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Code of Conduct for Responsible Food Business and Marketing Practices

FoodServiceEurope 2022 Annual Report

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Step in the food chain represented: Contract catering

Members:

- 9 National Association Members: UBC, SNRC, VIMOSZ, ANGEM, AHRESP, Food Service Spain, VISITA, GVAUSTRIA, FEDIL Catering
- 4 Associate Members (e.g., companies): Compass, Elior, Sodexo, Trivalor

About FoodServiceEurope

FoodServiceEurope represents the European contract catering sector. Contract catering encompasses food and ancillary services provided to people working or living in communities – private and public undertakings, schools, universities, hospitals, retirement homes, prisons – under the terms of a contract with the client communities.

With an annual turnover of around €25 billion, the sector's 600,000-strong workforce delivers approximately 6 billion meals each year to workers, civil servants, pupils, students, hospital patients and care home residents in the EU.

Contract catering is a unique part of the food system and differs significantly from other forms of food service. Contract catering services are provided on the premises of the contracting party, which awards contracts through procurement tenders.

Contract catering plays a crucial social function. Its meals are regularly delivered to vulnerable consumers (e.g., children, patients), at a subsidised "social" price. Contract catering thereby guarantees access to nutrition to individuals that may not otherwise have it.

Endorsement of the aspirational objectives set out in the Code

FoodServiceEurope is committed to contributing to improving the sector's performance and providing clients and consumers with healthy and increasingly sustainable meals. We strongly endorse the aspirational objectives and targets listed in the Code of Conduct for Responsible Business and

Marketing Practices and are committed to support in the shift towards more sustainable food systems in the EU.

FoodServiceEurope was a member of the task force of middle-of-the-supply-chain associations that was mandated with developing the Code of Conduct in 2021 with the European Commission. Throughout Q1 and Q2 of 2021, FoodServiceEurope actively participated in the thematic sessions where the aspirational objectives and targets of the Code were developed. Our members also participated in this process by providing input and feedback on the discussions.

Following this process, FoodServiceEurope was among the first signatories of the Code in June 2021, highlighting our members support for the Code and its aspirational objectives.

FoodServiceEurope associate member Sodexo also [signed](#) the Code as a company signatory in June 2021 and put forward concrete commitments.

Promotion and dissemination of the Code with our members

At the General Assembly in June 2021, following a detailed presentation on the quasi-finalised Code and a discussion among members, there was a unanimous vote for Foodservice Europe to sign the Code.

There was full support among members, with many outlining how the Code could provide opportunities to improve sustainability within the sector, as well providing a platform for the sector to showcase the efforts that were on-going to drive the sector to a more sustainable future.

Since then, efforts have been made to promote and disseminate it with our members. These efforts have involved a variety of activities which are outlined below.

A dedicated taskforce

At the November General Assembly 2021, it was decided to establish a Farm to Fork taskforce within the association. The objective of the task force is to discuss priorities for FoodServiceEurope relating to the Farm to Fork strategy. A core aspect of this work is related to the Code of Conduct, in addition to other priority files for the sector under the strategy.

In relation to the Code of Conduct, the purpose of the taskforce is to act as a mechanism to gather information from members on how they are working towards to aspirational objectives and targets of the Code, to explore the possibility of developing sector-specific tools, to identify opportunities for collaboration, share best practices and potential partnerships and to contribute to the writing of the annual reports.

The taskforce brings together experts from members from national trade associations and companies. The inaugural meeting of the taskforce took place on 16th February 2022.

A dedicated webpage

In order to promote the Code and highlight its importance to the association, not only to current members, but also to prospective members and those interested in the contract catering sector, a dedicated space was created on the FoodServiceEurope [website](#).

The objective of creating this dedicated space was to have a go-to area for information on the Code of Conduct that will be updated on a regular basis. This can be used both by members, but also for prospective members to highlight that the Code is a priority topic for the association.

As well as providing links to the European Commission's dedicated website on the Code of Conduct, the page also stores FoodServiceEurope signature to the Code and will include links to all future annual reports.

Regular updates

Members are regularly informed about updates on the Code of Conduct through our monthly newsletter, as well as through direct contact via email when appropriate.

