



foodservice

COLLABORATIVE PLATFORM FOR
SUSTAINABLE SERVICE OF FOOD
AND DRINKS IN EUROPE

6 May 2022

***How EU is driving change
in the foodservice
packing sector***

WHO AM I?



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Secretary General*



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WHO ARE WE?



SINCE 46 YEARS, WE REPRESENT THE FOODSERVICE PACKAGING
INDUSRY IN THE EUROPEAN INSTITUTIONS



1989



2020

1974

2008

European Single
Service Association
(ESSA)



OUR QUESTIONS



1. What has happened in Europe?
2. What is coming?
3. How to manage change?



**FUTURE EVOLUTION OF PACKAGING IS BEING
CONDITIONED BY EU AND NATIONAL LEGISLATION,
NOT MARKET FORCES ALONE**



Images like these – and effective NGO activism – are driving change in Europe





The main problem isn't in Europe...
...but the emotion is



The plastics litter crisis

provided the political
opportunity to introduce
legislative restrictions on
single use

THE EU AGAINST SINGLE USE

A single use cup becomes
“THE KISSER”

360°



#ReadyToChange



European
Commission

*“Start a long term
relationship with a
smarter alternative”
(i.e. reusable cups)*



The Single Use Products Directive



MEASURES

Bans from July 2021

**Consumption reduction by 2026
+ data collection**

Marking requirements from July 2021

Additional EPR costs (litter)

PRODUCTS

- Straws
- Plates
- Cutlery
- Stirrers
- EPS food & beverage containers and cups for beverages (incl. cups and lids)
- Oxo-degradable plastics

- Food containers
- Cups for beverages (incl. covers and lids)

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- Food containers
- Cups for beverages (incl. covers and lids)
- Packets & wrappers
- Beverage containers of < 3l (incl. covers and lids)
- Lightweight plastics carrier bags

SINGLE USE PRODUCTS DIRECTIVE (NATIONAL LEVEL)



Example of national measures to reduce consumption of beverage cups and food containers

Country	Bans	Reduction targets	Financial instruments (taxes, charges, levies)	Reusable alternatives available/mandatory at point of sale	Cooperation agreements
France	X	X		X	X
Germany			X	X	
Spain		X	X		
Greece		X	X	X	
Belgium	X			X	
Portugal		X	X	X	
Poland			X		
Hungary	X				
Sweden	X	X	X	X	
Ireland			X	X	
The Netherlands			X	X	
Estonia				X	
Italy					X

NATIONAL LAWS ON REUSE IN FOODSERVICE



FRANCE

As of **2023**, reusable packaging **mandatory** for **instore consumption**



GERMANY

As of **2023**, obligation for foodservice operators to **offer reusable food containers and cups** for beverage in addition to the single-use option for **in store, on-the-go and delivery consumption**



