Big enough to make a difference

McDonald’s is Sweden’s largest restaurant chain with restaurants from Luleå in the north to Ystad in the south. This means that even small changes make a big difference. This provides us with both an opportunity and a responsibility to lead progress. We do this by working to make good choices easy. Especially in our three focus areas: Food, People and Environment.
We make good choices easy

McDonald’s in Sweden’s sustainability work is focused on three areas: Food, People and Environment. In 2018, we have worked hard to reach the goals we set, and now we want to go even further.

The food is always at the center and we give everyone the opportunity to make varied, good and tasty choices.

People – our employees and guests are important to us. We should be an attractive workplace and aim to make a difference in society.

The environment is a prerequisite for us to be able to serve high-quality food. Therefore, we have placed high expectations on ourselves to reduce our climate footprint.
Food

We want to give everyone the opportunity to eat tasty, good and varied food. Therefore, we serve food of the highest quality that is cooked from products that are produced responsibly.

Focus on food
McDonald’s is the restaurant industry’s largest purchaser of Swedish beef and one of the largest when it comes to Swedish organic milk, Swedish organic eggs, and organic coffee. To ensure food safety, we have a strict framework for our suppliers, McDonald’s Agricultural Assurance Program (MAAP). It regulates three categories: the environment, economy and ethics, and helps both us and our suppliers to develop in a sustainable manner – without compromising on food safety, animal welfare or working conditions for those who work on the farms.

Choice for our guests
We want to be able to offer something for everyone. At McDonald’s it should be possible to enjoy a Chicken McFeast one day, eat our tasty Chili Cheese Tops the next day, and on the way from a workout or the office, pick up a fresh Smoothie. Whatever the choice, you should feel confident that the food is of the highest quality and carefully prepared. We simply want to make good choices easy.

Between 2016 and 2018, through project Romeo, we have sponsored 101 Swedish farmers with a breeding bull to support Swedish beef production.

FULL FLEX
In late 2017, we launched our first vegan burger, McVegan, and nowadays our guests can always choose between vegetarian, chicken and beef in our promotional burgers McSelection. We call it Full Flex. In 2018, we continued to broaden the menu and among other things, launched the much appreciated Sweet Potato Fries. 2019 started with the exciting new vegan McFalafel which is also served in Happy Meal for our younger guests.

A vegetarian alternative in our Happy Meals is one of the most requested choices from our family guests, so it feels great to now be able to offer that.

Nina Remøy, Food Development Manager på McDonald’s Sverige.

Today, vegetarian, chicken and fish make up 42% of all protein we serve. Our ambition is that it will be 50% by 2020.

QUALITY BEEF TASTES THE BEST
McDonald’s is the restaurant industry’s largest purchaser of Swedish beef. We also source beef from Germany and Poland, but only if it meets our stringent quality requirements throughout the production chain. Our hamburgers consist of 100% beef and the majority comes from dairy cows, which means less climate impact. In order to support sustainable agricultural production in the best way, we have for many years cooperated with LRF and the Swedish farmers.
People

People are always part of our focus – as employees, guests or residents of the communities in which we operate. Together, we want to make a difference by being an attractive employer and taking initiatives for a positive change.

An employer that makes a difference
At McDonald’s, thousands of young people in Sweden each year get the opportunity to gain the first important experience on their CV. For many, it means the first step into adult life, the labor market or the way into Swedish society. At McDonald’s, integration happens for real. A job with us provides education, work and training in the Swedish language, important contributions that we are proud of.

Commitment to community
We want to give back to the communities in which we work, live and operate. Our franchisees are involved in their local communities and are happy to initiate and support collaborations to create positive change. One recent example is McDonald’s in Stattena, which in the summer 2018 housed a beehive with 30,000 new tenants on the restaurant’s roof. Another example is our 28-year ongoing commitment to the Ronald McDonald Children’s Fund.

Our goal is to be an attractive employer and by 2025 we expect to have created 2,000 additional new jobs.

A PATH INTO SOCIETY
For Rinas Mohammad, the employment at the restaurant in Trelleborg became much more than a job. Rinas was forced to flee from Syria to Sweden just over four years ago. His job at McDonald’s became an important path into Swedish society, has enabled him to make new friends and learn the language. Today, Rinas has reunited with his wife and they live together with their first child.

