

Fee modulation depending on recyclability

INGEDE Symposium – 13/02/2019



Donnons ensemble une
nouvelle vie à nos produits.

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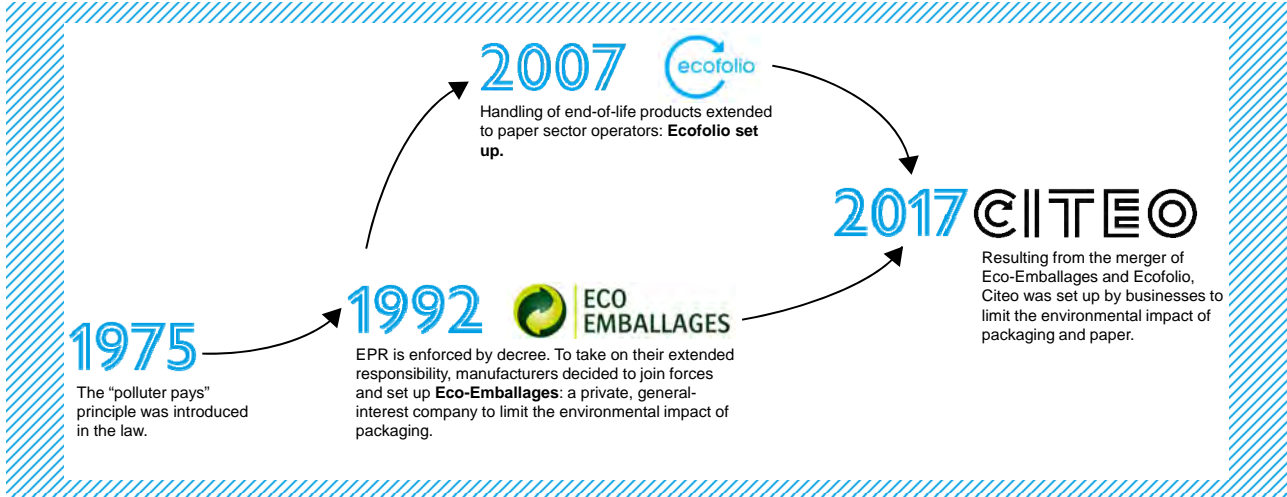
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01 Citeo

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
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EPR and the founding of Citeo – initiatives supported by businesses




Citeo, a private company under government approval





Role and responsibilities of the eco-organisation:

 organise collection, sorting and processing of paper for recycling for improved performance at a better price.

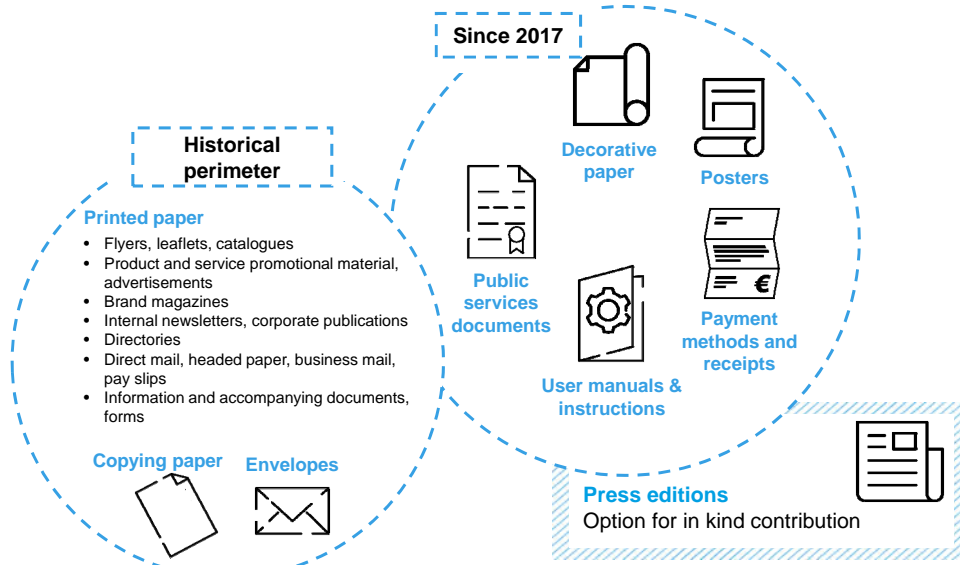
 manage research programmes to develop eco-design and move Industrial processes forward.

 inform and raise public awareness of sorting used packaging and paper.

CITEO

-  **A private company**
-  **A general public interest mission**
-  **Nonprofit**
-  **Under French government approval (2017–2022)**

What type of paper is concerned?



