



Status as of 28 March 2025

PROVISIONAL PROGRAMME

50th Anniversary Conference:

The Circular Future Summit

How the foodservice packaging value chain can avoid extinction

21/22 May 2025 – Hotel Le Chatelain, Brussels

ABOUT THE SUMMIT

Four phenomena – two EU laws, a massive infrastructure gap and a booming market – are coming together to create a “**perfect storm**” for the whole foodservice sector.

This conference **explains the troubles on the horizon driven by EU law** and why the whole foodservice packaging value chain needs a new collective compass to avoid being driven onto the rocks. The industry must chart a journey for the key stakeholders towards **Circular Packaging Systems for ALL foodservice**.

The obligations placed by the **2019 single use products directive (SUPD)** and the **2025 packaging & packaging waste regulation (PPWR)** – and the implications for the foodservice business – will be explained by the 360° Foodservice leadership team.

The event draws attention to **the gaps that must be filled** in the near future for the industry to survive. **Routes to overcoming the challenges** will be explored by top speakers from industry and government. ******* Register now with the code "SAVE50" and get an early bird discount €50. *******

DAY 1: Wednesday, 21 May / 13:30-17:30 hrs

(3.5h + 0.5h break)

13:30-13:40 **Welcome**

Anne Sutton, President, 360° Foodservice (Confirmed)

Eamonn Bates, Secretary General, 360° Foodservice (Confirmed)

OPENING KEYNOTE ADDRESS

*The EU's Packaging & Packaging Waste Regulation sets out to overhaul packaging law for a circular future. It will apply as of August 2026 with various requirements being phased in over time. Before then – and, indeed, thereafter – **a mountain of implementing measures is required**. The European Commission will be the driver of most of these, some of which will be business critical. In parallel, work will be underway to overhaul the EU's seminal Framework on Waste, replacing it with **a Circular Economy Act**. What will that bring and how will it interact with the packaging law? And what input can industry have in these processes?*

13:40-14:00 **What's on the regulatory horizon for packaging in the EU and prospects for the Circular Economy Act in 2026**

Jessika Roswall, EU Commissioner for Environment (Invited)

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1. STIRRING UP THE STORM: CHALLENGES & OPPORTUNITIES AHEAD FOR FOODSERVICE PACKAGING

The EU's **PPWR** brings with it **stark recyclability requirements** that foodservice packaging (regardless of material) currently does not attain and will struggle to meet **by 2035**. Not getting there in time, says the law, will mean **product bans**. New requirements for **recycled content** in plastics packaging present another challenge.

Since 2021 EU countries were obliged by the EU's **SUPD** to reduce consumption of foodservice packaging in an **"ambitious and sustained"** manner. Today, most governments haven't moved and don't really know how to proceed, much less how to get a truly sustainable outcome. Default action will be bans and unsubstantiated targets, set country by country. But will there be real help for establishing reuse systems beyond a niche role?

Meanwhile **the foodservice market is growing** to match consumer demand. That means more and more foodservice packaging. Yet collection, sorting and recycling infrastructures are ill-adapted to deal with this trend – making the parallel achievement of recycling targets and market consumption reductions even harder to achieve in the real world. **The confluence of these four trends is the perfect storm for foodservice.**

14:00-14:20 **How EU Regulation will collide with market growth**

Rupin Rughani, Novolex & Eamonn Bates, 360° Foodservice ([Both confirmed](#))

2. FIBRE, PLASTICS AND NEW MATERIALS MARKETS: WHAT IS IN STORE FOR FOODSERVICE PACKAGING

The European Commission's own models suggest that **pulp and paper consumption must be cut significantly** to reach the EU's 2050 net zero obligation. Yet the market for **fibre-based packaging is booming**. New requirements for **recycled content** in plastics packaging are designed to promote recycling by boosting the market for recycled materials, but will there be enough to go around in reality? How will material markets trend and can recycled material ever compete with virgin on price? Is there evidence that innovative new alternative materials will make a lasting impact and be more sustainable than incumbents?

