

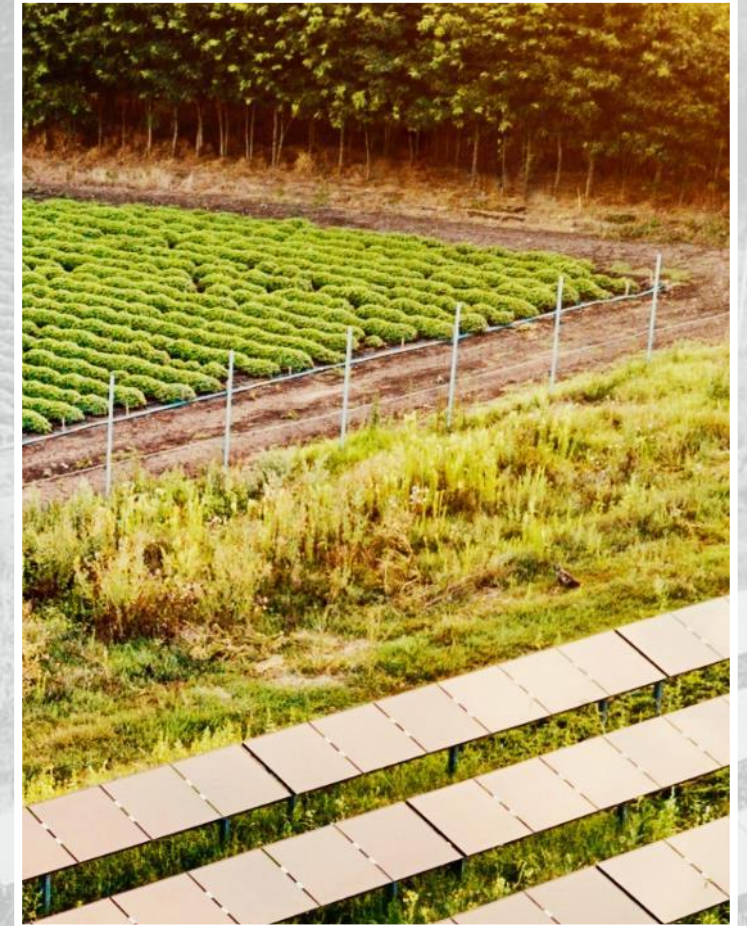


# EU Code of Conduct on Responsible Food Business and Marketing Practices

## Mapping Diagram of Commitments

Data to 31 July 2022

(data only includes commitments submitted before then)



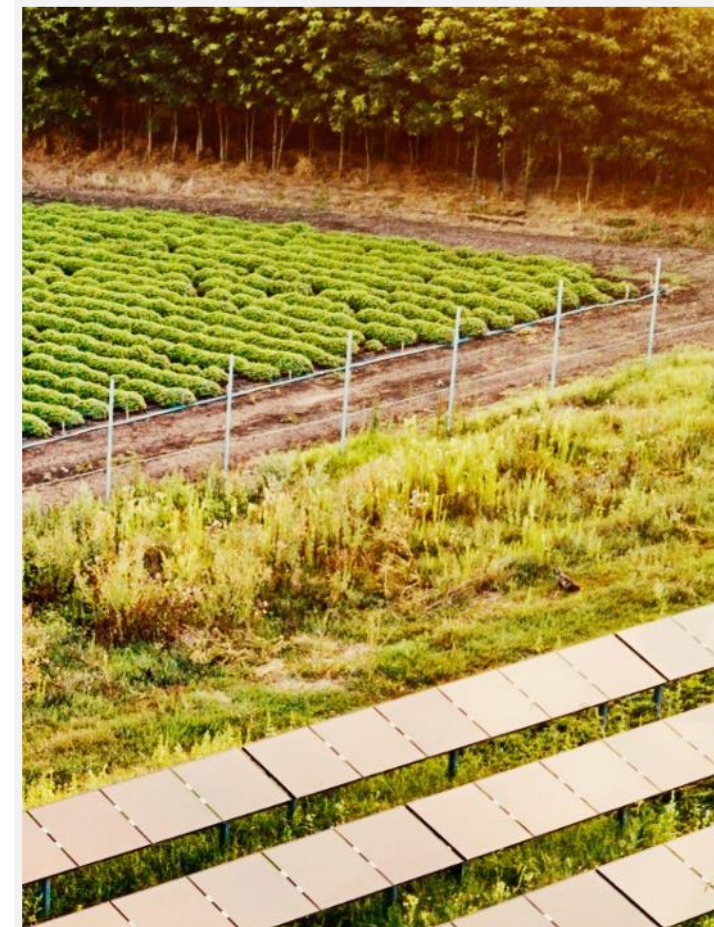
# Mapping Diagram

The [EU Code of Conduct on Responsible Food Business and Marketing Practices](#) is one of the first deliverables of the EU's Farm to Fork Strategy and an integral part of its action plan. Launched in July 2021, it sets out the actions that the actors 'between the farm and the fork' can voluntarily commit to undertake to tangibly improve and communicate their sustainability performance.

Both companies and associations can become signatories of the Code. Individual companies are required to put forward at least one "ambitious, tangible and measurable" commitment in line with one or more of the Code's aspirational objectives and in line with a set of "guiding principles" laid down in the Code.

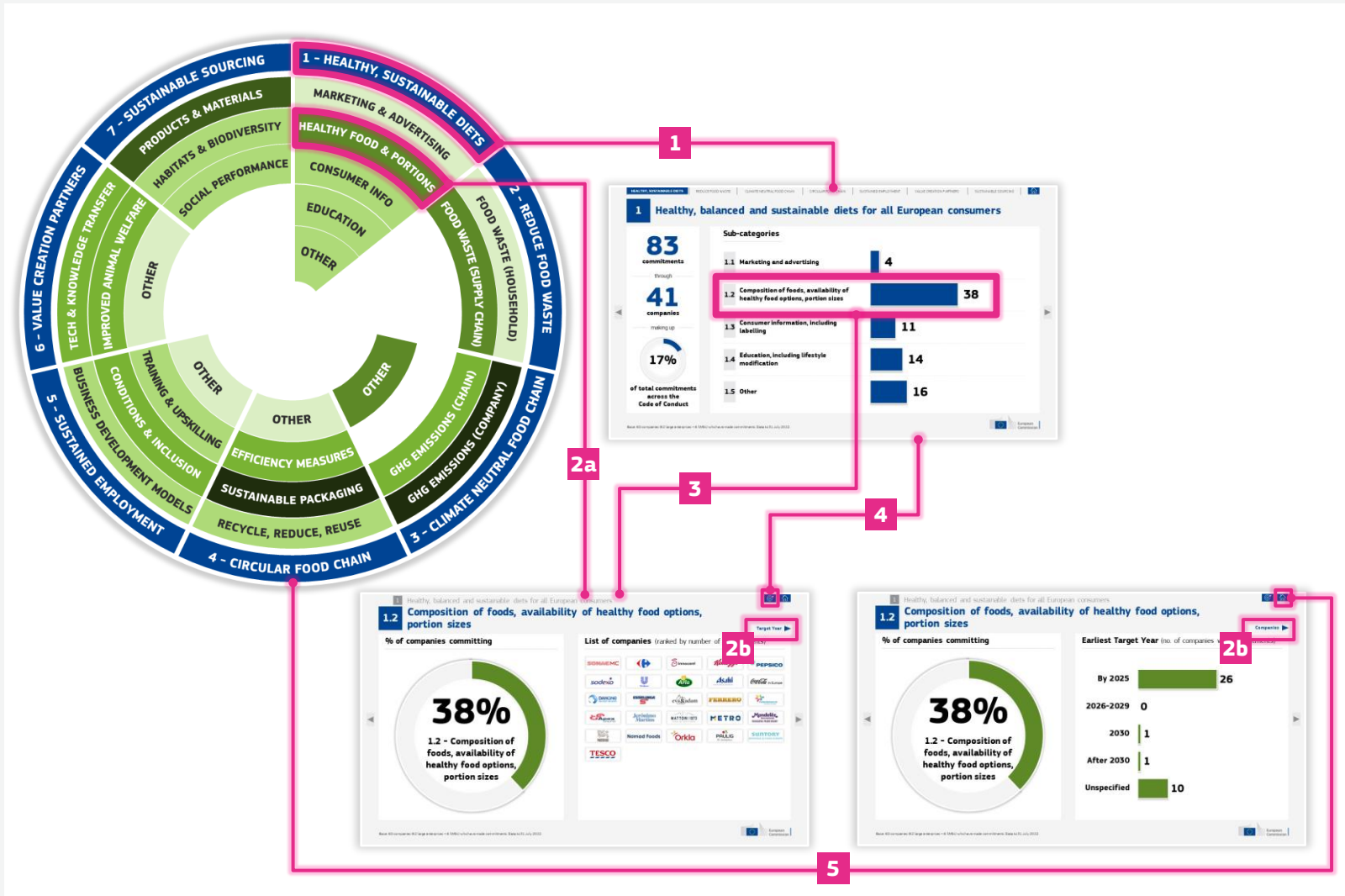
Industry associations are primarily expected to endorse the Code's objectives, promote it to their members, encourage them to adhere to the Code, and provide support in the form of coordination, sharing of best practice and the possible development of tools and resources in support of the code's implementation.

In mid-2022, the European Commission entrusted an external contractor (Ipsos) with a study to review and map the commitments made under the Code. The ensuing diagram has been produced as part of this study, and provides an overview of the commitments made by signatory companies to date, and how they align with the seven aspirational objectives of the Code.



# The Mapping Diagram is interactive

Please click through the instructions for use



Clicking an **outer blue segment** navigates to an **overview page** for that objective **[1]**.

Clicking a **segment** within the Heat Map navigates to a **deeper data** dive for that **sub-category [2a]**. For each sub-category there are **two pages**. **Navigate** between these using the **arrows [2b]**.

**Sub-category** pages can be reached from the **objective overview** pages by clicking the **chart elements [3]**.

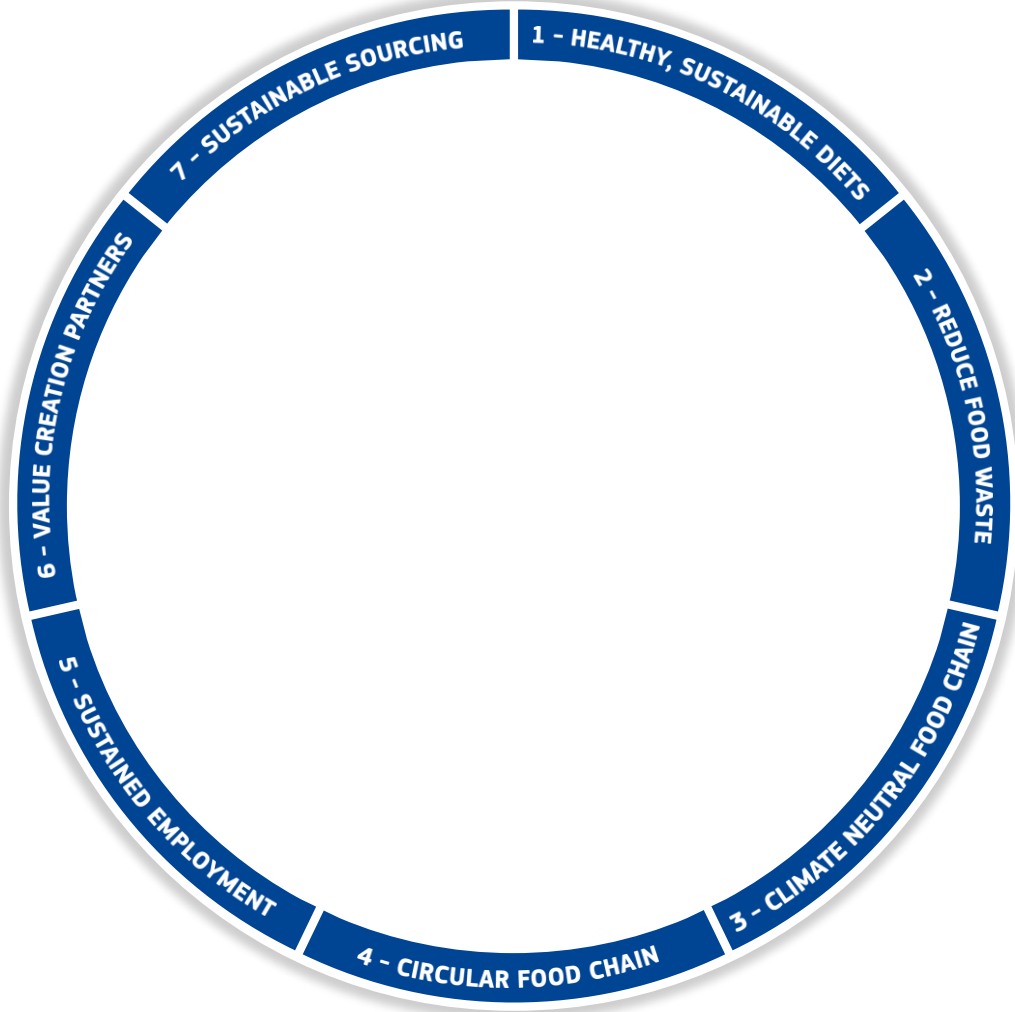
All pages have two icons in the top right hand corner.

The **objective icon**  navigates to the **relevant objective overview** page for the current sub-category **[4]**.

The **home icon**  navigates back to the **Heat Map [5]**.

