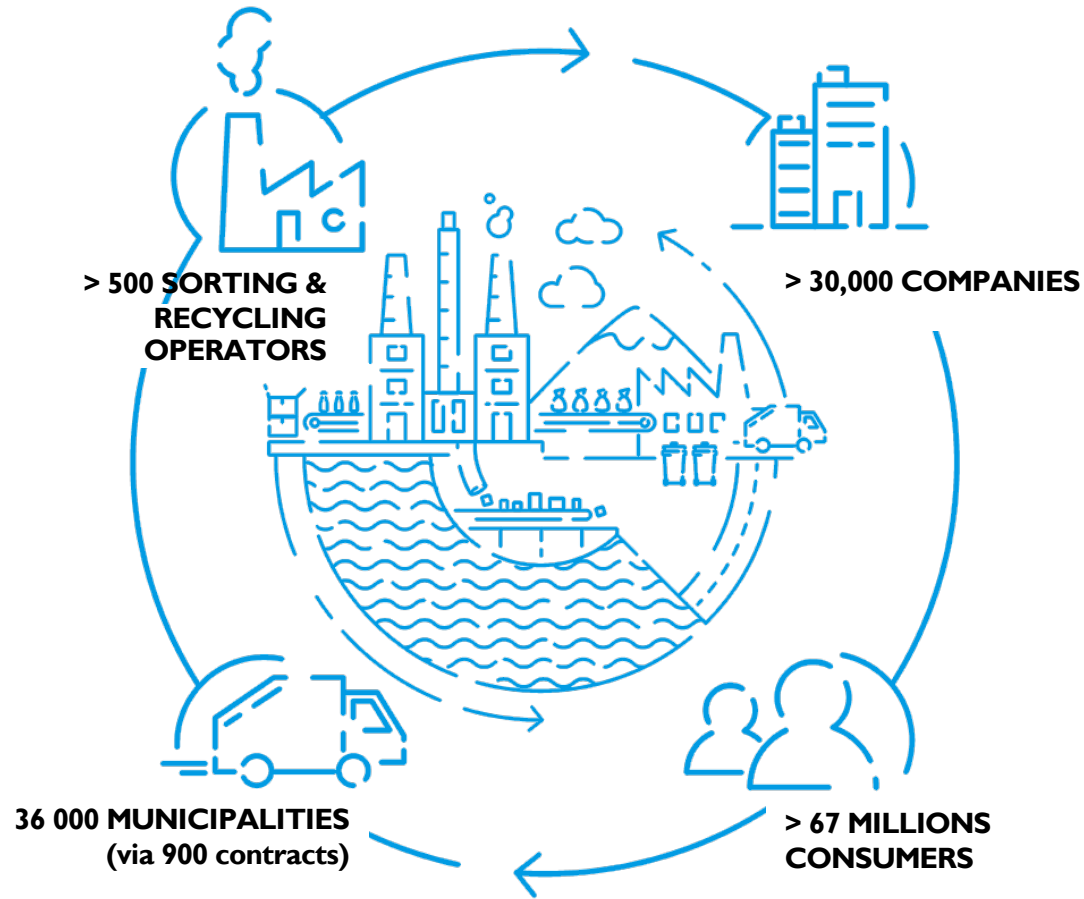


Donnons ensemble une
nouvelle vie à nos produits.



01 Citeo at a glance

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

01 Citeo at a glance

Key figures



Contributions from brand owners and retailers :

- 800M€ dedicated each year to circular economy

Recycling rates in 2019 :

- 70% in average for household packaging (all materials), and 28% for plastic packaging
- 57% for papers

