



EPR BEYOND RECYCLING :

THE FRENCH INITIATIVE TOWARDS A NATIONAL REUSE FOOD SYSTEM

Who we are? Citeo Group as a key player in circular economy since 1992.

OUR STORY

Citeo was created 30 years ago by consumer goods and distribution companies to **reduce the environmental impact of packaging and paper.**

We take **responsibility** for **EPR obligations** on a **not-for-profit basis.**

We ensure the **quality of EPR implementation** and **its continuous improvement.**



CONTROLLED RESPONSIBILITY



200 obligations under specification



Activity controlled by **state censor** with regular **periodic audits**



Under the **supervision** of ADEME (**French Environment and Energy Management Agency**)

±80 000

partners

1.6 BN €

expenses to cover (est. 2025)

5,5 M

of household packaging
contributing to the value stream
(in tonnes)

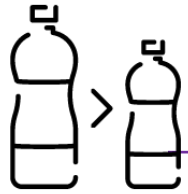
14 BN €

Invested in 30 years

2,4 MT

Of CO₂ avoided per year

A global strategy in packaging impact reduction : “3R” targets guiding Citeo's priorities and activities



REDUCTION

-15%*
by 2030

Total reduction target
for household packaging
waste

-20%**
by 2025

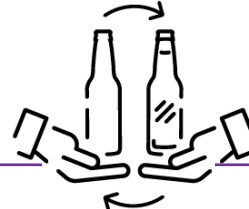
Target reduction in
single-use plastic
household packaging
waste

-50%**
by 2030

Target reduction in
single-use plastic bottles
(CSUs)

* vs. 2010

** vs. 2018



REUSE

10%
by 2027

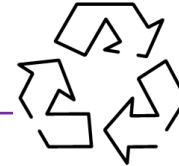
Target for reused
household packaging
placed on the market

20%
by 2030

Target area allocated to
bulk and unpackaged
products in stores of
over 400 m2

10%
by 2030

Target for reused
household packaging for
beverages with
exemptions



RECYCLING

65%
by 2025

Target household
packaging recycling rate
(European standard)

55%
by 2030

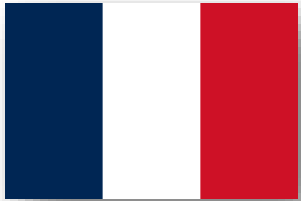
Target plastic recycling
rate (European
standard)

90%
by 2029

Target collection rate
for the recycling of
plastic beverage bottles

* Source: CITEO - What levers can we use to achieve our shared targets by 2030?

Focus on ReUse : a lever for reducing waste production



French regulatory framework

- **10%** of packaging re-used by 2027
- **5 % of EPR fees** dedicated to reuse development (infrastructures & operations)



Packaging and Packaging Waste Regulation (PPWR)

- **10% reuse** for 2030 and 40% for 2040
- Exemption for certain sectors (wine and spirits, milk, etc.) and companies

Why Food Industry ReUse system ?

A different maturity level and high opportunities

INDUSTRIAL & HORECA

- ✓ Industrial loop existing from 50's
- ✓ **High return rate** for packaging (from 95 to 100%)
- ✓ Samples on reusable packaging :



MASS DISTRIBUTION

- ✓ **Local** reuse loop
- ✓ Experimental loops for mutualized systems **not fully deployed**
- ✓ Dynamic ecosystem in France : reuse operators, washing centers, sorting centers.
- ✓ **Identified weaknesses** : business model, sanitary guarantees, pooling

Development of a new ReUse system aiming costs, technical & environmental optimization to become a consistent alternative to Single Use

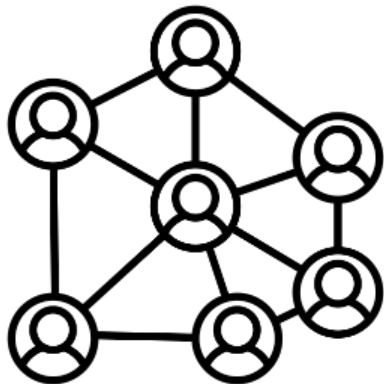
REUSE

ReUse : an approach towards a national system

REUSE

"Supporting food reuse scaling up to achieve an operational reality at national level".