Please click to begin

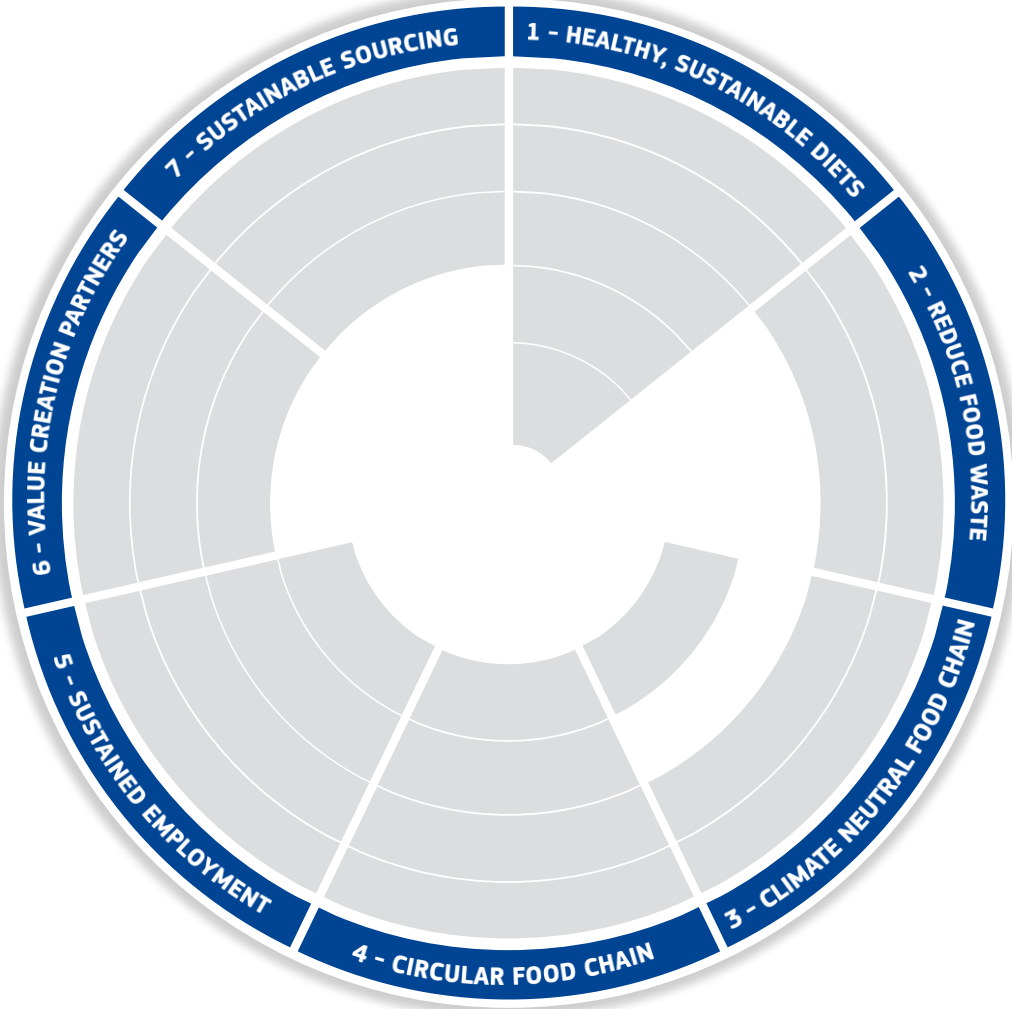
# Code of Conduct | Heat Map



# 7

**aspirational  
objectives**

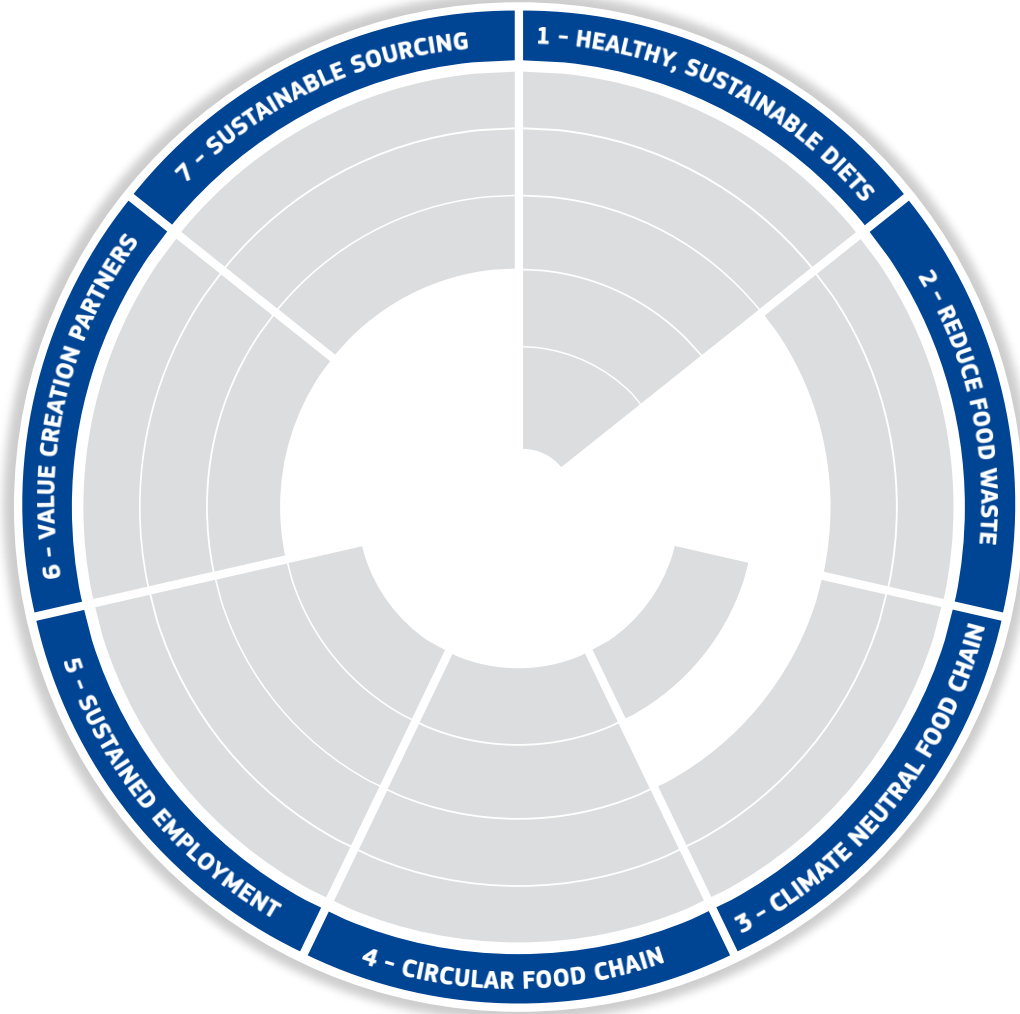
# Code of Conduct | Heat Map



**7**  
aspirational  
objectives

**24**  
sub-categories

# Code of Conduct | Heat Map



7 aspirational objectives
 24 sub-categories

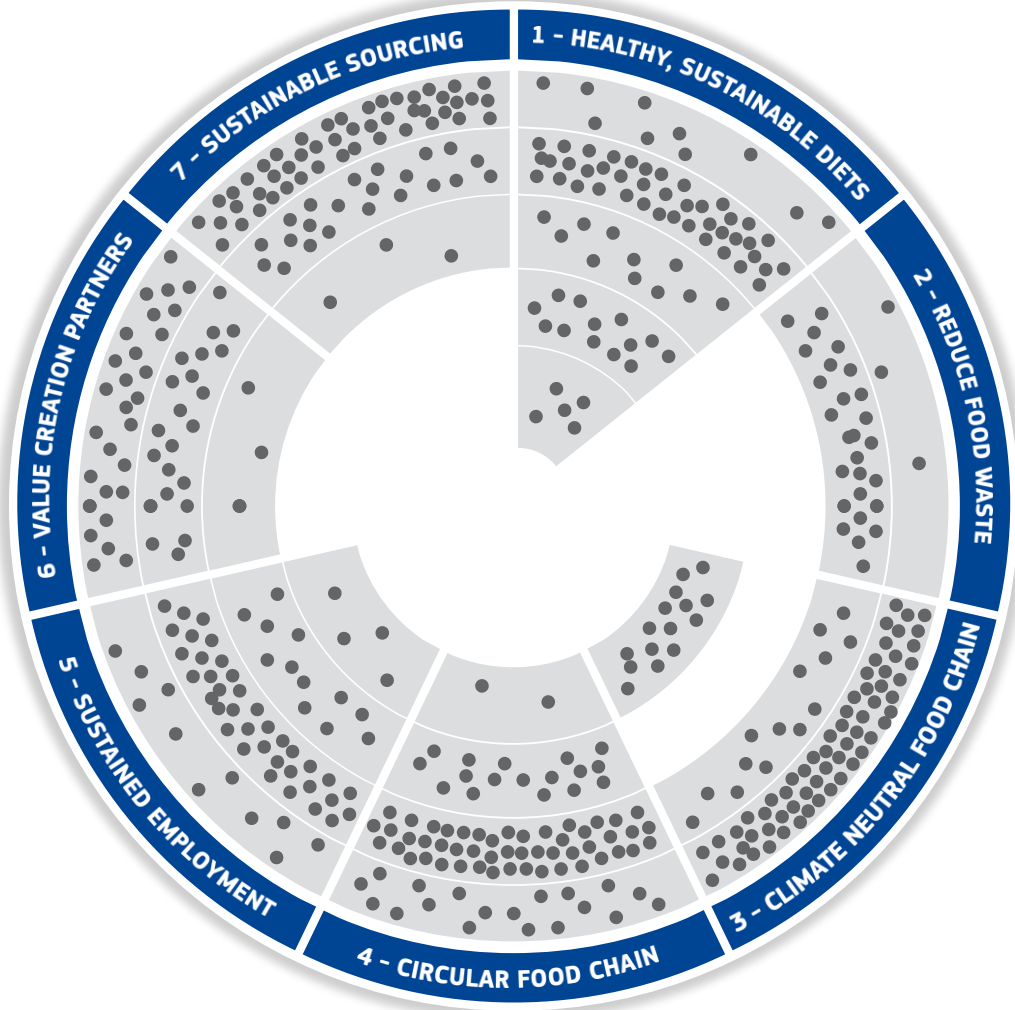
with

68

companies



# Code of Conduct | Heat Map



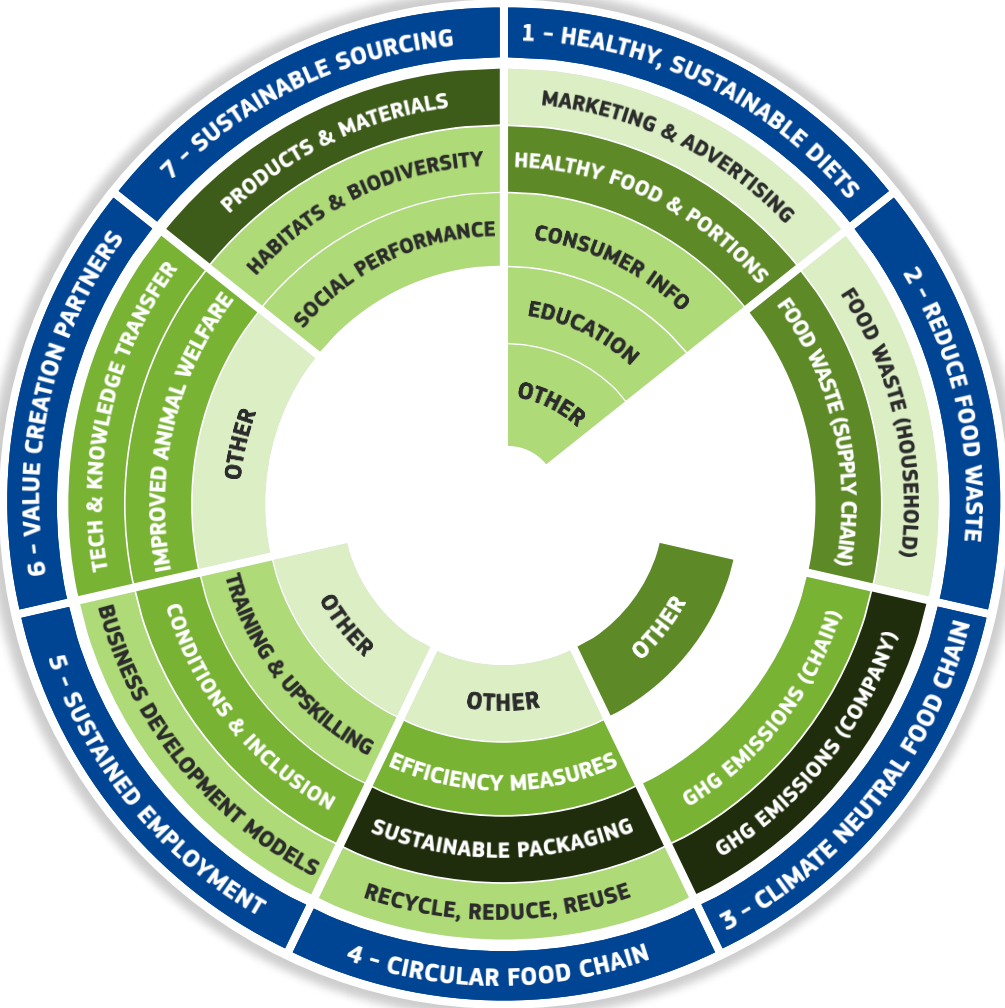
7 aspirational objectives

with 24 sub-categories

68 companies

making 488 commitments

# Code of Conduct | Heat Map



**% of companies making at least one commitment**  
(by sub-category)

- 0% - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%

**7** aspirational objectives

with **24** sub-categories

**68** companies

making **488** commitments

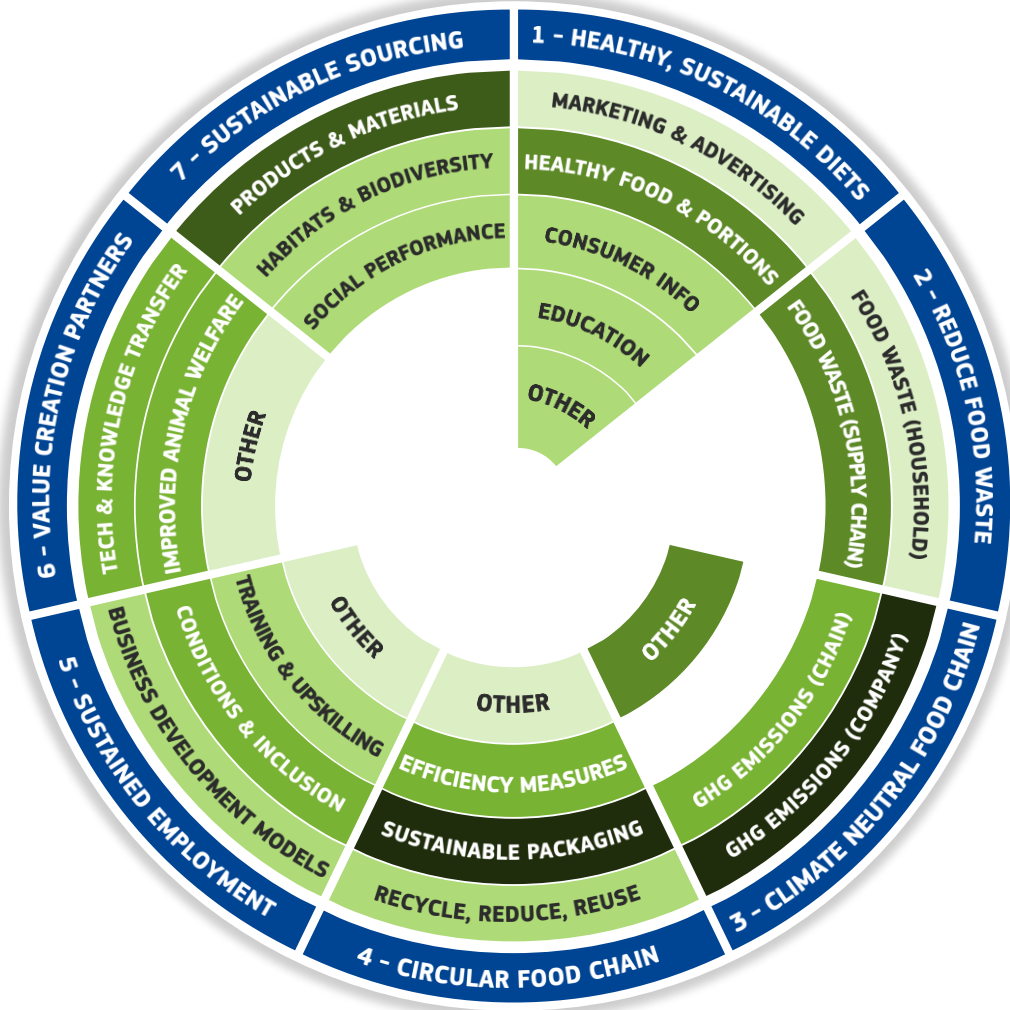




# Code of Conduct | Heat Map



The Heat Map is interactive  
Click on a segment to see data



**% of companies making at least one commitment**

(by sub-category)

- 0% - 10%
- 11% - 20%
- 21% - 30%
- 31% - 40%
- 41% - 50%
- 51% - 60%

**7** aspirational objectives

**24** sub-categories

with

**68**  
companies

making

**488**  
commitments



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

# 83

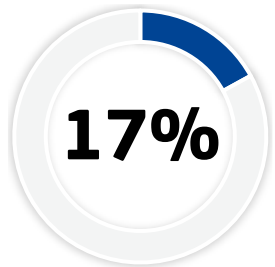
commitments

through

# 41

companies

making up



of total commitments  
across the  
Code of Conduct

## Sub-categories

1.1 Marketing and advertising

4

1.2 Composition of foods, availability of healthy food options, portion sizes

38

1.3 Consumer information, including labelling

11

1.4 Education, including lifestyle modification

14

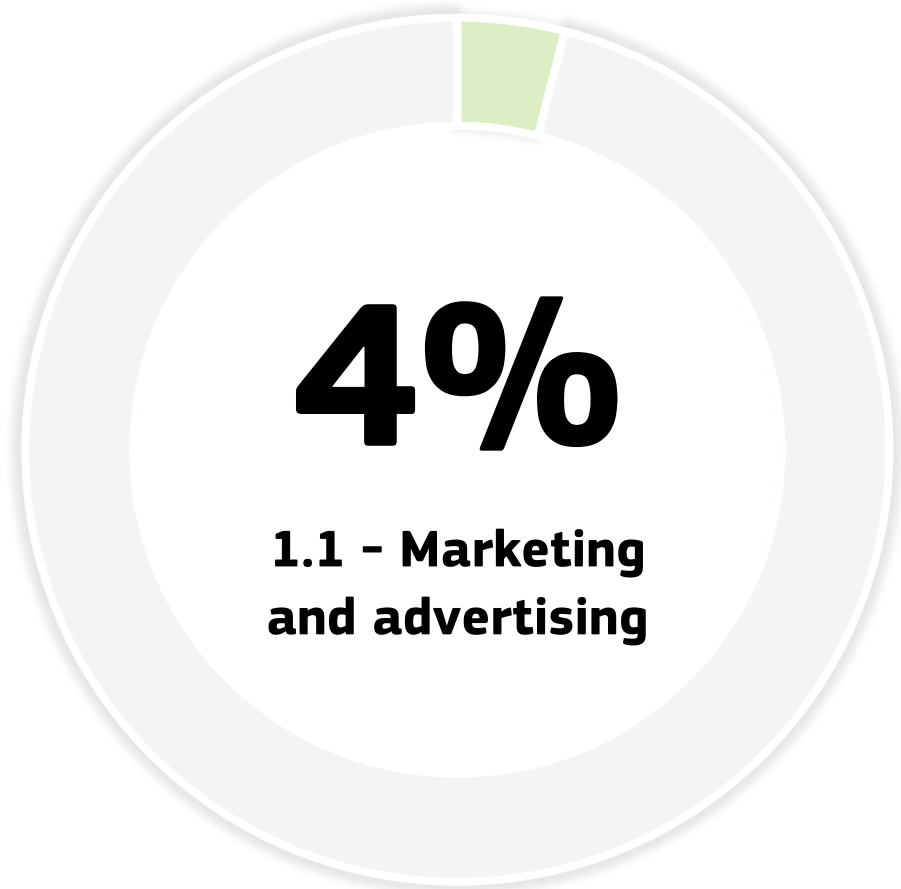
1.5 Other

16

## 1.1 Marketing and advertising

Target Year 

### % of companies committing



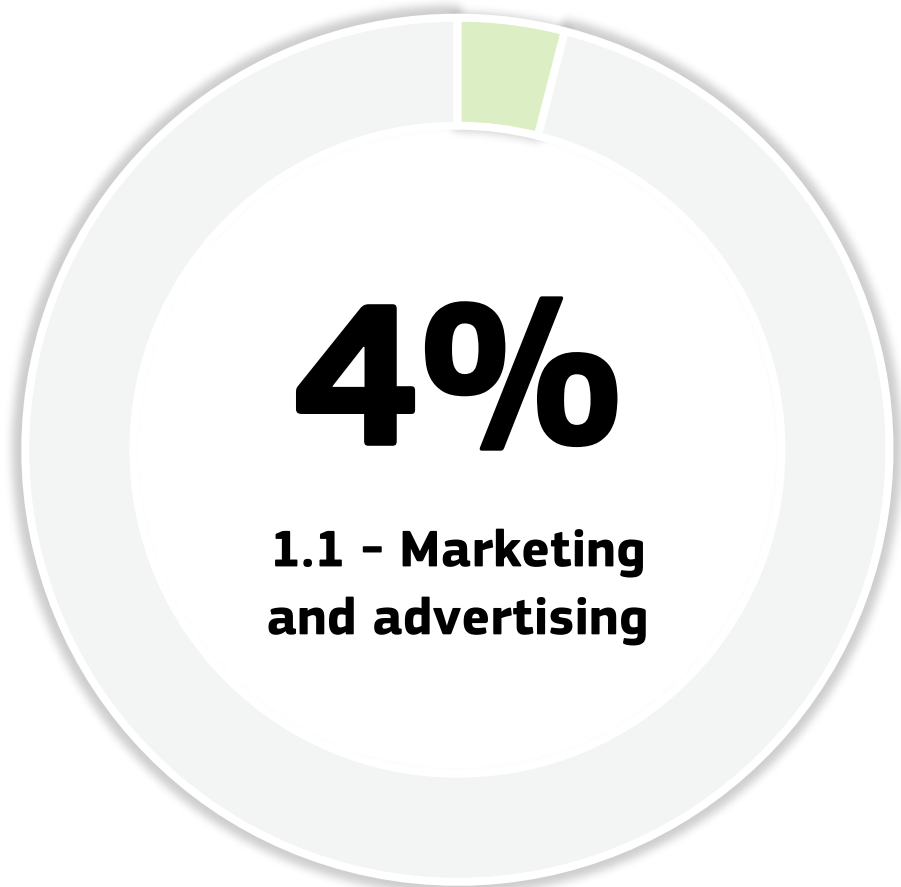
### List of companies (ranked by number of commitments)



## 1.1 Marketing and advertising

[Companies](#) ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)



## 1.2

## Composition of foods, availability of healthy food options, portion sizes

Target Year 

### % of companies committing



**38%**

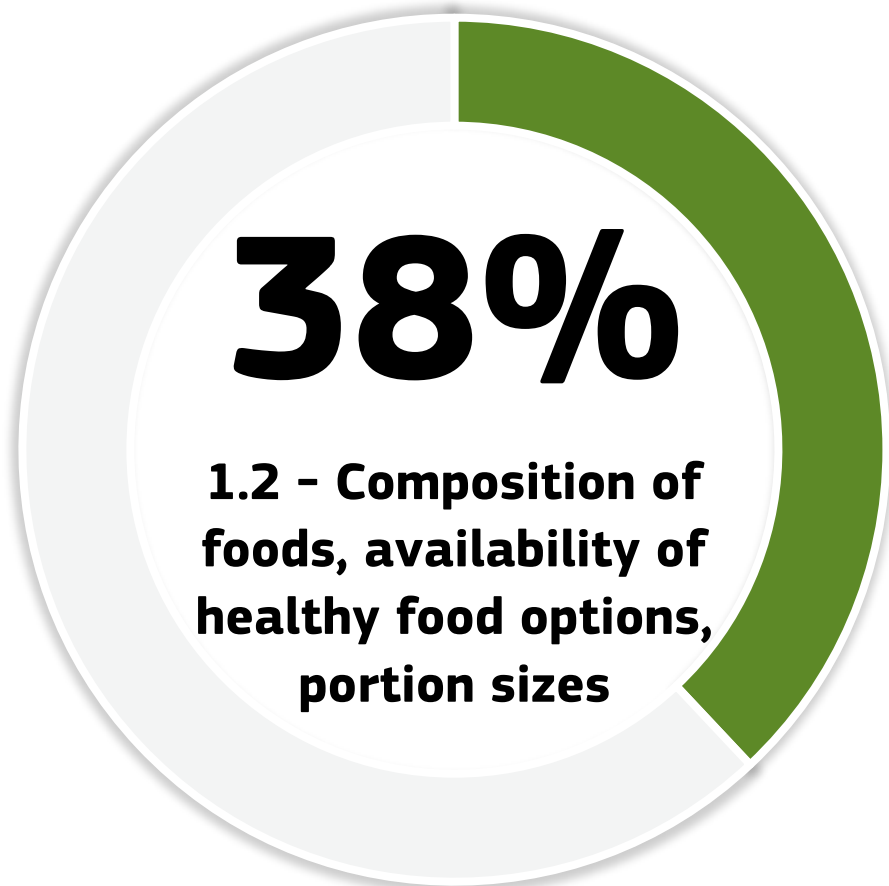
**1.2 - Composition of foods, availability of healthy food options, portion sizes**

### List of companies (ranked by number of commitments)

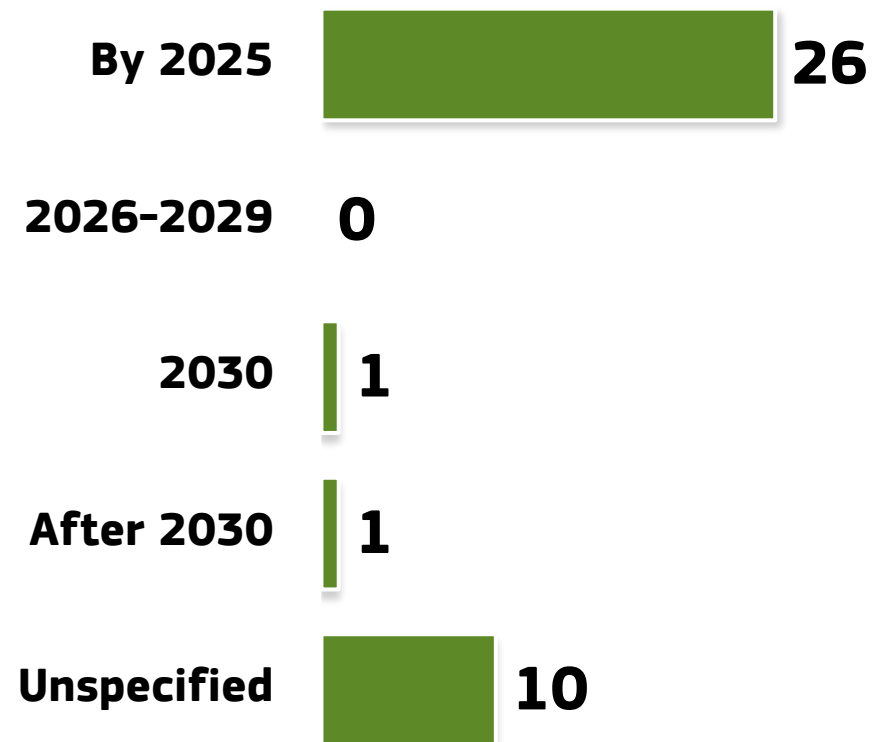


## Composition of foods, availability of healthy food options, portion sizes

### % of companies committing



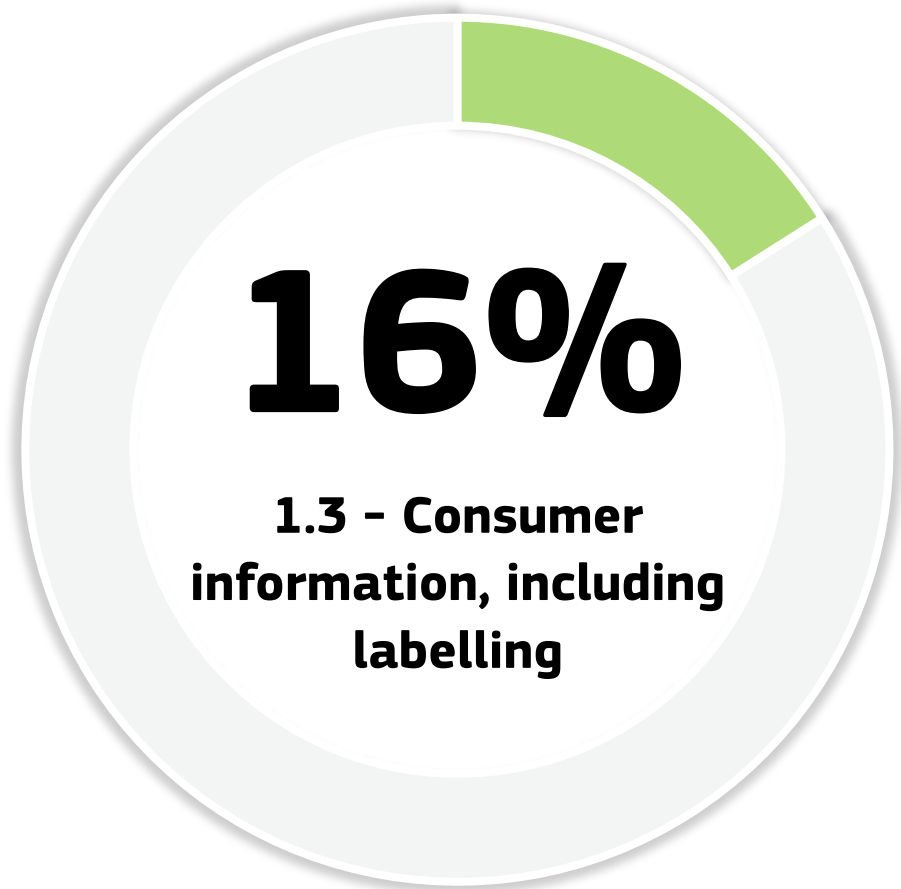
### Earliest Target Year (no. of companies with commitments)