14:20-15:00 **The materials landscape: evolution of markets for plastics and fibre as recycled content becomes the "Holy Grail"**

Prospects for recycled & virgin plastics markets

Alexandra Tomczyk, Senior Analyst EMEA, ICIS ([Confirmed](#))

Prospects for recycled & virgin fibre markets

Kalle Turkkila, Director, Packaging and Tissue Practice, AFRY ([Confirmed](#))

15:00-15:30 **Refreshments**

3. LOOKING TO THE FUTURE, MEETING THE CHALLENGES, SEIZING THE OPPORTUNITIES

The perfect storm for foodservice packaging presents challenges and opportunities to make strides forward and **create new models**. The only option that is "no option" is standing still. A **common focus** by all stakeholders to find "joined up" solutions to complex problems is indispensable. So, what are some of **the solutions, the systems, the infrastructures and the actions needed** for foodservice to escape potential disaster, what is available, what is coming and what are the barriers to progress?

Part A: It starts with collection systems & infrastructures

Collection of end-of-life single use packaging is **critical** to the future supply of recycled materials. In restaurants, places of work, leisure and education or at home more needs to be done to capture foodservice packaging. On the other hand, **well-adapted collection infrastructure in the public space** – crucial for capturing takeaway packaging for recycling – **hardly exists**.

15:30-16:00 **Collection challenges for foodservice packaging – making a plan.**

A.N. Other, FEAD / MRF operator (TBD)

What it will take to get the right infrastructure in place in the public space to make collection of used foodservice packaging for recycling a reality by 2035.

Vanya Veras, Director General, Municipal Waste Europe ([Invited](#))

Part B: Engaging with consumers to make Circular Packaging Systems work

For collection systems to work in practice in almost all situations, **consumer buy-in is key**. This challenge is **not adequately factored into policy and law**. The word “**behaviour**” is used only once in the whole EU packaging law, about tea bags! Getting all key stakeholders to act differently is a discipline all of its own – notably, to persuade consumers to do the right thing systematically with their used container(s) in different contexts. It requires sustained **information, education, coaching, encouragement, nudging...** The foodservice chain has a lot to do and a great deal to learn on this score. **Effective separate collection depends on it.**

16:00-16:30 **Key lessons from Belgium on getting consumers to play the game.**

Adriaan Lowet, Fost Plus Belgium ([Confirmed](#))

Packaging material disposal labelling: The PPWR provisions and Commission work plan to deliver a new EU-wide scheme.

A.N. Other, European Commission, Waste Unit DG Environment ([Invited](#))

Part C: Sorting Facilities & Technologies opening the door to recycling

The EU packaging and packaging waste rules have always promoted **separate collection** according to broad material categories. That hasn't really worked out too well so far for foodservice packaging. The **presence of food remains in the packaging** has often been cited as a reason not to collect and recycle. If this can be overcome, why shouldn't foodservice packaging be more systematically recycled? Good quality end-of-life material for recycling, depends on **effective separation in sorting facilities** into streams that are compatible for recycling. **Technology** will play a crucial role in making all this work better.

16:30-17:00 **Pinpointing the challenges to overcome in sorting facilities to optimise outcomes for foodservice packaging.**

A.N. Other, Novelplast (Irl) ([Invited](#))

Can the latest sorting technologies help boost recycling of end-of-life foodservice packaging. Is reverse vending a viable solution for collecting reusables.

