

Task Force 1, first meeting on the “Code of Conduct on responsible business and marketing practices”

17 March 2021, 10.00 -13.00, virtual via WEBEX Meetings

Agenda

10.00 – 10.20 – Anti-trust statement, introduction and tour de table

10.20 – 10.40 – Discussion on format of the Code (in liaison between TF meetings)

10.40 – 11.00 – Presentation of replies to the homework questions*

11.00 – 11.40 – Discussion on common denominators and prioritization of aspirational objectives

11.40 – 11.50 – Break

11.50 – 12.50 – Discussion on the modality of listing subsequent actions (under component 1)

12.50 – 13.00 – Homework questions to be addressed in relation to the concrete actions to achieve the aspirational objectives

*** HOMEWORK QUESTIONS**

1. Within Thematic 1, please provide a top 3 of topics to be addressed by aspirational objectives, on the basis of:
 - Which one has the largest potential impact?
 - Is it applicable to a broad range of stakeholders?
 - Is it SME-friendly?
 - Is it politically relevant (link to F2F/Green Deal agenda)?
2. Based on the above list, which aspirational objectives could be set for each topic?
 - Which forward-looking international and European goals/ambitions (e.g. SDGs, Green Deal, etc.) are suitable for reference?
3. What are the enablers needed to reach the aspirational objectives for the topics?
4. What other Codes of Conduct could serve as model/template?
5. Please share any information you deem useful for the current work.