“I was very happy when I got a job at McDonald’s. I have learned the language by working, learning to take responsibility and getting to know people in Sweden. I have also attended many courses at McDonald’s Business School and developed a lot from this.”

Rinas Mohammad, McDonald’s Trelleborg

LITTER CLEANUP IN KALMAR
When Ivan Ström, a franchisee in Kalmar, saw that there was a lot of litter in the area where he lives, he decided to do something about it. Through a collaboration between his two McDonald’s restaurants in Kalmar and Kalmar Orienteering Club, they organized a litter cleanup day in 2017, which was very successful. In 2018, the efforts were doubled and Kalmar’s residents cleaned up litter on two occasions. Volunteering youth and parents from the orienteering club, as well as McDonald’s employees took part and were sponsored by the local business community and other organizations. Waste corresponding to 32 large bags of combustible waste was collected. Approximately 8,000 cigarette butts, 720 liters of plastic packaging, 400 glass bottles, hundreds of glass shards and 600 aluminum cans were recycled.
Environment

At McDonald’s, everyone is working towards the same goal: reduced climate footprint and reduced resource consumption. It gives results. Today, our food is cooked with 100% renewable energy and the food waste is minimized through our new ordering and cooking system.

**Sustainable restaurants**
We committed ourselves to reducing our climate impact by 40% by 2020, and actually achieved this goal. We are now continuing our efforts to ensure that our emissions will be close to zero in 2030. To achieve this, we are working to reduce food waste and find sustainable packaging. Our food waste is already at a low 1.19% and 100% of our guest packaging of paper is made from recycled material or raw material from FSC-certified forestry.

Our goal is to phase out out plastic from guest packaging by 2020.

**Sustainable value chain**
In addition to conscious choices at, and in connection with our restaurants, we work towards improvements and initiatives within the supply chain. We centralize our purchases and work closely with our suppliers to find new smart solutions. The partnership with our logistics partner, HAVI is an example of how we work together to be at the forefront of the shift to a sustainable transport system with reduced emissions. Another is that our guests can charge their electric car while eating at many of our restaurants.

**Our ambition is to offer charging of electric vehicles at all our McDrive restaurants**

The journey towards sustainable packaging
In 2018, we replaced the plastic cups for Milkshakes for paper cups and Smoothie and Frappé cups for the better material, PlantBottle, which consists of 30% plant-based material. The plastic cover from our popular McFlurry was removed completely, saving 11 tons of plastic per year.

The work will continue in 2019 as we plan for more changes to reduce our plastic use.

Fossil-free transports
To reduce our emissions, we use energy-efficient trucks and plan our transports smartly by driving as fully-loaded trucks as possible. In 2018, more than 80% of our transports were run on the renewable fuel HVO.

In addition to tasting good, our french fries play an important role in fulfilling society’s need for more sustainable transport. All used frying oil is recycled to, among other things, biodiesel.

**Future of transportation**
Together with our logistics partners, HAVI, Scania, KTH (Royal Institute of Technology), Stockholm City and the EU initiative Centric Stockholm, we are conducting a test project at a number of restaurants in central Stockholm where deliveries are made at night with quiet, electric vehicles. This is an initiative that both reduces transport emissions and contributes to a better urban environment.
Did you know that?

Our ambition is that 50% of the protein we serve will be vegetarian, chicken or fish by 2020

McDonald’s in Sweden uses
100% renewable electricity

McDonald’s is the restaurant industry’s largest purchaser of Swedish beef

56 charging posts allowed cars to drive on electricity, corresponding to 34 times around the world in 2018

Over 200 million SEK has been collected for the Ronald McDonald Children’s Fund to support families with severely ill children. This has resulted in five Ronald McDonald Houses where 3,600 families live annually.

Our coffee is both organic and Rainforest Alliance certified

Since the start in 2001, we have distributed over 15 million children’s books through Book Happy Meal together with the Reading Movement (Läsrörelsen)

Every year, we employ 3,000-4,000 young people, making us one of Sweden’s largest youth employers

When we removed the plastic lid from McFlurry we annually saved 11 tons of plastic

McDonald’s has been a member of the Haga Initiative since 2012

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