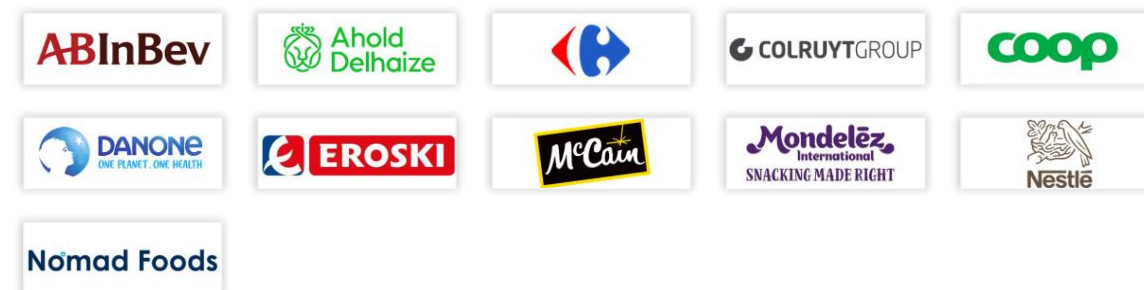
## 1.3 Consumer information, including labelling

Target Year 

### % of companies committing



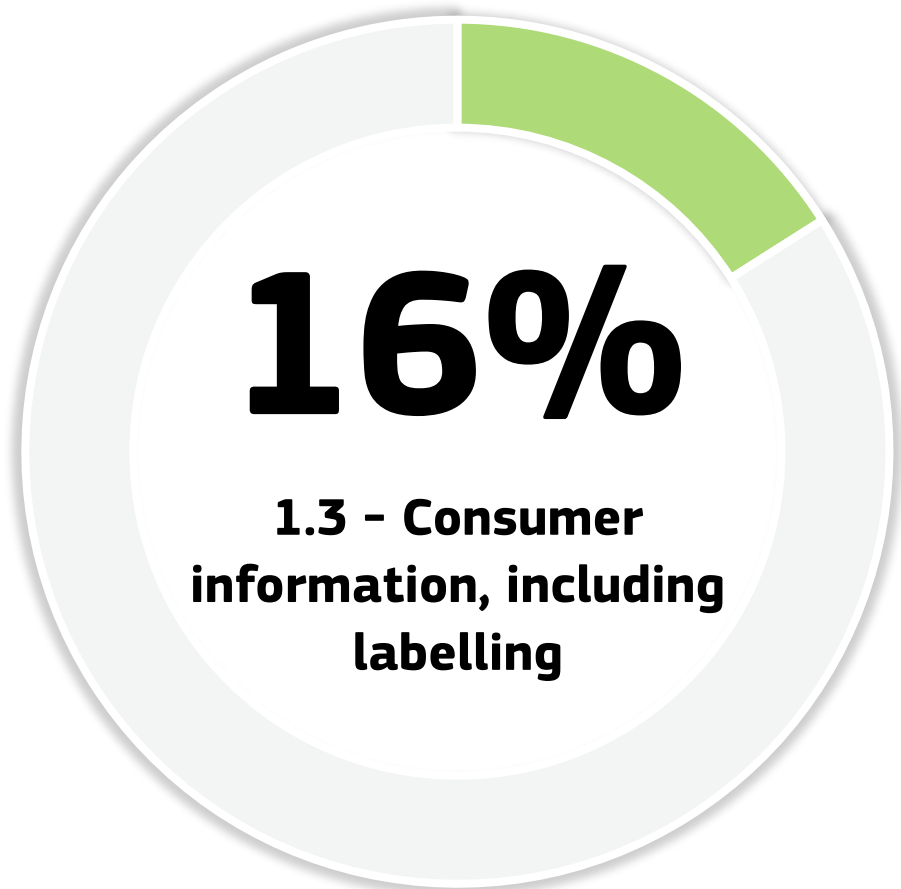
### List of companies (ranked by number of commitments)



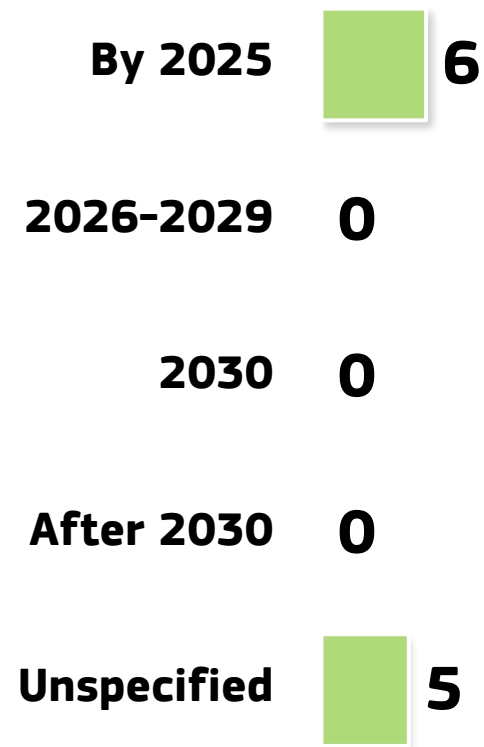
## 1.3 Consumer information, including labelling

[Companies](#) ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)

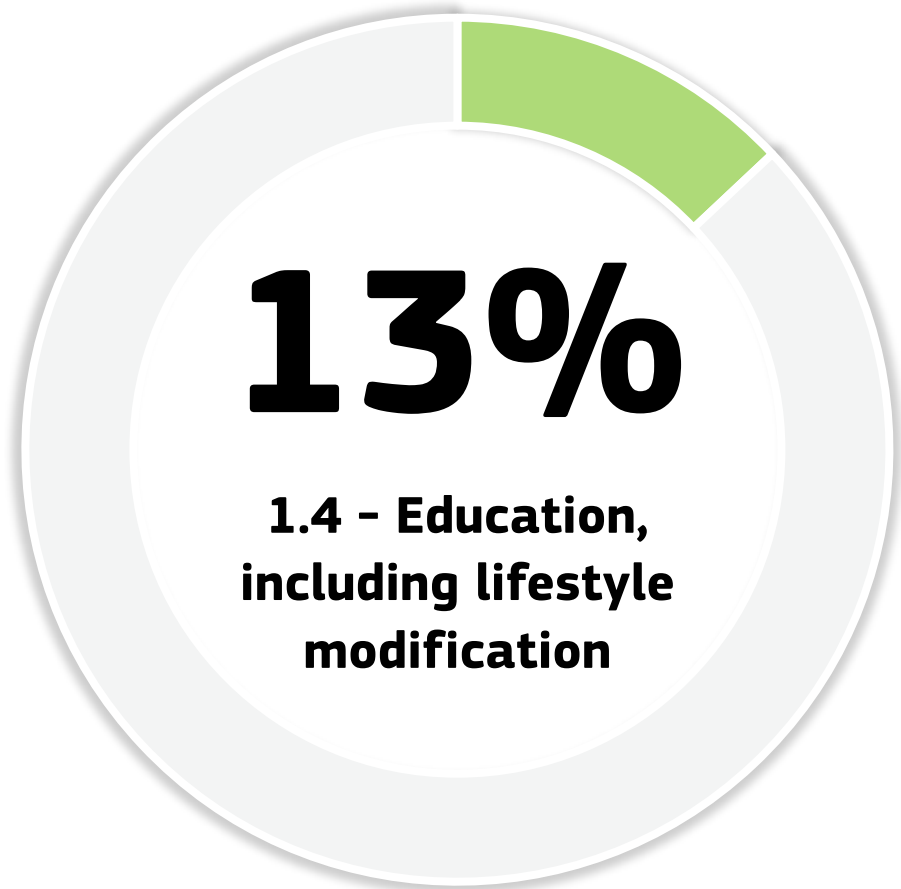




## 1.4 Education, including lifestyle modification

Target Year 

### % of companies committing



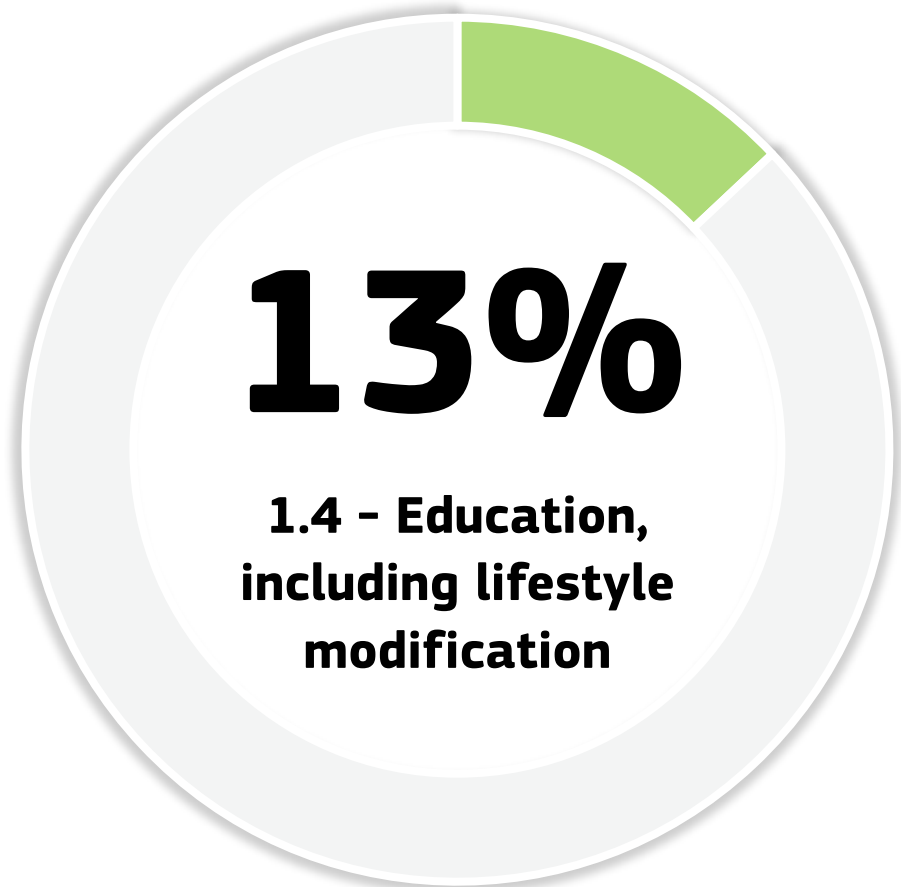
### List of companies (ranked by number of commitments)



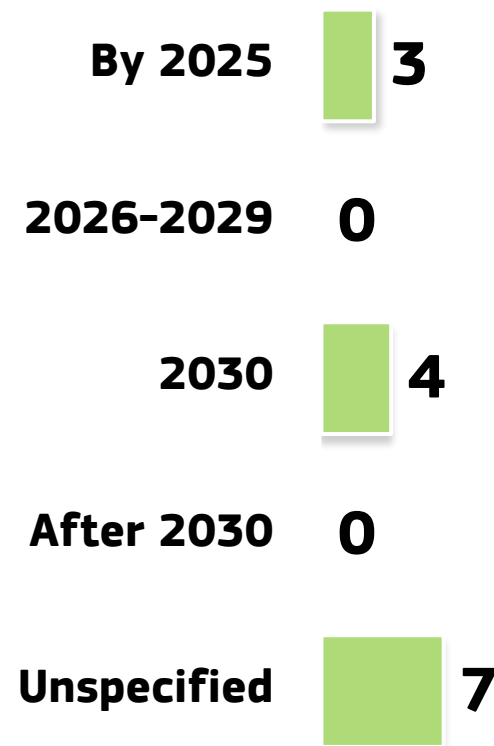
## 1.4 Education, including lifestyle modification

[Companies](#) ▶

### % of companies committing



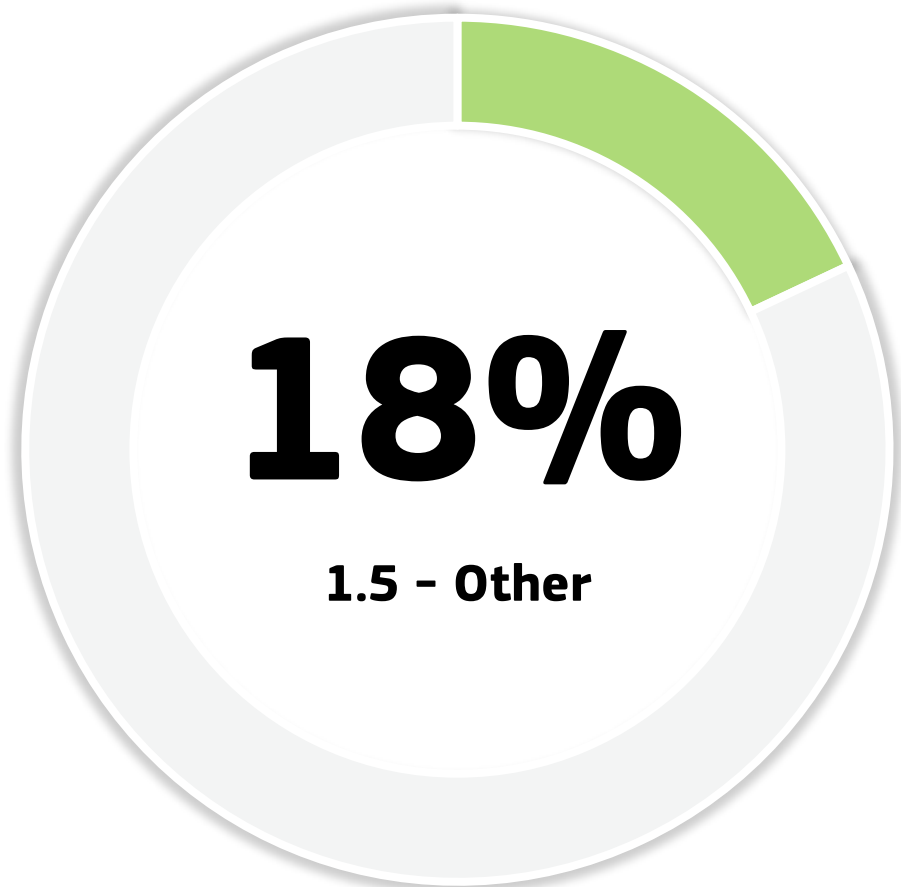
### Earliest Target Year (no. of companies with commitments)



## 1.5 Other

Target Year 

### % of companies committing



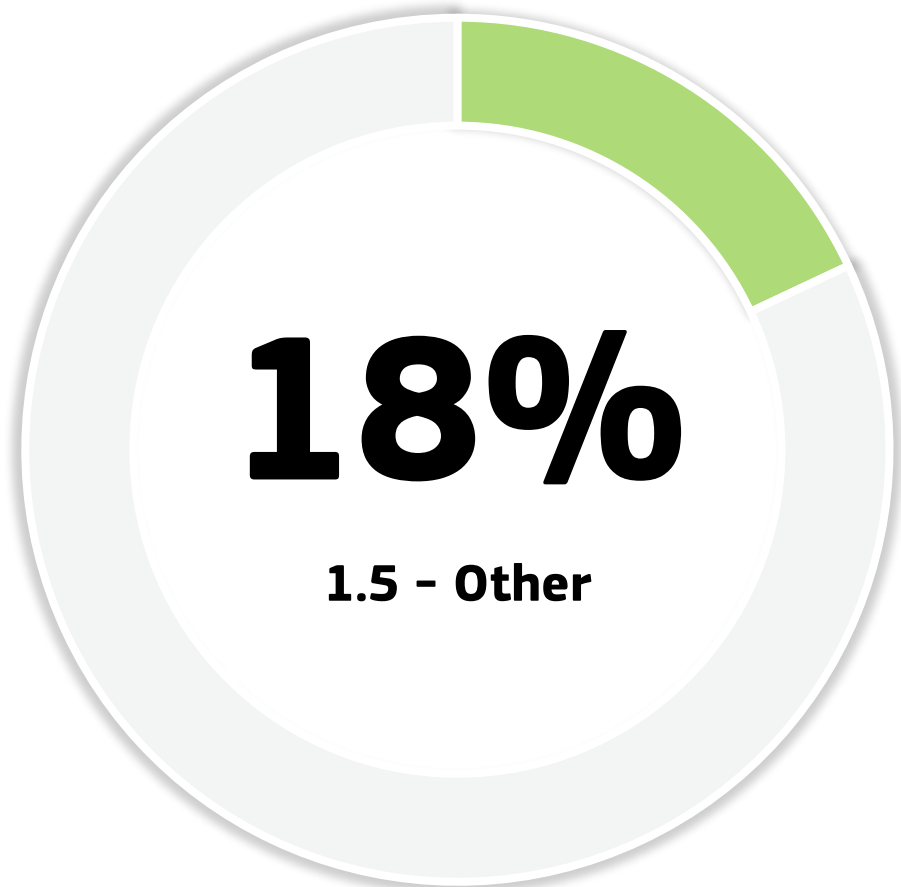
### List of companies (ranked by number of commitments)



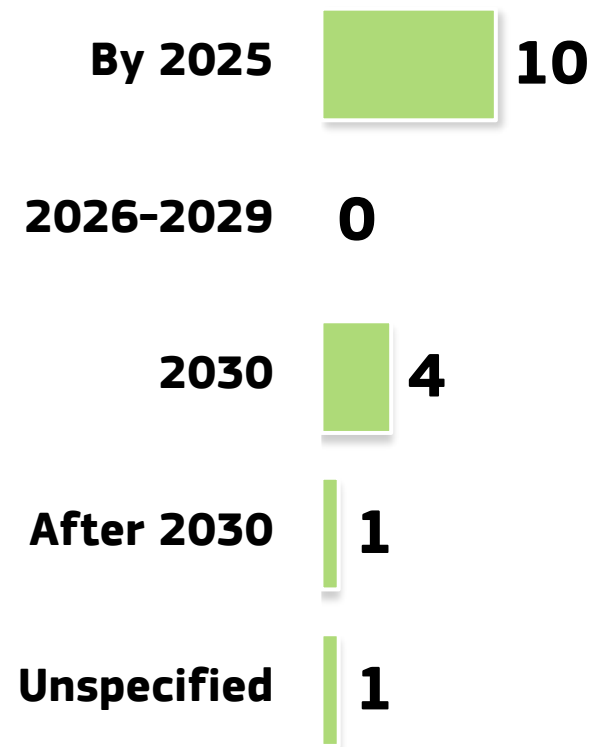
## 1.5 Other

[Companies](#) ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)