Social media

FoodServiceEurope recently launched our [Twitter](#) and [LinkedIn](#) pages, where we intend to promote our activities relating to the Code of Conduct.

Encouraging members to align sustainability actions and business practices with the Code

At the November General Assembly, the Code of Conduct was included to the 2022 Work Programme, formalising it as a priority activity for the association.

Through the promotional activities that have been outlined above, members are regularly being encouraged to align their sustainability actions and business practices with the Code.

Developing resources in support of the Code

Code of Conduct survey

It was agreed at the first meeting of the Farm to Fork taskforce to conduct a survey with members to understand to what degree their on-going sustainability actions or business practices aligned with the aspirational objectives and aspirational targets of the Code. This exercise would also help to identify where there may be gaps in terms of sustainability actions and whether any additional tools or resources could be developed to address these gaps. Furthermore, the input provided could be used to identify some best practices that could be shared with members as means to inspire them to establish similar initiatives that are aligned with the aspirational objectives of the Code.

The survey was conducted throughout March 2022 and the results highlighted that many members currently have a number of existing initiatives which align with the aspirational objectives and targets of the Code.

The largest number of activities fell under the food consumption pattern objectives, notably under the aspirational objective to provide healthy, balanced and sustainable diets and the aspirational objective relating to food loss and food waste.

Healthy, balanced and sustainable diets

The majority of members have sustainability actions in place that align to aspirational objective 1 in the Code of Conduct: healthy, balanced and sustainable diets for all European consumers, contributing to reversing malnutrition and diet-related noncommunicable diseases (NCDs) in the EU and reducing the environmental footprint of food consumption by 2030.

Members have actions in place to improve the nutritional composition and environmental footprint of food meals. For example, a member of VIMOSZ, the Hungarian national association member of FoodServiceEurope, has set a goal to reduce the level of meat consumption by 2030 in order to reduce

their environmental footprint. To achieve this, they are introducing more vegan meat alternatives to their menus and organizing plant-based meal promotions in the restaurants. Associate member Trivalor's TriFootFood programme is aiming to evaluate the environmental footprint of their meals, and communicate, discuss, and improve the results with their clients, as a way to decrease their carbon footprint.

Members also have on-going actions to provide and promote more sustainably produced meals. Sodexo has an ambition to have at least two out of every three purchases be plant based. In Elior, one out of five menus are vegetarian, and they offer trainings for their chefs on vegetarian recipes to support diversification, while Trivalor's initiative 'Meatless Mondays' aims to reduce meat consumption in schools.

In an effort to create a food environment that makes it easier to choose healthy and sustainable diets, many members are providing transparent and voluntary information to consumers. For example, Elior is developing and rolling out nutri-score in all their segments to provide consumers with detailed nutritional information about their meals. Sodexo also offers information about the nutritional profile of the meals, while Compass has launched an app that provides information about menus and ingredients, offering nutritional scores and individual diet monitoring. In Sweden, our member Visita has a policy for origin information whereby they recommend that restaurants and other catering establishments provide consumers with information on the origin of the foods offered for sale for beef, pork, mutton, goat meat, poultry, fish, shellfish and molluscs.

Members are also integrating sustainable practices and health in the workplace, such as FoodService Spain who published a guide for school canteens that provides a nutritional protocol for school menus. They have also a signed commitment with the Ministry of Health, to offer customers of healthier menu options. In schools in Spain, cooks are provided with information from nutritionist and dieticians to ensure that the meals provide children with a healthy and balanced diet.

Food loss and food waste

Regarding food loss and food waste, all members who responded to the survey have on-going activities which align with the aspiration objective to prevent and reduce food loss and waste and will contribute to the aspirational target of a 50% reduction of per capita food waste at the retail and consumer level by 2030 and reduced food losses along the food production and supply chains in the EU. Some associate members have similar targets in place, such as Sodexo and Compass that both have committed to reducing food loss and food waste by 50% by 2030.

