

SPEAKER



NAME

Frank Heidlberger
Global Packaging Director

CONTACT

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BIOGRAPHY

Frank Heidlberger is Director of Global Supply Chain at McDonald's and provides strategic direction and oversight to the McDonald's global packaging category with an annual spend of \$2.8 billion USD. He leads a team responsible for Packaging category management include Sourcing, Product Development & Innovation, and Sustainability.

In the past 3 years that Frank is leading the Packaging category for McDonald's, he spearheaded the transition of the packaging organization from functioning independently across three main regions (North America, Europe, Asia-Pacific) to operating as one global structure. In addition, Frank established and leads a Global Packaging Supplier Council as well as an internal cross-functional Packaging Steering Team with representatives from Supply Chain, Sustainability, Operations and Menu/Marketing to ensure external and internal Packaging stakeholders provide their thought leadership in setting strategic directions and driving outcomes.

His past 1.5 years were very much influenced by the shifting category dynamics in Packaging. Together with McDonald's Sustainability experts Frank was instrumental in the development of the Packaging & Recycling pillar of McDonald's Sustainability Strategy, named "Scale for Good". Frank is one of McDonald's representatives in the Next Gen Cup Challenge, where McDonald's partners with other big brands to solve the global issue of renewable and recyclable packaging, which is one of McDonald's collaborative efforts to continually innovate our packaging, reduce waste, and increase recycling.

LECTURE

McDonald's wants to use its "Scale for Good"

At McDonald's, we want to use our global scale to help accelerate a circular economy. Packaging helps us serve hot, fresh and delicious food quickly and safely to our customers. It also reduces food waste by keeping food fresher for longer. In addition, we know that customers care about our packaging. They want it to perform well, but they also tell us that the environmental impact of our packaging and waste is their number one environmental concern for us to address. At McDonald's, we want to help tackle challenges related to packaging and plastic waste by finding new and innovative ways to reduce our use of packaging, switch to more sustainable materials and help our customers to reuse and recycle. This is however not a challenge we can tackle alone.

The Packaging industry is facing unprecedented challenges and it requires unprecedented collaboration across the wider business community, brands, customers, expert NGO partners, political stakeholders and suppliers to successfully lead that transformation.