

Press Release
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Major new report launch:

“No Silver Bullet - Why a mix of solutions will achieve circularity in Europe’s informal eating out (IEO) sector.”



A shift to reusable packaging is expected to be worse for the environment, the economy, food safety and consumers. That was the key message of yesterday’s panel discussion in the European Parliament.

Introducing the discussion, **MEP Massimiliano Salini (EPP, IT)**, who hosted the event said:

“The best sustainability solutions come from industry, not governments. In the European Parliament, we will strongly oppose any attempt to impose unilateral choices from above, which don’t consider each State’s industrial specificities...we are working on modifying the proposed regulation because we consider it profoundly wrong to privilege the reuse model at the expense of the recycling one; an approach that could only frustrate the efforts of European companies to meet EU targets for recycling.”

The event was organised by EPPA, the European Paper Packaging Alliance, to highlight the findings of a major new independent report **“No Silver Bullet”** by global management consulting firm Kearney.

The independent report, commissioned by McDonald's, concludes a move to 100% reusable packaging for dine-in by 2030 would significantly increase greenhouse emissions, water use and energy costs.

Speaking at the event, one of the report authors **Johan Aurik, Chairman Emeritus of Kearney**, said:

"There is no blanket solution to achieving circularity. We need a system-based approach - everyone in the value chain needs to work together in terms of investment and regulatory approach."

Jon Banner, EVP and Chief Global Impact Officer for McDonald's also joined the panel discussion in the European Parliament. He stressed:

"The EU should beware of the unintended consequences of this well-meaning regulation. By focusing solely on reusable packaging, we at McDonald's believe that the Packaging and Packaging Waste Regulation (PPWR) will actually be counterproductive to the overall goals of the Green Deal. Goals which we fully support."

MEP Salvatore de Meo (EPP, IT), Rapporteur for the Opinion in the AGRI Committee, was also present at the event. He made this important point when asked about how he thought the Commission should proceed:

"More time and evidence is needed. Otherwise, the proposal will have a huge economic impact. It will also put consumers at risk due to food safety and hygiene reasons. It is a proposal that has generated several concerns. The ambitious goals are acceptable, but it must be kept in mind that sustainability must be approached not only from an environmental point of view, but also from an economic and social point of view, allowing companies to become an engine of change."

Also taking part was **MEP Carlo Fidanza (ECR, IT)**:

"The choice to propose a regulation rather than a revision of the directive highlights an ideological choice of the Commission in favour of reuse and against recycling, unjustly penalised even though numerous studies demonstrate the lower polluting impact during the entire life cycle."

He continued: *"Furthermore, the Commission's draft does not respect the principle of subsidiarity and proportionality, and proposes an excessive use of delegated acts."*

The European packaging industry was also represented on the panel by **Thomasine Kamerling** of Finnish food packaging company **Huhtamaki Group**, and **Antonio D'Amato**, **President of EPPA and President CEO of Italian packaging company SEDA**.

Ms Kamerling observed:

“Part of the complexity of the debate around this topic is derived from the fact that food packaging has very specific hygiene and safety requirements that preclude recycled material from being used as it cannot come into contact with food. In addition, the current proposal, as it stands would result in a much higher use of water in washing for reusables leading to a drain on natural resources which is problematic in water scarce areas across Europe.”

The study shows that a move to 100% reusable packaging by 2030 would increase greenhouse emissions by up to 50% for dine-in and up to 260% for takeaway. Reuse models for dine-in would also require up to 4 billion litres of additional water.

Concluding the event, **Antonio D'Amato** said:

“There are many contradictions in the PPWR which have been highlighted in today’s debate about the Kearney report “No Silver Bullet”. First and foremost the lack of science in the Commission’s impact assessment. Our industry has invested immense resources to become the most progressive sustainable innovators of the world. This makes Europe the leader on this front. We are committed to do better and more, but we need to make sure we protect the environment, human health and the economy.”

The event was attended by over 80 people and moderated by former BBC Correspondent and co-founder of Composure Media, Luisa Baldini.

To download the full Kearney report, go to www.nosilverbullet.eu. You can also view a recording of the entire EP event [here](#).

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Notes to editors

The EU's PPWR proposal

The European Commission published the Packaging and Packaging Waste Regulation (PPWR) proposal on 30th November 2022. It will take 12-18 months to complete the consultation and amendment cycle, undertaken in cooperation with the two other EU institutions, the European Parliament and Council of Ministers, before becoming law. As a Regulation, it will be directly applicable and incorporated into domestic legislation once finally adopted.

Contained within it is a ban on single use packaging for dine-in from 1 January 2030.

It also sets other targets for reusable packaging. Hot or cold beverages filled at point of sale for takeaway shall be made available in reusable packaging within a system of reuse or by enabling refill: from 1 Jan 2030 - 20% and from 1 Jan 2040 - 80%.

Takeaway, ready-prepared food intended for immediate consumption without the need for any further preparation, and intended to be consumed from the receptacle, shall be made available in reusable packaging within a system of reuse or by enabling refill: 1 Jan 2030 - 10% and 1 Jan 2040 - 40%.

Non-alcoholic beverages in sales packaging (e.g. bottled water, juice) should be made available in reusable packaging within a system of reuse or by enabling refill: from 1 Jan 2030 - 10% and from 1 Jan 2030 - 25%

More about the Kearney report

To conduct the study, Kearney modelled a variety of scenarios to assess the impact of three different options and specific solutions: reduce/replace (composting), reuse (indexed on proposed PPWR targets), and recycle—across both dine-in and takeaway formats. This report gathered and analysed public data, industry insights, and proprietary data and interviews, including two dozen interviews conducted with sector stakeholders.

Based on an extensive impact study across Europe by Kearney, there is a clear need for legislation supporting the sector in achieving circularity, enabled by a tailored policy framework ensuring harmonisation on a European level. In addition, it concludes:

1. Realising Europe's circularity ambitions and adopting the right circularity solutions for the IEO sector requires a multi-stakeholder coalition.
2. Europe requires a robust policy framework to assess, select, and scale the right mix of circularity solutions, while ensuring legislative harmonisation at a country-level.