## 2 Prevention and reduction of food loss and waste

# 30

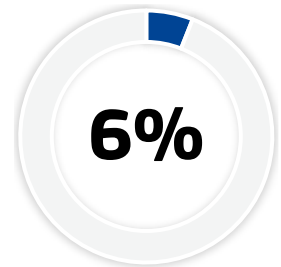
commitments

through

# 27

companies

making up



of total commitments  
across the  
Code of Conduct

### Sub-categories

2.1

Promote the reduction of food waste  
at household level

2

2.2

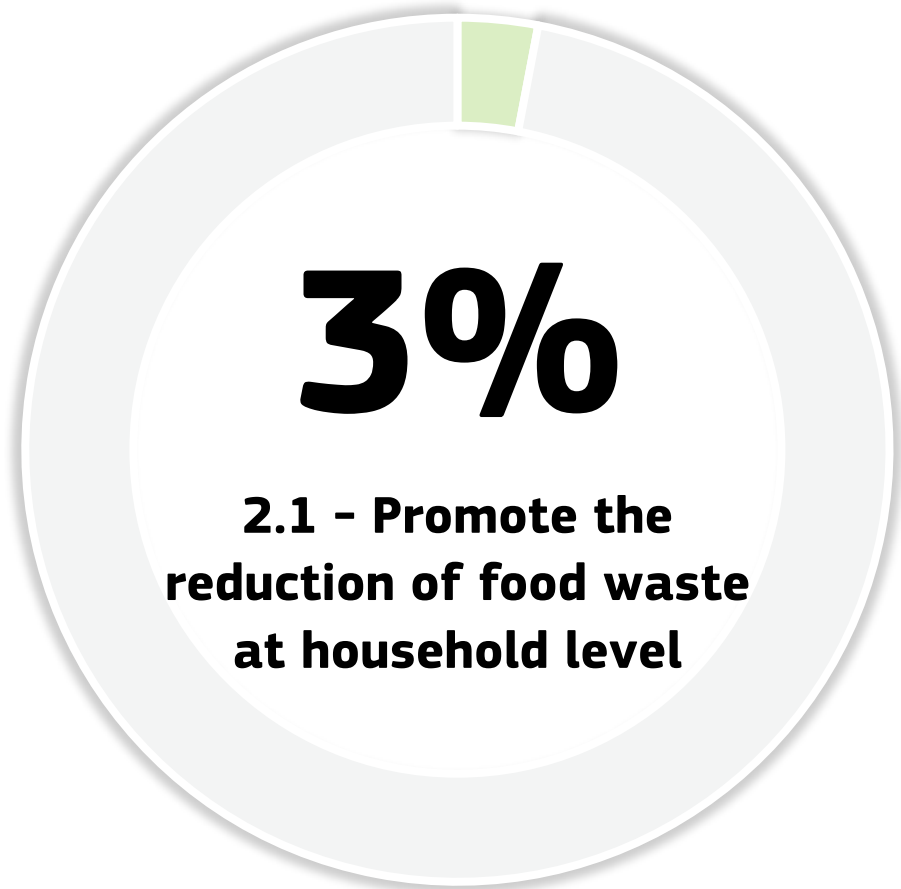
Minimising food loss and waste in  
operations and across the supply chains

28

## 2.1 Promote the reduction of food waste at household level

Target Year 

### % of companies committing



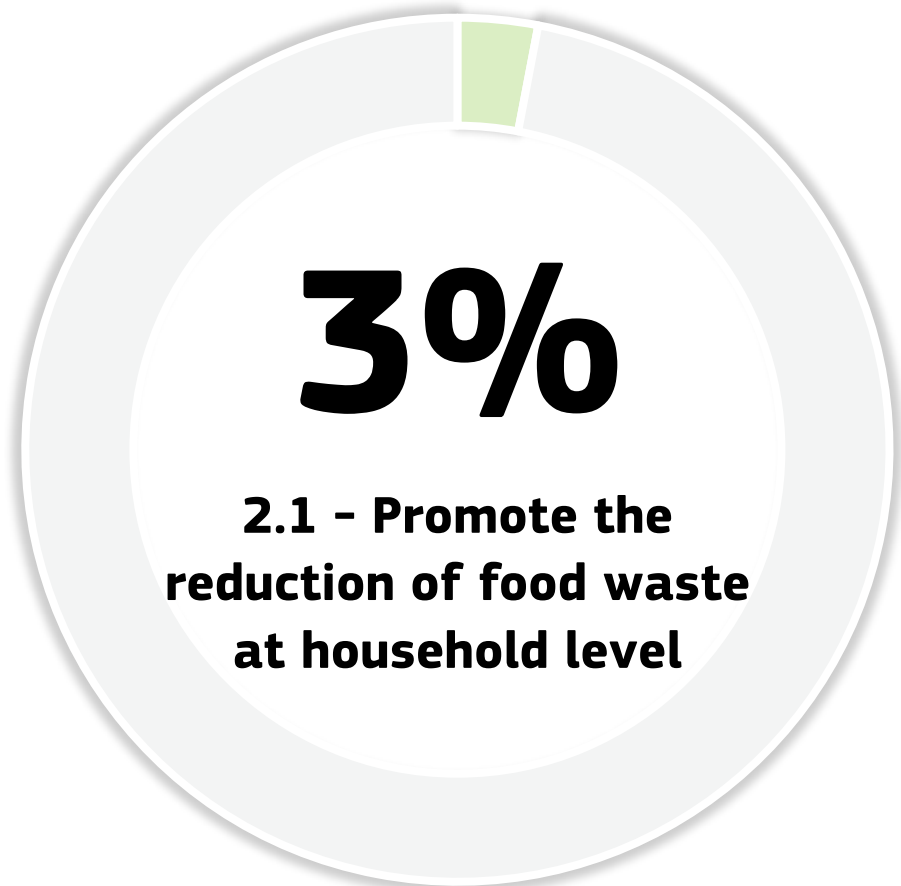
### List of companies (ranked by number of commitments)



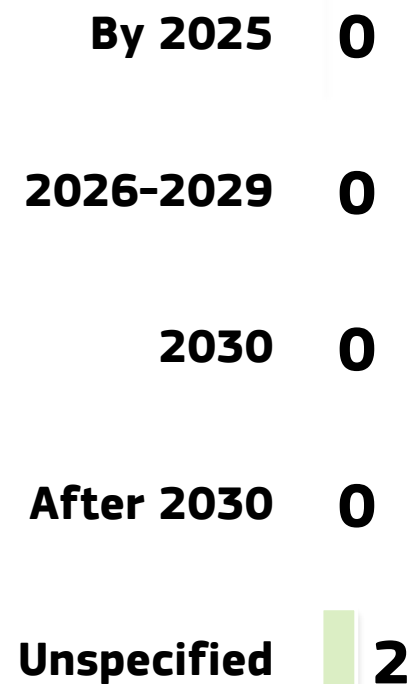
## 2.1 Promote the reduction of food waste at household level

Companies 

### % of companies committing



### Earliest Target Year (no. of companies with commitments)



## 2.2

## Minimising food loss and waste in operations and across the supply chain

Target Year 

### % of companies committing



**38%**

**2.2 - Minimising food loss and waste in operations and across the supply chain**

### List of companies (ranked by number of commitments)





## 2.2

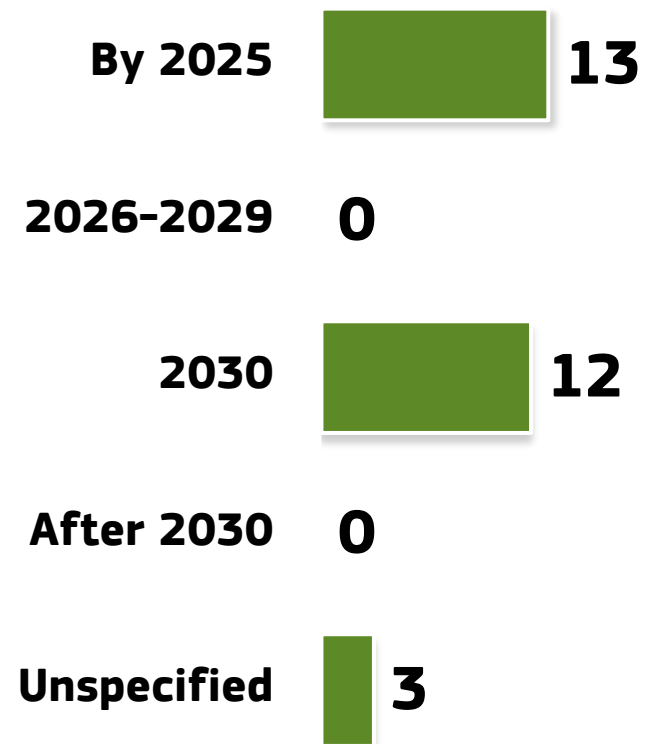
## Minimising food loss and waste in operations and across the supply chain

Companies 

### % of companies committing



### Earliest Target Year (no. of companies with commitments)





## 3 A climate neutral food chain in Europe by 2050

# 93

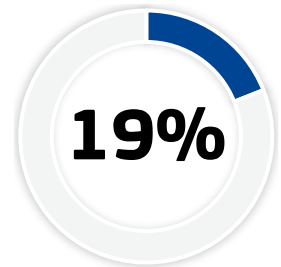
commitments

through

# 58

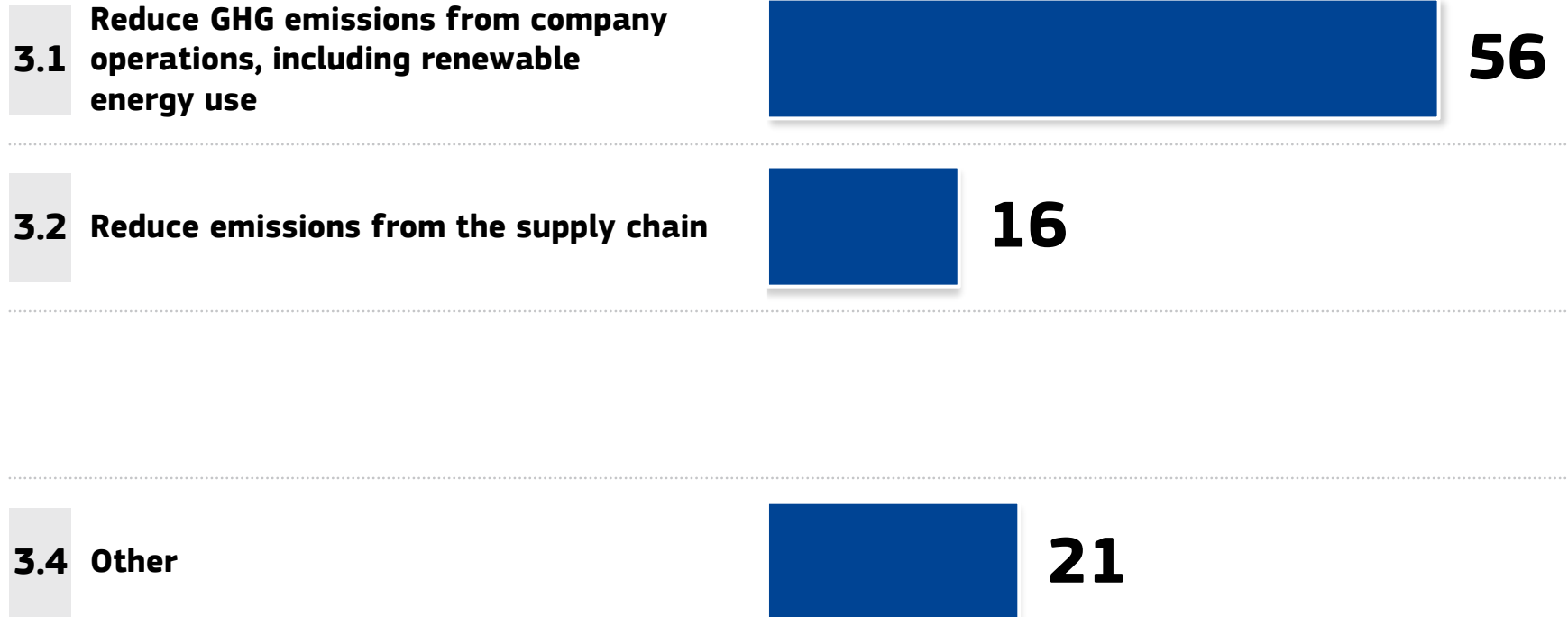
companies

making up



of total commitments  
across the  
Code of Conduct

### Sub-categories



## 3.1

## Reduce GHG emissions from company operations, including renewable energy use

Target Year ►

### % of companies committing



57%

3.1 - Reduce GHG emissions from company operations, including renewable energy use

### List of companies (ranked by number of commitments)

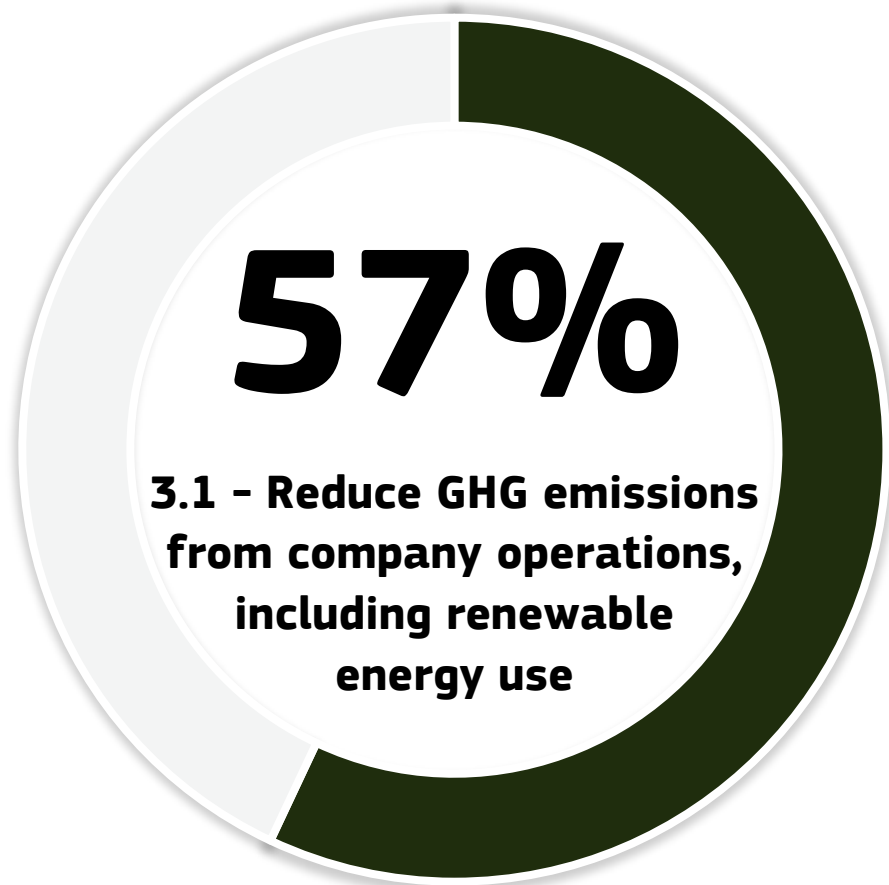


## 3.1

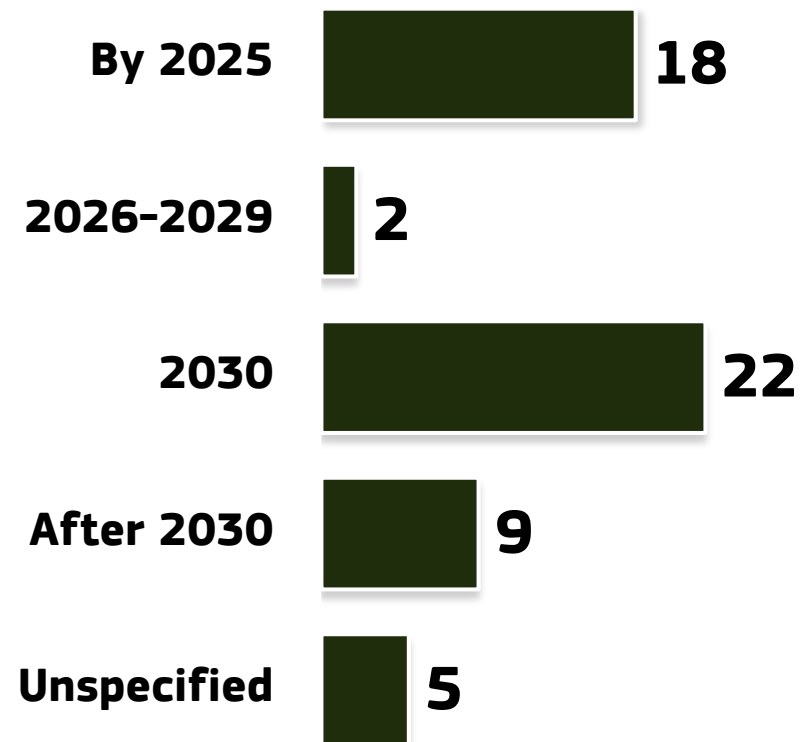
## Reduce GHG emissions from company operations, including renewable energy use

Companies 

### % of companies committing



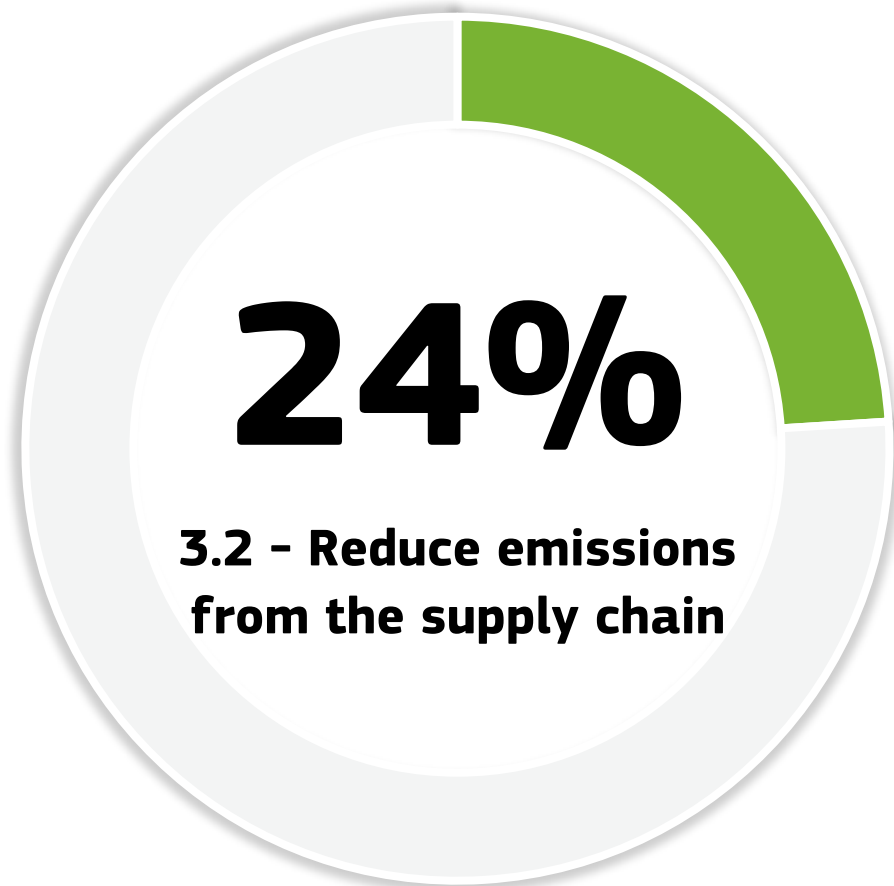
### Earliest Target Year (no. of companies with commitments)



## 3.2 Reduce emissions from the supply chain

Target Year 

### % of companies committing



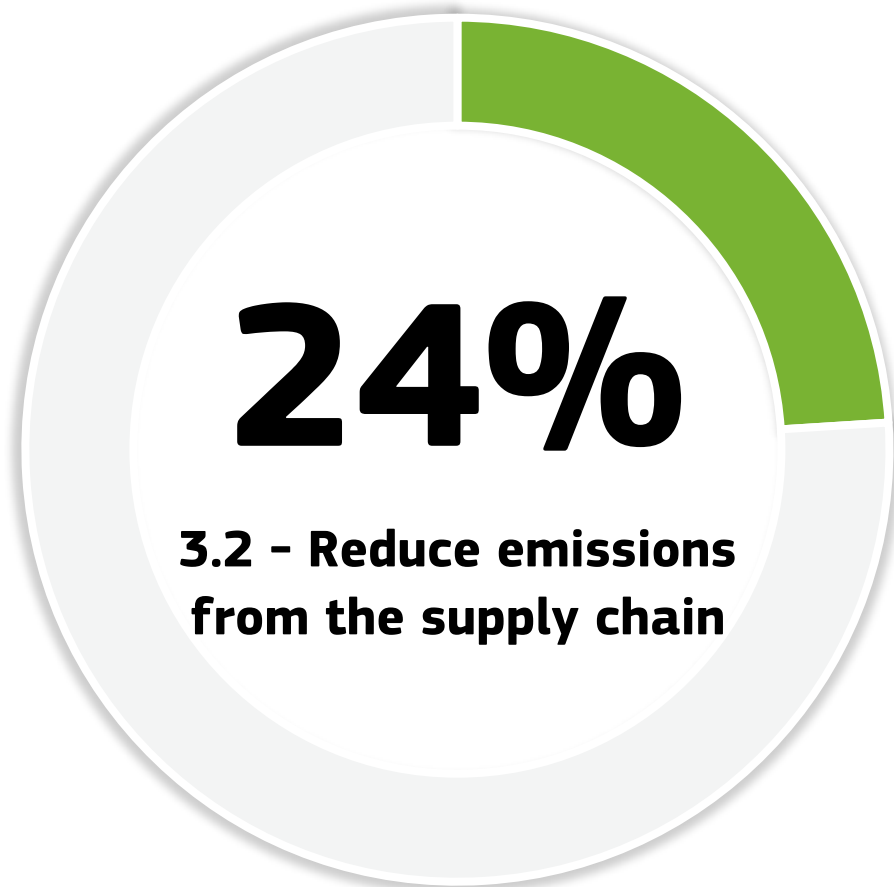
### List of companies (ranked by number of commitments)



