

From: [REDACTED] (SG)
Sent: 02 March 2018 20:50
To: 'Goetz.Brandau@lidl.com'
Cc: [REDACTED] (SG); SG UNITE D3
Subject: RE: Follow-up to yesterday's meeting on the plastic strategy

Dear Götz,

Many thanks for this follow-up message.

As mentioned, feel free to share further details on your long-term packaging strategy and faced obstacles by implementing measures across the EU.

Practical examples would indeed be very helpful in getting a good understanding of the bottlenecks and barriers as well as of the innovative solutions you are reflecting upon to support the transition towards a circular economy.

Kind regards,

[REDACTED]



European Commission
Secretariat General
Unit D3 – Resource Efficiency

BERL [REDACTED]
1049-Brussels/Belgium
+32 [REDACTED]
[REDACTED]@ec.europa.eu

From: Goetz.Brandau [REDACTED] [mailto:[REDACTED]]
Sent: Thursday, March 01, 2018 6:32 PM
To: [REDACTED] (SG)
Cc: [REDACTED] (SG)
Subject: Follow-up to yesterday's meeting on the plastic strategy

Dear [REDACTED],

thank you and your Head of Unit once again for taking the time to meet with me and the other colleagues from the German retail sector yesterday. We really appreciate this type of open discussion and I feel our exchange was very helpful in generating an understanding that in the end we are both aiming to find workable solutions for the significant problems related the to use

of plastics.

On the way out you mentioned that you would be interested in staying in touch on this issue and I would like to take you up on this offer. For years Lidl has been testing and implementing measures to reduce and improve the way plastic materials are used in our supply chains, mainly in the form of packaging for our own-brand products. Lidl's experts are currently working out the details of a comprehensive, long-term strategy aimed at improving the recyclability of our packaging and reducing the amount of plastic we use. We would be very keen to share more details about our strategy with you and explain in which areas we see the greatest potential for improvement.

On the downside, however, we frequently face regulatory and systemic obstacles when trying to implement measures across several Member States. Too often, these obstacles undermine the economic viability of (potentially) progressive solutions and we are left with wasted potential. As mentioned yesterday, Lidl has retail operations in over 25 EU Member States. Therefore, in addition to showcasing innovative ideas and positive examples, we can also provide you with examples of the type of barriers we experience around Europe that considerably slow our progress towards a circular economy.

I would like to continue this conversation with you in the coming months. In case of interest we could possibly look into a setting where our experts would provide you (and interested colleagues) with more specific information on our varied experiences related to reuse opportunities, closed loop recycling or packaging design.

Again, many thanks for the pleasant meeting yesterday and I look forward to hearing from you.

Kind regards
Götz Brandau

Mit freundlichen Grüßen
Götz Brandau
Public Affairs - Leiter Büro Brüssel
Unternehmenskommunikation International
Büroanschrift: RA [REDACTED]

Telefon: +32 [REDACTED]



LIDL Stiftung & Co. KG, Stiftsbergstraße 1, 74167 Neckarsulm
Sitz: Neckarsulm, Registergericht Stuttgart HRA 102314, USt.-IdNr.: DE 145 803 808