

OUR 11 PROPOSALS

- 01 Developing an ambitious regulation on packaging and packaging waste
- 02 Giving consumers the means to promote the green transition by ensuring they have access to reliable information
- 03 Considering waste as new resources
- 04 Define a binding legislative framework for biobased and non-fossil raw materials
- 05 Combining circular economy and health issues
- 06 Extending the CBAM to support the use of European recycled materials
- 07 Opening up the EU emissions trading system to other sectors
- 08 Making the circular economy a lever of the European strategic autonomy
- 09 Including the circular economy in the trade agreements of the EU
- 10 Ensuring more effective packaging waste management in Europe by developing digital tools
- 11 Developing innovative education programs on circular economy

Citeo, a key sustainable development player in France

For more than 30 years, Citeo has been one of the Producer Responsibility Organisation in charge of Extended Producer Responsibility (EPR) for household packaging and graphic papers in France. A key player in sustainable development, the company has built its expertise in eco-design, collection, sorting, recycling and citizen mobilisation and awareness, in close collaboration with a wide variety of stakeholders: companies, local authorities, industrial operators, stakeholders and public authorities (at national, European and international level) and citizens.

In 2020, Citeo became a mission-led company to boost its commitment to 5 objectives:

- ➔ Reduce the environmental impact of its customers' products.
- ➔ Create the conditions to build the solutions of today and tomorrow.
- ➔ Empower consumers to reduce environmental impact.
- ➔ Co-build and promote Citeo's solutions and positions, from local to international.
- ➔ Cultivate the commitment of Citeo teams as part of its mission.

€917M
in funding for
the streams
sectors

65,5%
Household packaging
recycling rate

60%
Graphic paper
recycling rate

46,422
client companies

400
employees

Key figures 2022 Citeo & Adelphi

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Together, let's bring new life to our packaging

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CIRCULAR ECONOMY

11 PROPOSALS

for an environmental and sovereign economic model for Europe

THE ESSENTIALS



CITEO

Together, let's bring new life to our packaging

ADVOCATING EFFECTIVE AND PRACTICAL IMPLEMENTATION OF THE GREEN DEAL

The Green Deal is a pioneering programme of work initiated by the European Commission to make the European market 'greener'. The Commission has set the wheels of change in motion to achieve the EU's objectives.

Several milestones have been achieved

- **A political agreement on waste transfers:** new rules to prohibit transfers of waste to non-OECD member countries.
- **Adoption of a single tool:** taxonomy, a common language for determining what constitutes a green activity.
- **Strengthening consumer protection and rights** with a review of the unfair commercial practices directive.
- **Setting eco-design rules** with the creation of digital product passports.
- **Reform of the European carbon market** through the introduction of a carbon border adjustment mechanism.

However, while these measures seek to meet climate targets in line with the Paris Agreement, they will prove ineffective unless accompanied by measures and clear implementation.

Various measures could be implemented

-  **Setting clear guidelines** on how to implement measures from the Green Deal.
-  **Involving companies** in drawing up secondary legislation, so that the requirements of small and medium-sized enterprises are also taken into account.
-  **Monitoring Member States' measures** for transposing European legislation to ensure full harmonisation at EU level.
-  Continuing to operate a fair transition mechanism **to provide financial and technical support** not just to regions and the low-carbon economy, but also to companies faced with the challenges of developing a circular economy.
-  **Educating citizens** on everyday best environmental practices to reduce the impact of their consumption on the environment.

OUR 11 PROPOSALS

01

DEVELOPING AN AMBITIOUS REGULATION ON PACKAGING AND PACKAGING WASTE

With a harmonised framework to improve packaging circularity through the following measures:

- Reducing packaging and plastic by avoiding unnecessary packaging
- Reuse, as an effective and relevant means of reducing the environmental impact
- Promoting high-quality recycling by harmonising the definition of recyclability, setting binding targets for recycled content and introducing a deposit return scheme
- Consumer information on sorting rules, with harmonised marking of sorting rules and the flexibility and adaptability of the Info-tri.

02

GIVING CONSUMERS THE MEANS TO PROMOTE THE GREEN TRANSITION BY ENSURING THEY HAVE ACCESS TO RELIABLE INFORMATION

By strengthening consumer empowerment and harmonizing initiatives within the EU regarding: the scope of the directive, requirements for justification and communication, labelling, verification of provided information, support for micro, small, and medium-sized enterprises, and corporate responsibility.

03

CONSIDERING WASTE AS NEW RESOURCES

By revising the Waste Framework Directive to amend the definition of "waste", to set mandatory and ambitious reduction targets, and make reuse an essential pillar. This revision will make it possible to introduce harmonised minimum requirements for deciding on the selective collection model to be implemented, to step up separate collection by limiting possible exemptions, to prohibit landfill, to adapt the processing hierarchy for the outermost regions, and to roll out EPR.

04

DEFINE A BINDING LEGISLATIVE FRAMEWORK FOR BIOBASED AND NON-FOSSIL RAW MATERIALS

With a regulation on non-fossil-based raw materials as well as biobased raw materials. This framework should be applied to the entire life cycle, from production to end of life to ensure that the environmental impact is always positive.

05

COMBINING CIRCULAR ECONOMY AND HEALTH ISSUES

With a support framework for developing reuse enabling health issues to be fully taken into account. This issue is currently left to industry stakeholders who need a more detailed framework which could be developed by the EFSA and CEN.

06

EXTENDING THE CBAM TO SUPPORT THE USE OF EUROPEAN RECYCLED MATERIALS

To address the practices of certain producers that outsource their activities to regions of the world with less stringent environmental rules. During the transition period, Citeo is calling on the European Commission to examine and adopt the option of extending the implementing scope of the CBAM to include other product categories such as polymers, glass and paper.

07

OPENING UP THE EU EMISSIONS TRADING SYSTEM TO OTHER SECTORS

By extending the scope to municipal waste incineration plants and landfill facilities, which would contribute to the circular economy by encouraging reuse and recycling, as well as the decarbonization of all the economy.

08

MAKING THE CIRCULAR ECONOMY A LEVER OF THE EUROPEAN STRATEGIC AUTONOMY

The Circular economy enables sustainable and effective resource management, a supply of raw materials closely matching requirements, more sustainable value chains, a lower carbon footprint, and support and development of the local economic fabric and jobs.

09

INCLUDING THE CIRCULAR ECONOMY IN THE TRADE AGREEMENTS OF THE EU

By explicitly mentioning these topics when implementing existing trade agreements through the dedicated monitoring committee, and also when negotiating future trade agreements through negotiation directives and the trade and sustainable development chapter.

10

ENSURING MORE EFFECTIVE PACKAGING WASTE MANAGEMENT IN EUROPE BY DEVELOPING DIGITAL TOOLS

Particularly with the Digital Product Passport to ensure traceability of sorted and recycled materials. The development of this tool is consistent with recent European legislative advancements, notably the CSRD Directive and the Ecodesign Regulation.

11

DEVELOPING INNOVATIVE EDUCATION PROGRAMS ON CIRCULAR ECONOMY

By implementing an environmental diploma at the French level to certify students' knowledge of the environment, which could be developed in collaboration with other Member States.

