

Key “ingredients” for a successful EU Code of Conduct



Facilitate **public-private** collaboration



Recognise **barriers & market realities**



Take **leadership**



Set up a **support & reward** system, esp. for SMEs in contributing to sustainable recovery



Take into account **existing codes & practices**



Address **all sustainability pillars equally**



Set **joint** value chain / food systems **aspirations**



Align with **EU and national policy agendas & initiatives**



Develop pan-EU science-/evidence-based **metrics**



Factor-in **past achievements**