

Session Scope 3 Emissions

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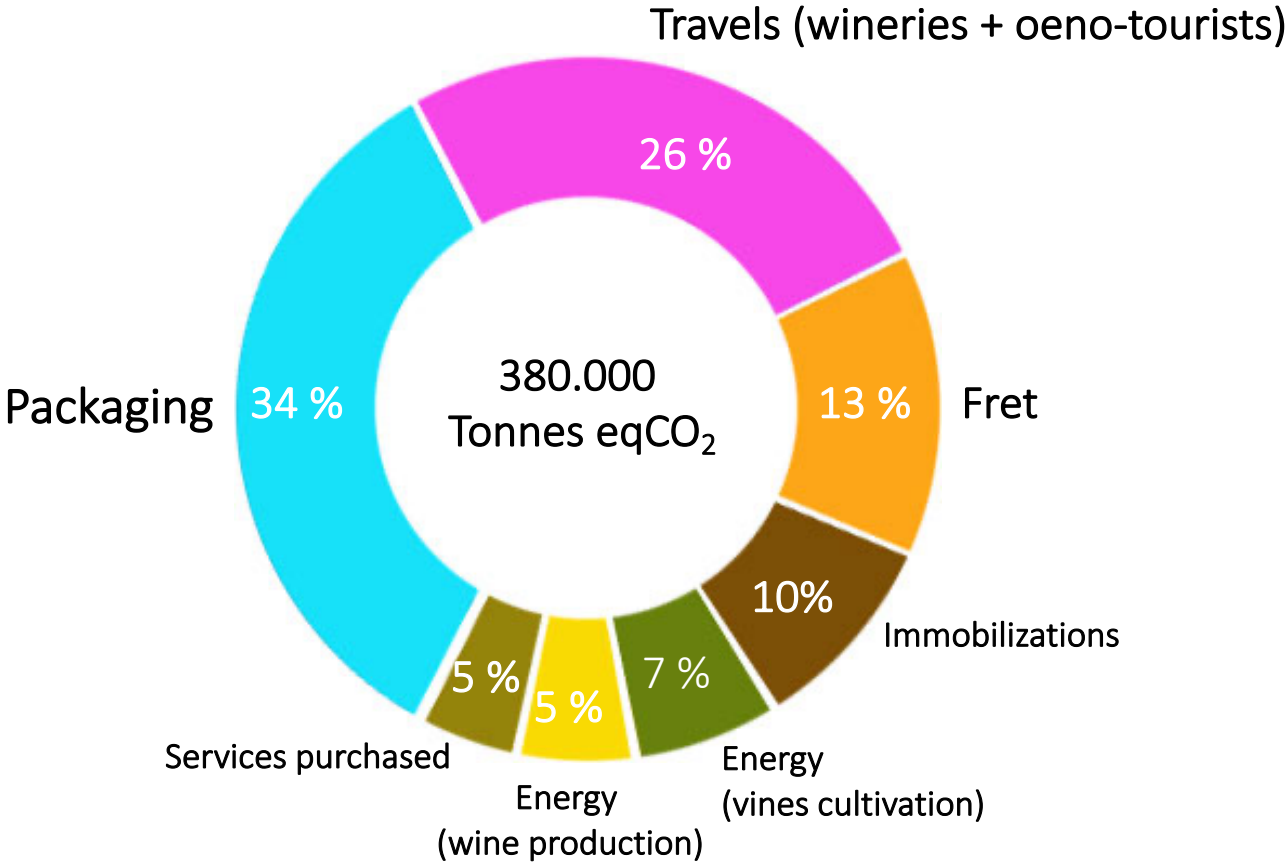
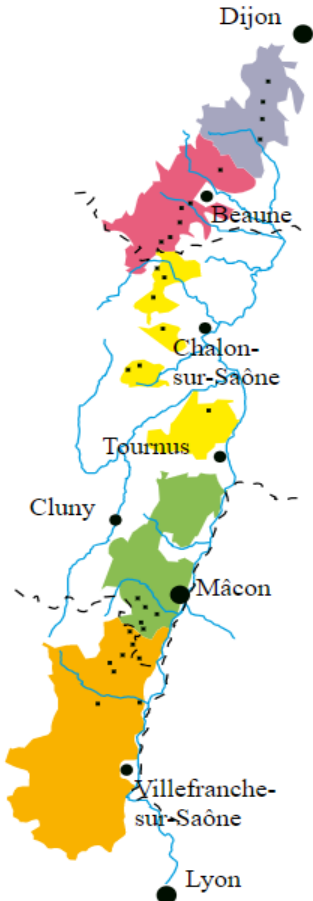
World Material Forum



Donnons ensemble une
nouvelle vie à nos produits.



