

High-level stakeholder event - Launch of the process

Code of conduct for responsible business and marketing practices

PROGRAMME

26 January 2021

10:10 – 10:15	Welcome and opening remarks <ul style="list-style-type: none">• Claire Bury, Deputy Director General SANTE
10:15 – 10:30	Key note address <ul style="list-style-type: none">• Executive Vice-President Timmermans• Commissioner Kyriakides
10:30 – 10:40	Views from the AGRI and ENVI Committee rapporteurs of the European Parliament <ul style="list-style-type: none">• MEP Dorfmann• MEP Wiener
10:40 – 11:00	Q&A session
11:00 – 11:20	The position of food industry, retail and food hospitality trade associations <ul style="list-style-type: none">• FoodDrinkEurope• SMEunited• Independent Retail Europe/EuroCommerce/Euro Coop• HOTREC/Food Service Europe/Serving Europe
11:20 – 11:25	Short break
11:25 – 12:05	Panel discussion on concrete sustainability commitments, moderated by Nathalie Chaze, SANTE Director D <p><i>Presentation by high-level actors from the private sector of their sustainability commitments</i></p> <ul style="list-style-type: none">• Nestlé, Mark Schneider, CEO• Unilever, Hanneke Faber, Global Foods & Refreshment President• Ahold/Delhaize, Frans Muller, CEO• Danone, Emmanuel Faber, CEO• ESO Market (retailer in Horice, Czech Republic), Jaroslav Svamberk, Director <p><i>Reaction by other actors</i></p> <ul style="list-style-type: none">• The European Consumer Organisation (BEUC)• World Benchmarking Alliance (WBA)• European Farmers and European Agri-cooperatives (COPA-COGECA)/European Council of Young Farmers (CEJA)

12:05 – 12:35 **Open discussion with all participants**

12:35 – 12:50 **Conclusion and next steps**

- Humberto DELGADO ROSA, Director ENV
- Claire BURY, Deputy Director General SANTE
- Maive RUTE, Deputy Director General GROW