Good morning,

Could you please set it up?

Thank you,

---

From: [CAB-TIMMERMANS]@eu.mcd.com>
Sent: Tuesday, October 26, 2021 12:15 PM
To: [CAB-TIMMERMANS]@ec.europa.eu>
Cc: [CAB-TIMMERMANS]@ec.europa.eu>; [CAB-TIMMERMANS]@be.mcd.com>
Subject: RE: McDonald’s accelerates Climate Action to Reach Net Zero Emissions by 2050

Dear [CAB-TIMMERMANS],

Our new pledge evolves our current climate target with a focus on reducing emission by 2030 (i.e. 36% GHG reductions in restaurants and offices; 31% in food and packaging) to be net zero by 2050.

We are currently working on different projects with our partners to define roadmaps to achieve our pledge. The elements you mention below are part of these considerations.

[Your Vice-President Global Public Policy and Government Relations] will be in Brussels on 30 November. We would very much welcome the opportunity to meet with you on that occasion to discuss the Commission’s and McDonald’s sustainability agendas in more detail.

All the best,

---

From: [CAB-TIMMERMANS]@ec.europa.eu>
Sent: Monday, 18 October 2021 16:44
To: [CAB-TIMMERMANS]@eu.mcd.com>
Cc: [CAB-TIMMERMANS]@ec.europa.eu>; [CAB-TIMMERMANS]@be.mcd.com>
Subject: RE: McDonald’s accelerates Climate Action to Reach Net Zero Emissions by 2050

Dear [CAB-TIMMERMANS],

Thank you very much for your reply, which is both very informative and encouraging.

Unless I missed it at the links you sent, I would still be curious to know how you will communicate these commitments to your customers, if at all? And will these changes have an impact on menu as well as on the marketing approach?
I will unfortunately not travel to Glasgow for COP26 but I will be happy to meet when the opportunity arises.

All the best,

From: @eu.mcd.com>
Sent: Wednesday, October 6, 2021 5:44 PM
To: (CAB-TIMMERMANS) @ec.europa.eu>
Cc: (CAB-TIMMERMANS) @ec.europa.eu>; @be.mcd.com>
Subject: RE: McDonald’s accelerates Climate Action to Reach Net Zero Emissions by 2050

Dear

Thank you very much for your feedback and questions.

Within the supply chain, our focus is on emissions reductions in beef, dairy, cheese, chicken, packaging and transportation & distribution, which together represented 78% of supply chain emissions in our baseline year. For restaurants and offices, our focus is on renewable energy and energy efficiency, as well as reducing waste and increasing recycling. We work with partners throughout the beef supply chain, including farmers, to produce beef more sustainably and through the Global Roundtable for Sustainable Beef and local roundtables and platforms to set ambitious climate targets to continue to reduce emissions from beef production.

As beef is one of the top three contributors to the overall footprint of our supply chain, we are prioritizing action in this area in partnership with our suppliers, NGOs and climate experts. We are now in the process of developing category roadmaps for key ingredients including beef to meet our global emissions target. We are also working with partners to advance the science around sustainable beef farming practices. Our work with the Foundation for Food and Agricultural Research and universities in the U.S., for example, is looking at how regenerative grazing practices can capture more carbon in the soil and increase biodiversity. Here some elements of our approach to Climate Action and Sustainable Agriculture & Beef.

Our global leadership, including our Chief Global Impact Officer and our Chief Sustainability Officer will be at COP26. I would be happy to arrange a convenient time for you (and your team) to meet with our leadership in Glasgow. Please let me know if that sounds like a good idea.

Thank you also for the nudge to the EU Code of Conduct. We will look into this with great interest.

All the best,
From: @ec.europa.eu>
Sent: Wednesday, 6 October 2021 14:48
To: @eu.mcd.com>
Cc: @ec.europa.eu>
Subject: RE: McDonald’s accelerates Climate Action to Reach Net Zero Emissions by 2050

Dear

Thank you for sharing the good news and congratulations on this commitment!

I would be keen to know whether you have a specific subtarget for food (meat). Especially, I would be curious to know:

- What will be the mitigation actions for GHG emissions directly linked to meat?
- Will this have an impact on the menu?
- What regenerative practices will you support (and by what means) and how many farmers/how much land will that cover?
- How will you communicate this commitment to your consumers?

I also want to draw your attention to the EU Code of Conduct for responsible business and marketing practices which I would encourage you to explore and of course invite you to sign up to.

Happy to discuss!

All the best,


Member of Cabinet
Executive Vice-President Frans Timmermans
European Green Deal

---

From: @eu.mcd.com>
Sent: Wednesday, October 6, 2021 11:00 AM
To: (CAB-TIMMERMANS) @ec.europa.eu>; (CAB-TIMMERMANS) @ec.europa.eu>; (CAB-TIMMERMANS) @ec.europa.eu>
Subject: McDonald’s accelerates Climate Action to Reach Net Zero Emissions by 2050
I wanted to let you know that on Monday, McDonald’s Corporation announced its commitment to achieve net zero emissions across its global operations by 2050. As part of this initiative, the Company is joining the United Nation’s Race to Zero campaign and signing on to the Science Based Targets initiative’s (SBTi) Business Ambition for 1.5°C campaign. In pursuit of a 1.5°C future, McDonald’s will increase the emissions reduction levels in its existing 2030 science-based target across all scopes of emissions in line with developing SBTi best practices and will set a long-term reduction target to reach net zero emissions. Efforts underway since 2018 have already resulted in an 8.5% reduction in the absolute emissions of restaurant and offices and a 5.9% decrease in supply chain emissions intensity against a 2015 baseline.

A world with lower greenhouse gas emissions and a steady global temperature could ultimately mean less severe weather that can impact restaurant operators and their communities; and more favorable conditions for farmers who work hard to bring customers’ favorite menu items from the fields to the front counter. Our efforts support the goals set out in the European Green Deal.

A global net zero emissions commitment requires system-wide decarbonization, and McDonald’s is working with market business teams, franchisees, suppliers and other partners to convert ambition to action to impact by:

- Increasing the substantial emissions reductions already in progress across our restaurants, offices and supply chain in service of McDonald’s existing SBTi targets (set in 2018, covering scopes 1, 2 and 3). Evolving our targets and aligning to the latest climate science across all scopes of our emissions will help to limit rises in global temperatures to under 1.5°C and guide the path toward McDonald’s net zero 2050 ambition.

- Enabling McDonald’s teams across the world to innovate and implement locally tailored solutions to help advance industry-leading innovations in renewable energy, regenerative farming, circular economy and sustainable packaging.

- Contributing insights from McDonald’s supply chain and sustainability journey thus far to the SBTi’s important ongoing work to develop 1.5°C emissions reduction pathways for forestry, land and agriculture, and to define a science-based framework for net zero emissions. Once final, these frameworks
will guide the future evolution of our existing targets.

Committing to net zero emissions by 2050 advances the Company’s work for decades to help drive a more resilient food system, support its farmers and producers, and regenerate the natural resources and ecosystems upon which our communities depend through regenerative agricultural practices.

We would be pleased to update you in more about our commitment over the next couple of months. Please do not hesitate to get back to me in case you have questions.

All the best,

McDonald’s

EU Transparency Register ID nbr: 3830179837-87