Some key figures

	€ Contributing tons	♻️ Recycling tons	Tx _{Recy} Recycling rate	♻️ Incorporation rate
	1 900 ktonnes (2017) <i>(dont 388 kt en contribution en nature)</i>	1 321 ktonnes (2016)	57,6%	31% <i>paper with fiber bonus</i>
	92 M€ (2017) 12 000 contributors	750 local authorities 99% of french pop.	Target 2022 : 65%	

02

Eco-design for circularity

What is eco-design for circularity?

Four key aims



Reduce weight



Improve recycling potential



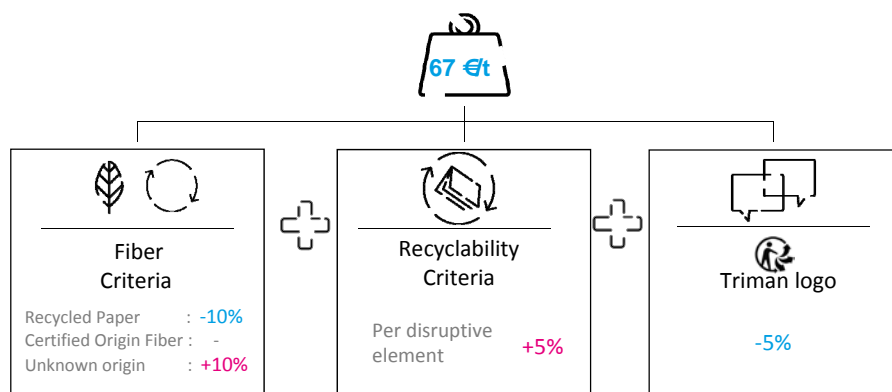
Use recycled fibres



Raise consumer awareness of waste sorting

Modulated Eco-Contribution Scale – since 2013

- Economic signal to create a market demand for eco-designed solutions
- Considering graphic paper recycling sector → deinking recycling loop
- Targeting issues even if no existing alternatives



Recyclability criteria – list of disruptive elements for recycling

1. Color of the fiber



1. Tinted paper
2. Kraft paper

2. Low deinkable inks (evaluated by INGEDE Method 11 – if EPRC Score <70)



1. Flexographic
2. Ink jet
3. UV offset

3. Adhesives (evaluated by INGEDE Method 12 – if ERPC Score <70 & New dispersible test)



1. Some binding adhesives (dispersible)
2. Envelope adhesives
3. PSA adhesives

4. Unpulpable elements (non-paper elements)



1. Wet strength paper
2. UV varnish
3. Plastics
4. Inserts

03

The Modulated Eco-Contribution Scale A living tool

Eco-design Action plan – Methodology

Citeo's data analysis

Monitoring of eco-design evolution
Identification of main eco-design issues
 per type of disruptive elements
 per type of paper or sector

R&D & pilot programs on alternatives of disruptive elements
Modification of Modulation Eco-Contribution Scale criteria

Market monitoring

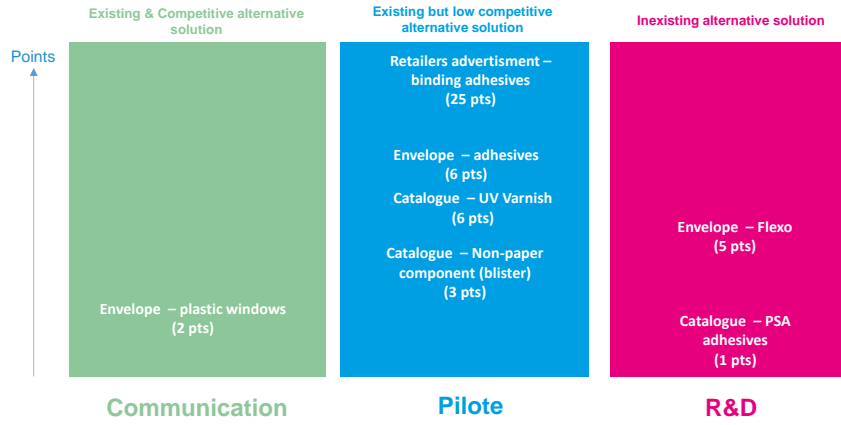
Monitoring of recyclability of new graphic technologies (printing tech, inks, adhesives, raw materials...)

