

**EU CODE OF
CONDUCT FOR
RESPONSIBLE FOOD
BUSINESS AND
MARKETING
PRACTICES**



**State of play
29 March 2022**

**The EU Code of Conduct
on
Responsible Food Business &
Marketing Practices**



EU Farm2Fork #EUGreenDeal

Why a Code of Conduct?

- 1 of the 27 actions foreseen in the EU Farm to Fork Strategy
- Complementary to legislative actions
- Primarily aimed at 'middle part of the chain' (food industry, retail, food service, hospitality), but also open to other stakeholders in the food chain/system
- Opportunity to showcase Europe's food sustainability leadership through ambitious commitments (and progress made)



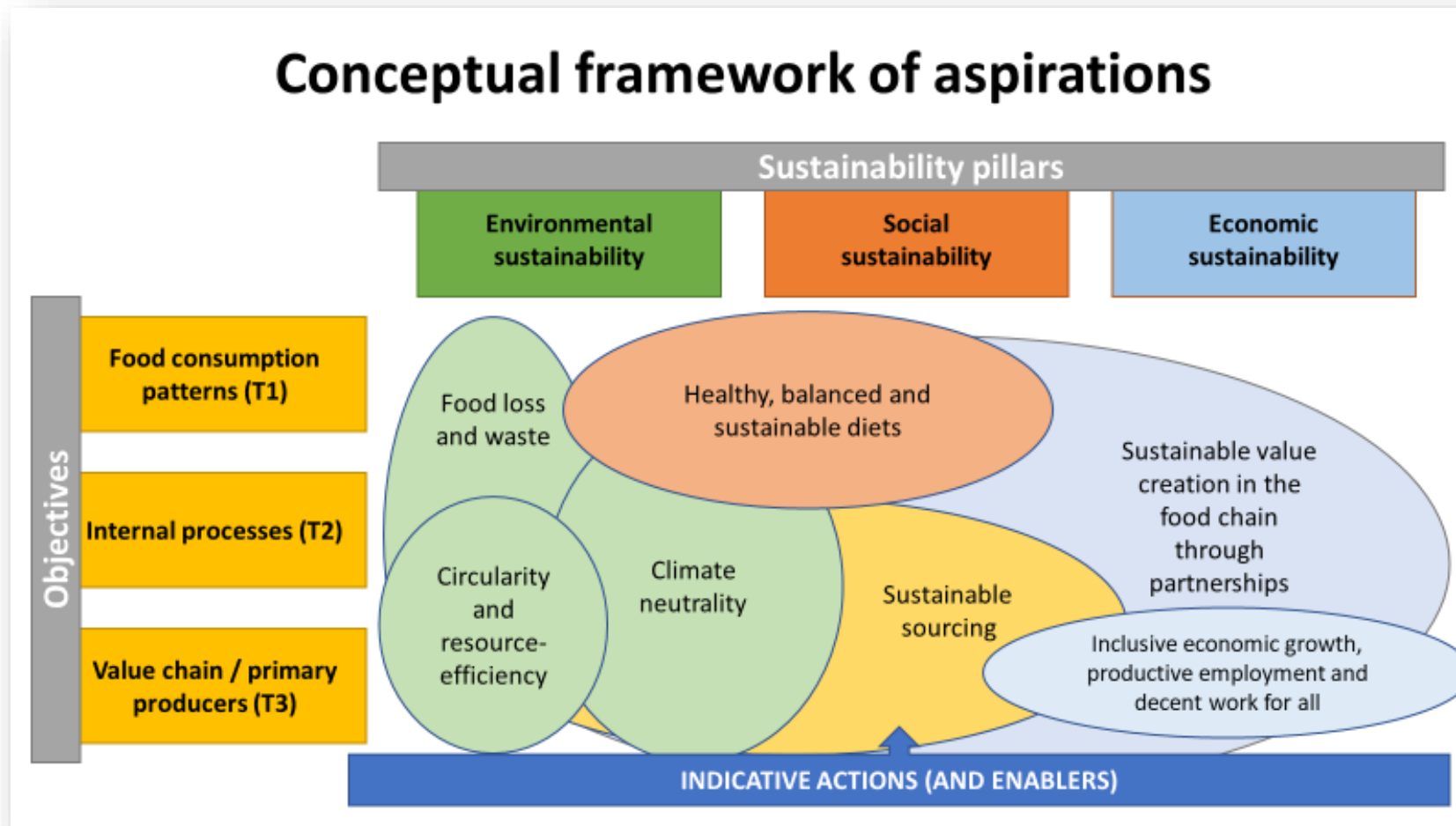
Multi-stakeholder process

- Task Force set-up beginning of 2021
- Weekly thematic meetings between end Feb and June 2021
- Food chain representatives ('from farm to fork'), international organisations, NGOs, consumer groups, trade unions, academics, European Commission
- Rich input and debates
- Launch on 5 July 2021



Code content (1)

1. Common aspirations (objectives and targets) and indicative actions for businesses towards sustainable food systems



Code content (2)

2. A framework for ambitious commitments by companies

