

MEETING MINUTES

Title and date	Member of Cabinet's meeting with Tetra Pak Group, The European Organization for Packaging and the Environment (EUROPEN), The Coca-Cola Company – 14 November 2022
Participants	<p>[REDACTED] acting Member of Cabinet of President von der Leyen</p> <p><i>External participants:</i></p> <ul style="list-style-type: none"> - [REDACTED] - Tetra Pak - [REDACTED] EUROPEN - [REDACTED] - The Coca-Cola Company
Summary	<p>The Member of Cabinet opened the meeting by welcoming the delegation, and underlining the importance of revising the Packaging Directive.</p> <p>Representatives of Tetra Pak Group, The European Organization for Packaging and the Environment (EUROPEN) and The Coca-Cola Company started their intervention by explaining their industry's position. They shared their concerns about the possible impact the proposal may have on the packaging supply chain. At the same time, they expressed support for the circular economy, and underlined that recyclability and (recyclability) targets make sense from a business perspective. They shared examples of efforts made by industry to cut packaging and keep food and other goods protected.</p> <p>The representatives explained that according to them there is a place for reuse, but that reuse and refill are not always the best option. They referred to some studies describing the environmental and climate impact of reuse and refill. Priority should be given to promoting recycling, in which many companies have invested. They underlined the importance of a solid impact assessment on this point. Innovation is also of the utmost importance, including in product design that can lead to higher recyclability rates.</p> <p>The representatives also explained the broader context in which the packaging industry operates, notably at a time when the economy as a whole faces challenging times, especially in the energy crisis. They stressed the importance of a balanced proposal that takes into account the role of SMEs in packaging manufacturing. The proposal should contribute to a circular economy that is commercially viable, investment-driven and job-creating.</p> <p>The Cabinet representative explained the importance of, inter alia, reducing packaging waste generation, and of stimulating both recycling and re-use. He took note of the comments made during the meeting.</p>