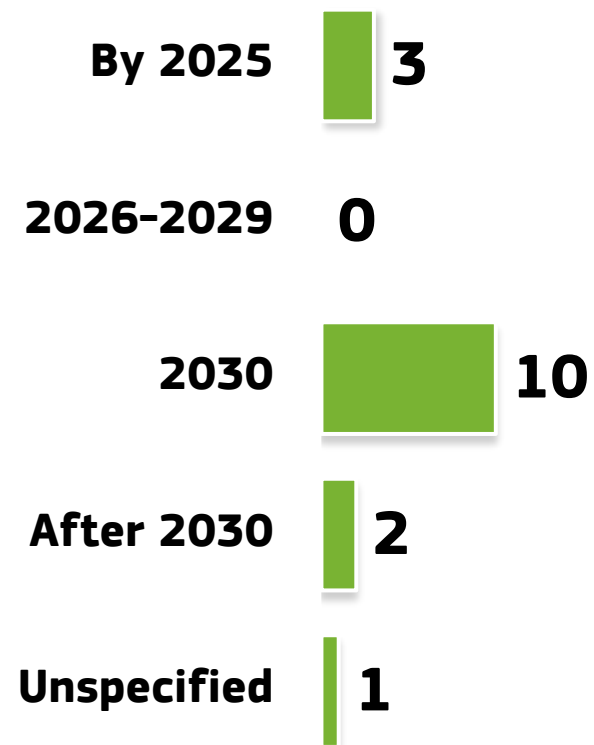
## 3.2 Reduce emissions from the supply chain

[Companies](#) ▶

### % of companies committing



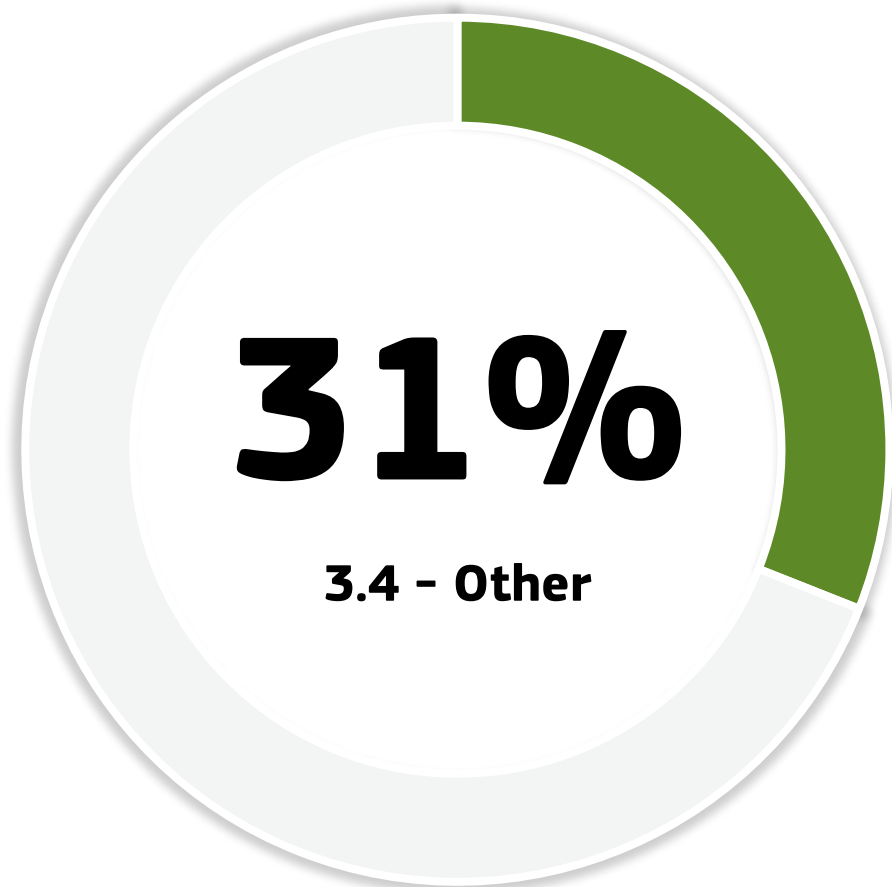
### Earliest Target Year (no. of companies with commitments)



## 3.4 Other

Target Year 

### % of companies committing



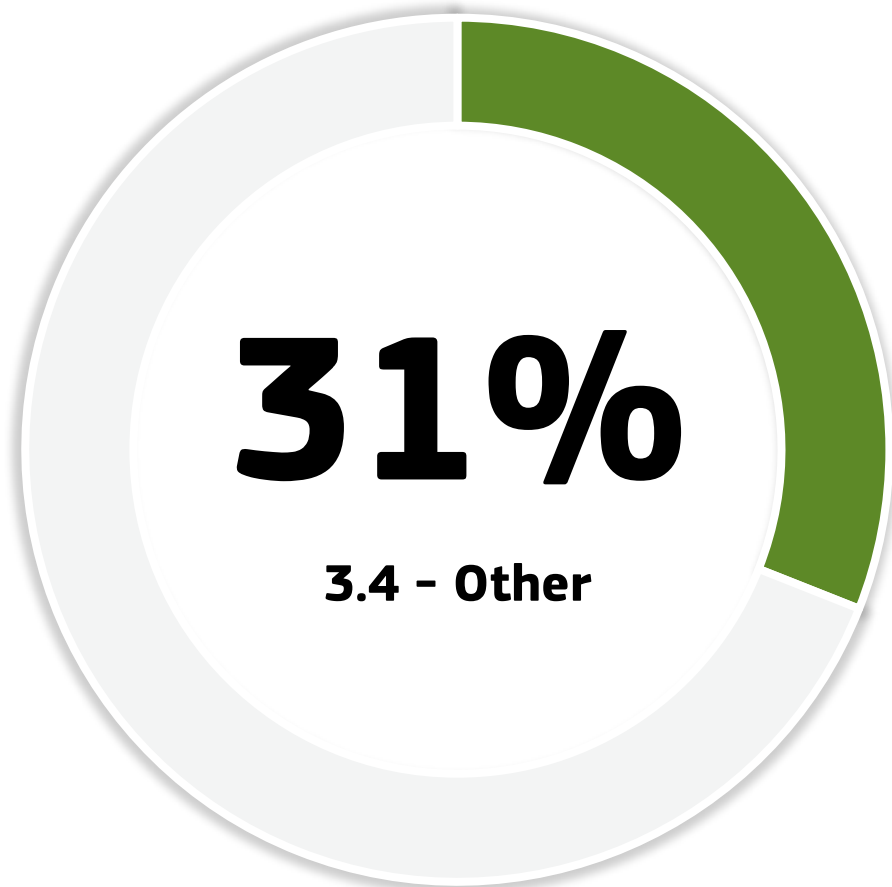
### List of companies (ranked by number of commitments)



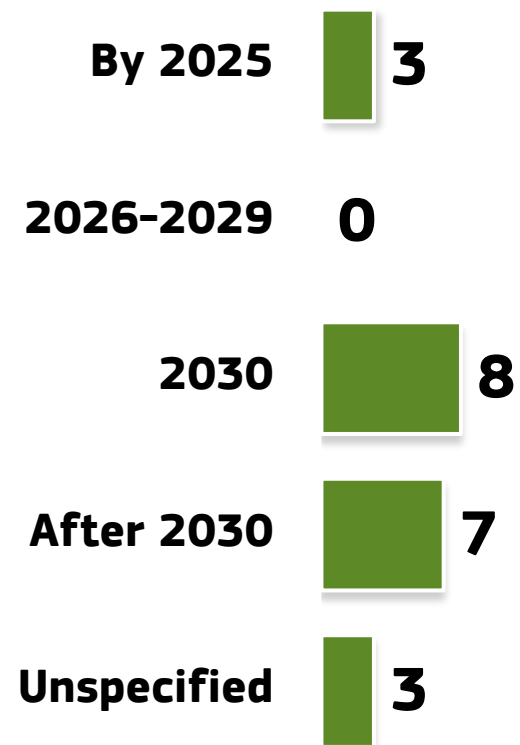
## 3.4 Other

[Companies](#) ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)







## 4 An optimised circular and resource-efficient food chain in Europe

# 92

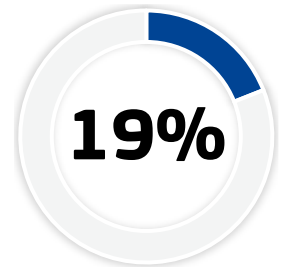
commitments

through

# 50

companies

making up



of total commitments  
across the  
Code of Conduct

### Sub-categories

4.1 Recycle, reduce, reuse materials

18

4.2 Increased use of sustainable materials for packaging

54

4.3 Energy and water efficiency measures

18

4.4 Other

2

## 4.1 Recycle, reduce, reuse materials

Target Year 

### % of companies committing



### List of companies (ranked by number of commitments)



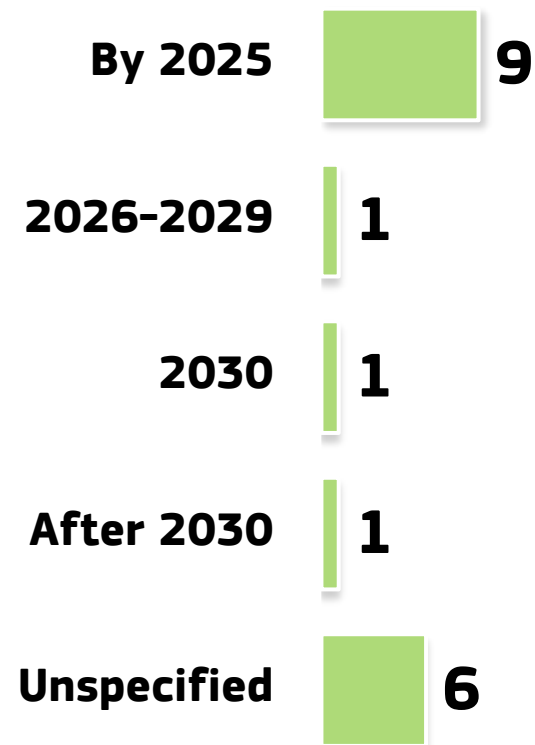
## 4.1 Recycle, reduce, reuse materials

Companies 

### % of companies committing



### Earliest Target Year (no. of companies with commitments)



## 4.2 Increased use of sustainable materials for packaging

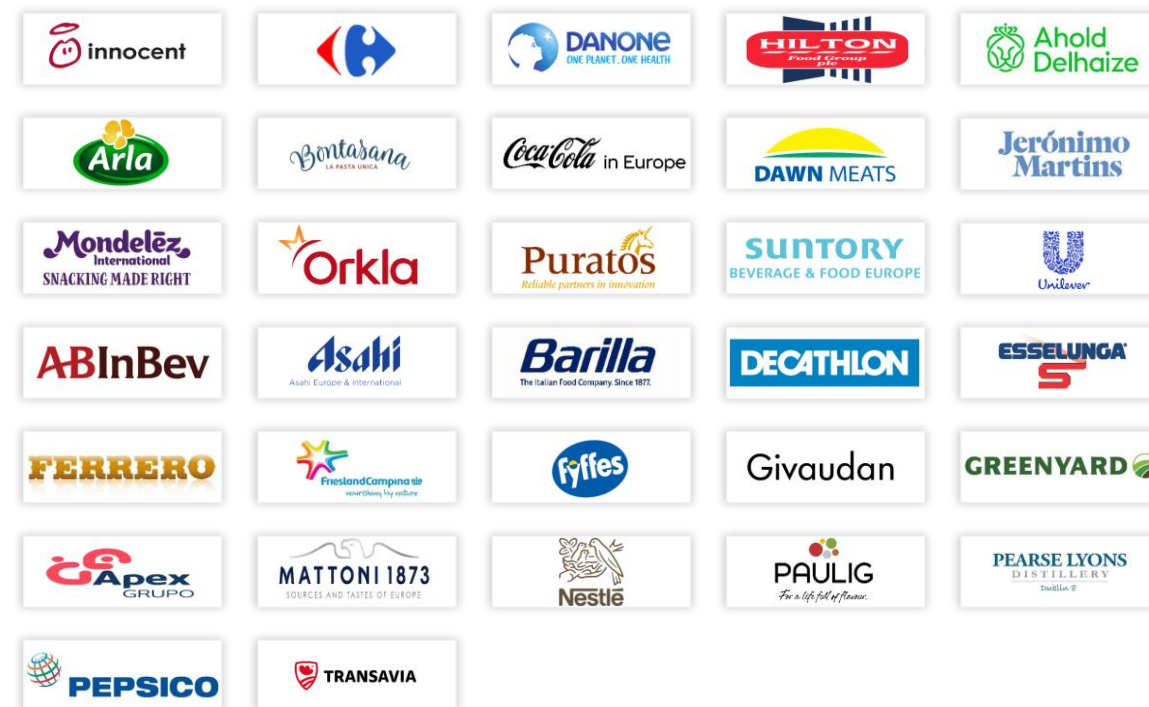
Target Year 

### % of companies committing

**51%**

**4.2 - Increased use of sustainable materials for packaging**

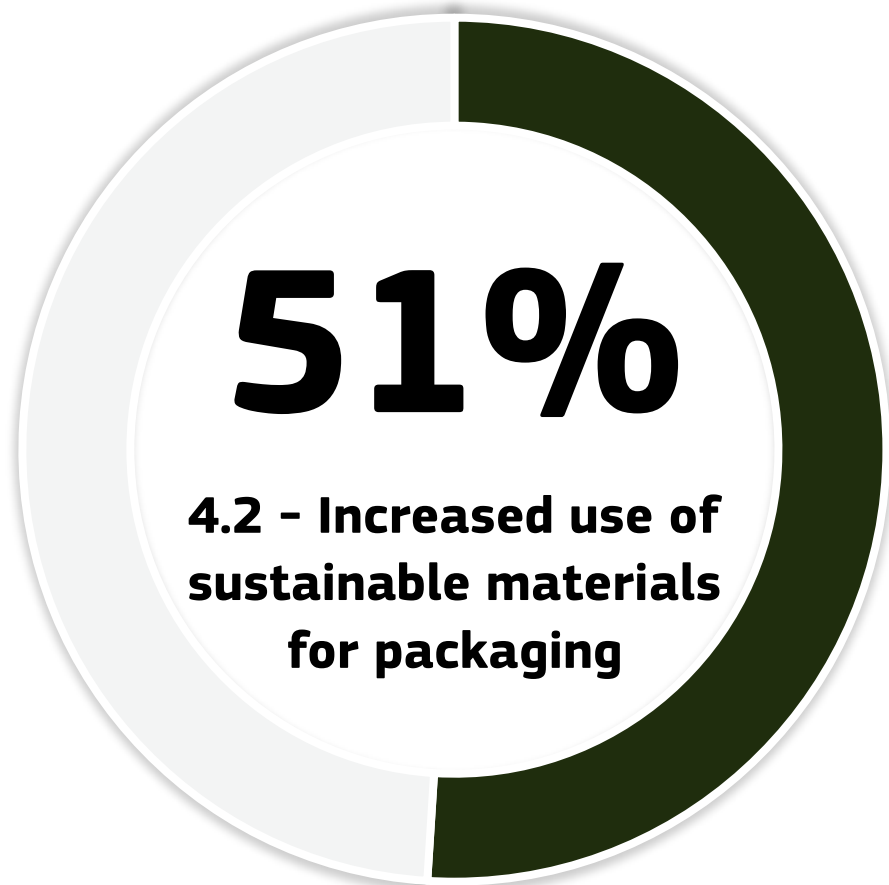
### List of companies (ranked by number of commitments)



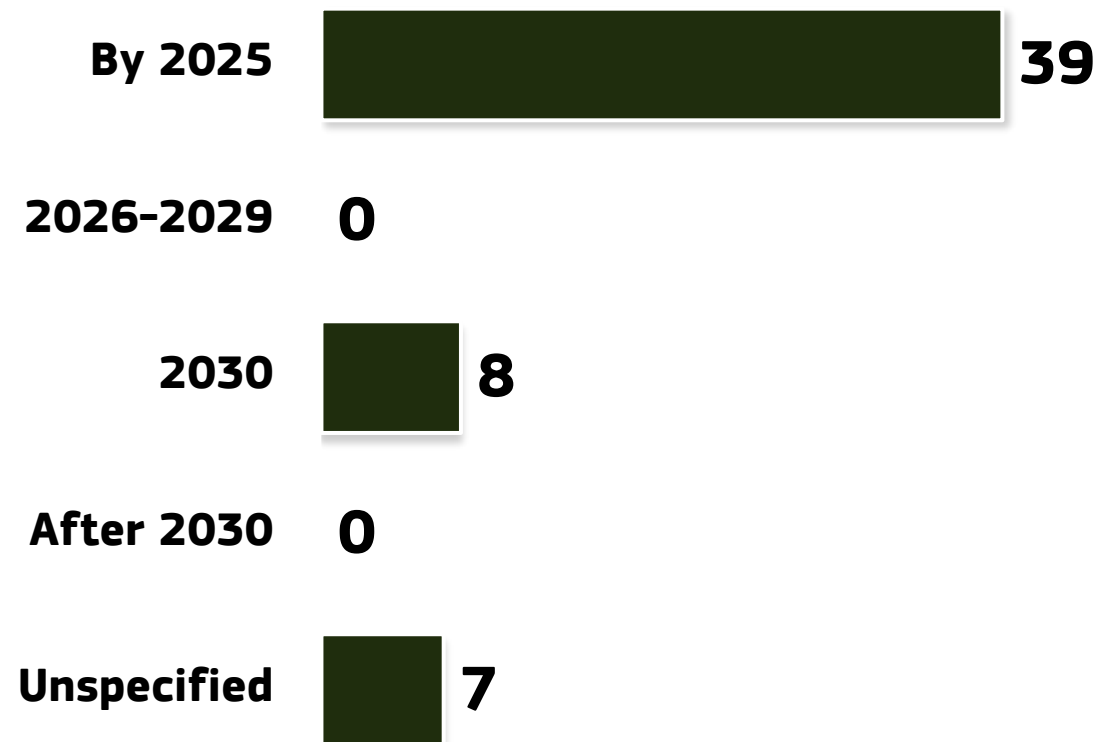
## 4.2 Increased use of sustainable materials for packaging

Companies 

### % of companies committing



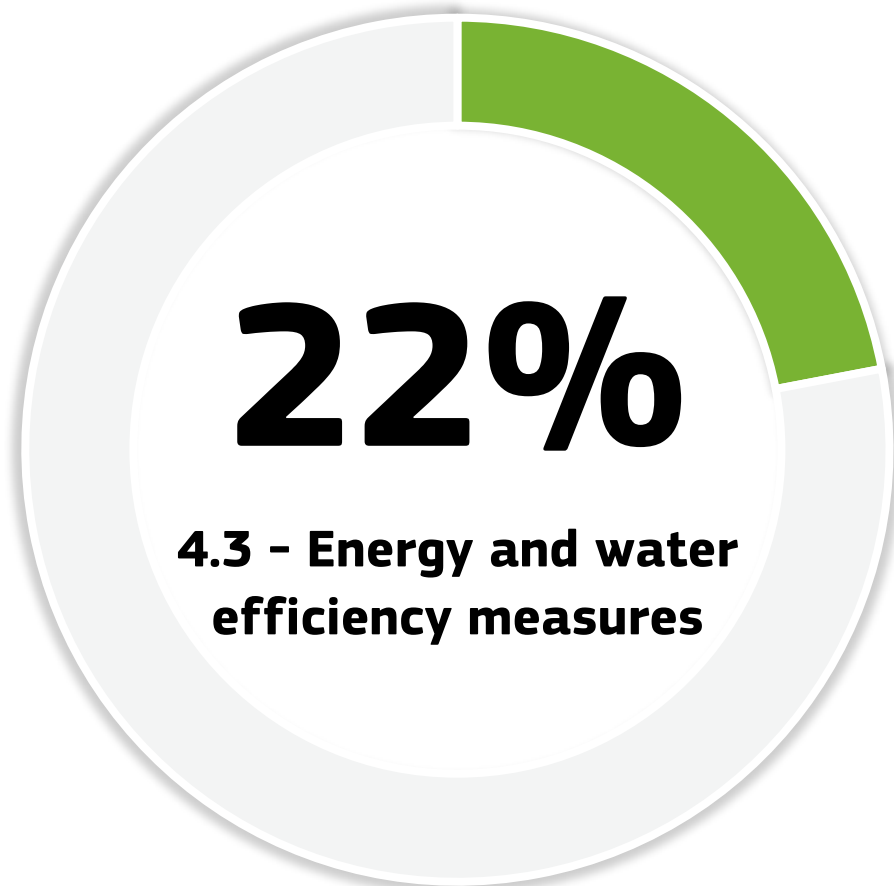
### Earliest Target Year (no. of companies with commitments)