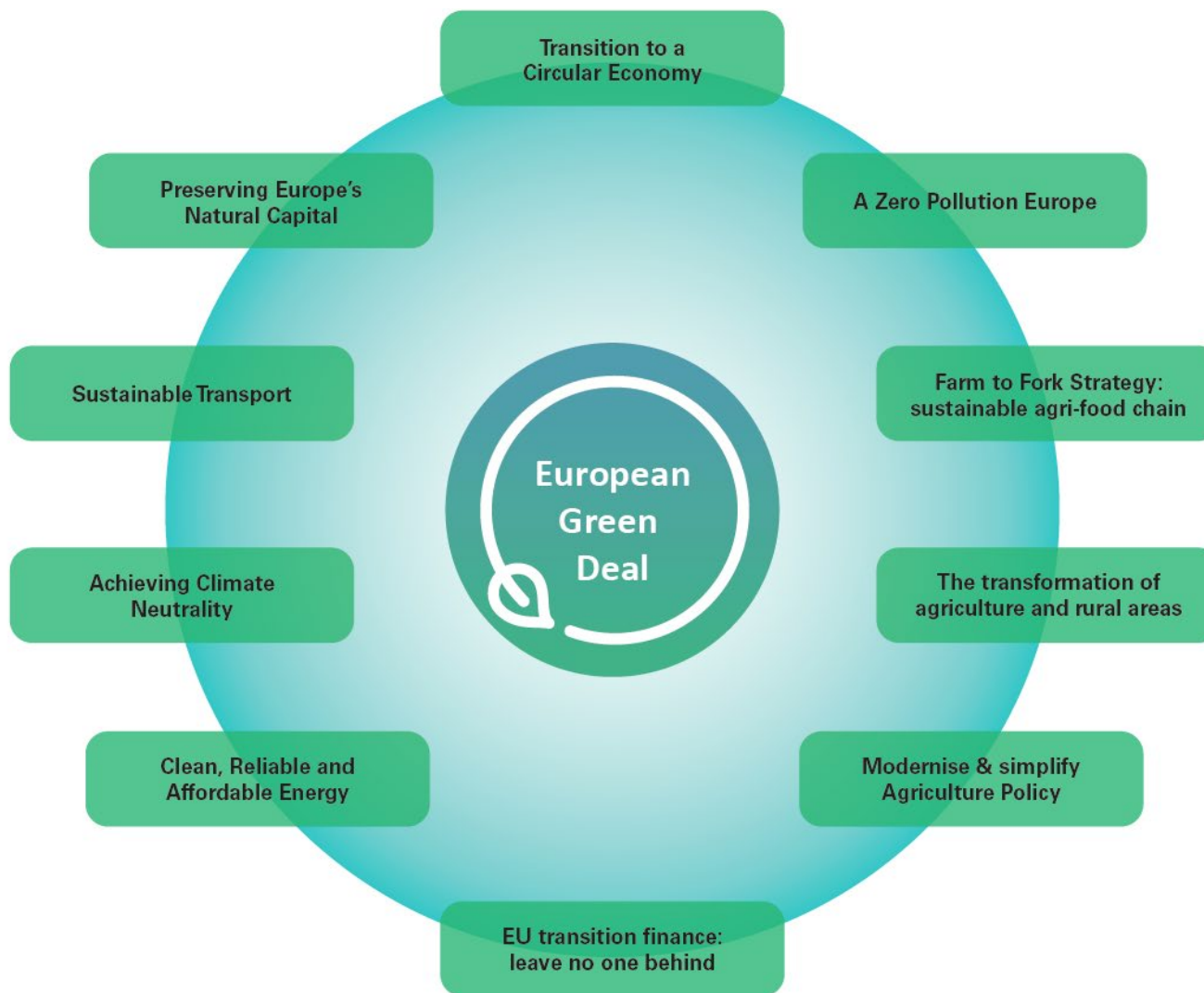
PORTUGAL

As of **2024**, foodservice establishments will be obliged to **set up reuse systems** for food containers and beverage cups for **take-away, on-the-go and delivery** consumption & **serve** food and drinks **only in reusable packaging** and related items for **in-store consumption**



**THE EU IS AT WORK ON NEW LEGISLATION THAT WILL
COMPLETELY RESHAPE THE FOODSERVICE
PACKAGING SECTOR**

THE EU'S ECONOMIC DEVELOPMENT & INDUSTRIAL GROWTH PLAN



A FUNDAMENTAL PARADIGM SHIFT



“Paradigm Zero”: reorientation of EU policy to
achieve zero emissions by 2050



Net-zero by 2050

PARADIGM SHIFT: ACHIEVING ZERO EMISSIONS BY 2050



- Unprecedented **emissions reduction effort** by all sectors
- **Reduction of production and consumption** to cut the use of energy & resources
- **Financing of all economic activities will be linked to sustainability criteria**



To achieve this: **Direct Measures** and **Indirect Measures** are being proposed:

1. DIRECT ROUTE TO EMISSIONS REDUCTIONS:

- huge **climate action package**, released July 14, 2021
- will mostly have **indirect impact on foodservice**, likely increasing energy and transport costs, among others



