



McDonald's Packaging Sustainability Program

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Supply Chain Management

Packaging

Logistics

Recycling & Waste

UNLEASH THE POWER OF YOUR SUPPLY CHAIN



Who we are

A global, privately
owned company



Serving customers in
over 100 countries



More than
9,000 employees

We offer a unique combination of expertise, experience and services in...

Supply Chain
Management

Packaging

Logistics

Recycling
& Waste

Our supply chain services are complemented by customer engagement services offered through our affiliated company, The Marketing Store



Our Service Lines

Supply Chain Management

Planning, sourcing, optimization and analytics solutions and tools that will transform your supply chain from the inside out

Packaging

Packaging services that support optimal movement of your products from concept development, through production, in market and end of life

Logistics

Procurement, warehousing, distribution and freight management service, making sure you get the right products to the right place at the right time... and much more

Recycling & Waste

Sustainable end-to-end waste management solutions that drive savings, uncover revenue and protect your brand



The Value We Create

Supply Chain Management

We produce 3.6 billion forecasts each day for 16,500+ restaurants; we forecast demand for and move >1.5 billion premiums annually across the globe

Packaging

We design, source and deliver \$3+ billion of global packaging annually

Logistics

We make more than 3 million deliveries of multi-temperature products to 20,000 delivery points in 47 countries in Asia and Europe each year

Recycling & Waste

We recycle, convert to energy, or compost >500,000 tons of waste annually





OUR CSR & SUSTAINABILITY FRAMEWORK

GROWING OUR BUSINESS BY MAKING A POSITIVE DIFFERENCE IN SOCIETY

SOURCE ALL OF OUR FOOD & PACKAGING SUSTAINABLY.

2020 ASPIRATIONAL GOALS |

BEEF: SUPPORT SUSTAINABLE PRODUCTION

Lead development of global principles and criteria in 2014. Develop goals and begin purchase of verified sustainable beef by 2016.

100% OF COFFEE, PALM OIL & FISH

Verified as supporting sustainable production.

100% OF FIBER-BASED PACKAGING

From certified or recycled sources.



DEVELOP & OPERATE THE MOST ENVIRONMENTALLY EFFICIENT McDONALD'S RESTAURANTS.

2020 ASPIRATIONAL GOALS |

20% INCREASE IN ENERGY EFFICIENCY OF COMPANY-OWNED RESTAURANTS

Top 9 markets excluding Brazil and Japan. Develop franchisee goal in 2016.

INCREASE ENERGY EFFICIENCY THROUGH RESTAURANT STANDARDS

Top 9 Markets. Develop goal in 2014.

INCREASE AMOUNT OF IN-RESTAURANT RECYCLING TO 50% AND MINIMIZE WASTE

Top 9 Markets.



OUR JOURNEY TOGETHER.
FOR GOOD.

PROVIDE BALANCED CHOICES.

2020 ASPIRATIONAL GOALS |

SERVE 100% MORE FRUIT, VEGETABLES, LOW-FAT DAIRY OR WHOLE GRAINS

Top 9 markets.

REDUCE SALT/SODIUM, SUGAR, SATURATED FAT OR CALORIES ACROSS THE MENU

Top 9 Markets. Develop goal by 2015.



CORE VALUE |

GIVE BACK TO OUR COMMUNITIES.

IMPROVE THE LIVES OF CHILDREN AND THEIR FAMILIES

Through support of Ronald McDonald House Charities and other organizations.

STRENGTHEN COMMUNITIES

By addressing needs such as education and physical activity.



CORE VALUE |

COMMITTED TO OUR PEOPLE.

CREATE OPPORTUNITY

Provide living skills and career opportunities for our global workforce.

PROMOTE DIVERSITY & INCLUSION

Foster a work environment that values the unique contributions of all.



SCOPE & PRIORITIES



1 design
2 sourcing
3 recovery



1 design



OPTIMIZED PACKAGING WEIGHT AND MATERIAL TYPES



2020 ASPIRATIONAL GOAL:

100% of fiber-based packaging from certified or recycled sources by 2020.



sourcing 2

MCDONALD'S GLOBAL FIBER SOURCING POLICY

Commitment on forests:

All high-risk sources FSC certified by latest 2020

HOW WE WILL MEASURE SUCCESS

% of fiber-based packaging from certified or recycled sources



(Weight of fiber-based packaging with certified claims) +
(Weight of fiber-based packaging with verified recycled claims)

.....
Global Total Weight of fiber-based packaging

Progress Toward Our 2020 Aspirational Goal

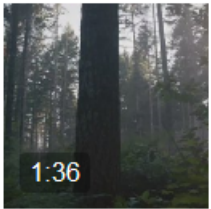
ASPIRATIONAL GOAL: 100% of fiber-based packaging from certified or recycled sources by 2020

sourcing 2



Steve Easterbrook @SteveEasterbrk · Oct 17

Simple actions on \$MCD packaging can have a big impact. Thanks for working with us, @FSC_US



FSC US @FSC_US

You can take #OneSimpleAction to help protect the health of forests. Choose #FSC: onesimpleaction.fsc.org



3 recovery



SB SUSTAINABLE BRANDS
The Bridge to Better Brands

McDonald's USA Becomes First Restaurant Chain to Join GreenBlue's How2Recycle Label Program

March 26, 2014

by Jennifer Elks



FOODSERVICE PACKAGING INSTITUTE®





Foodservice Packaging Institute (FPI) & Community Partnership



Foodservice Operators



Communities



Materials Recovery Facilities



End Markets



Composting & Anaerobic Digestion Facilities

Visit www.recyclefsp.org to learn more about recycling and composting of paper and plastic FSP



McDonald's Journey Towards Sustainable Fiber-Based Packaging

WE'RE HALF-WAY THERE

Learn more about our restaurant sustainability and waste efforts on our website, WWW.ABOUTMCDONALDS.COM/MCD/SUSTAINABILITY



How can we partner?





THANK YOU

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