360° foodservice

MANIFESTO

COLLABORATIVE PLATFORM FOR SUSTAINABLE SERVICE OF FOOD AND DRINKS IN EUROPE
The material-neutral collaborative hub for the whole foodservice chain to lead the responsible and sustainable evolution of the foodservice packaging sector in Europe.
OUR VISION

A MATERIAL-NEUTRAL MISSION

**LEADERSHIP**
Provide clear, influential and visible thought leadership on the circular economy for packaging and related items used for serving food and drinks in Europe, regardless of materials used.

**EXPERTISE**
Advise government on the best way to support the circular transition of the foodservice packaging sector without compromising growth, jobs, food hygiene, the control of disease, public health and consumer and staff safety.

**INFORMATION**
Supply members with up-to-date information on both EU and national level policy and legislation applying to packaging and related items used for serving food and drinks. Provide impact analysis and guidance.

**ADVOCACY**
Coordinating representation and authoritative advocacy for rational and sustainable implementation of the single use directive and the development of upcoming EU law on reuse systems for the foodservice sector.

**CIRCULARITY**
Incite all stakeholders in the foodservice chain (from raw material suppliers to recyclers and composters and everything in between) to work together to find scalable solutions for a waste-free circular economy and for the prevention of littering.

**QUALITY**
Showcase the quality of products respecting EU standards through credible programmes that demonstrate sustainable production of packaging for serving food and drinks. Urge EU and national authorities to prevent unsafe products getting onto the EU market.
**COMMUNICATE**

Deliver effective communication programmes to build and enhance the goodwill and reputation of the wider foodservice sector in Europe in relation to sustainable service of food and drinks. Explain the role and relevance of both single use packaging and reuse systems.

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**BEST PRACTICE**

An efficient platform for exchange of best practice in Europe for use at national or local level. Covering practical initiatives (and effective regulation) to promote sustainable solutions for serving food and drinks to customers out-of-home and on-the-go.

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**SAFE-HAVEN**

Provide a forum for legitimate industry contacts in full respect of anti-trust rules, including creation of product-specific groups to address product-specific challenges. This includes development of quality and performance standards and associated labelling schemes.
As a new European economy takes shape post-Covid-19, the serving of food and drinks will re-establish itself as a motor for economic prosperity and jobs, by doing things differently. Business models will adapt and change to the "new normal".

Before Covid-19, there was annual growth of 5 or 6% across the sector in Europe, with the branded food and drinks service chains expanding at double that rate. While such performance may seem a long way off now in absolute terms, foodservice can once again become the top-performing segment of the EU food and drinks sector.

Traditional contract catering may see permanent cuts in turnover (some predict as much as a 20 to 40% sustained reduction in visits to canteens) as the office culture changes.

Other parts of the foodservice sector will make up the difference for consumers that no longer want to eat and drink “in a crowd”. Quick service food operators will likely benefit, provided that they major on hygiene, safety and smooth management of social distancing. Demonstrating sustainability will be vital.

Food delivery is clearly one area that has benefited during the lockdown, while many Europeans have been (re)introduced to takeaway, often pre-ordered by phone or online for collection. In late-May 2020, The Times of London reported that online food sales accounted for 13% of the UK grocery market – almost double the figure of a year previously. Other parts of the EU will have experienced something comparable. Things are unlikely to be quite “the same” again.
Foodservice today depends on containers designed to guarantee food hygiene, avoid the spread of pathogens like viruses and foodborne diseases (thereby protecting public health), ensure the safety of consumers and foodservice staff and facilitate the convenience that is increasingly a necessity, not a luxury, for today’s consumers. But the balance will change between single use packaging and related items and reusable alternatives.

Smart, safe reuse systems will progressively emerge for in-store consumption in many quick service operations and in other closed environments, like educational establishment, sports and entertainment venues. Reuse systems for on-the-go consumption will also emerge where they make sense, ensure hygiene and safety, and are sustainable.
Purpose-designed and sustainable single use packaging (like cups, trays, bowls, boxes and many other containers) and related items (like cutlery, straws, etc.) have proved their indispensability in protecting hygiene and public health during the Covid-19 crisis.

These products will continue to find a place in foodservice operations and enable takeaway and delivery activities to flourish. They will be a must in contexts where hygiene and safety can never be compromised, such as hospitals, clinics, care homes and other medical establishments.

