

McDonald's Ireland & UK Sustainability Plan

Our Plan for Change is a clear plan with goals and actions to help us lead positive change right across our business and beyond. It outlines the steps we're taking now, and in the long term. It includes clear time-bound commitments across every aspect of what we do.



Our Plan for Change



Our Plan for Change

How we'll achieve it

We're challenging ourselves to lead change across five key areas: Planet, People, Restaurants, Food and Communities. That means achieving net zero and protecting and restoring nature. Championing great people, whatever their background. And sourcing quality, sustainable ingredients that provide more balanced and tastier options. All served in restaurants that are built for the future and close the loop on waste, while supporting the communities around them.

We've set out goals in each of our focus areas to help guide our actions. We will measure and share our progress against these because we know how important it is for us to deliver and to be clear on how we are doing – as every change we make, adds up to a lot.

To find our more go to www.mcdonalds.ie/planforchange





Planet Positive

We believe in making a positive difference to the planet, reaching net zero and protecting and restoring nature.



Climate positive

Our commitment

We aim to reach net zero emissions by 2040 across our entire business and value chain to help tackle climate change.

Our goals*

By 2030

Achieve net zero emissions for all our restaurants and offices.

By 2040

Achieve net zero emissions for our entire business and value chain.

* See page 8 for net zero emissions goal definitions.

Nature positive

Our commitment

We aim to champion sustainable practices and harness innovation, to protect forests and promote soil health, biodiversity and water management.

Our goals

By 2023

Launch our nature positive programme to scale innovative nature-based solutions.

By 2025

Have regenerative agriculture initiatives in each of our priority supply chains to promote soil health, water management and biodiversity.

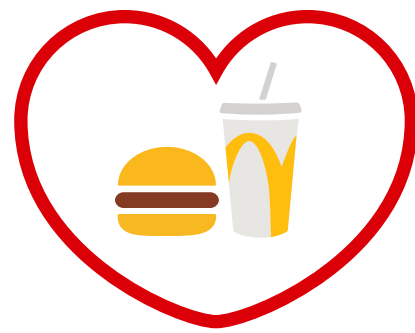
By the end of 2025

Soy used in our ingredients and in the animal feed in our supply chain will be deforestation-free.*

By 2030

The global McDonald's business will have eliminated deforestation from our supply chains.

* Product scope includes soy sourced for feed of livestock used in McDonald's products. It also includes soy used directly as an ingredient.



Great Food

We believe in great food that's made from quality, sustainably sourced ingredients, offering balanced options the whole family can enjoy.



Sustainable sourcing

Our commitment

We aim to source quality ingredients produced by progressive farmers to leading animal welfare and environmental standards.

Our goals

By 2023

Develop a Plan for Change Scorecard in collaboration with independent experts, to expand and embed ethical and sustainability criteria in our sourcing decisions.

By 2025

Support resilient livelihoods and sustainable outcomes through McDonald's Farm Forward, benefitting over 23,000 British and Irish Farmers.

Engage 10 million families, and connect them to farming, nature and the future of sustainable food.

By 2030

Have kick-started over 100 careers in food and farming for young people from diverse backgrounds through our McDonald's Young Talent programme.

Delivering more choice

Our commitment

We aim to help customers make more balanced choices that don't compromise on taste, convenience or price.

Our goals

From 2021

Conduct ongoing positive behaviour change research and implement findings across our order channels to inspire our customers to make more balanced choices.

By 2022

Launch the McDonald's Nutrition Innovation Council, to create recipe reformulations and innovations that support more balanced options that taste delicious.

Develop nutrition criteria in line with recognised guidelines, working with advice from the British Nutrition Foundation, to better define the choices we offer on our menu.

By 2023

Help customers to navigate our menu by refreshing our menu signposting and nutrition labelling.

By 2025

Have a market leading vegan plant-based food and drinks offering.

By 2026

A minimum of 50% of our products available across the total of our restaurants, excluding promo products, will meet our nutrition criteria.



Great Restaurants

We believe great food deserves to be served in great restaurants which are sustainable for the future – net zero and closing the loop on waste.



Net zero standard restaurants

Our commitment

We aim to transition all our restaurants to a UK industry net zero emissions standard.

Our goals*

From 2022

Launch our first UK industry net zero emissions standard restaurant and create a blueprint for freehold new builds.

From 2023

Roll out our blueprint for UK industry net zero emissions standard restaurants to all freehold new builds.

From 2023

Furniture in new and refurbished restaurants will be made from recycled or certified materials that can be recycled or reused at end of life.

By 2030

Achieve net zero emissions for all our restaurants and offices.

* See page 8 for net zero emissions goal definitions.

Closing the loop on waste

Our commitment

We aim to create a circular system where our packaging and waste has a second life.

Our goals

By 2024

Our customer packaging will be made from renewable, recycled or certified sources and will be fully recyclable or compostable.

By 2027

Give the waste* collected from our restaurants a second life by recycling, reusing or composting.

By 2030

Reduce the amount of material used across packaging in customer and kitchen areas in the McDonald's system by 20% versus 2023.**

*Excludes car park and sanitary waste.

**Annual reduction compared to 2023.



People Positive

We believe in being people positive – championing great people, whatever their background – and helping to open doors to skills, jobs and opportunities.