## 4.3 Energy and water efficiency measures

Target Year 

### % of companies committing



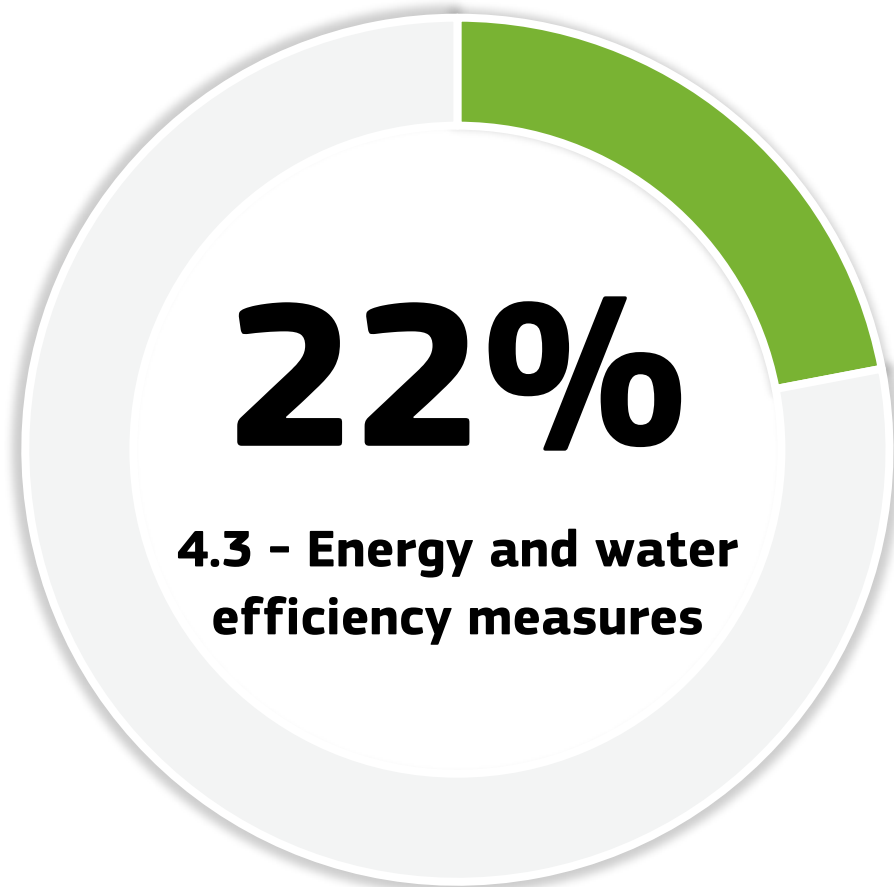
### List of companies (ranked by number of commitments)



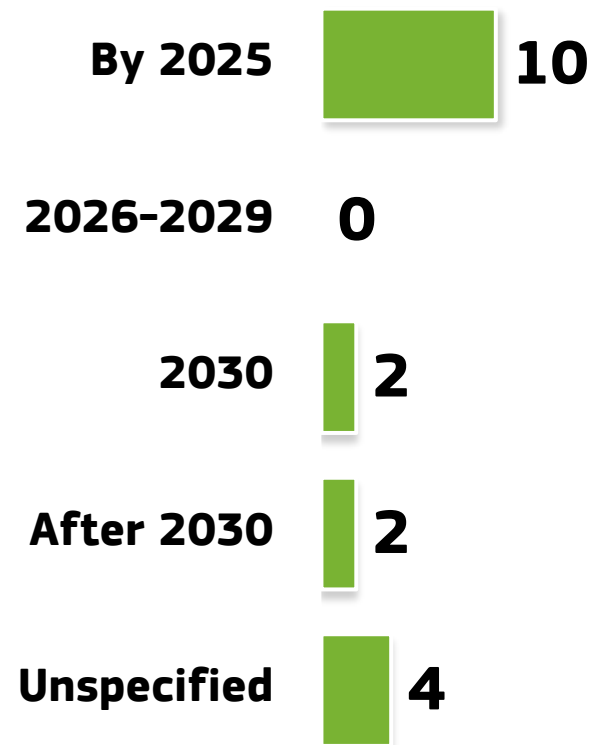
## 4.3 Energy and water efficiency measures

Companies 

### % of companies committing



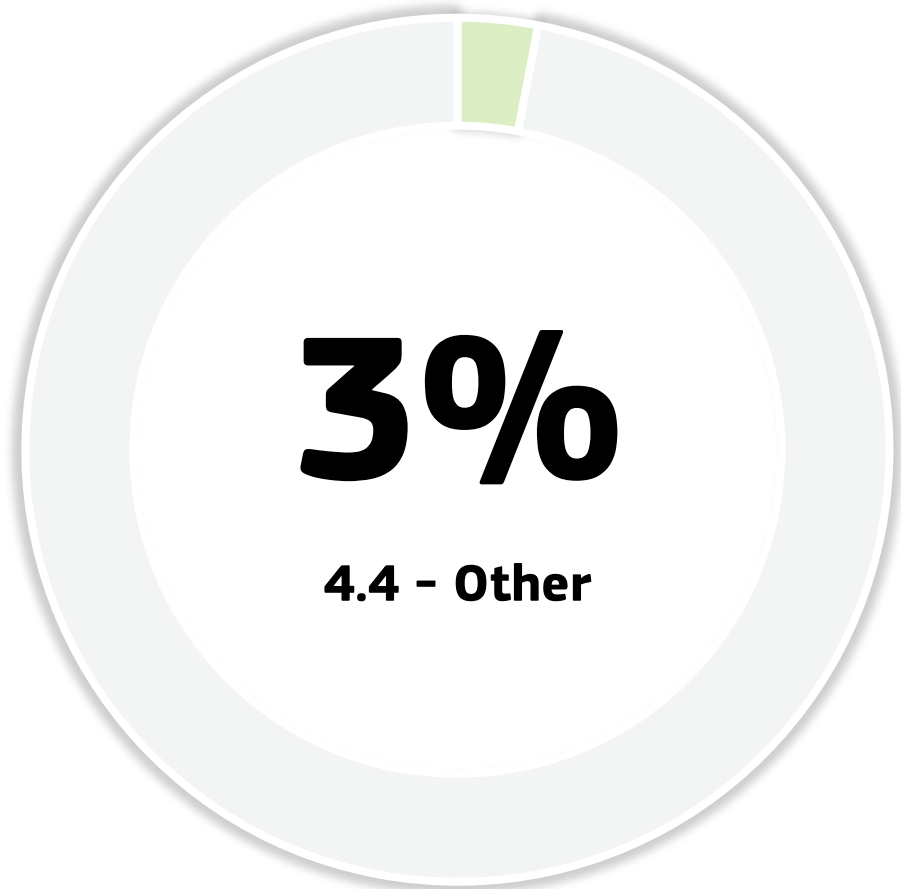
### Earliest Target Year (no. of companies with commitments)



## 4.4 Other

Target Year 

### % of companies committing



### List of companies (ranked by number of commitments)

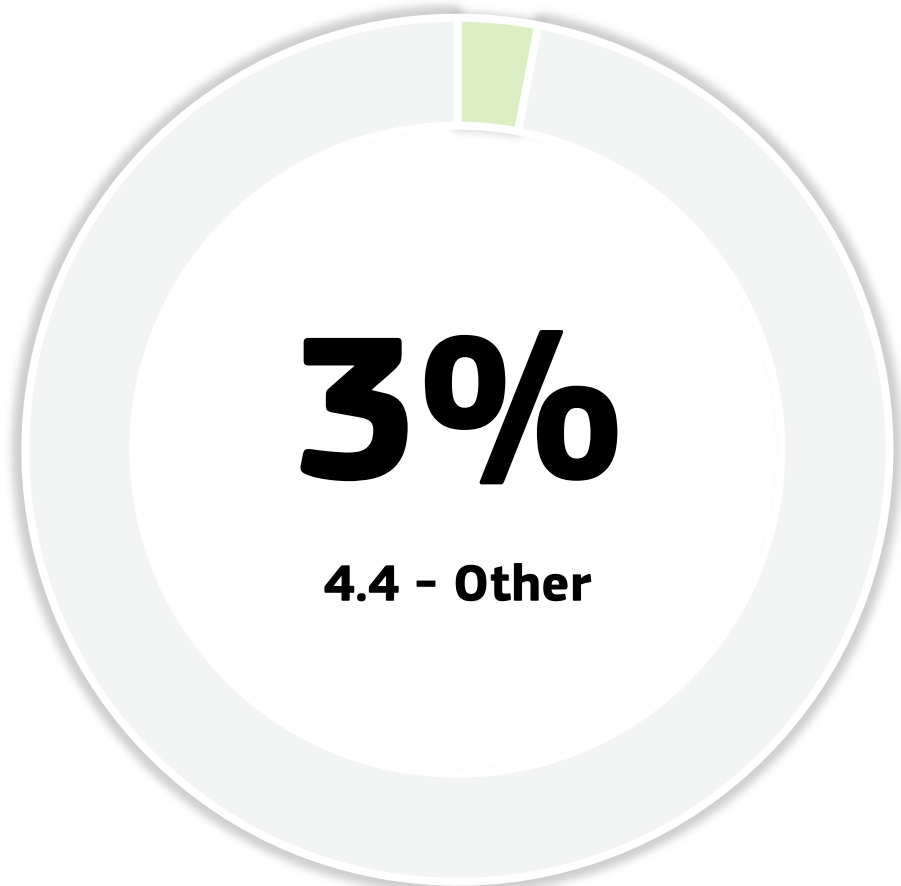




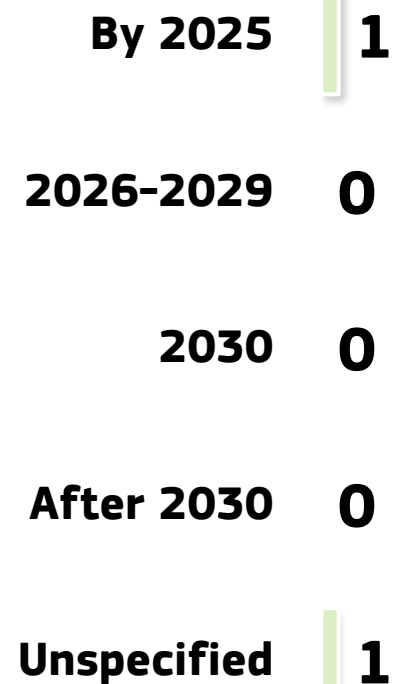
## 4.4 Other

[Companies](#) ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)





# 5 Sustained, inclusive economic growth, employment and decent work for all

# 58

commitments

through

# 23

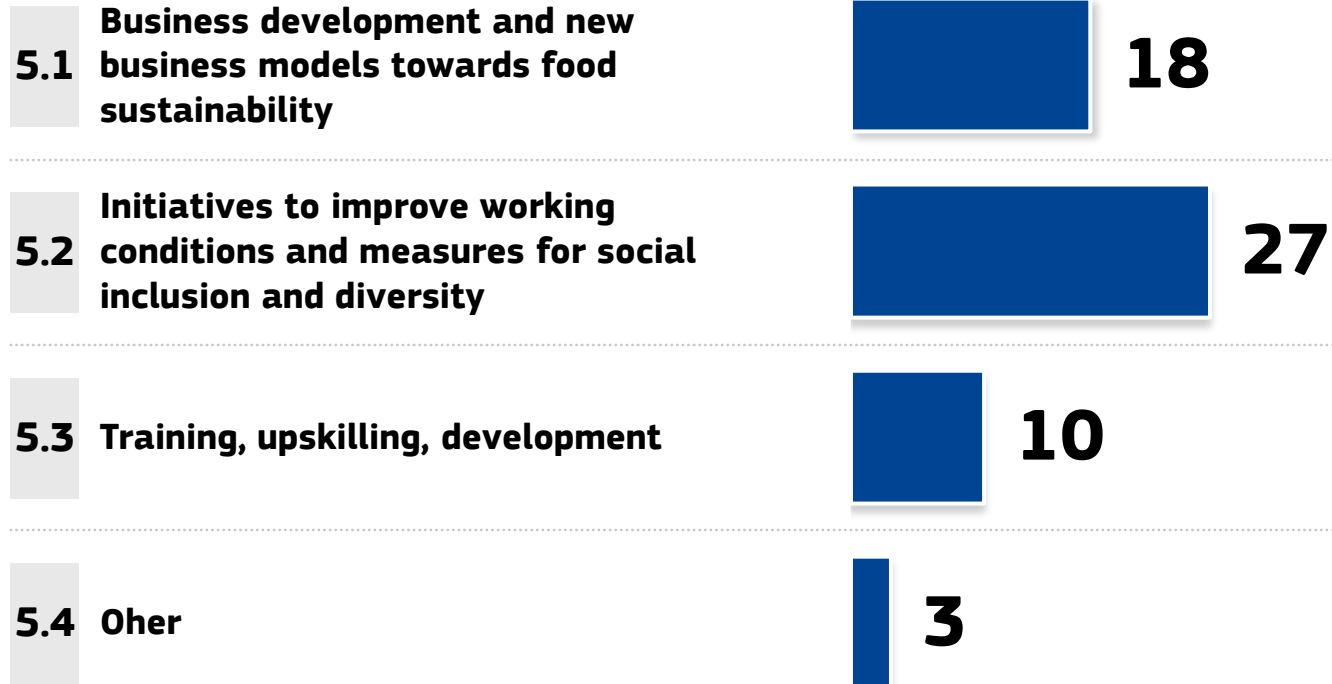
companies

making up

# 12%

of total commitments  
across the  
Code of Conduct

## Sub-categories



## 5.1

## Business development and new business models towards food sustainability

Target Year 

### % of companies committing



### List of companies (ranked by number of commitments)

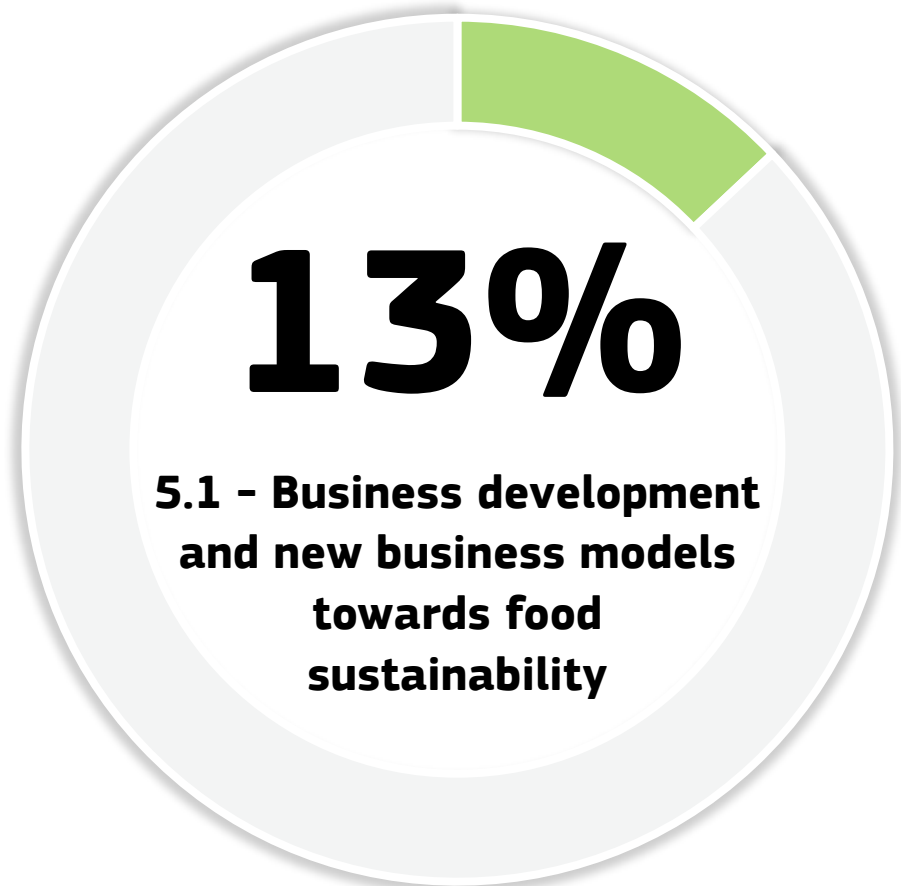


## 5.1

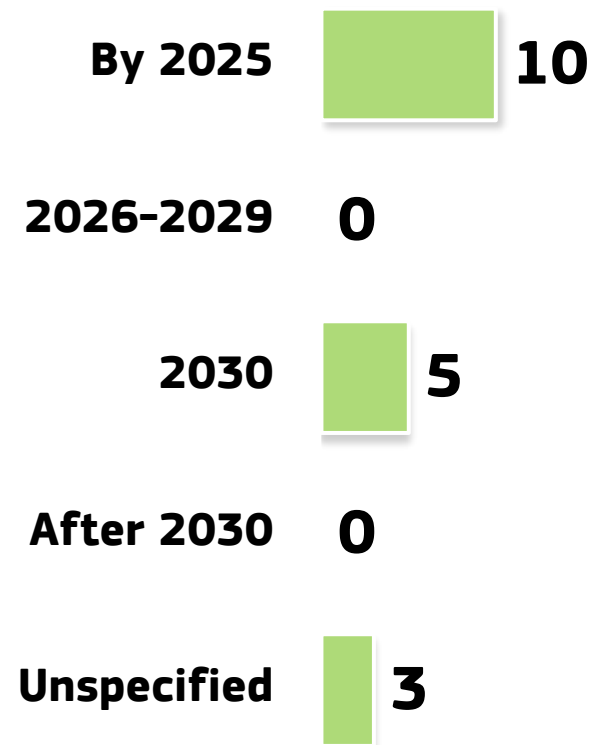
## Business development and new business models towards food sustainability

Companies ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)



## 5.2

## Initiatives to improve working conditions and measures for social inclusion and diversity

Target Year 

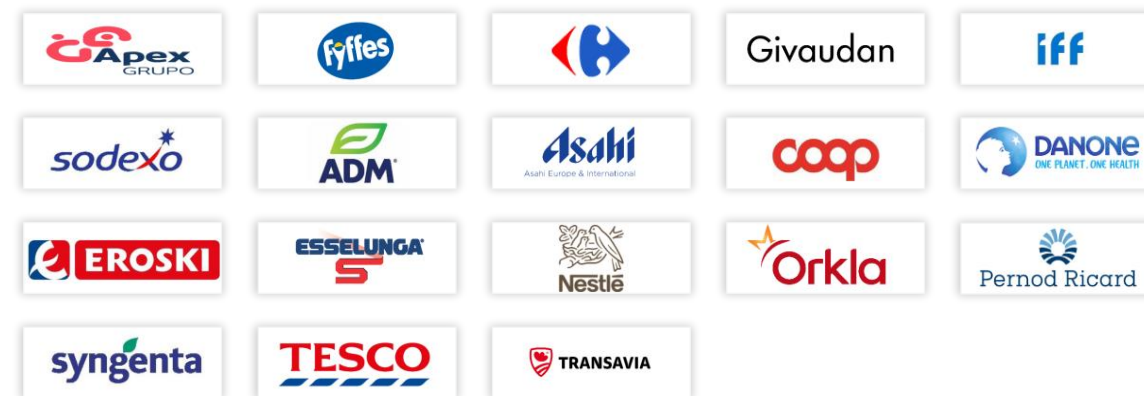
### % of companies committing



**26%**

**5.2 - Initiatives to improve working conditions and measures for social inclusion and diversity**

### List of companies (ranked by number of commitments)

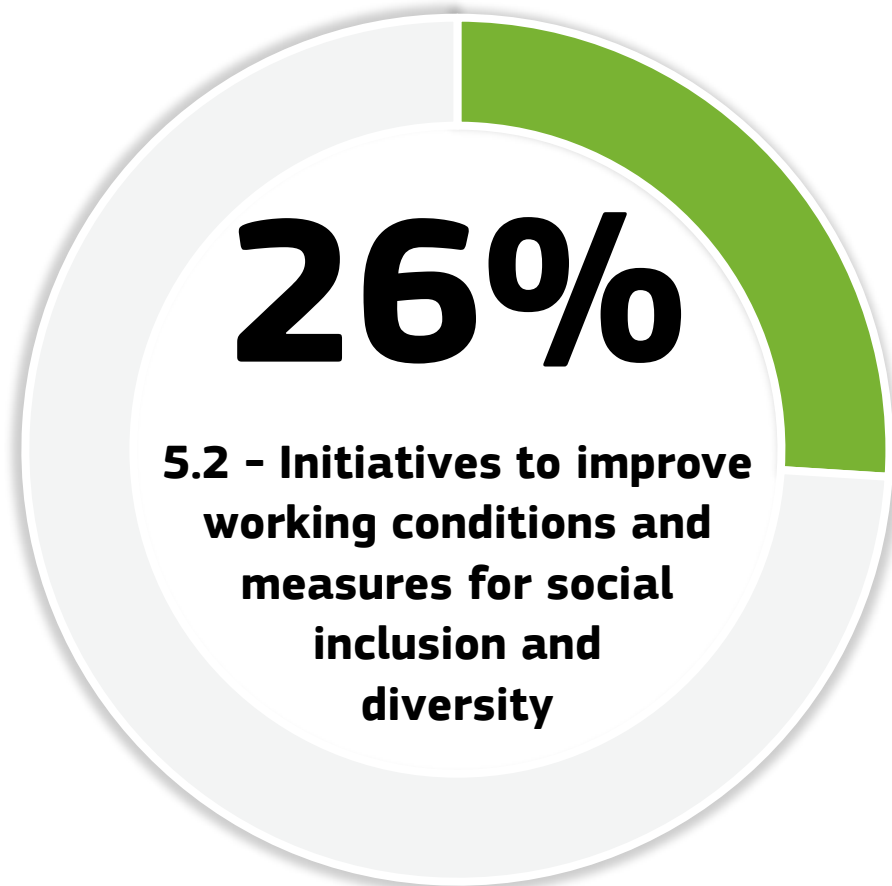


## 5.2

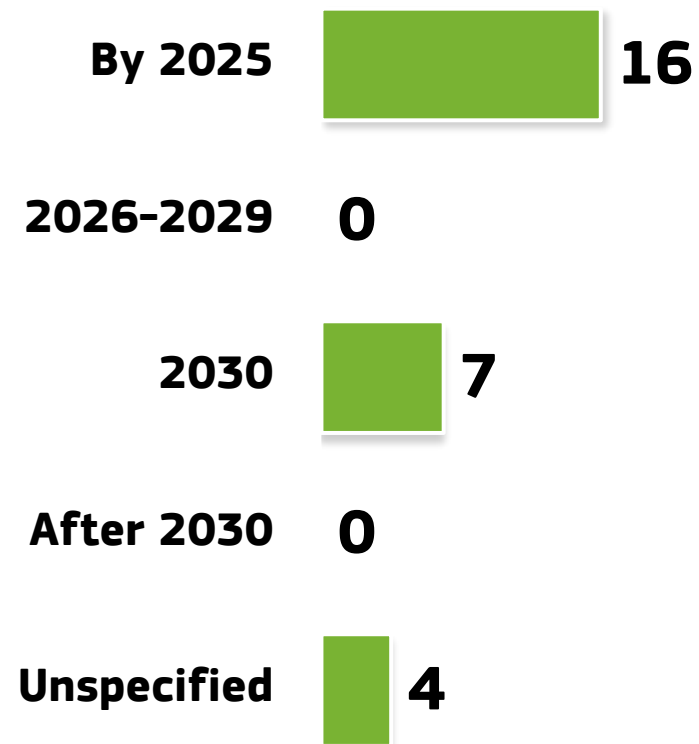
## Initiatives to improve working conditions and measures for social inclusion and diversity