2. INDIRECT ROUTE TO EMISSIONS REDUCTIONS:

1

Goal: cut on resource
consumption



Less packaging, more recycled
content

2

Goal: substitute single use
products by reusable alternatives

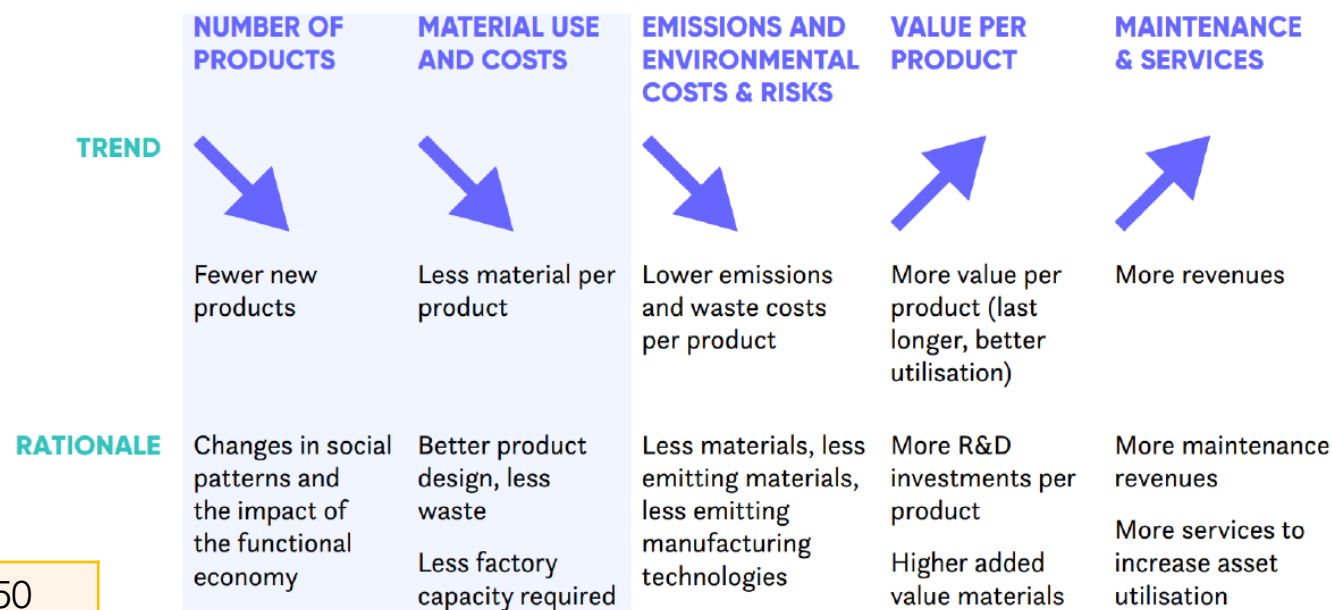


Less single use packaging, more
reuse

REDUCE IN RESOURCE USE



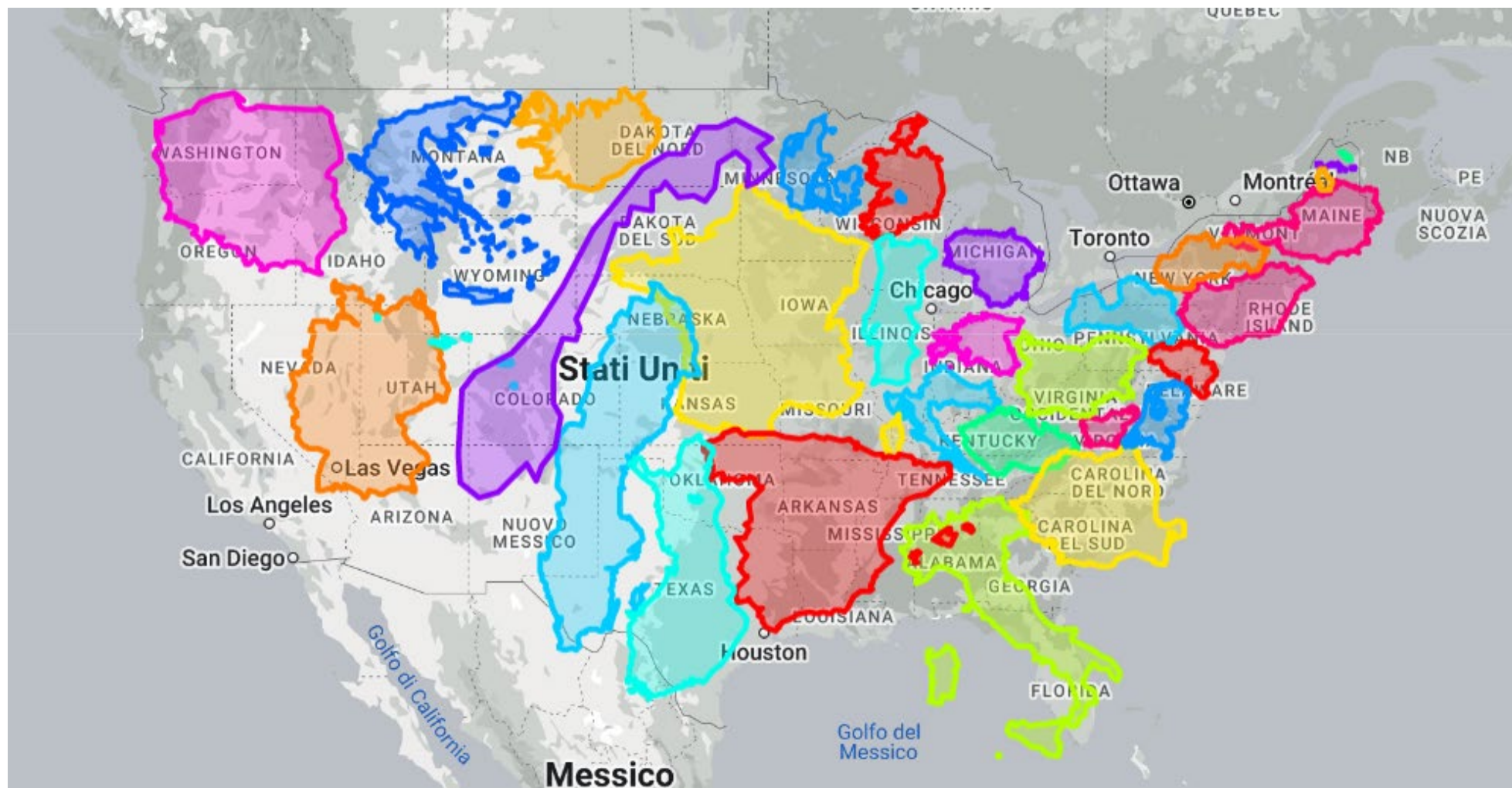
“Measures regarding the amount and type of paper material used in the economy, in particular for packaging, and digitalization, which may replace paper, can further reduce the demand for paper and pulp, and thus energy demand and GHG emissions.”



Industry	Reduction of prod. volumes by 2050 (% change compared to baseline)
Paper & Pulp	- 12%
Chemicals	- 9%
Non Metal. Minerals	- 8%
Iron & Steel	- 6%
Non Ferrous	- 3%

Assumptions taken by the European Commission for the EU 2050 climate strategy: “A Clean Planet for All”, Nov. 2018