- All businesses, large and small, active in food systems
- Commitments:
 - Ambitious, tangible, quantitative where possible and measurable
 - EU or global
 - Focus on largest societal and environmental impact
 - Contribute to international and EU goals
 - At least up to 2025-2030 (2040/2050 for environmental aspects)
- Annual reporting can be based on ESG/corp. sustainability reports
- Lighter requirements for SMEs



**Materiality analysis:
'internalising' food
sustainability in
business strategies**

What has happened since the launch?

- Code signed by nearly all major EU food chain associations + major companies (with concrete pledges) + collaborative supporters (**117 Signatories to date**)
- **Commission webpage** : Code translations in all EU languages, update pledges, SME support
- **Outreach activities:**
 - July '21: UN Food Systems Summit (UNFSS) pre-summit affiliated session
 - September '21: UNFSS
 - October '21: EU Farm to Fork Conference side-event
 - Oct-Dec '21: EESC, EP, Council, wide variety of stakeholder events
 - Feb '22: EU Industry Days dedicated session
- **First Signatories Group kick-off meeting** on 14 December 2021



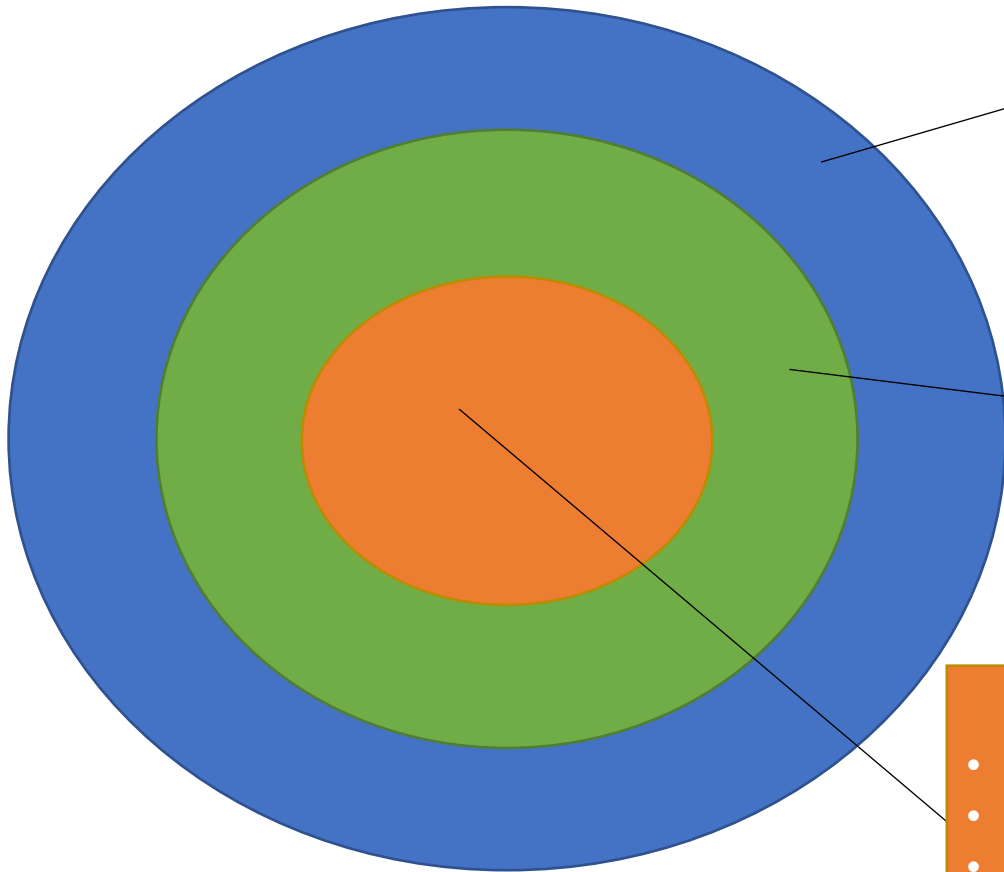
What has the Code brought about so far?