Opening doors to jobs

Our commitment

We aim to help one million people in our communities gain new skills and open doors through training, work experience and equal employment opportunities.

Our goals

By 2024

Support youth services through every restaurant.

By 2025

Have supported 3,000 apprentices.

By 2030

Help one million people gain new skills and open doors to jobs.

Inclusive and diverse

Our commitment

From our senior leaders to our restaurant teams, we aim to reflect the diverse communities we are part of and stand up for individuality and equality.

Our goals

By 2024

We will work with our supplier partners and franchisees to advance social inclusion through a Mutual DE&I Commitment.

By 2025

40% of participants in our new corporate placement programme for our restaurant employees will be from underrepresented groups.

By 2030

Reach and maintain gender balance within our senior leadership roles.

Ensure 40% of all senior leadership roles are held by people from underrepresented groups.



Community Connection

We believe in making a difference to families and their wellbeing and supporting the most vulnerable during a crisis.



Serving our Communities

Our commitment

We will support and connect with local communities by focusing on families and their wellbeing, championing local and national campaigns and supporting the most vulnerable during a crisis to make a real difference.

Our goals

Ronald McDonald House Charities® Ireland

Support Ronald McDonald House Charities® Ireland enabling families to stay together near the Children's Hospital when a child is diagnosed with a life-threatening illness.

Irish Youth Foundation

Support the Irish Youth Foundation to build employability and skills for young people.

By 2026

Deliver 10.5 million hours of Fun Football coaching, recruit 100 female coaches and provide DE&I training to 800+ coaches.

Between 2023 and 2026

Through our Happy Readers programme distribute a minimum of 7 million books across Ireland and the UK each year.

Net zero emissions goals and definitions

Here you'll find the background to our approach to net zero within our Plan for Change.

The Science Based Targets initiative (SBTi) has validated the McDonald's Corporation's global 2050 net zero emission reduction target. This includes aligning the 2030 global emissions target to help keep global temperature rises below 1.5°C. McDonald's Ireland & UK plans to align its market strategy with this approach, moving faster where we can.

McDonald's Ireland & UK aims to become net zero emissions by 2040 which will involve significantly reducing its greenhouse gas (GHG) emissions in alignment with a 1.5°C climate scenario pathway and neutralising all residual emissions with high quality carbon removal projects.

We also recognise that the SBTi net zero criteria will only apply for "full companies" and not for "part-of companies" e.g. restaurants and operations, and we will aim to adhere to the spirit of SBTi net zero criteria when applying these to McDonald's Ireland & UK activities.

Find out more about the global McDonald's targets: corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/our-planet/climate-action.html#ourClimateTargetsAndNetZeroPledge

Our Ireland and UK net zero goals and definitions:

Our goal: By 2030, we will achieve net zero emissions for all of our restaurants and offices.

Our definition: This includes emissions from all of our restaurants and offices (both franchised and company-owned) in line with the SBTi net zero criteria and means significantly reducing our greenhouse gas (GHG) emissions in alignment with a 1.5°C climate scenario pathway and neutralising residual emissions with high quality carbon removal projects.

Our goal: By 2040, we will achieve net zero emissions for our entire business and value chain.

Our definition: This includes our restaurants, operations and value chain (GHG Protocol Scopes 1,2,3) in alignment with the SBTi net zero criteria and a 1.5°C climate scenario pathway.

Our goal: From 2022 we will launch our first Ireland and UK industry net zero emissions standard restaurant and create a blueprint for freehold new builds.

Our definition: We will aim to use the UK Green Building Council (UKGBC)'s Net Zero Carbon Buildings Framework definition of 'net zero carbon – construction (modules A1 – A5)' and 'net zero carbon – operational energy (module B6)' for our net zero emissions standard freehold restaurant new builds.

Our net zero emissions standard freehold restaurant new builds have been and will be in line with the UKGBC Net Zero Carbon Buildings Framework.

The UKGBC Framework sets out definitions and principles around two approaches to net zero carbon, which are of equal importance:

1.1 Net zero carbon – construction is defined as:

"When the amount of carbon emissions associated with a building's product and construction stages up to practical completion is zero or negative, through the use of offsets or the net export of on-site renewable energy."

1.2 Net zero carbon – operational energy is defined as:

"When the amount of carbon emissions associated with the building's operational energy on an annual basis is zero or negative.

A net zero carbon building is highly energy efficient and powered from on-site and/or off-site renewable energy sources, with any remaining carbon balance offset."

Our goal: From 2023 roll out our blueprint for Ireland and UK industry net zero emissions standard restaurants to all freehold new builds.

Our definition: We will aim to use the UKGBC Net Zero Carbon Buildings Framework definition of 'net zero carbon – construction (modules A1 – A5)' and 'net zero carbon – operational energy (module B6)' for all freehold new build restaurants planned from this date.

Our goal: From 2023 furniture in new and refurbished restaurants will be made with recycled or certified materials that can be recycled or reused at end of life.

Our definition: Furniture can include, but is not limited to, tables, chairs, wall panels, recycling units, patio seating and signage. Ensuring our restaurant refurbishment programmes are designed with circularity in mind is part of our journey to net zero emissions.

www.mcdonalds.ie/planforchange



Statements contained in this report about future developments and past occurrences are based on information and assumptions available as of the date of publication. While we are committed to providing timely updates, the Company holds no obligation to update information or statements.