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Eco-Emballages and Ecofolio join forces to become Citeo

This morning, Ecofolio and Eco-Emballages unveiled their merger to form Citeo, a new company. The two environmental firms are joining forces to provide new corporate services, modernize waste sorting and recycling and boost public involvement. This merger creates a unique French centre of expertise, advice and innovation thereby fuelling the circular economy.

Combining business and environmental strengths

Citeo's primary mission is to increase recycling in France as cheaply as possible. In the last 25 years, waste sorting has become an automatic reflex in French people's everyday lives, such that 68 per cent of household packaging and 55 per cent of paper are now recycled. The circular economy is an ever-growing French and European imperative and consumer expectations are constantly building.

In light of these new challenges, Eco-Emballages and Ecofolio have pooled resources and experience and put forward an ambitious joint strategy that benefits both the environment and the economy. Philippe-Loïc Jacob, Chairman of the Citeo board of directors, said: "Ecofolio's and Eco-Emballages' merger means waste sorting and recycling processes will be more efficient and cost-effective, a key factor in safeguarding the planet's resources and environment."

2022 Targets

1. Enable French people to sort 100 per cent of packaging and paper
2. Increase recycling rates to 75 per cent for packaging and 65 per cent for paper
3. Help local authorities achieve zero landfill
4. Lower household packaging and paper waste treatment unit costs
5. Develop eco-design (invest up to €40m over five years) and materials recycling
6. Boost recycling in French overseas territories
7. Increase proportion of general public "systematic sorters" from half of French people now to two thirds.

Citeo's three-pronged action plan

Jean Hornain, Citeo. CEO, said: "Our strategic plan seeks a fundamental shift in environmental performance in an ever-changing environment. We will strive to develop innovative solutions in French overseas territories, while practicing sustainable production and consumption techniques that win over business and the public".

• Corporate solutions

Corporate services underpin Citeo's strategy. The firm offers companies a complete support package comprising innovative ways to cut the environmental footprint of their waste packaging and paper at low cost. Citeo plans to provide 4 key corporate services as follows: **1.** Introduce more customer-friendly procedures with a new website section for each customer and a choice of four reporting methods **2.** Provide data, analysis and benchmarking to facilitate environmental management and enhance results **3.** Bolster support for eco-design at each product development stage, with training, on-site diagnostics and project tenders **4.** Advise companies about introducing consumer awareness programs.

- **Sorting and recycling system modernization**

Working with local authorities and operators, the collection, sorting and recycling system will be modernized focusing on two priorities – recycling plastic packaging and sorting in cities. Citeo will team up with local firms and organisations to increase recycling, control costs and boost resource productivity by fine-tuning and modernizing sorting centres, optimizing collection frequency, separating paper and cardboard from other packaging at source and promoting local collection.

- **Motivating the public**

The French are becoming far more aware of how their consumption impacts the environment. Citeo is committed to helping them simplify sorting procedures while ensuring effectiveness. By introducing sorting for all packaging and paper by 2022 and rolling out more user-friendly and higher profile collection processes based on GPS and digital-based systems, Citeo is raising its game so that waste sorting becomes second-nature to us all.

Citeo, a user-friendly, eco-designed brand

The name Citeo came from the word ‘city’, meaning a community of people bound by the same life choices in ancient Greece, and the letter O, which symbolizes the circular economy and the continuous, knock-on effect of people’s actions. The name represents our conviction that the circular economy is everyone’s business and we all have a personal responsibility.

Citeo took inspiration from eco-design to design a corporate logo conjuring up both economic and environmental issues. Each element of the brand was thought through to curb its environmental impact, while maximising the visual impact. This involved an eco-designed logo (50 per cent ink coverage), a minimalist typeface, a cut-out picture on a white background to reduce printed surface space and colours using less printing ink.

The circular economy – key figures	Citeo key figures
<p>68 per cent recycling of household packaging (18 per cent in 1992) – 55 per cent of paper (41 per cent in 2007)</p> <p>99.8 per cent of mainland France has access to sorting</p> <p>60kg/year/inhabitant of household packaging sorted annually in rural areas – 40kg in towns – 34kg in major cities</p> <p>3.3 million tonnes of recycled packaging in 2016 = 2 million tonnes less CO²</p> <p>1.3 million tonnes of recycled paper in 2016 = 26 billion litres of water saved</p> <p>400,000 tonnes of additional sorted material by 2022, including 135,000 tonnes of new plastics</p> <p>The circular economy accounts for approximately 800,000 jobs in France</p>	<p>50,000 corporate customers</p> <p>900 organisations under contract</p> <p>250 employees/8 regional teams</p> <p>2016 consolidated revenue: €740m</p> <p>3 licenses: 1 for paper processing and 2 for packaging processing (Citeo and its subsidiary Adelphe)</p>

About Citeo

Citeo is a not-for-profit company founded from the merger of Eco-Emballages and Ecofolio with a view to reduce the environmental impact of packaging and paper. 250 committed, passionate Citeo employees work to help companies find solutions to their recycling problems, advising them on environmental responsibility, optimizing low-cost sorting and recycling procedures and motivating the public to adopt user-friendly effective sorting.

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