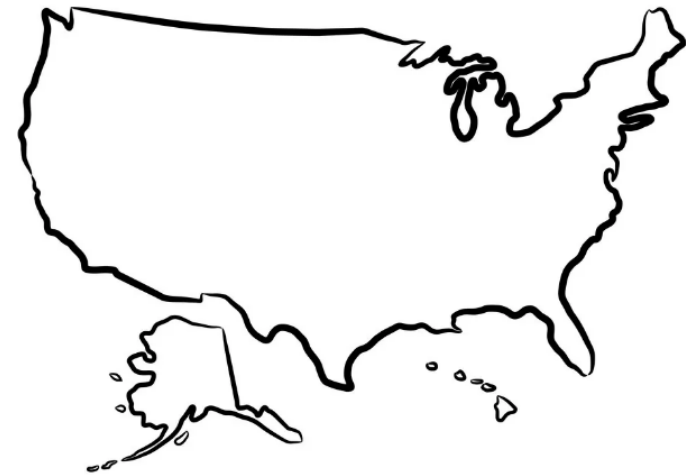
THE EUROPEAN UNION



THE EUROPEAN UNION

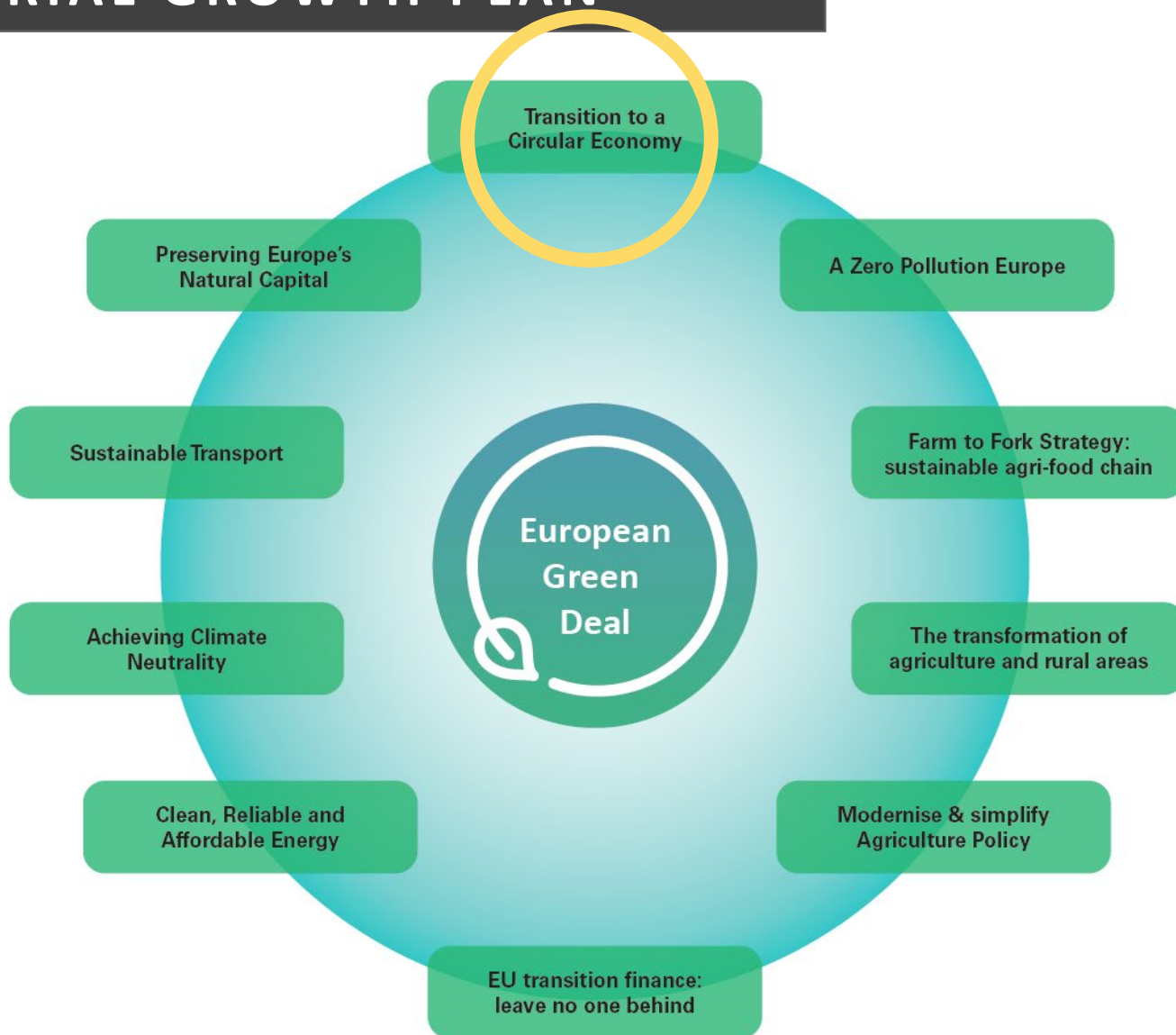


447 million people



337 million people

THE EU'S ECONOMIC DEVELOPMENT & INDUSTRIAL GROWTH PLAN



REVISION OF THE PACKAGING AND PACKAGING WASTE DIRECTIVE (PPWD)



