

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
towards achieving sustainable food systems*

Annual Report - April 2023 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	Comité Européen des Entreprises Vins (CEEV ¹)
Contact person with contact details	CEEV Secretary General: Dr. Ignacio Sanchez Recarte, isnachez@ceev.eu ; +32 476 88 36 75 Contact person: Ms. Marina Malherbe, mmalherbe@ceev.eu , +32 491 71 87 05
N° in the transparency register*	n°2663914841-28
Date of signature of the Code	19/06/2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Producers and Traders

¹ <https://www.ceev.eu/>

<p>Who do you represent? (e.g. number of members, companies, SMEs)</p>	<p>25 national associations representing wine companies from 13 EU countries + Switzerland, United Kingdom and Ukraine + a consortium of 4 leading EU wine companies.</p> <p>CEEV members produce and market the vast majority of quality European wines, both with and without a geographical indication, and account for over 90% of European wine exports</p>
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* if available

European Associations pledge to:

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

CEEV endorsed the aspirational objectives applicable to the wine sector set out in the “Code of Conduct for Responsible Business and Marketing Practices”.

The triple approach towards sustainability – people, planet and profit – is at the heart of the European Union wine sector’s philosophy. Only by embracing the principles of sustainability, has the EU wine sector been able to maintain for centuries an activity that cannot be delocalised and to preserve its vineyards, rural areas and rural communities.

CEEV recognizes the important role that the code of conduct could play in uniting EU food operators behind a common aspiration towards sustainable food systems and foster wine companies’ commitment to tangibly improve and communicate their sustainability performance and is therefore committed to tangibly contribute to the environmental, health, economic and social sustainability of the EU wine system and value chain.

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

- ✓ Describe the dissemination and promotion activities taken. For ex.: Internal meetings (ex: working group, task force, board meeting, AGM), workshop, webinars, other events, communication, mailings, messages, documents, leaflets, website, newsletter, etc

A. CEEV is closely following the Code of Conduct initiative

CEEV closely followed the drafting and adoption of the Code of Conduct by the European Commission keeping close contacts with the Commission, other stakeholders and the Code of Conduct Task Force chaired by FoodDrinkEurope.

As a matter of facts, CEEV is actively following and contributing to topics included in the Green Deal and the farm to Fork initiative.

B. CEEV actively communication toward its members

CEEV Members are informed on a regular basis on the development of the Code of conduct and contributed to the drafting and adoption of CEEV Pledge to the Code of Conduct, CoC.

Communication focused on the role and the ambition of the CoC, its structure and the contribution of the wine sector to achieve the main objective to increase the availability and affordability of healthy sustainable food options and to improve the sustainability of the food system

- a. An update on the Code of conduct was given during the following CEEV internal meetings:
 - CEEV's thematic Working Committees "Legislation" and "Wine& Society" in May 2022, October 2022 and February 2023. Those working committees gather experts representing CEEV's member association -
- b. To promote the U-label platform, the tool initiated by CEEV and developed in collaboration with spirits Europe, to provide digital information to consumers CEEV Secretariat organized many presentation sessions. More information is available hereunder in the CEEV report on the implementation on its pledge commitments.

- **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;**

- ✓ Was it part of the messages delivered under the promotion activities?
- ✓ Any specific action? Ex: inclusion of the CoC in the vision/mission, roadmap/working programme, ...
- ✓ Any indication that the message has been considered by members? If relevant, please give examples.
- ✓ Information transferred to the members

