Communication on the EU Code of Conduct on responsible food business and marketing practices

Meeting of the Collaborative Platform

12 December 2023
Communication on the Code

Comprehensive and flexible

- Developed / developing four main tools to communicate Code in 2023 and early 2024:
  - Wheelchart
  - Infographic
  - Social media posts
  - Animation

- Although some are designed for specific platforms, all materials can be shared through websites, social media channels, as standalone files and repurposed for presentations, events and other initiatives.

- All materials use and respect the agreed branding. We have introduced a circular motif to act as a visual device.

- Designed in PowerPoint for more efficient production, updating and easier translation should this be required.

- Exported to formats best suited for each delivery platform, i.e., MP4 for animations and PDF for wheelchart.
Wheelchart

- Interactive, allowing reader to navigate to and from main heat map or within sections
- 4 cuts of data:
  1) Heatmap of all objectives
  2) Overview of each objective
  3) Companies per sub-category
  4) Target year per sub-category
- Animated introduction with top level data
Infographic

- Single, long drop, scrollable infographic.
- Outlines:
  1) Main objectives
  2) Current levels of engagement
  3) Top three sub-categories
  4) Call to action

7 OBJECTIVES

1) Health, balanced and sustainable diets for all European citizens
2) Prevention and reduction of food loss and waste
3) A climate neutral and circular food chain by 2050
4) Support for small and medium-sized enterprises and employment in the food chain
5) Sustainable value creation in the transport and food supply chain through partnership
6) Sustainable food systems - food supply chain
7) Sustainable food systems - food supply chain

136 SIGNATORIES TO DATE AND COUNTING...

524 COMMITMENTS TO DATE AND COUNTING...

TOP 3 COMMITMENTS

62 Reduce GHG emissions from company operations, including renewable energy use
56 Increased use of sustainable materials for packaging
56 Sustainable sourcing of food products and materials

JOINT EFFORTS BY ALL FOOD SYSTEM ACTORS

- Food businesses of all sizes, including SMEs
- Multi-stakeholder work together, collaborative action to 40 associations and 27 companies
- Share best practices via organized workshops and regular exchanges

WHY SHOULD I SIGN THE CODE?

- To show your commitment to sustainable food systems - every action counts
- To demonstrate your leadership in the EU transition to sustainable food systems
- To show your customers your commitment to sustainable food systems
- To be part of a community for sharing of best practices at EU level
- Because it is easy to do (simplified options for SMEs)
Social media

- Content was originally designed for sharing on X (formerly Twitter).
- Posts for the final report are being created for LinkedIn.
- This platform is more suited to the target audience.
- Currently at first stage of storyboard design.

LinkedIn storyboards example

Task #3 tweets ▶
Animation

- Storyboard for final animation is underway.
- Duration will be 30 seconds.
- Signatories will be prominent as will call to action.
- Will be designed to complement and work alongside LinkedIn posts.
- Task #3 animation screens shown as example.