

OUR IMPACT

ECO-DESIGN, REUSE AND RECYCLING of household packaging and graphic paper



USEFUL INFO

- ⇒ Source: Citeo and Adelphe's 2023 annual report – estimated data.
- ⇒ Graphic paper figures have been calculated for 2022.
- ⇒ Environmental benefits have been calculated using the Citeo life cycle analysis tool, BEE.
- ⇒ M = million(s). Bn = billion(s).

RECYCLING & ENVIRONMENTAL BENEFITS

HOUSEHOLD PACKAGING

67%

recycling rate¹
up 5 percentage points in 3 years

Breakdown per material:

Acier	86%
Aluminium	37%
Papier-carton	69%
Plastique	27%
Verre	86%

4M

tonnes of packaging
recycled, i.e.

2.3M

tonnes less CO₂, equivalent to:

- ⇒ 1 million fewer cars on the road
- ⇒ 8,200 fewer Paris-New York return flights

Overall rise in recycling performance

Quantities of recycled packaging in tonnes have increased by 3% since 2022 for 2 main reasons:

- ⇒ Good performance levels for paper/cardboard packaging, since quantities placed on the market are still rising sharply and these materials are relatively well sorted by consumers.
- ⇒ A rise of 15% in plastic packaging recycled thanks to the simplified sorting instructions whose rollout is almost complete in France and to the development of recycling streams.

GRAPHIC PAPER

63%²

recycling rate
up 3 percentage points in 3 years

1M

tonnes of paper recycled, i.e.

18 Bn

litres of water saved –
that's equal to 6,000 Olympic pools filled with water.

Fewer tonnes recycled but a higher recycling rate

Quantities of recycled graphic paper in tonnes are down slightly, due to falling quantities placed on the market (ban on advertising leaflets, decline in the written press market). However, the quality of consumer sorting for these materials remains high, resulting in a 3 percentage point rise in the recycling rate.

¹ Figures obtained using the harmonised method for calculating recycling rates, which was introduced by the European Union in 2022. This calculation is based, not on the quantities accepted by recyclers on process input as was previously the case, but those actually recycled. This results in an automatic reduction in the recycling rate.

² Rate calculated according to the tonnage of paper placed on the market and collected by the public waste management service (1.5 M tonnes).

CLIENT COMPANIES & TONNAGES

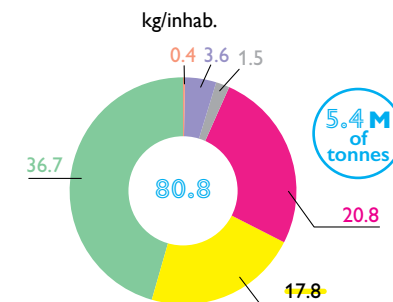
81,981

client companies

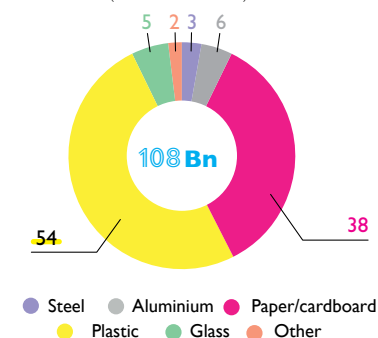
€1 Bn

in funding for the sectors

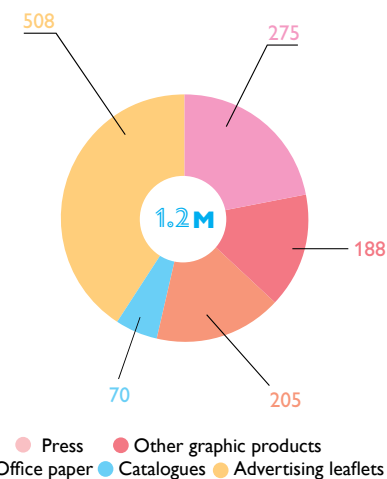
Household packaging tonnage that contributes to financing the sector



in billions of CSUs (consumer sales units)



Graphic paper tonnage that contributes to financing the sector in thousands of tonnes.



LOCAL AUTHORITIES



665

contracts with local authorities
and 2 territories covered by a
service contract³
(part of French Guiana and Mayotte) under
which access to packaging and paper sorting is
provided for 100% of France's population

855 M€

in subsidies paid
to local authorities for provision of the separate
collection service.

Littering
1,280

anti-littering agreements signed covering
1/3 of the population. This amounts
to financial support of €80 M*.

* September 2023 to November 2024.

³ In these territories, Citeo directly provides the separate collection service.

ECO-DESIGN

20,000

companies supported in their 3R strategy accounting for 64% tonnes of household packaging and graphic paper.



17

prevention and eco-design plans with a mutual sector-based approach, developed with professional organisations⁴.

11 M€

earmarked for eco-design (R&D, support, tools & services, etc.).



REUSE

33 M€

allocated to funding

144

initiatives through the "EncoRe plus de Réemploi" call for proposals*.

*2024 estimation: up to €50 M for 250 proposed projects.

From spring 2025,

16M

people will have access to reuse systems in supermarkets in 4 regions of France.

30M

standardised reusable packaging items available.

SORTING

9

in 10 French people state that they sort their packaging waste, 53% of whom do it routinely⁵.

98%

of people in France

can sort all their packaging and paper waste thanks to simplified sorting instructions.

NATIONAL AVERAGE

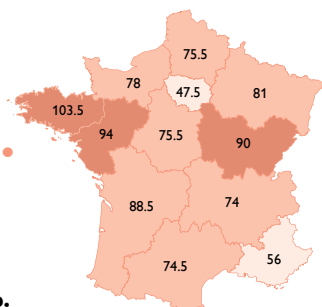
72 kg/inhab.
of packaging and paper sorted

58

kg/inhab.
of packaging

14

kg/inhab.
of paper



No data available Mayotte and Saint-Martin.

- 17 Guadeloupe
- 18.5 French Guiana
- 24 Martinique
- 36 Reunion Island
- 53.5 Saint-Pierre and-Miquelon

- < 40 kg/inhab.
- 40-60 kg/inhab.
- 60-90 kg/inhab.
- > 90 kg/inhab.

⁴ These plans provide guidelines for 100% of all household packaging and paper placed on the market.

⁵ Source: Observatoire du geste de tri study, Citeo, 2024.