

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
towards achieving sustainable food systems*

- Annual Report – Check list for EU associations -

When signing the code, one of the commitments of EU associations is to provide “on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website”.

In order to help EU associations to provide their annual report of activities, this document aims at providing a check list to guide associations.

- **General information**

Name in full + acronym	spiritsEUROPE
Contact person with contact details	Sarah Melina Siebel , Siebel@spirits.eu
N° in the transparency register*	64926487056-58
Date of signature of the Code	5 July 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Production
Who do you represent? (e.g. number of members, companies, SMEs)	spiritsEUROPE proudly represents one of Europe’s most valuable agri-food export sectors and, with it, the interests of 31 associations of spirits producers as well as 11 leading multinational companies. Distilled spirits are as diverse as the EU itself, spanning 44 product categories and including a host of geographically-specific products that contribute to the culture of their regions (250 GIs).

* if available

European Associations pledge to:

- *endorse the aspirational objectives set out in this Code (where applicable)*

✓ Please confirm: **YES**

- *promote and disseminate this Code with(in) their constituency/ies;*

spiritsEUROPE, one of the earliest supporters of the CoC, promoted the CoC from the onset. Already during the drafting stage of this milestone initiative of the European Green Deal and the Farm to Fork Strategy, spiritsEUROPE informed their membership about the initiative via internal communications, committee meetings, AGM and board meetings, to the effect that members took a very active interest in the initiative and in many cases not only supported the two individual pledges spiritsEUROPE developed and submitted, but also developed their own company individual pledges.

Since the earliest days of the CoC, spiritsEUROPE has successfully promoted the Code amongst the membership and also succeeded in generated co-signees/individual pledges from the membership to advance the Code.

In addition, reporting on the Code of Conduct and the sector's implementation of the pledges is part of most internal meetings on the policy area in addition to ongoing, regular internal communications.

- *encourage their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate;*

Since the earliest days of the CoC, spiritsEUROPE has successfully promoted the Code amongst the membership as means to reflect on ongoing business and practice and to develop an ambitious way forward with specific, quantifiable indicators.

We also succeeded in generated co-signees/individual pledges from the membership to advance the Code.

In addition, reporting on the Code of Conduct and the sector's implementation of the pledges is part of most internal meetings on the policy area in addition to ongoing, regular internal communications.

- *explore the possibility of developing sector-specific tools and resources in support of this Code;*

To fulfil our pledges and further commitments, as well as to support the CoC to the fullest, spiritsEUROPE developed, in cooperation with other organizations, a tool which enables companies to build digital labels to apply to labels as to deliver on the objectives of the pledge. This required significant resources from the sector in terms of human resources and budget. The efforts made result in a continuous successful delivery on the commitments made.

- *continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create*

better mutual understanding, and identify opportunities for collaboration and potential partnership.

To communicate the availability of the tool, regular workshops continue to take place, including peer-to-peer sessions in which in cooperation the tool is used and questions of users are answered. We cooperated with the wine sector to build the tool and made it available to companies outside the membership, too.

E-labels created with the tool are available on the market, informing an increasing number of consumers about our products and thereby contributing to an increased health literacy of European consumers.