Many members have identified measures to improve the efficiencies of processes, such as Sodexo's [WasteWatch](#) programme, which uses waste measurement technology in kitchens to collect data on food waste and implement operational and behavioural changes needed to eliminate food waste. Compass also have measurement technologies in their kitchens, such as On Track, a waste-tracking program used by Eurest Luxembourg, a Compass business, that gives managers tools to analyse data, identify problems and find long-lasting solutions for food waste. Elior have 500 sites in Europe where they are measuring food waste at production, service and plate-waste level.

Among national associations, there have been efforts to raise awareness on food waste. Our Austrian member GVAustria are part of the platform *Lebensmittel sind kostbar!* (Food is precious!), which is an initiative of the Federal Ministry of Sustainability and Tourism that aims to raise awareness on food loss and food waste and to help Austria meets the UN SDG goal of reducing food waste in consumption and retail by 50% by 2030. Under the 'Wasteless' initiative in Hungary, VIMOSZ have implemented an awareness raising campaign for adult consumers and a school programme for increasing food waste

prevention among primary school students. Additionally in Hungary, there is a move to introduce buffets serving systems in schools, accompanied by a consumer awareness campaign, which is expected to lead to a significant reduction in food waste by allowing pupils to decide their own portions. Food Service Spain participate in the work group on Food Waste of CEOE (Confederación Española de Organizaciones Empresariales).

Among associate members, Compass's [‘Stop food waste day’](#), which took place this year on 28 April 2022, aims to educate and ignite change in the fight against food waste. Compass Belgium is also part of Too Good To Go's [Waste Warrior Brands](#), which is a coalition that aims to raise awareness among employees and customers regarding food waste, as well as taking concrete actions and forming partnerships.

Many members have implemented or are involved in developing guidelines on food waste prevention and reduction. In Portugal, AHRESP is a founding member of the [“Movimento Unidos Contra o Desperdício”](#) (United Against Waste Movement), a civic and national educational movement that unites society in an active and positive fight against food waste. Trivalor are also part of the movement in Portugal. Additionally, AHRESP are part of the advisory panel of the National Commission to Combat Food Waste ([CNCDA](#)), that have been tasked with developing the National Strategy to Combat Food Waste (ENCDA) and an Action Plan to Combat Food Waste (PACDA). In Sweden, Visita is part of a [cooperation](#) for reduced food waste that have recently published a [handbook](#) that provides kitchens with tools that can reduce food waste through simple measures and changes to routines.

Climate neutral food chain

All our associate members have sustainability initiatives in place that are contributing the third aspirational objective of the Code: a climate neutral food chain in Europe by 2050. Under this objective, the aspirational target is a reduction in net emission from own operators, contributing to a 55% GHG emission reduction target in the EU food chain by 2030, which mirrors many associate member's own targets.

Compass, for example, has [committed](#) to reaching Net Zero greenhouse gas emissions across global operations and value chain by 2050. Sodexo has a worldwide [target](#) to reduce carbon emissions by 34% by 2025 on scope 1, 2 and 3 emissions. They also have also joined [RE100](#) and committed to 100% Renewable Energy in their operations by 2025. Elio are [targeting](#) a 12% reduction in carbon emissions per meal by 2025 compared to 2020 on their direct (scope 1 and 2) and indirect (scope 3) emissions. They also have a target to have 80% renewable energy at group level by 2025. Eurest Luxembourg, which is a Compass company, works with their suppliers to set their own Climate Net Zero and science-based targets.

Among national associations, AHRESP in Portugal has subscribed and encourages its members to subscribe to the “Compromisso Verde” (Green Commitment), a platform that brings together companies and organizations in the fight against climate change, towards a more decarbonized city and a more sustainable world. In Hungary, the energy needs of one of VIMOSZ' member's kitchens will be provided by solar panels from Q3 2022.

Circular and resource-efficient food chain

Regarding the aspiration target to improve the sustainability of food and drink packaging and striving for all packaging towards circularity by 2030, some members have initiatives in place regarding reducing the use of plastic. In Portugal for instance, AHRESP is in the Working Group of the [Pacto Português para os Plásticos](#). The Pact is a platform that brings together the different actors of the national plastic value chain: government, producers, retailers, recycling entities, universities, NGOs,

associations. Under the pact, AHRESP has committed to meet the national targets that by 2025, 75% of all glass packaging placed on the market is collected for recycling.