Bilyana Ignatova, Vice President Public Affairs, Tomra ([Confirmed](#))

17:00-17:45 **Moderated panel discussion with audience Q&A**

17:45-19:15 **Conference Reception (All attendees)**

20:00-22:00 **360° Foodservice Dinner (Members only)**

08:30-08:40 **Welcome***Anne Sutton, President, 360° Foodservice ([Confirmed](#))**Eamonn Bates, Secretary General, 360° Foodservice ([Confirmed](#))***KEYNOTE ADDRESS**

A critical element in enhancing the circular story of all food packaging (including foodservice packaging and related items like straws and cutlery) is **the need to obtain recycled materials of food grade quality for use in new products**. Clarity is needed on the **substances allowed** in safe compliant packaging. EU food contact rules for **plastics** are relatively well-developed. That cannot be said for **paper and board**, let alone the range of **emerging alternative materials used in food contact**, from wood to bagasse, from seaweed to potato skins. Some work is going on in the EU standards-making bodies, in the Joint Research Centre and a promise from the Commission itself for some definitive and long-awaited proposals. **So, what are the latest perspectives?**

08:40-09:00 **Prospects for evolving EU food contact rules***Klaus Berend, Director (DG SANTE), European Commission ([Confirmed](#))***4. LOOKING TO THE FUTURE, MEETING THE CHALLENGES, SEIZING THE OPPORTUNITIES (cont'd)**

The perfect storm for foodservice packaging presents challenges and opportunities to make strides forward and **create new models**. We continue our review of some of **the solutions, the systems, the infrastructures and the actions needed** for foodservice to become properly circular - what is available, what is coming, what the barriers are to progress and how they can be addressed.

Part D: Opportunities and obstacles for recycling of foodservice packaging in a world where food contact approval is vital

The world of recycling is **evolving continually**. Today's problems can find solutions tomorrow. If there is to be **more and better recycling of foodservice packaging and related items**, we need to identify routes to ensuring that more of these used items are an acceptable and attractive proposition for the recycling community. So, what precisely are the challenges that must be faced and what opportunities are out there to crack them?

09:00-10:15 **Improving the recyclability of foodservice packaging – what needs to be done.***Vincent Mooij, Director, CIRCPACK by Veolia ([Confirmed](#))***Demonstrating recyclability in practice – how you do it.***Paolo Glerean, Chairman, RecyClass ([Confirmed](#))***Challenges and opportunities in recycling fibre-based foodservice packaging.***Rob Tilsley, James Cropper (UK) ([Confirmed](#))***How far can we go in obtaining and using recycled materials for food contact.***Alistair Irvine, Principal Technical Specialist (Food Contact Testing, Material Science & Engineering), Smithers ([Confirmed](#))***5. STRATEGIC TRAJECTORIES AND PRACTICAL PROGRAMMES FOR GETTING TO CIRCULAR PACKAGING SYSTEMS FOR ALL FOODSERVICE**

360° Foodservice has been weighing the various challenges for the business of serving food and drinks. There is a huge need all across the industry for **objective authoritative information tailored to the foodservice segment** on what is coming at EU and national level and the associated direct/indirect impacts. This will provide the **necessary forward regulatory insights** to allow everyone in the foodservice value chain to **take critical decisions** and **invest with confidence at the right time**. There is also a clear need **for shared schemes** and **collaborative programmes** to tackle the challenges thrown up by the application of the new **EU packaging law**

and **the single use products directive**. A clear shared long-term vision and action plan is needed to ensure a healthy future.

10:15-10:45 **360° Foodservice a platform for the industry to secure the future**
Eamonn Bates, Secretary General, 360° Foodservice ([Confirmed](#))

10:45-11:15 **Refreshments**

Part E: Opportunities and obstacles for reuse systems to play a greater role in foodservice

Any effort to ensure that “**circular packaging systems**” for serving food and drinks become the norm for all foodservice activities – in both large-scale and small-scale operations – requires recognition and acceptance that we need to find a safe and sustainable new balance between **sensible single use and responsible reuse**. So far, neither EU or national level policy has formulated a **credible longer-term vision** for what this should look like for foodservice. Thus, there is **no insightful guidance on coherent routes for getting there**. Reuse systems are growing rather slowly across most of the EU but **in some countries and in certain contexts** are being rapidly adopted. What is needed long-term for re-use systems to reach full potential alongside single use systems?

11:15-12:30 **Where can reuse become the default option: Lessons from the growth of reuse systems in sports and other events in the UK.**

John Reeves, Managing Director, Event Cup Solutions (UK) ([Confirmed](#))

What future for managing collection of reusable packaging?

