On 10 February 2022, DG ENV met with FoodDrinkEurope (FDE) - food and drink industry - as part of the discussions for the revision of the Packaging and Packaging Waste Directive.

Participants:
- DG ENV: Florika Fink-Hooijer, Kestutis Sadauskas,
- FDE: PepsiCo, Nestlé, Danone, FoodDrinkEurope
- FoodDrinkEurope

- FoodDrinkEurope (FDE) represents the European food and drink manufacturing sector, which is Europe’s largest manufacturing industry (mainly SMEs) from 1 Jan. 2022). The EU food and drink industry employs 4.82 million people, generates a turnover of €1.2 trillion and €266 billion in value added, making it the largest manufacturing industry in the EU.
- FDE wanted to talk about the integrity of the Single Market, food safety consideration, not too prescriptive legislation, measures on collection, sorting and recycling of packaging waste, and measures to ensure easy access to food-safe recycled plastics for food and drink packaging.
- While sharing the Commission’s environmental ambitions, FDE asked to ensure coherence between multiple regulatory initiatives (e.g. chemical strategy, green claims, Farm2fork...). The diversity of the food/drink sector also needs to be taken into account and different approaches may conflict depending on the type of activity/packaging. Data quality is key to the successful implementation of legalisations. An important issue will also be coordination with SANTE on the issue of plastic materials with an effort to ensure consistency between approaches, although it may be necessary to take a targeted approach on specific issues.
- The Commission said it was aware of the multiple pieces of legislation while reaffirming the importance of the unity of the internal market, avoiding any fragmentation. However, the objectives of the Green Deal are very inclusive, in order to intervene in all European strategies. On the FCM, close contacts are maintained with SANTE to work together on the interlink between legislations. In addition, the concern for coherence - bearing in mind that 21 legislative proposals are currently underway within the scope of DG ENV’s intervention - and the competitiveness of the European economy are also on the radar.
• FDE recalled the need for predictability (i.e. to invest in particular in logistics and recycling infrastructure) and the LCA approach (i.e. to determine the real environmental impacts of the measures that can be taken). Technical measures on industry will need to be coupled with consumer education. FDE asked for appropriate time to adapt production and distribution systems.

• FDE expressed concern about the lack of EU enforcement against certain national regulations going beyond the European legislation (e.g. GER/FR on compostability).

• The Commission stressed the importance of a global vision of issues, not only on carbon neutrality, but noted that we are dealing with a triple problem: carbon emissions, pollution and biodiversity loss.

• FDE stressed the importance of relying on 3 important tools: the guidelines for eco-modulation fees and the harmonization of DRS and labelling for sorting.

• FDE particularly supported any proposal on DRS and on the improvement (and further harmonization) of waste sorting and collection schemes. It also called for increasing of the current recycling rates.

• FDE mentioned the issue of price and availability of RC plastics, which implies a favourable legislative environment to address these difficulties that may increase with the increase in demand.

• The Commission said that an increase in prices - driven by increased demand - can also be seen as a positive and necessary step in the evolution of the secondary raw material market, although the issue of greater availability of these materials will be important in the future. A first solution is being explored through the idea of a "right of first refusal" for manufacturers who will be subject to recycled content mandatory targets. Discussions are also progressing on the subject of DRS, which could be subject to minimum criteria and harmonisation at European level. Finally, the Commission invited FDE to send all useful datas (scientific and technical data, market analysis, etc.) that may help us in our work.

From: @fooedrinkeurope.eu>
Sent: Thursday, February 10, 2022 12:39 PM
To: (ENV) <enveurope.eu>
Subject: RE: Request for a meeting on packaging and green claims

Dear

Thank you for your time this morning, it was a good meeting.

Please find FoodDrinkEurope delegation below:

- PepsiCo
- PepsiCo
- Nestlé
- Danone
- Unilever
- FoodDrinkEurope
- FoodDrinkEurope
- FoodDrinkEurope
Sorry for responding late; my first email bounced back due to the size of the attachments so I’m resending it with hyperlinks.

