

To: ██████████ (ENV); SCHALLY Hugo-Maria (ENV)  
 Cc: ██████████ (ENV); ██████████ (ENV); ██████████ (ENV)  
 Subject: Meeting with McDonald on SUP

Hugo/Sarah

My report from the meeting

Meeting McDonald's	
- Day, place	22/11 at EC premises
- Company	McDonald's
- Purpose of the discussion	Meeting requested by McDonald's to present their position on SUP proposal of Directive
- B1 representatives	Hugo Schally, ██████████, Sarah Nelen (B3)
	<ul style="list-style-type: none"> <li>✍ Update was given by McDonald's on their vision to reduce packaging and waste with a commitment that, by 2025 100% of the guest packaging will come from renewable, recycled or certified sources and a goal also to 2025 to recycle 100% guest packaging. Also mentioned that in the last years it managed to reduce its packaging by 30%.</li> <li>✍ Referred they had no problem with the bans in the SUP proposal but with the timeline to adapt that considered too short. They are switching to full paper straw but received bad feedback from costumers on the taste. To guarantee supply after the ban they ll have to import paper straws from China.</li> <li>✍ Other experiments are taking place with fibber based straws and with strawless caps.</li> <li>✍ Recognized that he problem of littering is associated with the on the go food and referred to a program they are developing "litter patrols" that cleans between 200/300m around their shops</li> <li>✍ On lining indicated that their experts find it difficult to find substitutes to plastics.and even the fibber based lining (eg in corn) has to incorporate close to 100% plastics.</li> <li>✍ Considered a quantitative target difficult to achieve since the on the go sector is growing. On average 60% of consumption is on store and 40% on the go but it changes from country or even region.</li> <li>✍ Beverage cups are a big challenge and suggested that deposit systems could be considered as reduction targets. Gave the example of system implemented in Hamburg with different brands associated.</li> <li>✍ On reuse indicated that it is a practise in the Mc Café but logistically complicated liability reasons associated with food contact and contamination.</li> </ul>
- If we shared any docs with them (to be put in attachment)	<ul style="list-style-type: none"> <li>✍ McDonald's shared a document on their vision (see Annex)</li> <li>✍</li> </ul>
- Conclusions/follow up.	No follow up