

Report of the meeting between UNESDA's Executive Committee and Marius Vaščega on 4 March 2020

Date: 04/03/2020

European Commission: (ENV B.3.)

UNESDA (Soft Drinks

Europe: CEO CocaCola Western Europe
CCO PepsiCo
CEO CocaCola Hellenic
CCO Refresco
CEO Suntory Beverages and Food Europe
DG French Beverage Association
DG UNESDA

In this meeting UNESDA shared insights into their new Sustainability Strategy with an emphasis on commitments to make plastic packaging more sustainable: increase the uptake of recycled content, investment into recycling schemes and processes. They highlighted the potential of “enhanced recycling” and the need for a framework to support their efforts and share concerns with regard to recent legislative developments on single use plastics in France.

UNESDA was keen to gain insights from the Commission with regard to the new CEAP and the Commission's expectations towards the industry with a view to developing a true partnership in order to allow them to take (self-regulatory) action to speed up the transition and take informed investment decisions and adapt quickly to new requirements with implications for their operations.

The Commission (Marius Vascega) emphasized the spirit of the European Green Deal and relevant commitments therein and gave UNESDA a general idea of the approach that would be adopted in the new CEAP and areas on which particular emphasis could be expected, such as the need to reduce waste generation.