

RECYCLEYE, VALORPLAST AND TOTAL PARTNER WITH CITEO TO DEVELOP AND IMPROVE HOUSEHOLD WASTE RECYCLING TECHNOLOGIES

Recycleye, the intelligent waste management start-up, Valorplast, expert in the recycling of household plastic packaging, and Total have joined forces to launch OMNI¹, a solution to develop and improve technologies for recycling household waste.

The OMNI project is one of the 7 winning projects selected by Citeo, a mission-led business, in the framework of its call for projects launched in October 2020. With OMNI, partners wish to develop innovative technologies for identifying household packaging and graphic paper, to improve the quality monitoring and control of recycled materials from collection to the final recycler.

The OMNI Project leverages artificial intelligence and image recognition to automatically identify, categorise and separate "food grade" from "non-food grade" plastic packaging.

A crucial step in recycling, automated sorting supported by artificial intelligence makes it possible to address a key problem in the recycling sector. Indeed, effective recognition and separation of items that have contained food product from others is not possible today.

Since its inception in 2019, Recycleye has validated and deployed across the UK and French markets a world leading AI vision system capable of identifying and classifying individual items of waste streams - by material, object and even brand. The OMNI Project will build on top of Recycleye's existing capabilities to enable the detection of "food-grade" plastics.

The OMNI Project expands the accessible market for recyclables, by optimising the quality of recycled materials that are passed on to plastic manufacturers and developing new applications, such as food packaging.

Head of Operations at Recycleye, Isabelle Chapman Beltrão announced:

"Partnering with Valorplast and Total as part of Citeo's call for projects is pivotal in helping Recycleye achieve its mission to accelerate the world's transition towards a circular economy, by further lowering risks associated with the automation of the waste management industry and enabling more materials to be identified and recycled. The developments targeted in the OMNI Project will make Recycleye the only provider of vision-based sorting incorporating "food-grade" plastic detection".

¹ Name taken from Omniscience, the capacity to know everything.

Since its creation, Valorplast has focused on three areas to develop the circular economy of plastic packaging:

- Increasing the recycling rate of household plastic packaging through eco-design and the extension of sorting instructions,
- Guaranteeing high-quality recycled plastics to ensure their use in high value-added applications,
- Innovating to co-develop the recycling channels of the future.

Alban Cotard, Sales, Quality and Development Manager at Valorplast commented: “We are very enthusiastic about the idea of participating in the development of these new technologies. They constitute an opportunity to progress sorting capabilities and advance the possibilities of high added value regeneration of household packaging.”

In line with these, the Valorplast teams dedicated to the OMNI Project will commit their operational expertise in sorting, intense sorting and recycling to the development of innovative technologies.

Total is deeply committed to recycling plastics and intends to produce 30% recycled polymers by 2030.

As part of the OMNI project, Total's teams will leverage their industrial and R&D expertise to improve the recyclability of plastics, derived from household waste, into high-performance recycled polymers, suitable for food applications.

“This partnership with Recycleye and Valorplast is an excellent example of collaboration and innovation to develop the recycling of food packaging. It opens new perspectives to meet the challenge of the circular economy and achieve our ambition of producing 30% recycled polymers by 2030”, **said Valérie Goff, Senior Vice President, Polymers at Total.**

About Recycleye

Recycleye is using artificial intelligence and robotics to bring transparency, traceability and accountability to waste flows, enabling businesses to profit from their waste streams. The company is tapping into the trillion-dollar automation market that currently exists within the waste management industry. Recycleye is creating disruptive technology that is commoditising waste, in turn shaping removal chains into an even more valuable market opportunity than supply chains.

About Valorplast

Since 1993, Valorplast has been developing a sustainable, profitable and transparent household plastic packaging recycling channel. In 2020, Valorplast managed the recycling of 157,000 tonnes of plastic packaging, all of which was recycled in Europe and 75% of which was recycled within France. Embodying the take-back guarantee, Valorplast was last year in contract with 58% of local authorities in France.

About Total

Total is a broad energy company that produces and markets fuels, natural gas and low-carbon electricity. Our 100,000 employees are committed to better energy that is more affordable, more reliable, cleaner and accessible to as many people as possible. Active in more than 130 countries, our ambition is to become the responsible energy major.

www.total.com

About Citeo

Citeo is a mission-led business set up by companies in the fast-moving consumer goods and retail sectors to reduce the environmental impact of their packaging and paper waste by proposing solutions for waste reduction, reuse, sorting and recycling. To respond to the environmental crisis and speed up the transition to a circular economy, Citeo has adopted five pledges: to reduce the environmental impact of its customers' products by rooting their practices and strategies in an approach based on the circular economy and eco-design; to create the conditions to develop solutions for now and the future that combine environmental and economic performance; to give consumers the keys to reduce the environmental impact of their consumption; to co-develop and promote corporate solutions and positions, from the local to the international level; and to foster the commitment of its staff to its mission.

Since Citeo was founded, companies in the fast-moving consumer goods and retail sectors have invested more than €11 billion to develop eco-design, to introduce and fund selective collection and to create recycling streams, together with their partners – local authorities, industry sectors and operators. In France, 70% of household packaging and 57.5% of paper are currently recycled thanks to the efforts of French people to sort their waste, now the most popular environmental “good deed”.