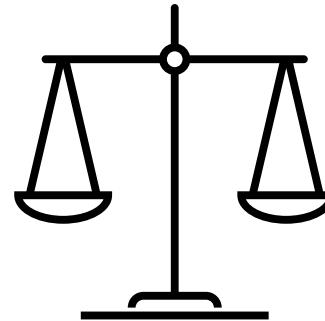
Principles



MUTUALIZED



NATIONAL



**COMPETITIVE
(and attractive)**



**STANDARDISED
FORMATS**



Competitive & Attractive



Food safety



Standardization

Keys

From 2023, Citeo as coordinator on a collective approach

A tight steering committee with
« pioneers »



Workshop with producers, distributors
and reuse operators



Presentation to the entire
ecosystem : “ReUse Days”



ReUse project : a new project in 4 regions of France

2025: OFF TO A GOOD START MASSIFY, OPTIMIZE AND HARMONIZE REUSE

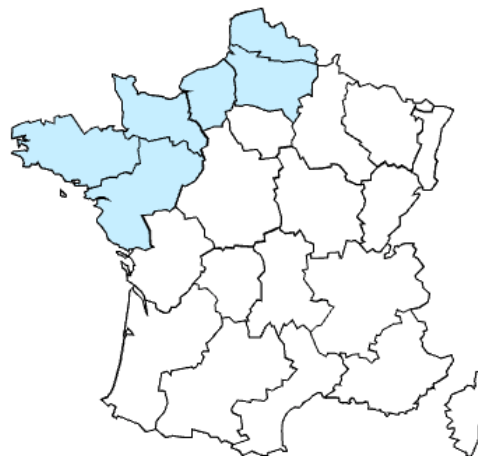
Objectives and ambitions of the **REUSE** project

*"Support the scaling up to make
industrial food reuse in
supermarkets an operational
reality at the national level"*

**Coordinated and centralized
management of the reuse loop by the
Service Provider**

4 regions of France involved:

- Upper France
- Normandy
- Brittany
- Loire Region



Broad market coverage:

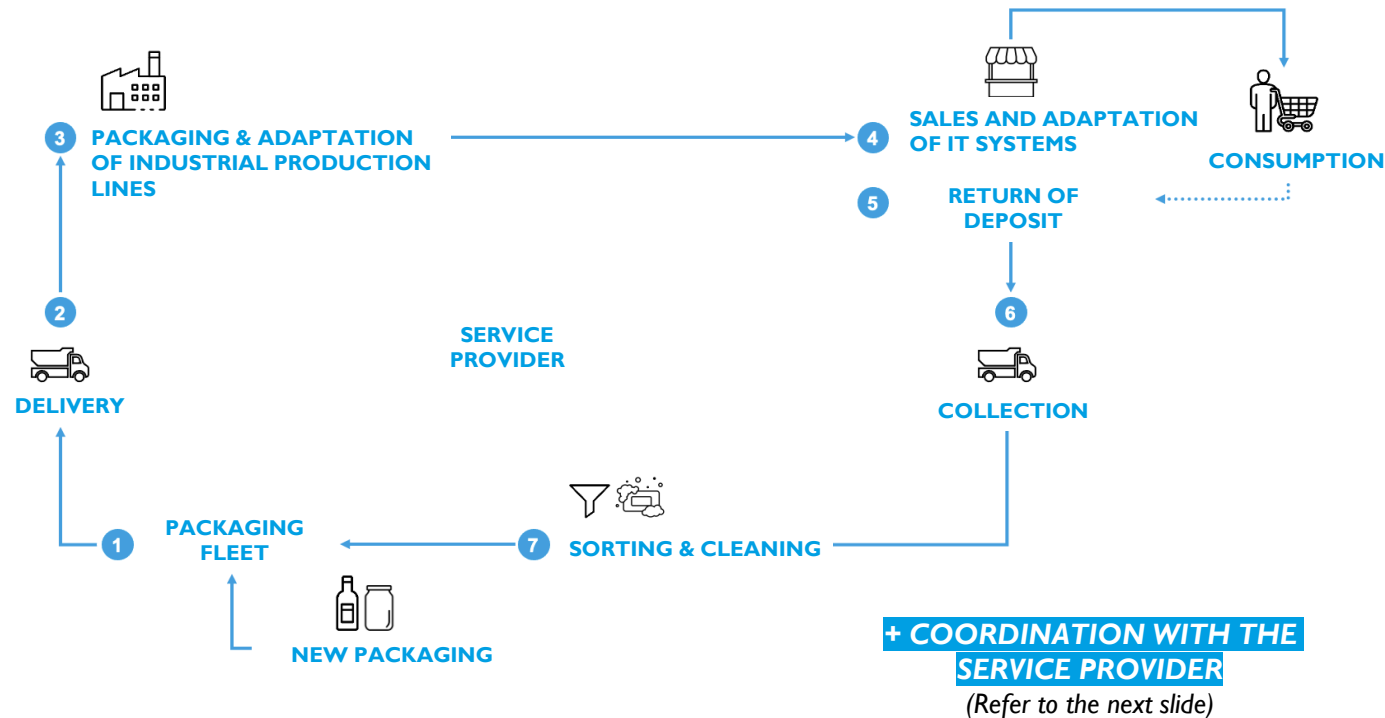
Beverages and brewery, fresh, ultra-fresh, salty canning, etc. A wide range of food products are integrated into the system to meet the different expectations of the market.