Recyclability

Reuse

Compostability

Deposit Return
Scheme

Mandatory
Plastic
Recycled
Content

Harmonized
labelling

PPWD REVISION: RECYCLABILITY “AT SCALE” AND “IN PRACTICE”



Recyclable packaging is that which can be **effectively and efficiently separated** from the waste stream, **collected, sorted and aggregated into defined streams** for recycling processes, and **recycled at scale** through relevant industrial processes such that it is turned into a secondary **raw material of sufficient quality** such that end markets exist in which it is valued as a substitute for virgin material.

PPWD REVISION: REUSE



- Food&beverage containers for **indoor consumption**
 - 80% by 2030 & 90% by 2040 (low ambition) or
 - 90% by 2030 & 100% by 2040 (high ambition)
- Beverage containers for **take away**
 - 20% by 2030 & 80% by 2040 (low ambition) or
 - 30% by 2030 and 95% by 2040 (high ambition).
- Food containers for **take away**
 - 10% by 2030 & 40% by 2040 (low ambition) or
 - 20% by 2030 and 75% by 2040 (high ambition)

...and

- definition of reusable packaging
- standards for systems, formats and hygiene
- labelling



Impacts all sorts of packaging categories

Foodservice is one of the **guinea pigs** in creating a **new balance between single use and reuse systems in the EU**

A FAIR, SAFE AND SUSTAINABLE TRANSITION



Now that we understood the direction of travel, we have the opportunity to start working with policymakers to **create a new fair, safe and sustainable balance between the two systems.**

In the foodservice sector (and in **360° Foodservice**), **there will be a place for both.**

Policymakers need to understand the case for **sensible single use** and **responsible reuse**, always **safe and sustainable.**



To have **a seat at the table to defend single use**, we have to **accept reuse as part of the future**

Other EU associations are bashing reuse and have been marginalized by stakeholders and institutions

NEED TO EVOLVE



The “reuse wave” is rolling...