Companies ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)



## 5.3 Training, upskilling, development

Target Year 

### % of companies committing



### List of companies (ranked by number of commitments)



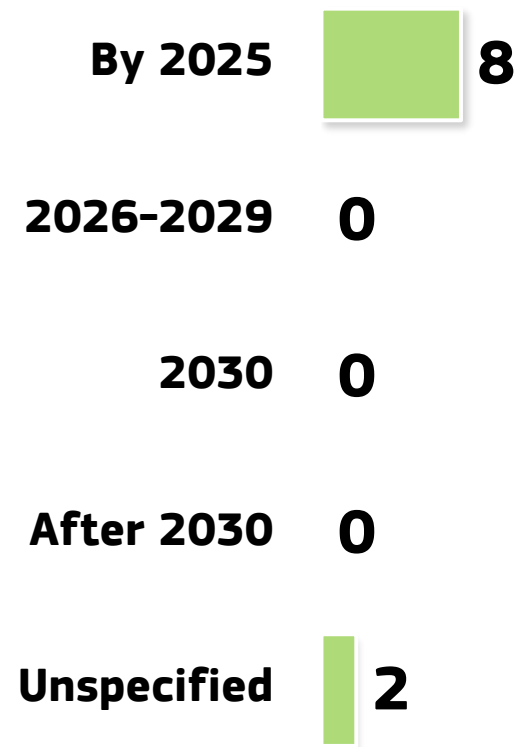
## 5.3 Training, upskilling, development

Companies 

### % of companies committing



### Earliest Target Year (no. of companies with commitments)

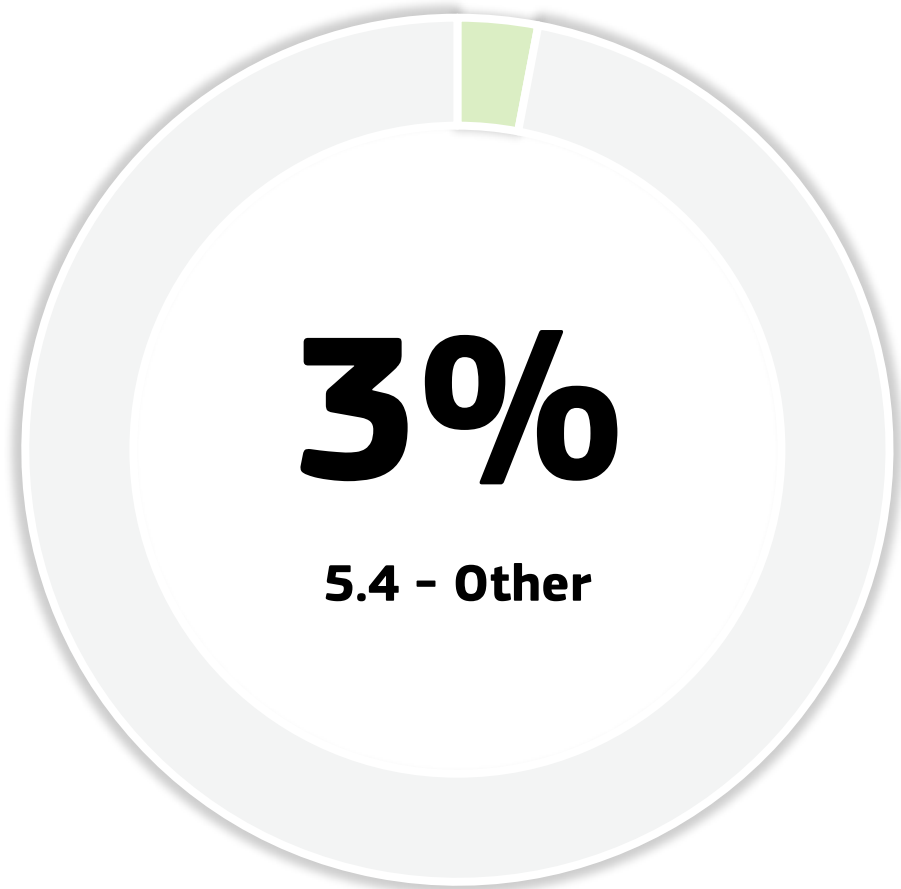




## 5.4 Other

Target Year 

### % of companies committing



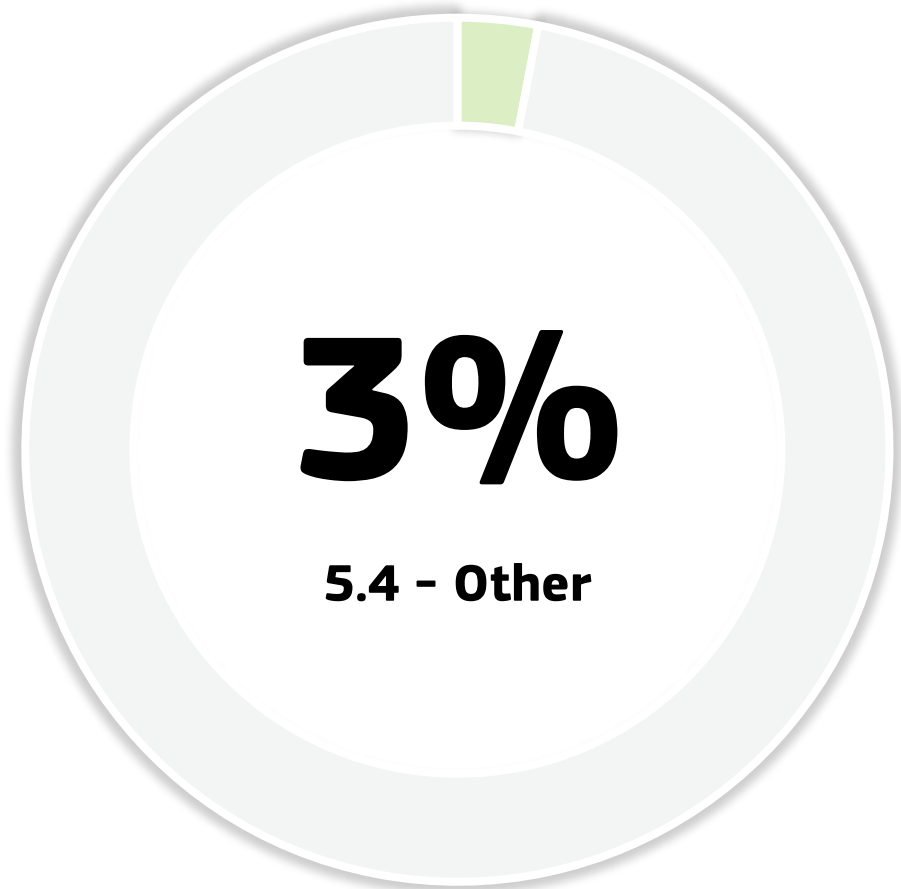
### List of companies (ranked by number of commitments)

 TRANSAVIA Apex  
GRUPO

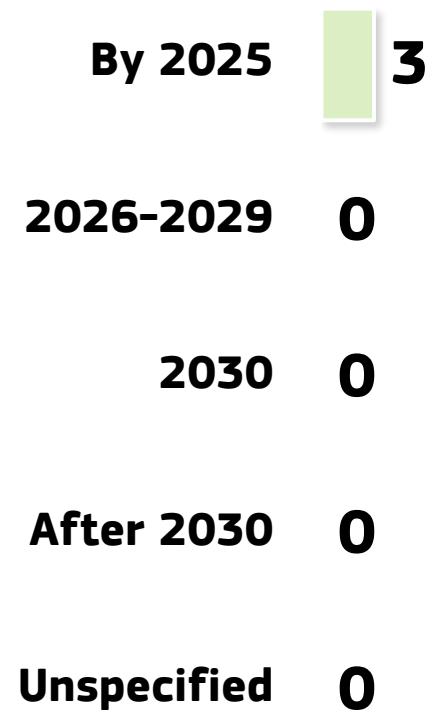
## 5.4 Other

[Companies](#) ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)





6

# Sustainable value creation in the European food supply chain through partnership

50

commitments

through

29

companies

making up

10%

of total commitments  
across the  
Code of Conduct

## Sub-categories



## 6.1

## Collaboration with partners and suppliers, technology and knowledge transfer

Target Year 

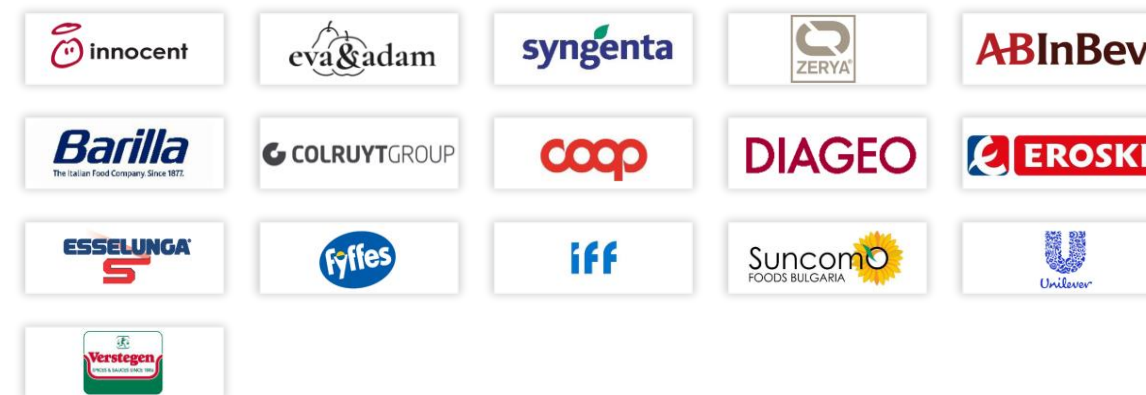
### % of companies committing



**24%**

**6.1 - Collaboration with partners and suppliers, technology and knowledge transfer**

### List of companies (ranked by number of commitments)



## 6.1

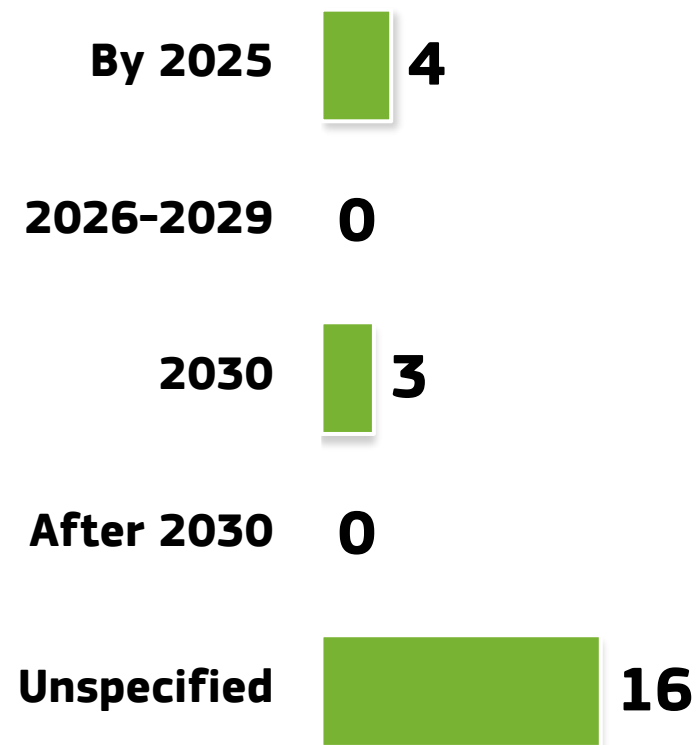
## Collaboration with partners and suppliers, technology and knowledge transfer

Companies 

### % of companies committing



### Earliest Target Year (no. of companies with commitments)



## 6.2

## Support sustainable agricultural, aquaculture and fisheries practices and improved animal welfare

Target Year 

### % of companies committing



26%

6.2 - Support sustainable agricultural, aquaculture and fisheries practices and improved animal welfare

### List of companies (ranked by number of commitments)

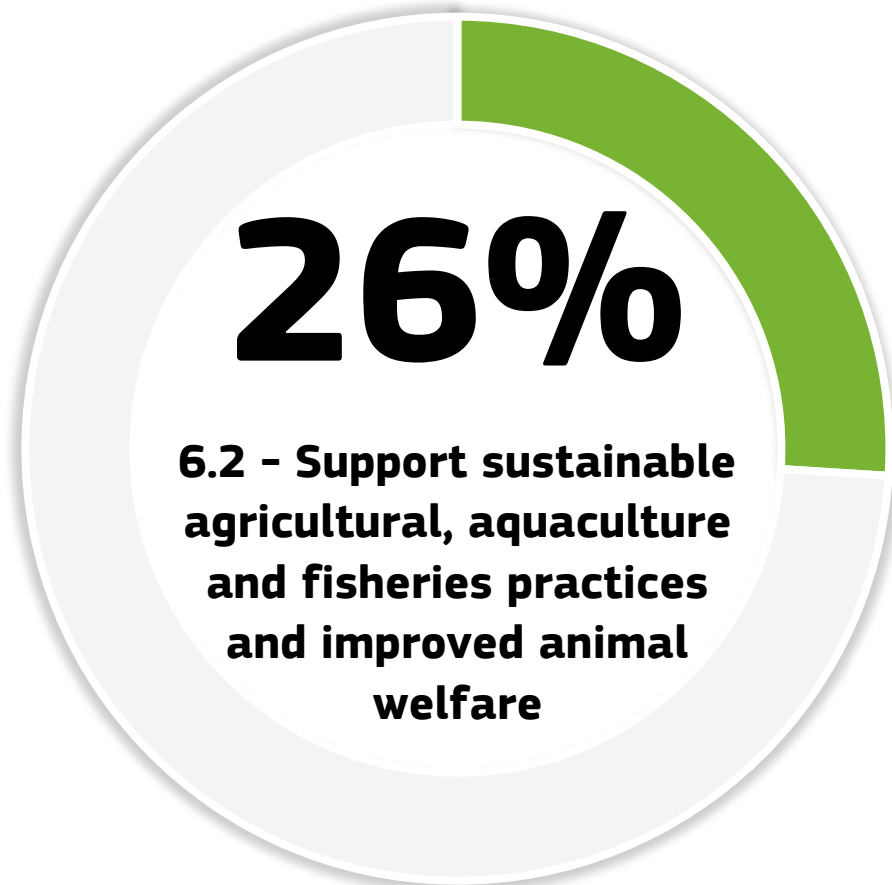


## 6.2

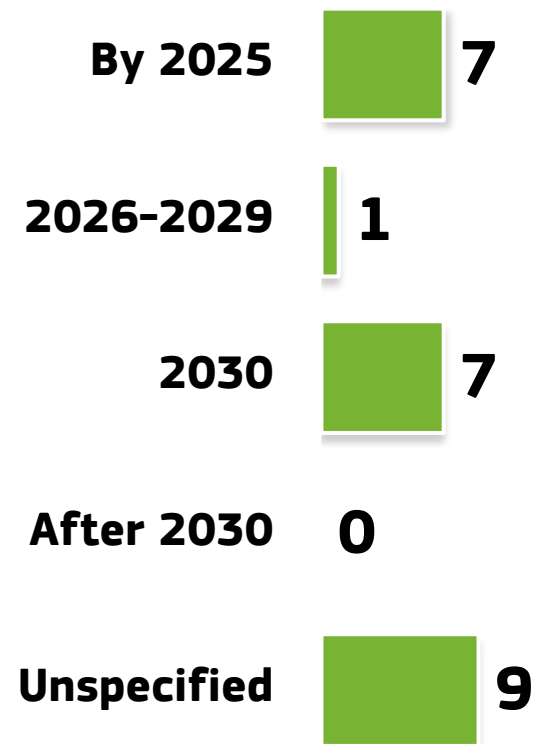
## Support sustainable agricultural, aquaculture and fisheries practices and improved animal welfare

Companies ▶

### % of companies committing



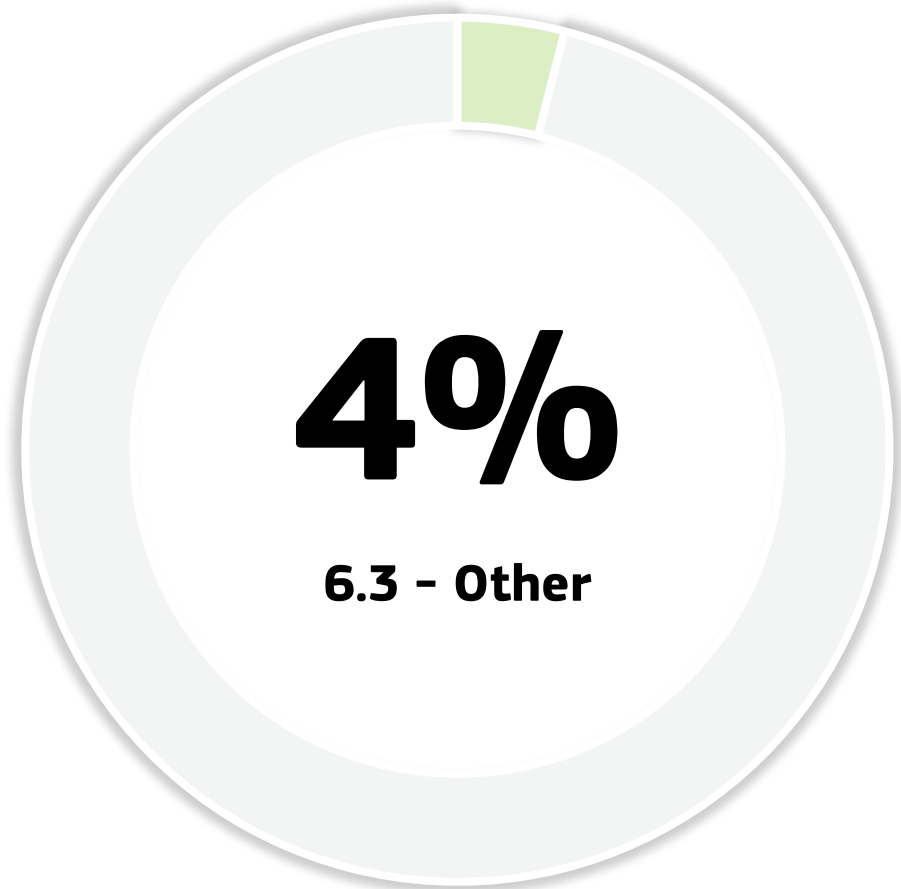
### Earliest Target Year (no. of companies with commitments)