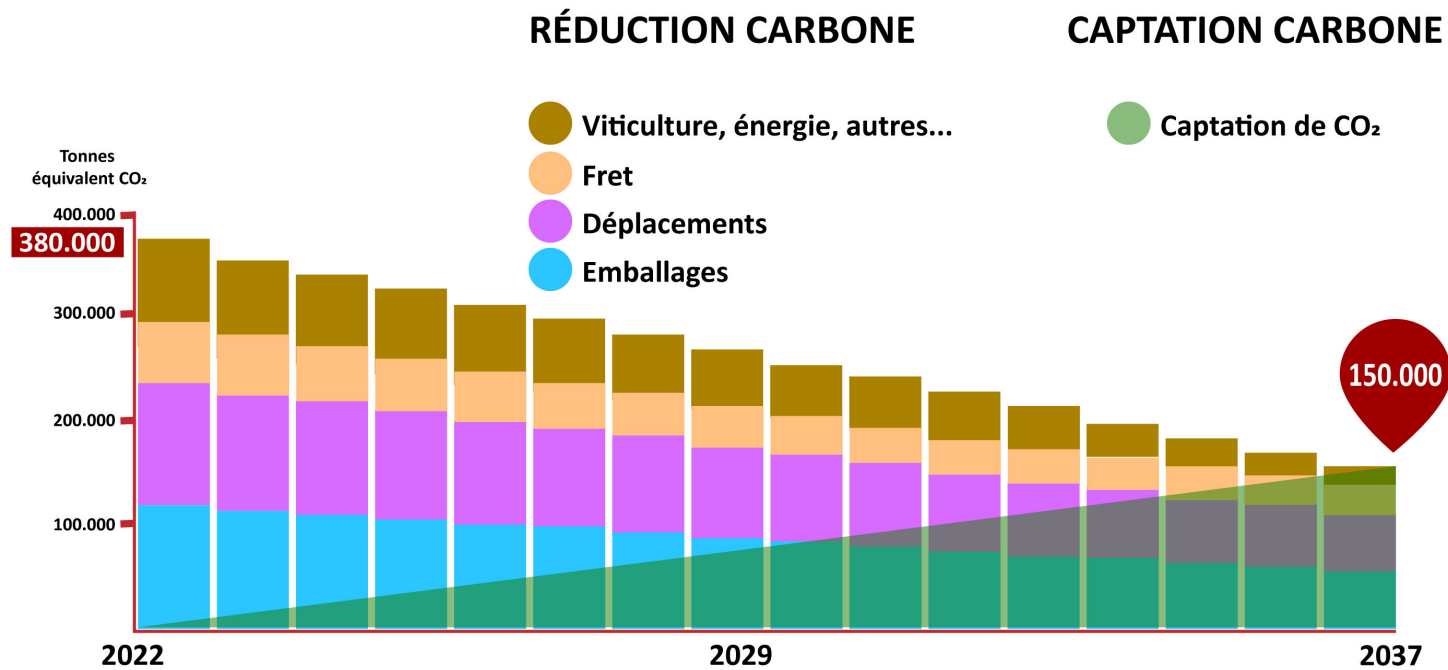
Even though in average packaging represent 5 to 10% of the environmental impact of packaged goods, they can represent more than 30% for some specific sectors : illustration with wine production in burgundy



Hence targeting carbon neutrality means working on packaging in general and household packaging in particular : illustration with wine production in burgundy

The potentiel to reduce carbon emissions of wine bottles is around 30 to 70% with actions such as :

- Weight reduction
- Increase of recycled content
- Reduction of carbon-intensive energy used in glass production