- A common, positive mindset – aligning business and F2F agendas
- Increased awareness on sustainability ambitions (incl. concrete, indicative actions) across food chain actors
- New pledges and actions (e.g. sector roadmaps)
- New collaborations among stakeholders (e.g. Pact for Skills)
- Recognition of the EU's leading role to drive food sustainability



Governance of the Code



Collaborative Platform

- All interested stakeholders (Signatories and non-Signatories) and public authorities
- Advisory/consultative
- Meets at least once a year (around EU F2F Conference)
- Discuss progress on commitments (based on reports), stimulate interaction and partnerships, new projects and studies, etc.
- Facilitated by the EC, supported by Liaison Group

Signatories Group

- Signatories of the Code
- Code decision-making
- Organise meetings (joint events, workshops) to promote and advance the Code
- May put forward suggestions and ideas for initiatives/topics

Liaison Group

- Preparatory/co-ordination role
- Nominated individuals from Signatories Group and EC
- Prepares proposals to Signatories Group, helps organising the Collaborative Platform meetings, acts as interlocutor between EC and Signatories Group

Signatories Group

- **Organisational continuity**
 - Liaison Group = FoodDrinkEurope (Chair), EuroCoop (VC), EuroCommerce, Independent Retail Europe, UECBV/CELCAA, Copa-Cogeca
- **Participatory opportunities** for all Signatories
 - E.g. co-organisation of events/meetings
- **Pragmatic decision-making by majority**
 - Except for fundamental modifications to the Code
- **Evaluation/review** after 1 year



Reporting requirements 2022 for Signatories

	Large companies	SMEs	European Associations	Associations which have put forward (a) commitment(s) on behalf of their members
What?	Report on progress of commitment(s) Preferably a <u>summary with relevant extracts</u> of the company's <u>latest available</u> Environmental, Social and Governance (ESG) report or Non-Financial or Corporate Sustainability Report (NFRD / CSRD) and/or any other relevant information	Simplified report on commitments and data corresponding to their activities	Report of activities in support of this Code	Report on the implementation of commitment(s)
By when?	End of April 2022	End of April 2022 (if not possible: end of April 2023)	End of April 2022	End of April 2022 (except if a reasonable justification is provided as to why a different timing is required, in any case not exceeding 2 years)
To whom?	SANTE-CODE-OF-CONDUCT@ec.europa.eu			
Good to know	<ul style="list-style-type: none"> • Reports will be made public on the Code's website • Template/guiding instructions for Signatories to follow shortly 			

Signatories Group Programme 2022

Themes

- 4 themes (e.g May/June, September, ..., December - TBC)
 - **Packaging**
 - **Food security**
 - **Climate change (net zero, sustainable agriculture, waste)**
 - **Balanced diets/nutrition**

Proposed structure

- Presentation by EC on policy state of play
- Presentation by external speaker (if relevant)
- Presentation by selected signatories (1-2 topic leader)
- Exchange on enablers (link to current & upcoming policy) and potential for collaboration

Organisation

- Identification of 1-2 volunteering topic leads to help organise a thematic session with the Liaison Group

Why join the Code?

- Be part of the food sustainability transition
- Get visibility and recognition at national and EU level
- Expand your network and/or build alliances
- Share expertise and learn from others' experience
- ...

https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy/sustainable-food-processing/code-conduct_en