Responsible reuse and sensible single use will help people to eat and drink safely and sustainably out-of-home and on-the-go in tune with the way they live today.
In parallel, through extended producer responsibility, the foodservice sector must work together to boost eco-design, increase collection, improve recycling for both single use and reusable products, and exploit opportunities for smart composting. This will ensure a circular economy in the foodservice sector aiming at achieving zero waste.

When used on-the-go, food and drinks service containers and related items present a litter risk. Both single use and reusable items can become litter. The foodservice sector must develop prevention programmes that deliver real, lasting behaviour change, working with other key stakeholders to eliminate litter.

**TAKing Responsibility for Collection, Recycling and Litter**

**ADAPT, CHANGE**

Everyone – consumers, food service operators, delivery companies, packaging manufacturers, systems providers, waste managers, recyclers and composters – must transform so that a new sustainable balance between reuse and single use systems is established.
EU policy and regulation is driving a rapid switch to more reuse – particularly for foodservice. New challenges and opportunities are coming within the EU’s new Circular Economy Action Plan. Alongside reuse systems, there will always be a vital need for a significant proportion of single use packaging and related items in situations where they are the best guarantee of hygiene and/or sustainability.

The so-called single use products (“SUP”) directive is already driving reductions in the use of a wide range of foodservice packaging and related items, encompassing plastics-, paper- and board-based products. Alternative solutions need to be found, preferably made in Europe. EU-wide product bans will be implemented as of summer 2021 for plastics straws, plates, stirrers, cutlery and EPS food and drinks containers. An obligation on governments to introduce market consumption reduction for other foodservice packaging may result in further national bans and taxes, with confusing different arrangements from country to country. Producers will pay for litter prevention campaigns and litter clean up. The whole foodservice packaging chain must come together to address these changes.

Brussels has changed the game on single use and is following up with new legislative measures on reuse systems for foodservice. Work is already underway. Depending on what emerges, existing reuse systems may find that they no longer comply under the new EU rules or will face diverging requirements across the EU27 countries. There is a big risk that implementation of the SUP directive, the revision of the packaging and packaging waste directive and the awaited legislative measure on reuse systems will disrupt the EU single market for both reusable and single use solutions. The whole sector must defend its collective interest now.
360° Foodservice will actively engage with regulators to ensure the re-emergence of a safe, strong foodservice business in Europe based on hygienic and sustainable solutions for serving food and drinks to customers.
More than ever, consumers want to be sure of hygiene and safety after the Covid-19 pandemic and heightened concerns about public health. Many also want what they perceive to be more sustainable service options. But there is widespread confusion about what “sustainability” really means and how to reconcile this with hygiene, public health and safety.

The sector is ready to evolve and embrace new opportunities. For that it needs time and a structured yet flexible regulatory environment in which it can adapt and thrive. It is vital to ensure that the EU and national governments get the balance right. At stake is a single market for foodservice in Europe.

360° Foodservice seeks to be a partner with regulators in Europe in achieving this balance so that people and public health are protected, so that European businesses are nurtured in the transition, so that European jobs are preserved and, finally, so that the EU does not unintentionally leverage products manufactured outside the EU to the detriment of its own.
360° Foodservice, the collaborative platform for sustainable service of food and drinks in Europe, welcomes all stakeholders in the foodservice chain to its material neutral forum including:

- material and component suppliers
- manufacturers of foodservice packaging and related items
- distributors and wholesalers
- providers of reuse systems for foodservice
- branded food and drinks service chains
- other foodservice businesses
- convenience food stores
- vending companies
- grocery retailers
- contract catering
- food delivery companies
- waste management operators
- recyclers
- composters

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Competition Law Compliance Policy

The purpose of this new association is to represent the common interests of the stakeholders involved in the food and drinks service packaging chain and to act as a forum for legitimate contacts between members of this industry. It therefore follows that the association may not and will not be used by any company or group of companies to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The association will carry out regular checks to make sure that this policy is being strictly adhered to.

As a condition of membership, the members acknowledge that their membership is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use this new association, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.
Hygiene, quality and choice for consumers through innovative packaging solutions for serving and delivering food and drinks, allowing people to live in a safe and sustainable way.