- Shift toward more sustainability is a long-standing topic of discussion among wine sector. CEEV and its members acknowledge the important role that the CoC is playing in fostering wine companies' commitment to further improve their sustainability performance.
- **CEEV members endorsed the Code of conduct objectives** and contributed to draft CEEV specific sectoral commitments included in CEEV's pledge to the CoC. Those commitments include actions to be implemented by members at national level
- CEEV and its members adopted a **roadmap on sustainability**. This Roadmap can be considered as a deliverable of the Code of Conduct and will guide the wine sector and its companies towards more sustainability. The roadmap was drafted in collaboration with members and adopted by CEEV General Assembly in March 2022
- CEEV initiated and developed, in collaboration with spiritsEUROPE **the U-Label platform**. This digital platform will contribute to CEEV's commitment included in its pledge to the Code of conduct to better inform consumers and provide digital information.
- Research and Development. CEEV adopted a strategic approach structured around three levels, namely R&D Agenda, R&D Pitches and R&D Database in 2021. The first step of the CEEV R&D Action – i.e. the EU Wine R&D Agenda – partially inspired by THE EU CoC was adopted by CEEV's General Assembly in March 2022.
- CEEV is continuously calling on its member to strongly support the Wine in Moderation programme to fight harmful use of alcohol and promote responsible and moderated drinking patterns.

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

- ✓ Did your EU association explore the possibility of developing sector-specific tools and resources in support of this Code?
 - ✓ How? Which type of tools? On which aspirational objective(s)? Any achievement?
- For example, did you collect best practices? did you allocate human resources? Budget? Etc

CEEV and its members developed several specific tools to promote sustainability in the wine sector and achieve commitments taken in the framework of the CEEV pledge to the Code of Conduct signed in June 2021. While the tools have been inspired by the Code of conduct other already existing or in preparation have been adapted or enhanced to align to the CoC objectives.

A. Adoption of sustainability roadmap.

The CEEV Roadmap on Sustainability was adopted by CEEV's General Assembly on 17th March 2022. As part of our Farm to Fork EU Code of Conduct commitments, it will guide the wine sector in their sustainability journey in line with the EU green commitments and consumers expectations, as well as positively improve communication on the EU wine sector's sustainability from the vineyard to consumer.

Aspirational objective(s):

2. Prevention and reduction of food loss and waste
3. A climate neutral food chain in Europe by 2050
5. Sustained, inclusive and sustainable economic growth, employment and decent work for all
6. Sustainable value creation in the European food supply chain through partnership
7. Sustainable sourcing in food supply chains

B. Research

On 17 March CEEV adopted its EU Wine R&D Agenda. This will allow to better coordinate the research and innovation layer of CEEV work, respond to the wine companies' concerns and needs in the short- and long term, as well as to the EU policy-makers agenda.

Aspirational objective(s):

3. A climate neutral food chain in Europe by 2050
4. An optimized circular and resource-efficient food chain in Europe
6. Sustainable value creation in the European food supply chain through partnership
7. Sustainable sourcing in food supply chains

C. The U-label platform

CEEV has promoted the development of a digital platform for all wine companies also extended so far to spirits company to promote and facilitate the digital provision to consumers of transparent information on the characteristics of wine products, on their sustainability and on responsible wine consumption so that they could make informed choices.

Aspirational objective(s):

1. Healthy, balanced and sustainable diets for all European consumers

D. Wine in Moderation

The sector ranging from small family-owned wineries to multinational companies is strongly committed to continue its action through the Wine in Moderation movement to promote responsible wine consumption and contribute to reduce the harm related to excessive/irresponsible drinking. The mission to self-regulate commercial communication, to educate, inform and communicate on the topic of moderate and responsible wine drinking as part of a healthy diet and lifestyle is achieved through a variety of actions at local and international level targeting wine professionals as well as consumers.

Aspirational objective(s):

1. Healthy, balanced and sustainable diets for all European consumers

- *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.*

✓ Did you engage with other partners of the food chain?

✓ Can you give examples of engagements, which partners, on which aspirational objective(s), ...

- CEEV discussed the U-label digital platform with other European and non-European associations active in the wine supply chain,
- CEEV has presented the U-label digital platform to 3rd countries authorities in bilateral meetings and in the framework of the International Organisation of Vine and Wine (OIV) meetings.
- Contacts with associations representing other EU alcoholic beverages took place to discuss a future possible extension of the U-Label platform to further alcoholic beverages categories.
- CEEV is exchanging on a regular basis with other actor of the wine chain to discuss topics related to sustainability and enhance engagement towards Wine in Moderation programme

REPORT ON THE IMPLEMENTATION OF CEEV COMMITMENTS – APRIL 2023

Please find hereunder a report on the implementation of CEEV commitments included in its pledge to the Code of Conduct signed in June 2021

COMMITMENT 1: PROVIDE DIGITAL INFORMATION TO CONSUMER BY MEANS OF AN E-LABEL PLATFORM

Action: Develop and contribute to the success of the U-label platform

CEEV continued to work on the development of the U-Label digital platform for all wine companies that will facilitate the digital provision to consumers of transparent information on the characteristics of wine products, on their sustainability and on responsible wine consumption so that they could make informed choices.