**Either ride this wave or be
swallowed up**





A new balance will emerge between single use and reusable packaging

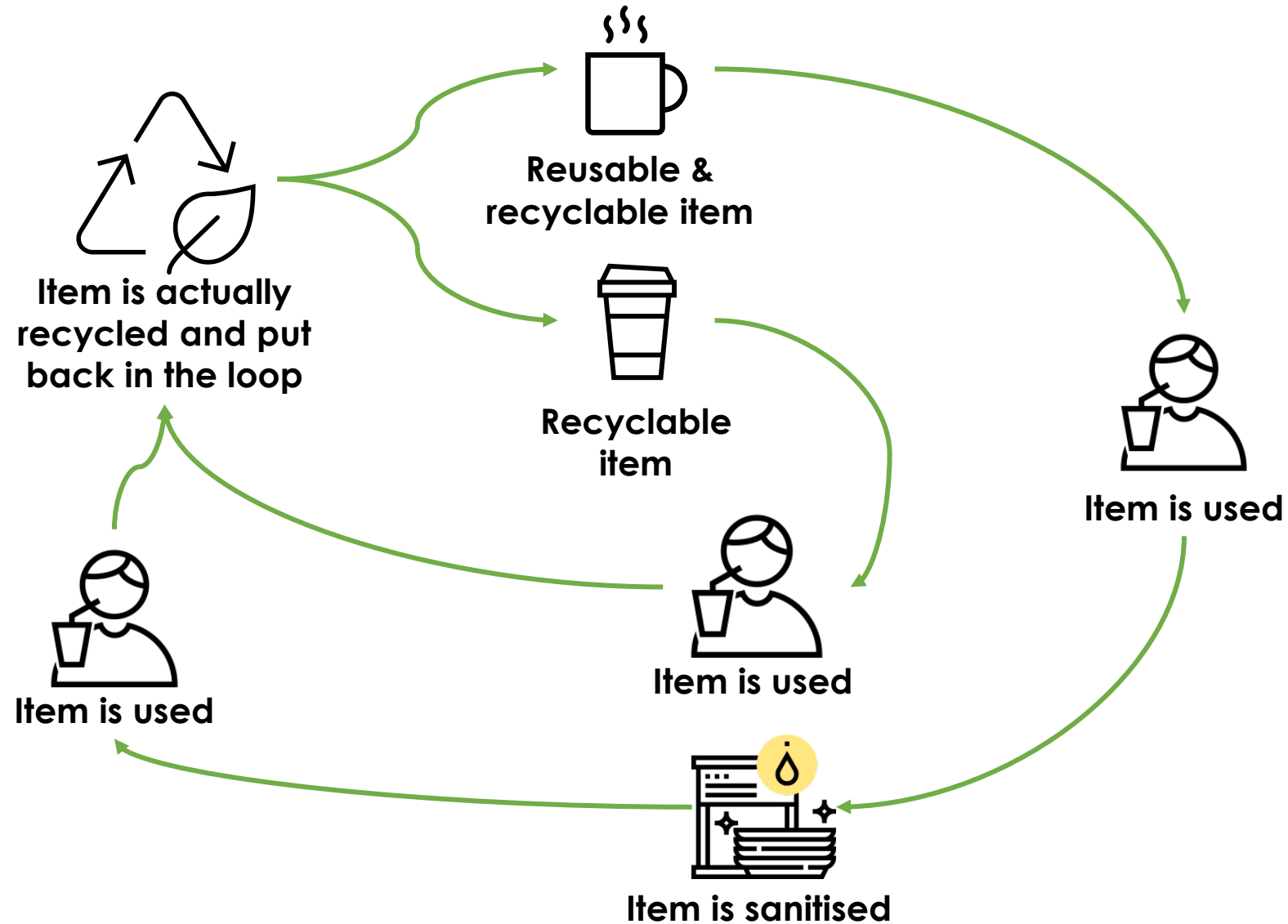
REUSABLE PACKAGING



SINGLE USE PACKAGING



TWO CIRCULAR FOODSERVICE PACKAGING SYSTEMS





**Thank you for
your attention**

NON-COMPLIANT = POTENTIALLY TOXIC PRODUCTS



The increasing demand for some paper and board based foodservice packaging and related items is being met by manufacturers based within and outside the EU

However, some products do not always comply with EU legislation:

- can potentially **contain high levels of regulated substances** “of (very high) concern”
- made in factories that do not respect **strict environment and/or employment and/or health & safety laws**



**Serious concerns for consumer
health and safety**



NON-COMPLIANT PRODUCTS ENTERING THE EU

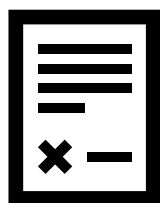


- As a result, **NGO and consumer association criticism** of specific examples of non-compliant products **damages the image of foodservice packaging in general**
- In the meantime, the **EU is working on new legislation to regulate chemicals of concern**
 - Proposal for a **EU-wide ban on PFAS** to be presented in 2023
 - **Revision of labelling** for certain chemicals to be presented in 2022
 - Measures to **enforce compliance** to existing rules
 - New **food contact material rules** are going to be discussed in 2022 and proposal is expected in mid 2023

THE CHARTER OF TRUST FOR PAPER DRINKING STRAWS



Leading companies manufacturing paper straws in Europe, as well as raw material and machinery suppliers, have come together to develop and commit to a



Charter of Trust for Paper Drinking Straw



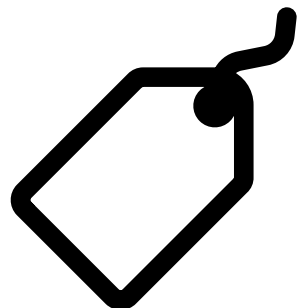
Objective 1: help users and distributors (and potentially consumers) **identify products** that have been manufactured according to strict legal requirements and are safe

Objective 2: stimulate control authorities **to act against non-compliance**

TRUSTMARK



The **Trustmark** for paper drinking straws
now makes it easier to ***identify***
compliant products in the market



*usage of the Trustmark
necessitates the signature
of a licensing agreement
with 360° Foodservice