Design for recycling of plastic packaging

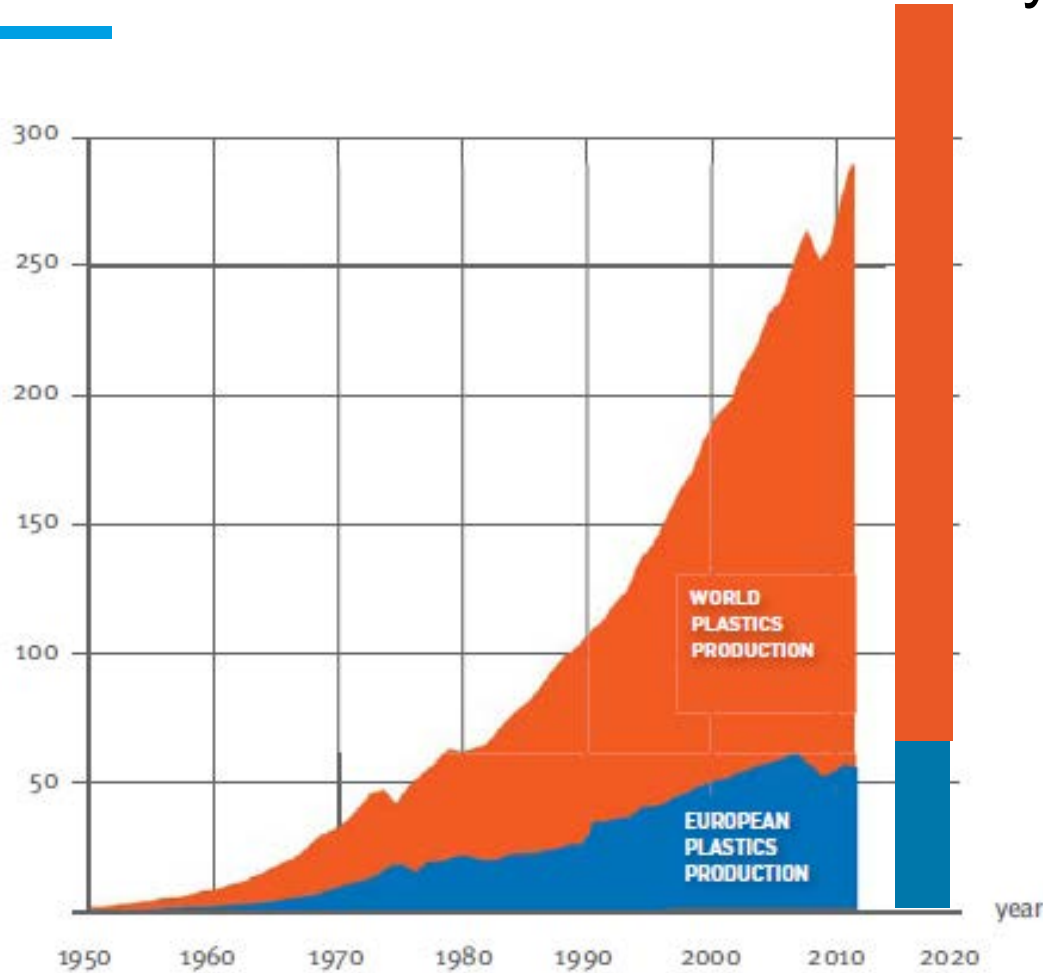
- 50% have already sustainable recycling outlets
- 25% need improvement
- 25% not recyclable

Our target « 100% of packaging and paper recyclable or reusable » by 2025

02

Plastic challenge

A constant increase since the years 50



World, 2018
= 359 MT of plastic

Europe, 2018
= 62 MT of plastic



Household packaging
= 20% of plastic total

and

Commercial & industrial packaging
= 20% of plastic total

Figure 2: World plastics production 1950-2012








Includes thermoplastics, polyurethanes, thermosets, elastomers, adhesives, coatings and sealants and PP-fibers. Not included PET-, PA- and polyacryl-fibers

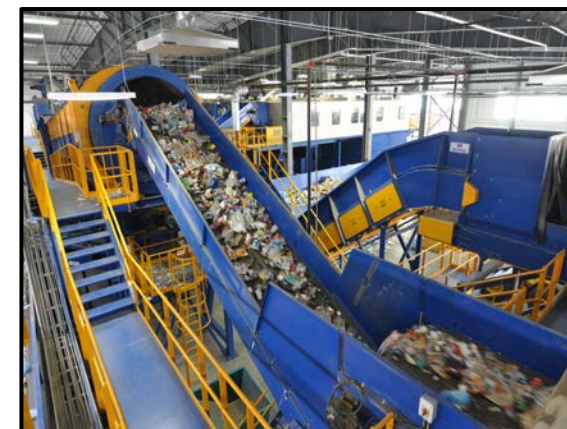
Source: PlasticsEurope (PEMRG) / Consultic

