From: [Redacted] (ENV)
Sent: lundi 5 avril 2021 15:08
To: [Redacted]@fooddrinkeurope.eu
Cc: ENV DDG; DRAKE Joanna (ENV); [Redacted] (ENV)
Subject: RE: Message from [Redacted] of FoodDrinkEurope

Dear [Redacted],

Thank you for your letter of 1 April 2021 and for the written questions in the area of Circular Economy, European Green Deal, Biodiversity etc.

Ms Drake took note of them and she will consult with our experts following these matters in the coming weeks.

Thank you,
Emilia

European Commission/Directorate-General for the Environment
Avenue de la Beaufède/Beuvelaan 5, B-1100, Bruxelles/Brussel
Website: http://ec.europa.eu/environment

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Begin forwarded message:

From: [Redacted]@fooddrinkeurope.eu
Date: 1 April 2021 at 10:25:54 CEST
To: "DRAKE Joanna (ENV)"
Cc: [Redacted]@fooddrinkeurope.eu, [Redacted]@fooddrinkeurope.eu
Subject: Message from [Redacted] of FoodDrinkEurope

Dear Mrs. Drake,
On behalf of our President and myself, I would like to thank you once again for your presentation at our last Board meeting on 3rd March last.

As we are all on the road towards more sustainable food systems, your comments on the EU’s sustainability objectives and action plan for building a circular economy were very timely. Our Board particularly appreciated your remarks on the upcoming revision of the Packaging and Packaging Waste Directive. It was important for them to hear about the EU’s direction of travel on reuse and refill as well as on recycled content.

Our members are working hard to comply with the new EU waste laws and the Single-Use Plastics Directive while voluntarily investing resources to identify and develop sustainable packaging solutions. In particular, many companies are working to increase the recycled content of their food and drink packaging, including as part of the Circular Plastics Alliance and national/ EU plastics pacts. To continue these investments, it is important to have clear signals from policy makers about the EU’s goals and plans on sustainability of packaging. Our members are very concerned about the increasing number of national measures on packaging and plastics which go beyond, or against, the EU legislation in place, and would like to reiterate their plea for the EU to protect the Single Market for packaging.

Our Board was also grateful for the discussion on the future green claims initiative. Our sector is committed to help empower consumers in the green transition and ensure that environmental claims are clear, reliable and verifiable. They are however concerned about the increasing number of national, public and private initiatives on environmental labelling which will create barriers to the free movement of food and drink products. Moreover, while we support the Commission’s intention to promote the use of the PEF methodology to substantiate green claims, we believe that PEF should be improved and simplified to make it easy to use for all companies, especially SMEs.

Following up on your kind invitation to continue the conversation, I’m happy to send you attached some written questions that we received from our Board members after the meeting. We would be grateful to receive your answers or to organise a follow up call with you at a time of your convenience.

With our best regards,