Sustained, inclusive and sustainable economic growth, employment and decent work for all

Many members have initiatives in place which are aimed at supporting a skilled workforce and providing safe and inclusive workplaces for all. Regarding actions to improve working conditions, AHRESP is a member of a project aimed at creating tools to combat sexual harassment in the workplace.

Members also have initiatives aimed at strengthening diversity, equality and inclusions in the workplace, such as the gender and diversity programmes that Elior and Sodexo have in place.

Support training and upskilling was also evident among members initiatives, with Sodexo Luxembourg providing employees with training on sustainability practices, such as energy, water and waste management.

Sustainable value creation in the European food supply chain through partnership

Members initiatives aligned with the aspirational objective to progress towards sustainable production, to contribute to sustainable management and efficient use of natural resources by 2030 and to improve animal welfare.

In Hungary, many of VIMOSZ's members have committed to using only cage-free eggs by 2025. Compass has a target that 50% of their seafood products are to be sustainable sourced and that they will have 100% cage-free eggs by 2025. They are signatories of the European Chicken Commitment (ECC), which has a target to move from standard intensive indoor production systems for rearing meat chickens, to more humane, extensive indoor systems by the 1st of January 2026. Compass group and Elior are both members of The Global Coalition for Animal Welfare ([GCAW](#)).

In order to improve animal welfare, Sodexo works with Global Action in the Interest of Animals ([GAIA](#)). They ask each of their suppliers to sign the Animal Welfare Charter, and their menus only contain eggs from free-range chickens, pork from uncastrated pigs, and horse meat exclusively from Europe. And fish are only purchased in accordance with the regulations of the WWF.

Regarding the objective to support improved resilience and competitiveness of the supply chain, Elior have a program dedicated to supporting start-ups in the agri-food sector called the Nutrition Lab. This aligns with the indicative action to strengthen supply chain relations and create shared value with partners/suppliers across the chain by identifying synergies and opportunities for collaboration.

Sustainable sourcing in supply chains

Many associate members have commitments in place linked to the aspirational objective to transform commodity supply chains which do not contribute to deforestation, forest degradation and destruction of natural habitat and which preserve and protect high value ecosystems and biodiversity.

Compass have committed to have 100% of palm oil used in their kitchens certified as sustainable. Sodexo have [committed](#) to a deforestation and conversion-free supply chain globally by 2030 for palm oil, soy, beef and paper products. Since 2020, Sodexo Luxembourg have a partnership with a local beekeeper with the aim of protecting bees, preserving local biodiversity, and promoting organic honey made in Luxembourg. Trivalor is part of the act4nature Portugal [initiative](#), under which they have commitments related to sourcing of deforestation-free palm oil and soy, promoting sustainable

fisheries by choosing the more sustainable species and sustainable sourcing from aquaculture, increasing honey consumption as a way to maintain bees and hives.

In 2021, 25% of Elior's food purchasing was sustainable sourced. More specifically, 42% of their fish and seafood sourced was sustainable.

Strong alignment already exists but there are opportunities for further action

The results of the survey indicated that already there is a large amount of alignment between our members' sustainability actions and business practices and the aspirational objectives and targets of the Code of Conduct. While our associate members have actions in place that meet all of the seven objectives of the Code, the survey highlights that there are still opportunities for our national association members to undertake initiatives that would align to objective 3, regarding achieving a climate neutral food chain in Europe by 2050 and objective 6, regarding creating sustainable value in the food supply chain through partnership. We will continue to work with our members towards the aspirational objectives of the Code.

Engaging with other partners in the food chain

FoodServiceEurope is a member of the Platform for Food Waste and Food Loss where we have the opportunity to engage with other actors in the food chain and EU and international policy makers to exchange good practices, discuss challenges encountered, learn from each other and create better mutual understanding on the topic of food loss and food waste.

FoodServiceEurope is also a member of the Advisory Group on the Food Chain and Animal and Plant Health, where we have the opportunity to exchange with other food chain stakeholders and EU officials on policy topics related to food and sustainability.

FoodServiceEurope will continue our active engage in these platforms.