Feedback from graphic sector stakeholders

Qualitative and quantitative Studies
Modification proposals of Modulation of Eco-Contribution Scale criteria

Eco-design Action plan – Methodology

Type of actions



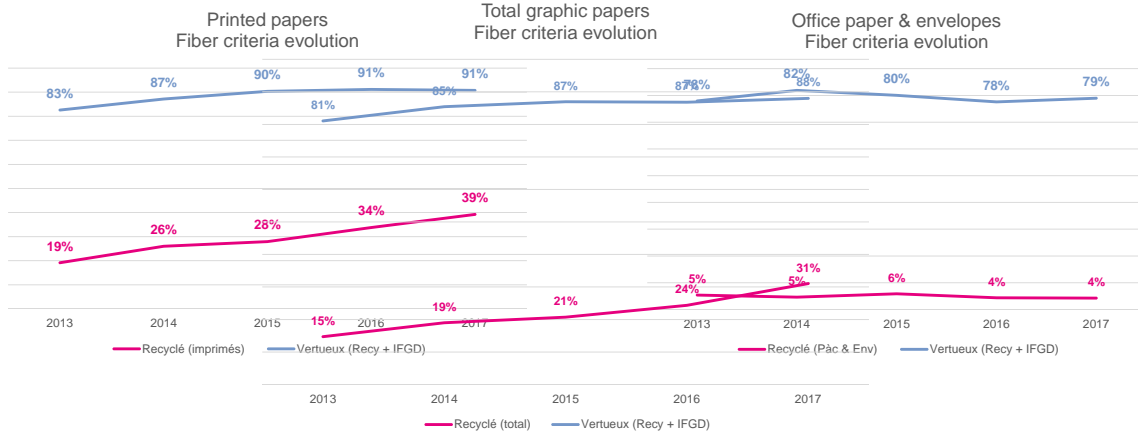
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Eco-design results

Results 2013–2017 – Fiber criteria

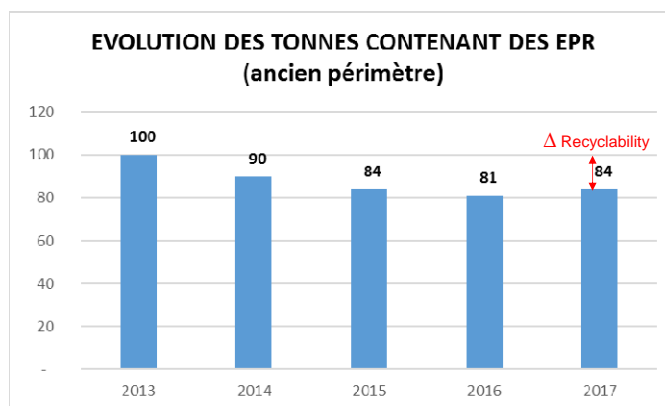
Increase of the virtuous papers (certified origin or recycled) by 7 points since 2013

Market share of recycled paper has doubled since 2013



Results 2013–2017 – Recyclability

Improvement of recyclability by 16 points since 2013 (100 base = 2013)

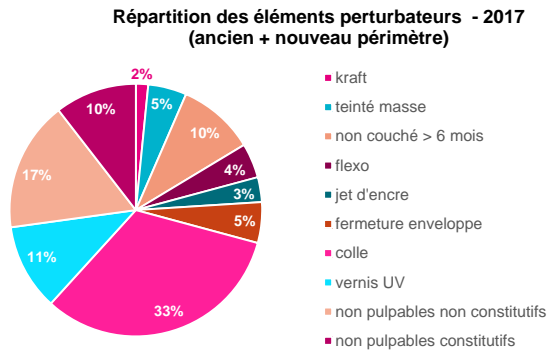


Results 2013–2017 – Which disruptive elements?

Main disruptive elements

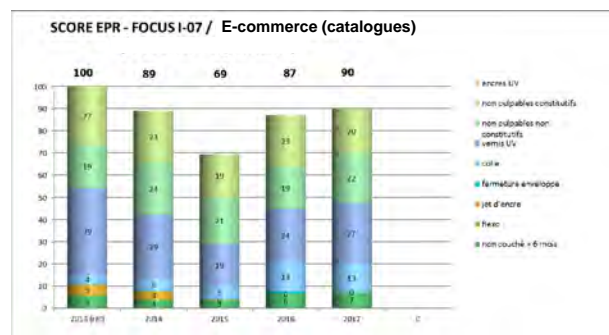
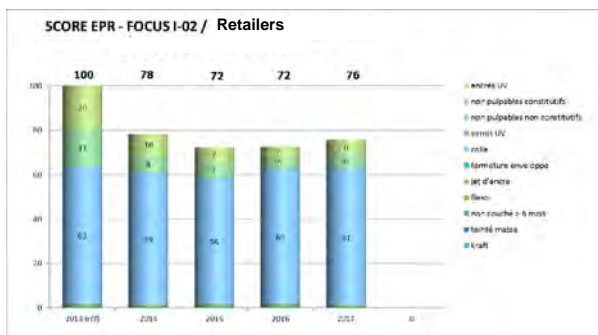
- Adhesives
- Non-paper components
- UV varnish

70% of tons with at least 1 disruptive element



Results 2013–2017 – Sectorial analysis

Example of "sectorial analysis"



thank you

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