

**SPECIAL WORKING GROUP MEETING OF THE ADVISORY GROUP ON THE
“CODE OF CONDUCT FOR RESPONSIBLE BUSINESS AND MARKETING PRACTICES”
BRUSSELS, 11 DECEMBER 2020, 09.30H – 12.30H
WEBEX – VIRTUAL MEETING**

PRELIMINARY AGENDA

1. 09.30-09.35	Welcome Opening remarks by Ms Nathalie CHAZE, SANTE, Director, Directorate D Food sustainability, international relations	
2. 9.35 - 9.45	<i>Code of conduct for responsible business and marketing practices: expectation and process, by:</i> Ms Alexandra NIKOLAKOPOULOU (Head of Unit SANTE D.1- Farm to fork strategy) and Mr Stefano SORO (Head of Unit GROW D.3 - Food Industry)	<i>Information</i>
3. 9.45 - 10.40	Tour de table - first reflection by invited stakeholders	<i>Discussion</i>
4. 10.40 - 10.50	Short break	<i>Information</i>
5. 10.50 - 12.20	Participatory and Interactive part For this part the Slido tool will be used; Questions to be asked: 1) Which commitments should be included in the Code of Conduct to address the core objectives (as outlined in the Concept Note)? <ul style="list-style-type: none"> • Stimulate the uptake of healthier and sustainable consumption patterns • Further improvement of internal processes, operations and organisation in food processing, retail and food service • Facilitate the uptake of sustainable practices by all relevant actors in the food system 2) Which of the above commitments are most important for your organisation to achieve a tangible impact on transforming food systems? 3) What are existing best practices in your area of work that can be of added value to the Code?	<i>Interactive</i>
6. 12.20 - 12.30	Conclusions, next steps and closing remarks by Ms Nathalie CHAZE	