

Using our Scale for Good

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We believe that delicious food can also be sustainable – for our customers, producers and the environment.

As one of the world's leading restaurant brands, we're using our **Scale for Good to make this vision a reality.**



SCALE FOR
GOOD

Climate Action

Reducing emissions throughout our value chain from farms to restaurants to customers to hit science-based targets

Beef Sustainability

Working with farmers, environmental groups and governments to advance beef farming and production practices

Commitments to Families

Raising the bar with more fruit, vegetables and dairy in our Happy Meals®

Youth Employment

Impacting the lives of young people through employment and job readiness programs

Packaging and Recycling

Progressive goals to improve our packaging, reduce waste and recycle more

Our Global Packaging & Recycling Commitments

1.

Source 100% of our guest packaging from **renewable, recycled** or **certified** sources by 2025.

2.

Recycle guest packaging in 100% of McDonald's restaurants by 2025.

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Our Strategy





**A green restaurant?
What a concept.**



**reusable cold cups &
strawless fibre lids**



**molded fibre
breakfast platters &
lids**



**wooden utensils & stir
sticks**



paper straws

As part of our partnership with SEDA, we're learning about how to educate and influence behavior within our restaurants.



The Cup Challenge



The NextGen Consortium

C L O S E D
L O O P partners

Managing Partner



Founding Partners



Supporting Partners



Advisory Partner

The NextGen Consortium is a multi-year partnership of food and beverage industry leaders that aims to address single-use food packaging waste globally.

Our vision is to grow commercially viable, industry-wide packaging solutions that simplify market access, reduce variability, and are recoverable in multiple infrastructures at the highest material value.

Doing the right thing doesn't always have to be complicated.

We can make a big difference by looking at our
business in a new and innovative way.



IT PAYS TO
RE-USE

BRING IN YOUR OWN
REUSABLE TRAVEL MUG
AND **SAVE 10¢** ON ANY
PREMIUM ROAST COFFEE
OR TEA.

AVAILABLE AT THE FRONT COUNTER
OR DRIVE THRU ONLY.

McCafe[®]

*Available in-restaurant at this location at the front counter or drive-thru only, not valid at kiosk or through Mobile Order and Pay.
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The advertisement features a white reusable travel mug with a dark brown lid and the McCafe logo in brown script. The background is a dark teal color with a white diagonal stripe. The text is in a clean, sans-serif font, with 'RE-USE' in a larger, bold font. The entire advertisement is framed by a thick yellow border.

So what's next?





Thank you