If possible, at the meeting, we would like to discuss the importance of having the right enablers to support the EU circular economy objectives for packaging and support the proper implementation of the future packaging legislation.

In particular, we would like to stress the followings:

- The integrity of the Single Market for packaging and packaged goods should be safeguarded;
- The EU packaging policy should be coherent and predictable to support sustainable investments and provide industry with the freedom and space to innovate;
- Food safety must not be jeopardised and should be considered when setting measures on packaging circularity;
- The future legislation should not be too prescriptive but rather provide the right enabling conditions, including in terms of waste management infrastructure, logistics and technologies;
- In particular, the following conditions should be ensured:
  o Ambitious measures should be taken to boost collection, sorting and recycling of packaging waste;
  o Better enforcement of the EU waste legislation should be ensured;
  o There should be more ambitious EU recycling targets and perhaps more specific;
  o Increased national and European investment in waste management infrastructure and recycling technologies;
  o The EU should develop EU-harmonised sorting instructions to encourage consumers to sort packaging waste most appropriately; for more details, see our recommendations for EU-harmonised sorting instructions for packaging;
  o The future packaging legislation should be aligned with the EU legislation on materials in contact with food. The authorisation process of the PET-recycling processes should be accelerated;

- The EU should establish support measures to ensure easy access to food-safe recycled plastics for food and drink packaging (avoiding unfair competition with non-food applications);
- The future PPWD objectives should be in line with the EU Green Deal and climate neutrality objectives.
We will shortly publish a detailed paper about the enabling conditions which we think are necessary to support the EU circular economy objectives for packaging. We will be happy to send it to you if it is available before the meeting. We have also submitted a contribution to the roadmap consultation on bio-based products but it’s probably less relevant for the meeting.

As you know, we also support greater transparency on the environmental impact of products and better comparability between product categories as a way to guide the market and consumers towards more sustainable food products. We would be happy to discuss this matter at the meeting, too. Our main message here is to ask the EC to promote and facilitate convergence between the plethora of national public and private labelling initiatives for food products (such as the French Eco-score and the Foundation Earth label). We hope that the green claims initiative will help tackle misleading claims and pave the way towards harmonisation of environmental labelling for food. You can find here our views on substantiating green claims: [2-pager](#) and [detailed version](#).

As regards participants, we are waiting for final confirmation from the members we have originally conveyed to the meeting and will get back to you towards the end of the week. Our [name redacted] has also expressed interest in joining so you can already add him if you’d like. His email is [email protected]

If you have any questions, please don’t hesitate to contact me,
Best wishes,

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From: [name redacted]@fooddrinkeurope.eu>
Sent: Wednesday, October 27, 2021 9:45 AM
To: [name redacted]@ec.europa.eu>
Cc: [name redacted]@ec.europa.eu; [name redacted]@fooddrinkeurope.eu; [name redacted]@fooddrinkeurope.eu;

Subject: Request for a meeting on packaging and green claims

Dear Ms. Fink-Hooijker,

I am writing to ask for a meeting to discuss legislative developments of relevance for the food and drink industry, in particular the revision of the EU packaging legislation and the upcoming green claims initiative.

FoodDrinkEurope represents the European food and drink manufacturing sector, which is Europe’s largest manufacturing industry and is represented 99% by SMEs. As the largest packaging user in the EU, our sector has been constructively contributing to the Commission’s preparatory work for the revision of the EU packaging legislation. We strongly support the Commission’s objectives to ensure an effective transition towards a true circular economy for packaging. To enable our industry to take part in the
transition., we have called for the necessary support measures to be established, alongside a science-based revision of the EU packaging rules.

Moreover, we support the Commission’s plan to develop a new regulation on substantiating green claims. We believe that a harmonised framework based on the use of the Product Environmental Footprint methodology (PEF) will allow to tackle misleading claims and make sure that environmental claims on products are reliable and verifiable. PEF should continue to be improved to make it relevant to our sector and facilitate its use by SMEs.

We would be very pleased to be able to discuss these two important initiatives and any other relevant files with you and food and drink industry leaders. Please feel free to send us your availabilities in the next weeks.

Best wishes,

[Signature]

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