## 6.3 Other

Target Year 

### % of companies committing



### List of companies (ranked by number of commitments)

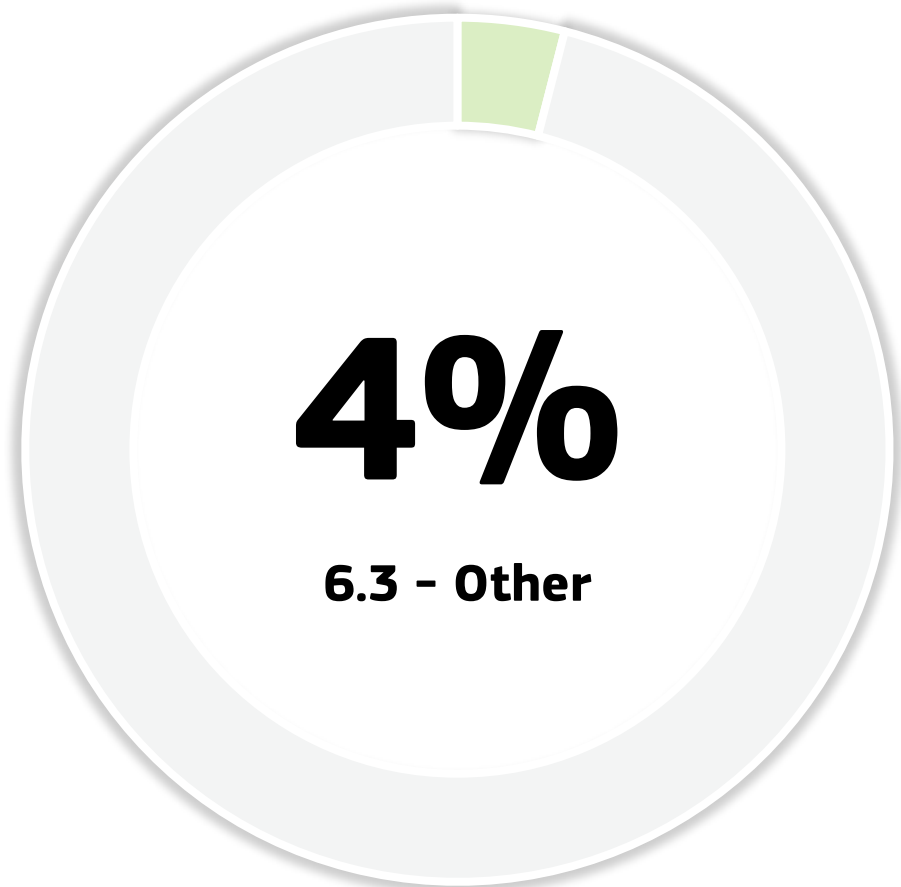




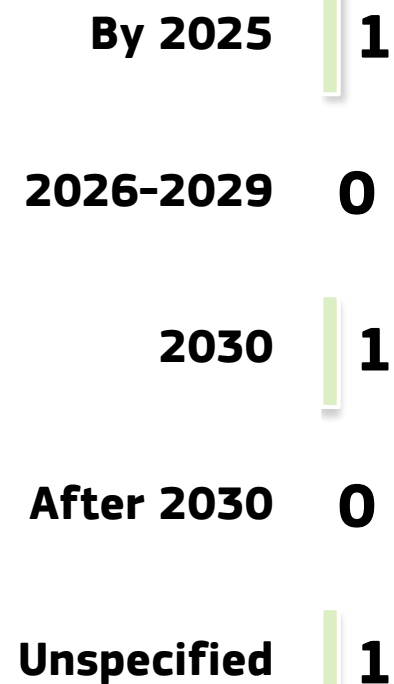
## 6.3 Other

[Companies](#) ▶

### % of companies committing



### Earliest Target Year (no. of companies with commitments)





# 7 Sustainable sourcing in food supply chain

# 82

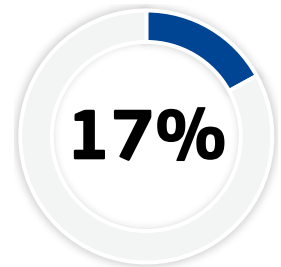
commitments

through

# 37

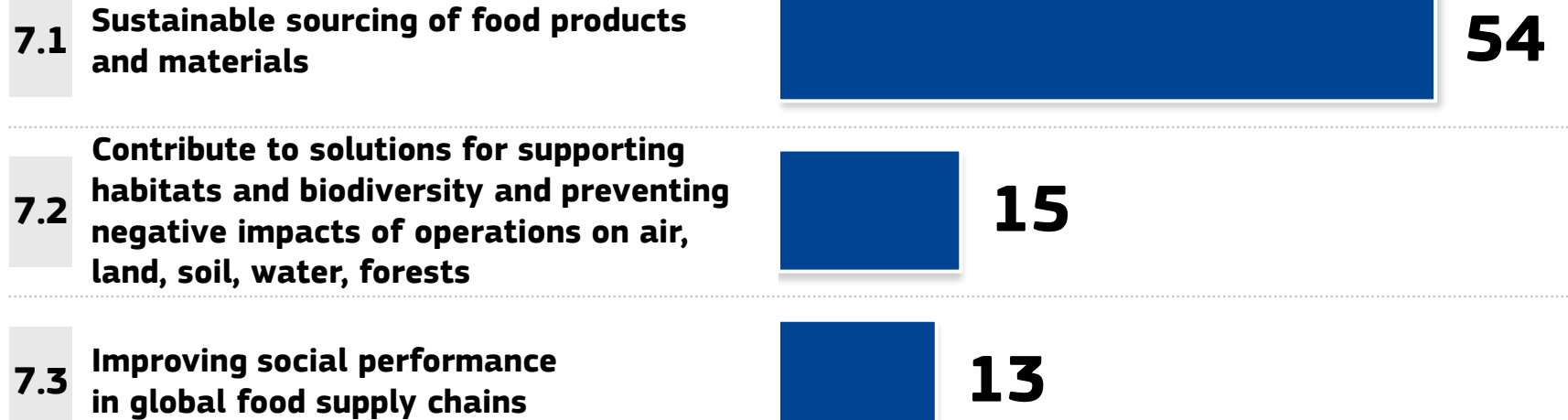
companies

making up



of total commitments  
across the  
Code of Conduct

## Sub-categories



## 7.1 Sustainable sourcing of food products and materials

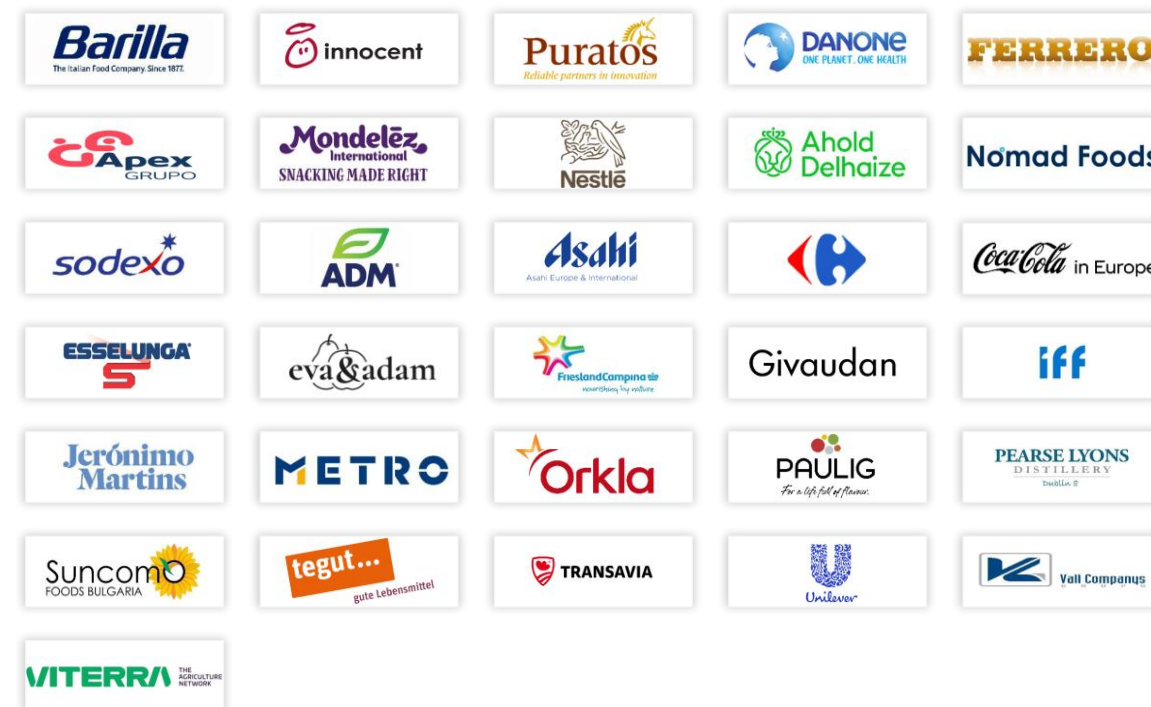
Target Year 

### % of companies committing

**46%**

**7.1 - Sustainable sourcing of food products and materials**

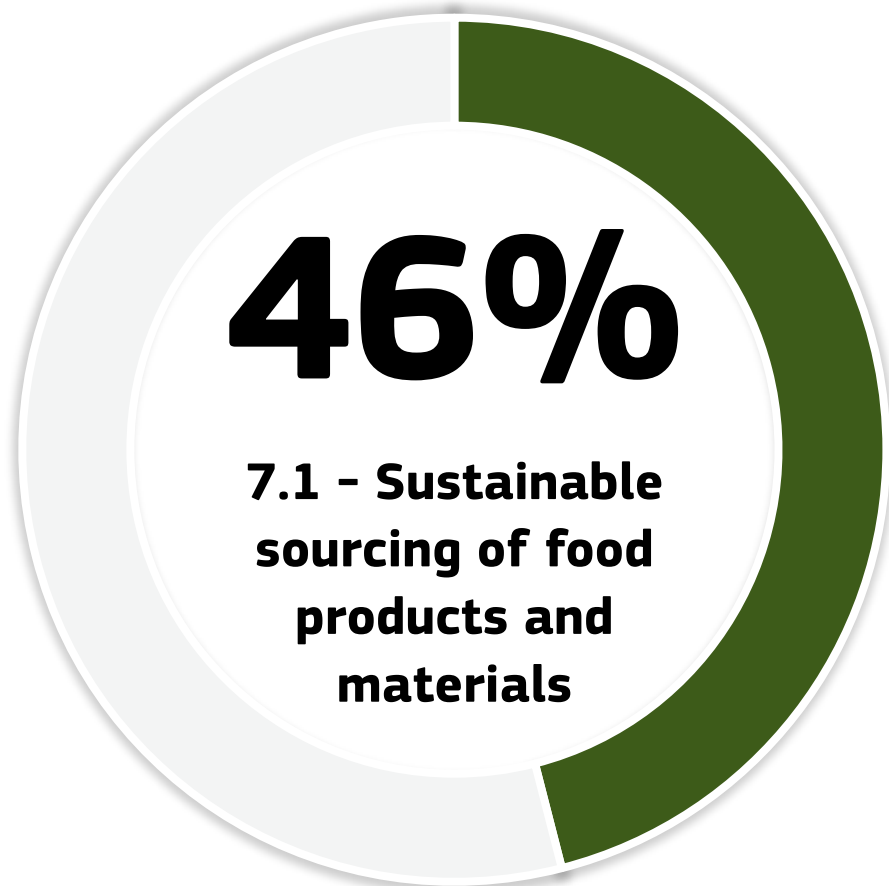
### List of companies (ranked by number of commitments)



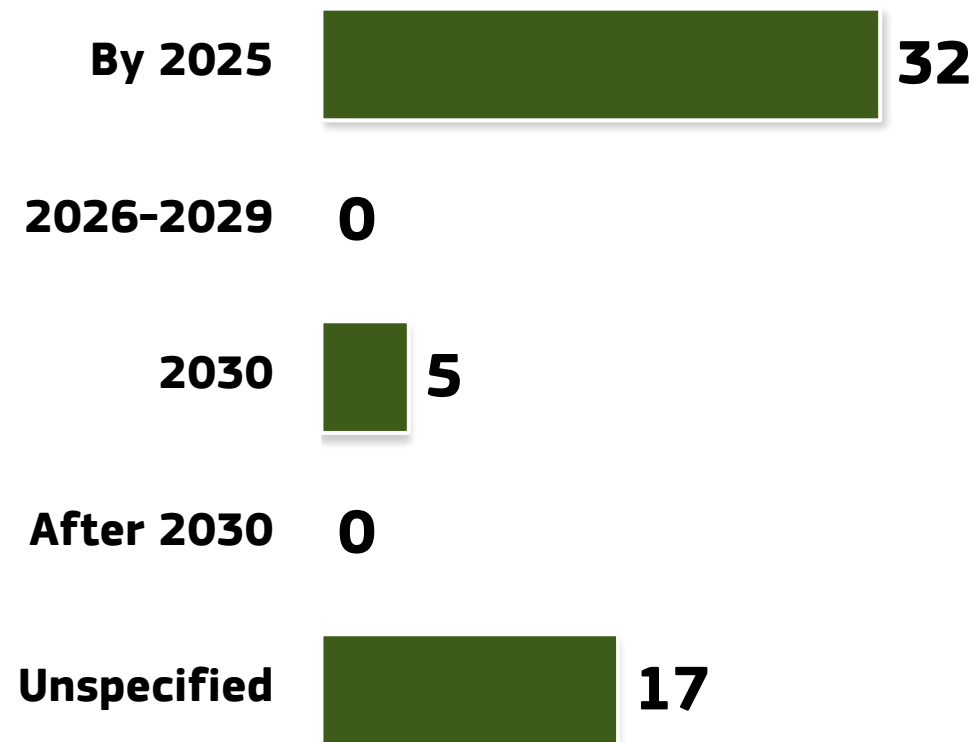
## 7.1 Sustainable sourcing of food products and materials

Companies 

### % of companies committing



### Earliest Target Year (no. of companies with commitments)



## 7.2

## Contribute to solutions for supporting habitats and biodiversity and preventing negative impacts of operations on air, land, soil, water, forests

Target Year ►

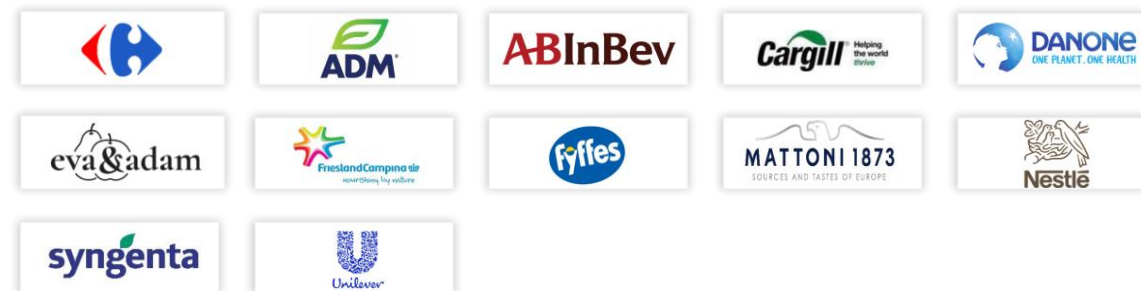
### % of companies committing



**18%**

**7.2 - Contribute to solutions for supporting habitats and biodiversity and preventing negative impacts of operations on air, land, soil, water, forests**

### List of companies (ranked by number of commitments)

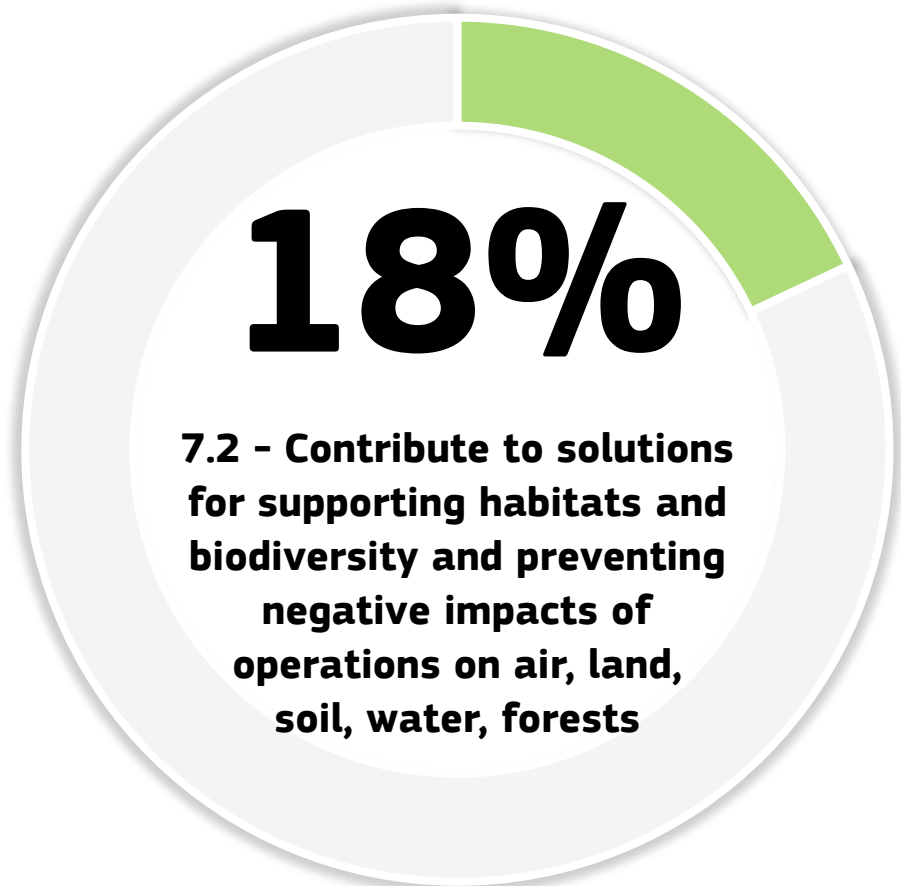


## 7.2

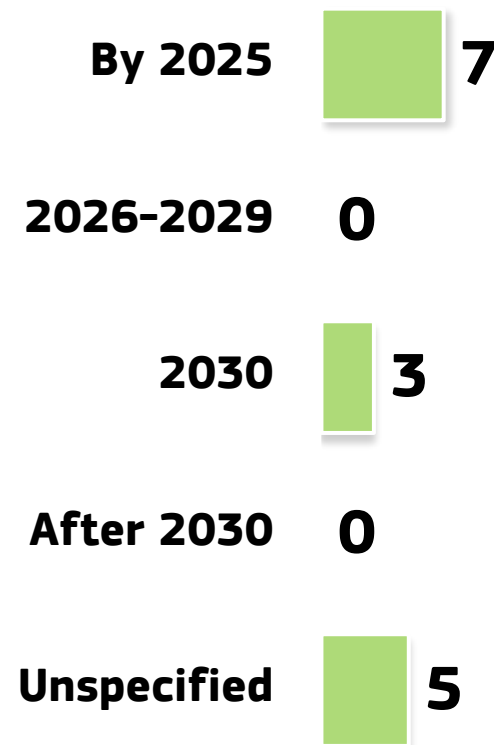
## Contribute to solutions for supporting habitats and biodiversity and preventing negative impacts of operations on air, land, soil, water, forests

Companies 

### % of companies committing



### Earliest Target Year (no. of companies with commitments)



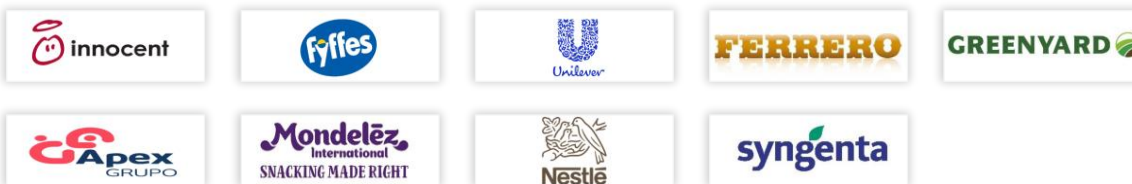
## 7.3 Improving social performance in global food supply chains

Target Year 

### % of companies committing



### List of companies (ranked by number of commitments)



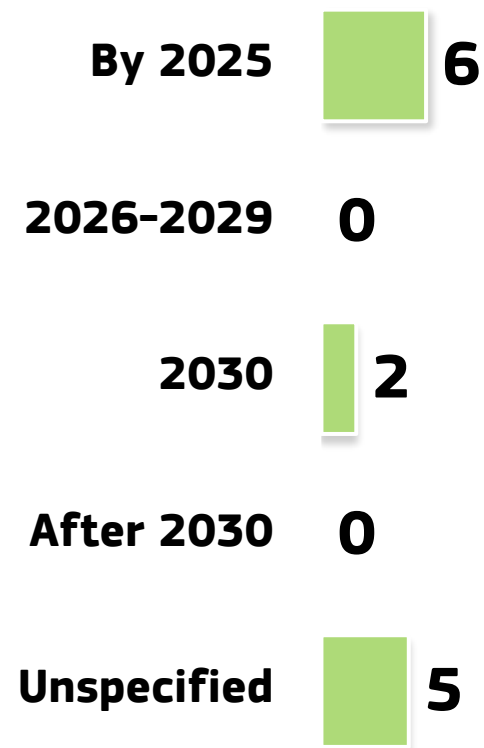
## 7.3 Improving social performance in global food supply chains

Companies 

### % of companies committing



### Earliest Target Year (no. of companies with commitments)







**Thank you**

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