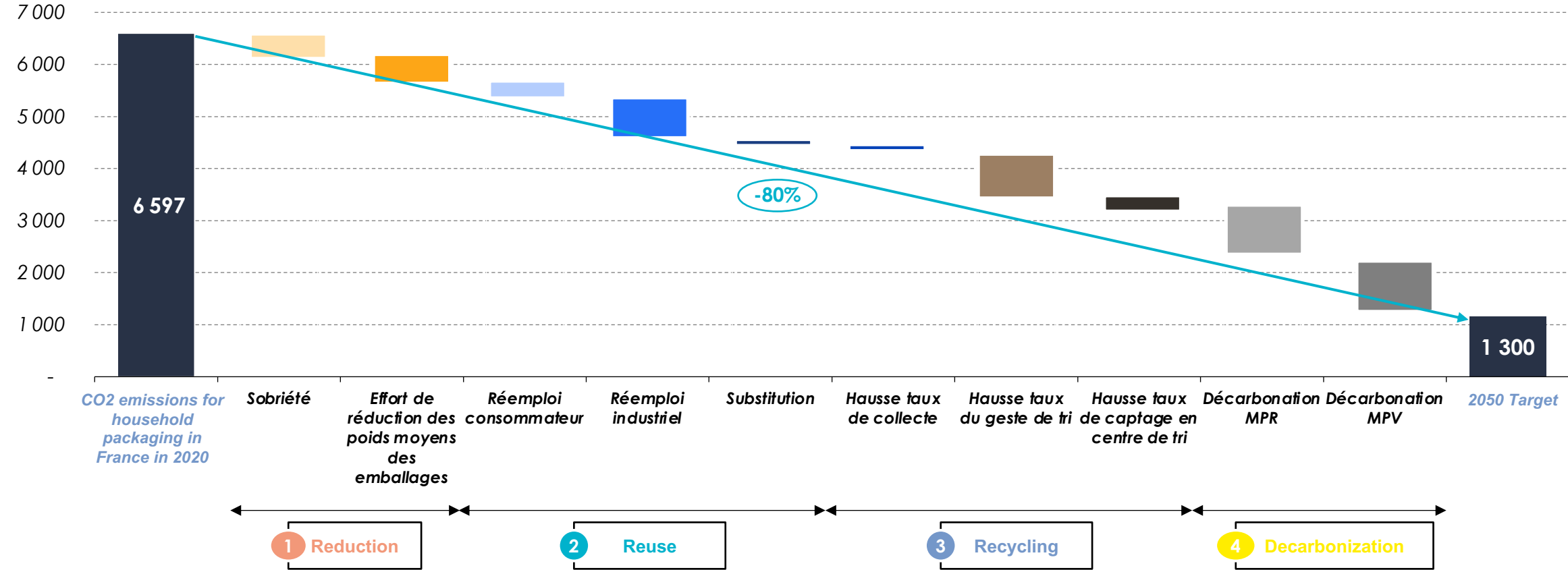


For packaging to reach the CO2 reduction targets that would be consistent with the Paris Agreement, multiple levers need to be activated : Reduction, Reuse, Recycling, Recyclability, Recycled content, and decarbonization of raw material production

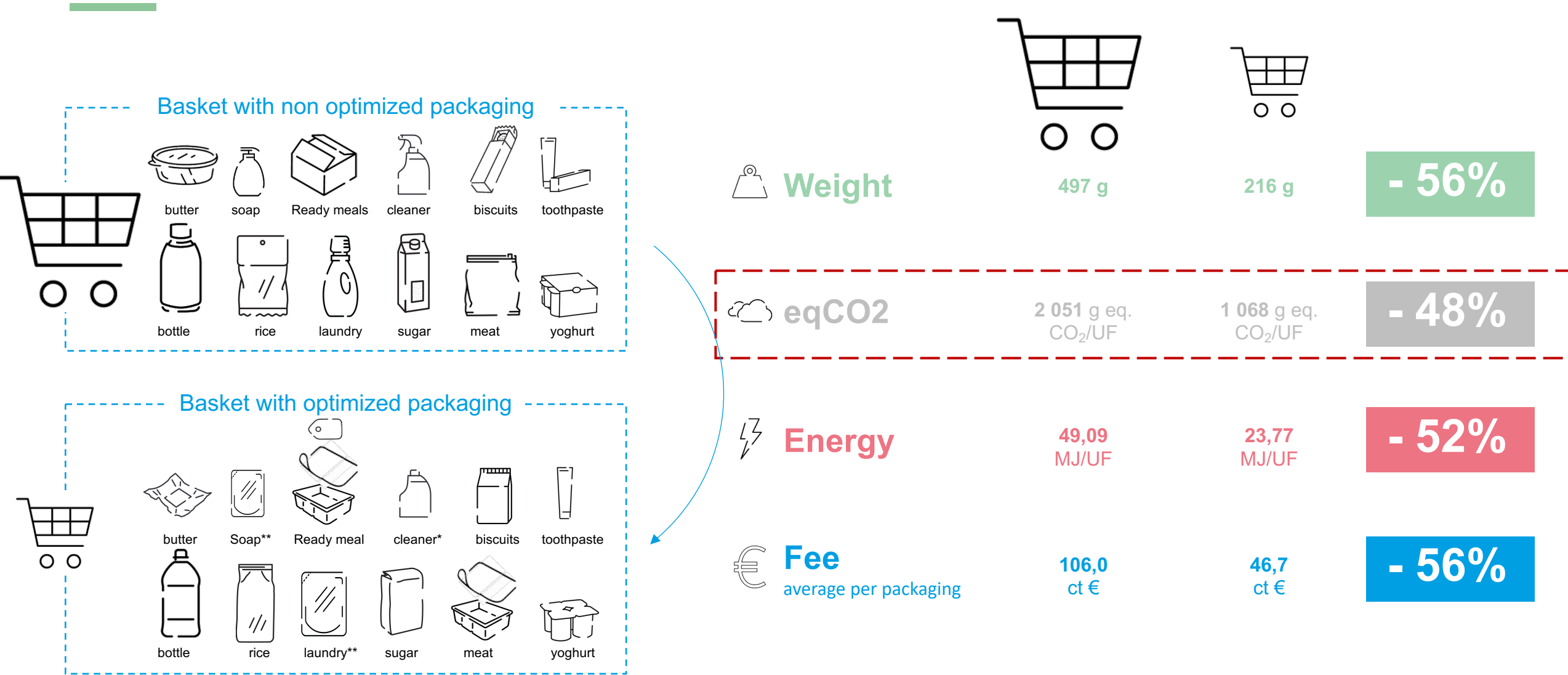


Scenarios Pro-techno & sobriety

Contribution of the different levers to the decarbonization of household packaging in France
(ktCO₂e)



As an illustration, switching from non optimized packaging of an average basket of product to optimized packaging for the same products allows to reduce the CO2 emission by close to 50%



For calculations on the right: * 10 uses of the pistol / ** 10 reuses of the parent packaging

Thank you !