How the project is translated into concrete action?

From June 2025, in 4 regions, 16 million French people are able to buy consumer products in reusable packaging in supermarkets.

A REUSE LOOP OPERATIONAL FROM THE LAUNCH OF THE ACTIVATION



A pooled and optimized system supported by Citeo ...

In order to operationalize the operation of the reuse loop, from the provision of reusable packaging, to the return of this sorted, washed packaging.

... and involving an investment by brands (redesign of the product and design offer, support for the cost of the reuse loop, etc.)

How to identify the offer of reuse within the framework of the scheme?

A system with harmonized communication

You will be able to find identification elements:

- A **visual** marker: Purple/Orange color code;
- A **textual** marker: "call to action" consumer "Bring me back for reuse".

These codes will also be present in your stores, to identify the offer on the shelf and the methods/means of recovery.

With a monetary deposit system

The amount of the deposit will be displayed separately from the product price on the shelf to allow the consumer to easily compare product offers.

This deposit will be returned to the customer when the empty packaging is returned.

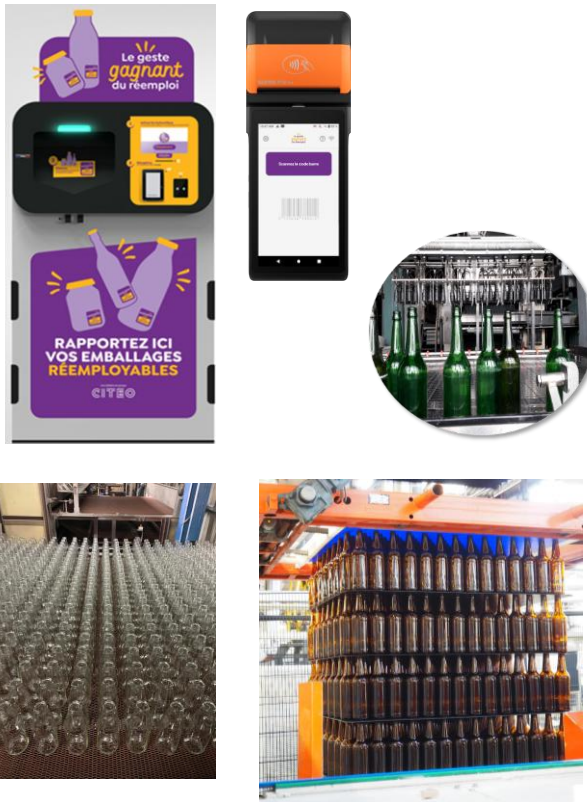
And a simplified consumer journey

A reusable offer means the legibility of the in-store/shelf offer and recovery equipment in your stores!



A new role for Citeo, going beyond the historical PRO role to build a new story

Infrastructures deployment



Retailers' collection point



Deposit management



- Model
- Amount
- Balancing model

Offer with multiple products



Une première offre d'emballages élargie, la répartition admissible dans les machines pour l'activation :

- Les emballages standards R-Cœur : 6 références
- Des emballages iconiques : Conditions : emballages en verre, capacité de longue etc
- D'autres emballages du catalogue RVR : 16 références

Operator identification



Consumer adoption



First learnings & ongoing topics

A good dynamic is installed :

- Successful launching in summertime
- Softs & Beer start as best sellers
- Clear on pack information for better product identification
- 75% of standard bottles in sales
- Return start to come (1 month average)



And an **action plan** is launched to go further :

- National brands to come in a few weeks
- Improving facilities remaining issues (Credit Card timeout)
- Training visit & special promotion on collection points
- Improving on-pack visibility
- Higher collection points : new wave of retailers in May 2026
- Commercial animation aimed at consumers
- Sales force to help list new products in the catalogue and place them on shelves.



THANK YOU

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