Can Lewandowski, CEO, Recup (DE) ([Invited](#))

Can experience with digital deposit return systems for bottles and cans provide hints for long-term solutions for the collection of reusable packaging.

Steven Boussemaere, Director Innovation & Business Development, Fost Plus (BE) ([Confirmed](#))

Title of the talk to be determined.

A.N. Other, Position, Organisation (TBD, [TBI](#)Invited)

OR

Qs and As with audience ([TBD](#))

12:30-13:30 **Lunch**

6. ENSURING A FAIR DEAL FOR COMPANIES OPERATING IN EUROPE

The EU and its member states rightly set **high safety standards for packaging**. The requirements are **not always enforced in a uniform manner** in practice. Foodservice packaging faces **unfair competition** from packaging imported to the EU from third countries (notably Asia) that blatantly **disregard European food contact requirements**. Having cut corners on quality and safety, these non-compliant unsafe products undercut EU-made goods on price. **Importers and distributors** often do not realise that they are **trading non-compliant goods** or, worse, turn a blind eye to the shortcomings of what they sell on, knowing that they can get away with it. How can fraud and playing loose with consumer health can be addressed by government and industry in Europe.

13:30-13:50 **Will tighter EU legislation help compliance in practice**

Provisions in the packaging and packaging waste regulation to ensure compliance

A.N. Other, Position, (DG ENV) European Commission ([Invited](#))

- 13:50-14:10 **How industry in the EU can mobilise to protect markets from abuse**
Case study: A model for working with customs and market surveillance authorities to tackle operators who cheat (or turn a blind eye to non-compliance) for market advantage.
Jean Marc Novène, Deputy Managing Director, Matrix Pack ([Confirmed](#))

KEYNOTE ADDRESS

Since its inception, **the EU has always been a customs union**, with a common approach to dealing with products entering the EU at its external borders. As a result, the European Commission does significant work (including information exchange) **to facilitate coordination and coherence across the twenty-seven national customs services**, who in turn typically work in close cooperation with national market integrity and surveillance authorities to **ensure that standards are upheld and European consumers protected**. What plans are there to help support and strengthen the effectiveness of customs control in the future in the face of slim resources and growing threats?

- 14:10-14:40 **Pathways to better compliance and fairer competition on the EU market**
Gerassimos Thomas, Director General, (DG TAXUD) European Commission ([Confirmed](#))

- 14:40-15:00 **Qs and As with audience**

- 15:00-15:30 **Refreshments**

7. GETTING TO “CIRCULAR” FOR EUROPEAN FOODSERVICE PACKAGING

The conference puts the spotlight on the **key elements that are integral to the achievement of circularity** in the foodservice packaging sector. But what does **a successful future** look like? This panel discussion will address the **actions that need to be taken** to ensure that the different elements come together and **make circular packaging systems a reality**. Where are the **pressure points** and how best can these be addressed to find **a new safe and sustainable balance** between **sensible single use and responsible reuse** in the future?

- 15:30-16:30 **Moderated interactive panel discussion with the audience**
Panellists:

A.N. Other, Position, Organisation (speaker or invited panellist tbd)

A.N. Other, Position, Organisation (speaker or invited panellist tbd)

A.N. Other, Position, Organisation (speaker or invited panellist tbd)

A.N. Other, Position, Organisation (speaker or invited panellist tbd)

A.N. Other, Position, Organisation (speaker or invited panellist tbd)

A.N. Other, Position, Organisation (speaker or invited panellist tbd)

Moderator:

Eamonn Bates, Secretary General, 360° Foodservice ([Confirmed](#))

8. A CALL TO ACTION

- 16:30-16:45 **CLOSING REMARKS**

Anne Sutton, President, 360° Foodservice ([Confirmed](#))

Eamonn Bates, Secretary General, 360° Foodservice ([Confirmed](#))

- 16:45 **Closure**