The development U-label platform respond to three major objectives.

- Provide a service/support, primarily to National associations members of CEEV and in fine to all wine and spirits companies wishing to use e-labels.
- Reinforce the concept and feasibility of e-labels. It would be important from a political perspective to demonstrate that information can be provided by electronic means. A fair, correct and harmonised system shall support this approach. On the other hand, by facilitating the development of e-labels, we could scale-up its use.
- Spread and reinforce CEEV interpretations of how a list of ingredients should be written for wines, aromatised wine products and spirit drinks.

[Click here to know more about U-Label](#)

Aspirational objective(s):

1. Healthy, balanced and sustainable diets for all European consumers

Activities

CEEV launched a pilot project and presented the U-Label platform to the European Commission on 1st December 2021. The platform has been financed by CEEV and an IT company.

CEEV Secretariat organised many information sessions to present the U-Label targeting:

- wine companies in more than 10 EU countries. Some of those event took place in the framework of major international wine exhibitions and fairs
- the European Parliament Wine Intergroup
- The European Commission Civil Dialogue Group on Wine
- A specific event targeting EU Member State authorities
- The Wine Institute in the United States
- South African wine government and wine board
- the International Federation of Wine and Spirits (FIVS)
- the international and intergovernmental organisation: International Organisation of Vine and Wine (OIV)

Achievements. Updated in April 2023:

- As from 1st December 2021 the U-label is operational and open for all wine, aromatised wines and spirits companies to register and start creating their e-labels.
- So far more than 452 companies have joined the U-label platform for the release of more than 10.000 e-labels and more and more wine bottles bearing the QR code are put on the market. More companies are expected to join with the entry into force of EU legislation on 8th December 2023.

- The U-Label platform has been continuously developed to be fully in line with EU regulations and many technical issues were solved in the past 12 months.
- Different communication materials have been produced and many webinars have been organised in the last year among CEEV membership and other partners to present this new digital tool and incite the EU wine professionals to join the platform.
- The digital link (inclusion of bar code within a QR code) is being developed in cooperation with GS1
- Work on the international label (US, Canada) to be continued

COMMITMENT 2: PROMOTE CONSUMER'S AWARENESS OF HEALTHY, BALANCED AND SUSTAINABLE DIETS THROUGH THE WINE IN MODERATION PROGRAM

Actions:

- Support the implementation at national level of Wine in Moderation programme
- Promote the implementation of Wine Communication Standards

The Wine sector is strongly committed to continue and enhance its action through the Wine in Moderation movement to promote responsible wine consumption and contribute to reduce the harm related to excessive/irresponsible drinking. The mission to self-regulate commercial communication, to educate, inform and communicate on the topic of moderate and responsible wine drinking as part of a healthy diet and lifestyle is achieved through a variety of actions at local and international level targeting wine professionals as well as consumers.

CEEV is supporting the implementation at national level of the Wine in Moderation program and working to increase WIM visibility.

Aspirational objective(s):

1. Healthy, balanced and sustainable diets for all European consumers

Achievements. Updated in April 2023:

- The U-label represented by CEEV and WIM signed an "Agreement of Use" concerning the use of the WIM trade mark. The use of WIM logo (limited to their e-label) will be compulsory for all companies using the U-label platform, including those not supporting WIM. The objective is to increase the visibility of WIM. It was agreed to add a pop up with information on WIM. The visibility of WIM is increasing with the raising number of wine companies registering within U-Label.
- WIM released a Wine Tourism package based on literature, experience and best practices and is designed to inspire a responsible wine tourism experience.
- WIM developed the Social media package that will soon be released
- WIM took part in two major wine fairs to promote moderate and responsible wine consumption including the Pro-Wein international fair.
- WIM worked on the launch of the "WIM DAY" pilot project in several EU countries
- WIM recently reviewed its responsible service training composed by 9 training modules (Content per each module has been developed & modules designed and translated) and 2 handbooks developed: one for the trainers & one for the students. The 1st "train the trainer" session will be held in Brussels on 30th May.
- On the scientific topic WIM is collaborating to the organisation of a scientific congress in Toledo to be held in October 2023 on "Lifestyle diet wine and health" and is updating the Wine Information Council website to better communicate
- The WIM network increased as two new associations joined the association.
- Today WIM counts on 1902 supporters from 36 different countries. The supporters joining in 2022 have been 398.
- WIM will soon release its 2022 report

COMMITMENT 3: PROMOTE SUSTAINABLE PRODUCTION PRACTICES

Action:

- Support the implementation of more sustainable production systems (including GHG emissions)
- Encourage wine companies to take up sustainable certification schemes

Sustainability is a key priority for Europe's wine sector and has become a central focus at CEEV in light of the latest EU strategies and action plans and consumers expectations.

Aspirational objective(s):

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6. Sustainable value creation in the European food supply chain through partnership
7. Sustainable sourcing in food supply chains

Achievements - Updated in April 2023:

- **Adoption of sustainability roadmap.** Following the adoption of CEEV's Roadmap on Sustainability during CEEV's General Assembly on 17th March 2022, CEEV continued to promote its commitments that guide the wine sector in their sustainability journey in line with the EU green commitments and consumers expectations, as well as positively improve communication on the EU wine sector's sustainability from the vineyard to consumer.

The roadmap clearly sets sustainability as a key priority. It states that for the EU wine sector, sustainability is most often linked to the protection and maintenance of our vineyards, our communities, our qualitative products and our wine companies, and actually impacts traditional rules and practices in production facilities, processes, packaging, distribution and information to consumers across the whole supply chain. CEEV will always proactively promote the balance between all 3 pillars that make up sustainability – economic, social and environmental – towards policymakers and consumers, as there is the risk of jeopardizing the global sustainability of the wine sector by addressing or valuing only one of them – the environmental one which seems to be the main priority in the political agenda.

The roadmap states CEEV's support of the final objectives of the EU Green Deal as well as the EU Circular Economy Action Plan and acknowledges its commitment to work to secure that actions and initiatives adopted to reach these objectives are efficient, relevant, science based and do not put at risk the global sustainability of the EU wine sector.

The CEEV agenda is divided in two type of priorities, short term and long term.

Short term priorities focusing calls for projects already planned for the next three years. Including adaptation and mitigation to climate change, biodiversity, soil and genetic resources, plant protection, circular economy and sustainability of production process, quality and sustainability of food system, digitalisation in wine sector value chain.

Long-term priorities to address emerging technologies and knowledge in line with perceived future challenges. Including quality and sustainability of food system, consumer focused information and innovation in new products, social and economic sustainability, energy, mobility, digital advanced technologies for data management in wine sector.

COMMITMENT 4: REINFORCE THE RESILIENCE AND COMPETITIVENESS OF THE FULL WINE SUPPLY CHAIN

Action:

- ➔ Strengthening supply chain relations to support resilience and competitiveness of wine operators
- ➔ Support research and innovation programmes on wine sustainability and disseminate results

CEEV supports the creation of partnerships and fostering the transfer of know-how and supports the resilience and competitiveness of all EU wine operators.

CEEV also supports and is engaged in the development of research and innovation programmes on wine sustainability and disseminates the results.

Aspirational objective(s):

3. A climate neutral food chain in Europe by 2050
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7. Sustainable sourcing in food supply chains

Achievements - Updated in April 2023:

On 17 March CEEV adopted its EU Wine R&D Agenda. This made it possible to better coordinate the research and innovation layer of CEEV work, respond to the wine companies' concerns and needs as well as to the EU policy-makers agenda. CEEV will continue to implement its R&D agenda.