



**BRITISH COFFEE
ASSOCIATION**

Sustainability Committee Meeting

1st March 2023



Agenda:

Packaging Waste Presentations

Deforestation - UK & EU

Environmental Labelling

ECF Activities – Single Serve



Deforestation – UK & EU

- EU institutional agreement –Dec '22
 - EP EnviCte sign-off – Jan '23
 - EP Plenary approval – Mar '23?
 - Publication in Official Journal – Jun '23?
 - Entry into force - end 2024?
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- Timetable – potential for slippage
 - Pressure on Commission – achievability within timescale
 - Confusion over detail
 - Business readiness
-
- UK – no new developments, waiting on Defra next steps, timeline unclear

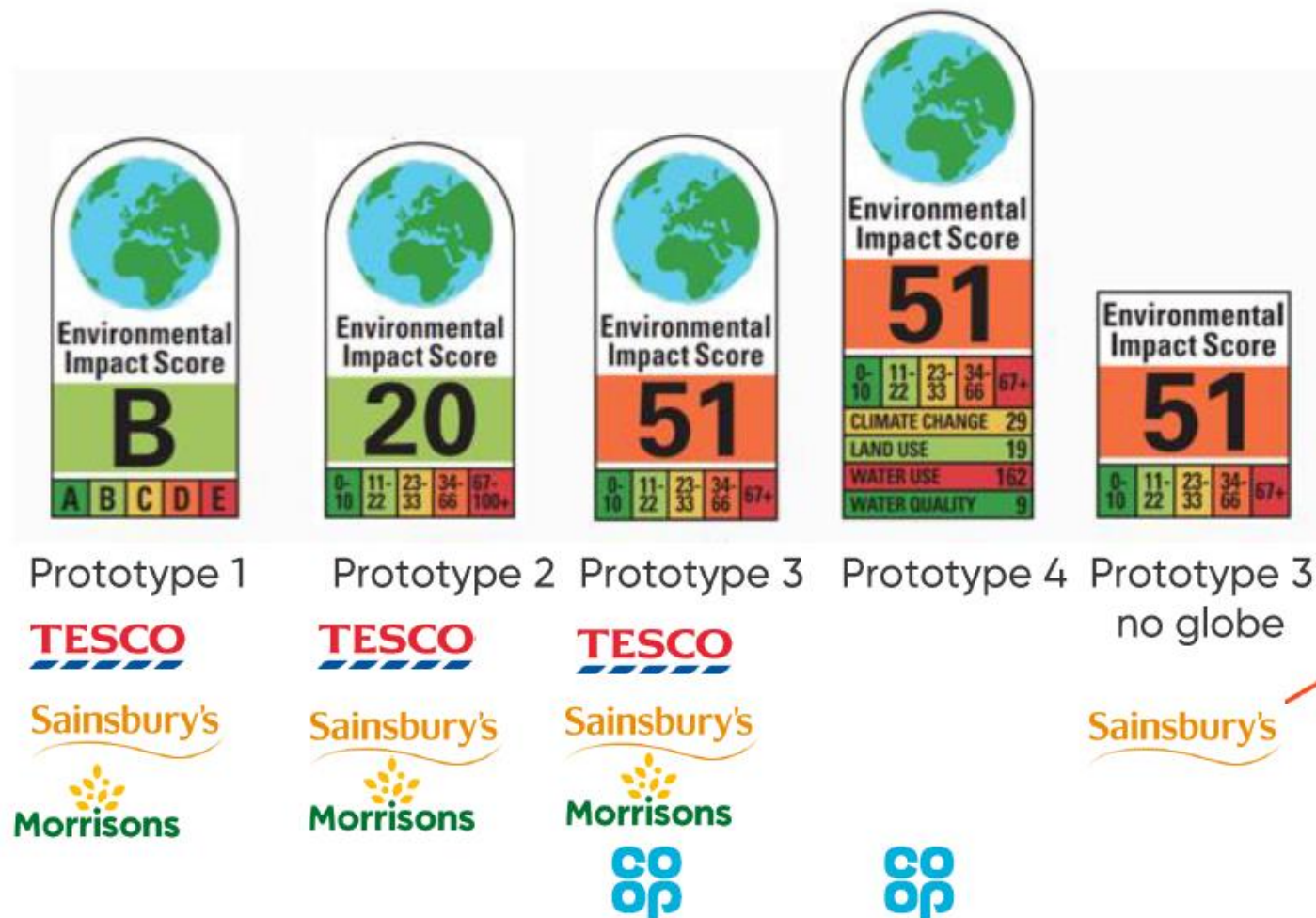
Environmental Labelling

- IGD project – continuing progress
- Aiming to be: inclusive, scalable, pragmatic & affordable
- Maintaining 4 main indicators
 - Climate Change, Water Use, Water quality & Land Use
- **Virtual Reality trials:** completed end 2022 – based on sandwich purchase by 2,600 participants using 5 different label designs results due by end of year.
- **Back-end data:** mapping out the end-to-end process needed to generate product scores. Recognise number of projects looking at data – where are the gaps?
- **Methodology:** Sessions with Anthesis and World Resources Institute (WRI) to help inform the draft methodology – to be completed by the end of the year.
- **Stakeholder engagement:** Meetings held with FDF members. Areas of concern remain
 - Harmonised data approach
 - Review on-product information and provide access to online information
 - Avoid trade barriers – e.g. EU and NI
 - Avoid discrimination of products and/or supply chains

VR trial inputs: **label**

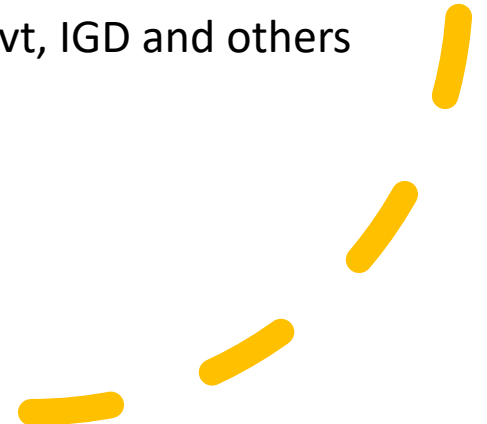
Five label design prototypes were tested

- Different scoring displays
 - A-E
 - 0-100+
 - 0-67+
- The four indicators
- Presence of the globe icon



Environmental Labelling

- Next Steps
 - Further research to confirm label choice
 - Look at unintended consequences, e.g. potential for conflict with nutritional label
 - What will effects be of educational campaign – and its structure
- How to tie into a wider single food labelling approach
- Link to Govt Food Data Transparency Partnership
- Mondra – key data provider working with Govt, IGD and others



Method & data: Key questions

- ▲ Approach to representative averages
- ▲ Approach to supply-chain specific data
- ▲ Approach to move to primary data (hotspots, questions, agriculture)
- ▲ Standards, product category rules and comparability
- ▲ Data quality (when is data good enough to put in front of consumers?)
- ▲ Managing reduction claims
- ▲ Other environmental impact categories

Packaging Waste and Single Serve Units

- Eu draft regulation published late Nov '22
- Places mandatory requirement on capsules to be compostable within 2 years of adoption
- ECF looking for
 - Freedom of Material Choice
 - Fair Collective approach – industry + authorities + waste management
- Developing UK position – pre-emptive