02

Plastic challenge

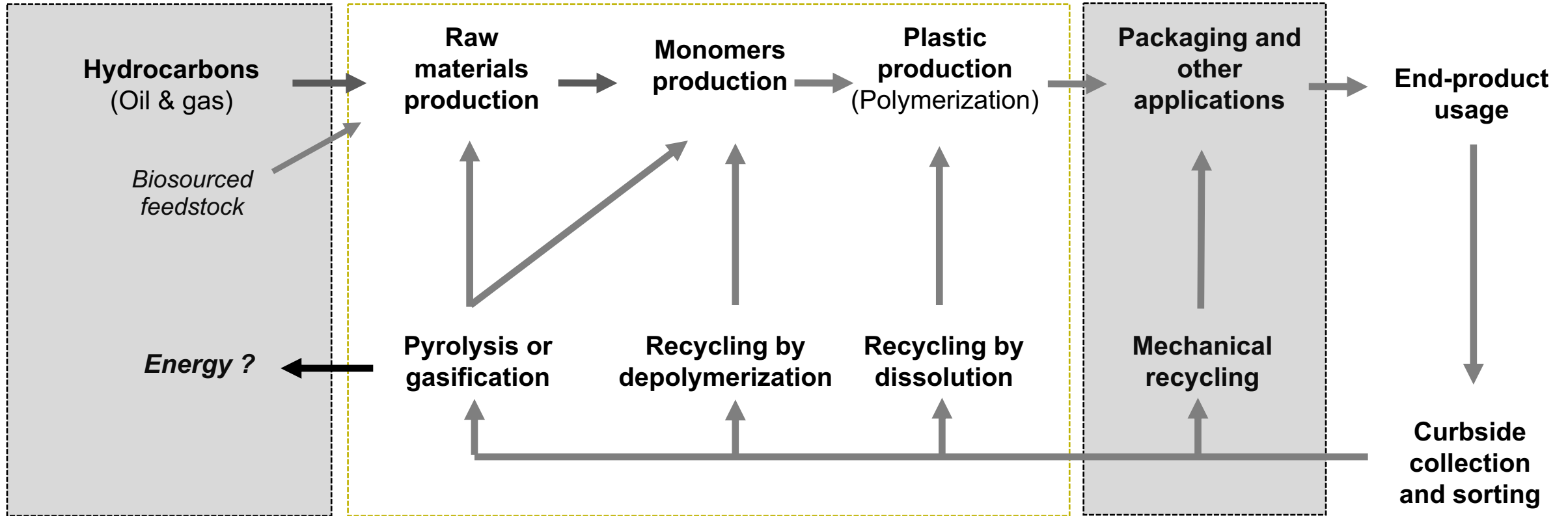
Closed loop and open loop : quality limits of mechanically recycled plastic

Plastics can be recycled in ...		Closed loop (packaging)	Open loop (other sectors)
<p>340 000Tons of household plastic packaging</p> <p>are recycled mechanically in France every year</p>	PET clear	Bottles & trays 60% 	Fiber industry 40% 
	PET colored	Bottles & trays 5% 	Fiber industry 95% 
	HdPE/PP		Construction pipes, ... 100% 
	LdPE		Irrigation pipes, trash bags,, ...  100% 



03

Looking at plastic chemical recycling Complementary recycling routes



Polymer producer's contribution is key for the development of chemical recycling...

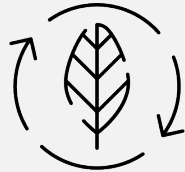
04

Citeo's Strategy From eco-design to recycling



Reduce pack weight per product unit

Use less



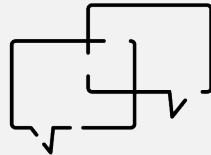
Design for better sorting & recycling

Use longer



Protect the product and reduce food waste

Use smart



Information to the consumer
Raising awareness

Develop eco-design as a central strategic asset for our clients

- including design for reusable packaging when relevant

Develop recycling technologies & capacities

- Experiment chemical recycling: depolymerization, dissolution, pyrolysis
- Stimulate cooperation along the value chain

Expand collection of all plastic packaging throughout France

- accelerate collection in cities

Support communication & educational programs to mobilize citizens

04 Citeo's Strategy

Meeting consumer's expectations



Despite temporary interruption during lockdown, **78%** of consumers **maintained their participation in selective collection**, with **increased attention for 18%** of them

36% say they will buy more products with **less packaging**

33% say they will buy more packaging using **recycled material**

70% of young people (18-24) are ready to **do more for the environment**

93% of the population consider recycling as **good for the environment**

Source: « La France d'Après, #Reboot ou Reset ? », survey by Elabe, July 2020

04 Citeo's Strategy

Our proposals



- **Support massive investment by consumer good companies** to reach 100% recyclable packaging
- **Develop plastic chemical recycling**
- Support **technical centers, R&D and start-ups** in the field of circular economy
- Implement **“pay-as-you throw” schemes** and modernize **waste collection in cities**
- Open **new markets for recycled materials** through:
 - **Public procurement** and tax incentives
 - **Private sector commitment to use recycled plastic:** including non food packaging, building & construction sector,

