Towards the content of the Code of Conduct

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General meeting Code of Conduct for Responsible Business and Marketing Practices
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Topics & aspirational goals Code of Conduct based on:

International agreements and conventions, such as:
- UN Sustainable development goals
- ‘Paris’ target to reduce greenhouse gas emissions
- Biodiversity (CBD): Strategic Plan for Biodiversity, 2011-2020

EU policy documents, amongst other Green Deal ambitions:
- Farm to Fork Strategy
- Biodiversity Strategy
- 2030 Climate Target Plan

Other relevant input:
- Existing guidelines, good practices
- Input from stakeholders
Purpose of aspirational objectives

• Non-binding objectives
• Objectives will show for which themes change is needed, and how much;
• The actions included in the Code should be proportional to the aspirational objectives;
• Overall objectives, in many cases other policies and developments will contribute (for example climate policy, CAP, CFP etc)
• Objectives may help to build an intervention logic and show which actor can contribute
• Objectives will provide guidance for concrete commitments by individual companies (second component).
• Objectives are often thematic, actions might be more integrated (for example synergies between health and environment)
• Objectives will create link to monitoring
• Strive for limited number of objectives (but: food is complex)
Potential aspirational objectives - Health

• Increase the consumption of whole-grain cereals, fruits and vegetables, nuts, pulses and fibres;
• Reduce the average caloric intake, especially that of people who are now overconsuming.
• Lower the consumption of fat, sugar and salt.
• The consumption of red and/or processed meat needs to be in line with recommendations. The ratio between animal-based and plant-based proteins should shift.
• Special attention is needed to prevent childhood obesity
• Adapting marketing and advertising strategies

See for example Food & Agriculture Roadmap – Chapter on Healthy and Sustainable Diets WBCSD / FresH
### Healthy and sustainable diets: examples concrete actions (based on input from meeting 11 December 2020 and written input)

#### Objectives

| More whole-grain cereals / more fibres |
| More fruits and vegetables |
| Lower caloric intake [less added sugar / HFSS / ultra-processed] |
| Less HFSS / ultra-processed in general |
| More plant-based proteins / less animal based proteins |

#### Retail

| End in-store promotions of HFSS foods, especially those attractive to children |
| Increase price promotions for healthy/sustainable products |
| Remove HFSS foods from key selling locations in retail settings (Shop entrances, Checkout areas, End-of-aisles, Free-standing display units) |
| Nutritional and sustainable information on Point of Sales |
| Restrict price promotion on unhealthy foods, use loyalty schemes to discount/promote healthy foods |
| No aggressive marketing by retailer certain foods / selling products under produce costs |
| Increase sales of whole grain products |
| Revise location of unhealthy products targeting children, and put them at least XX cm from the ground |
| Removal of HFSS foods from Children’s eye-level shelves for key product categories e.g. breakfast cereals |
| End multi-buy (e.g. buy-one-get-one-free) and other price promotions for HFSS foods |
| Increase share of fibers in products |
| High exposition of organic / sustainable foods in principal aisles |
| Increase offer/availability of alternative sources of proteins in supermarkets |

#### Food service / restaurants

| Increase offer/availability of alternative sources of proteins in catering and food service sectors |
| Improve accessibility and affordability healthy choices |
| Promote sales locally sourced products |
| Reduce portion size of ‘unhealthy products’ |
| Ensure that the cheapest drink on the menu is non-alcoholic and low-sugar |
| Promote balanced food and drink choices, with an optimal intake of nutrients and calories |
| Establish nutrition standards for food in schools, hospitals and other public institutions |

#### Schools / institutions

| Use more whole grain products |
| no marketing to children under 12 years-old in primary schools |
| Use more locally sourced products |
| no unhealthy foods marketing in schools |
| Sustainable and healthy food in our schools and daycare |

| Establish nutrition standards for food in schools, hospitals and other public institutions; |
| End of sales of sugary food and drinks in primary and secondary educational institutions, where possible with a target. |

#### Disclaimer:

This and next sheet is a collection of input received from stakeholders. The content does not represent the Commission’s view.
Healthy and sustainable diets: examples concrete actions (based on input from meeting 11 December 2020 and written input)

**Objectives**
- More whole-grain cereals / more fibres
- More fruits and vegetables
- Lower caloric intake [less added sugar / HFSS / ultra-processed]
- Less HFSS / ultra-processed in general
- More plant-based proteins / less animal based proteins

**Marketing**
- Ban all marketing online and on print media which are not adult-only publications
- Restrict marketing/ advertising of unhealthy food to children (based on WHO Nutrient Profile)
- Restrictions to peak television viewing times for children and apply restrictions to online media.
- Decrease attractivity of unhealthy foods to children (wording, pictures)
- Self-identification of companies online ads so parents can block these
- ban all harmful marketing on broadcast media between 6am and 11pm
- Reduce kids’ exposure to HFSS marketing (AVMSD + WHO objectives)
- restrictions to peak television viewing times for children and apply restrictions to online media.
- Decrease attractiveness of unhealthy foods to children (wording, pictures)
- Self-identification of companies online ads so parents can block these
- Increase marketing budget on healthy foods
- Reduce kids' exposure to HFSS marketing (AVMSD + WHO objectives)
- No marketing for unhealthy food aimed at all children / adolescent < 18 year
- Stop harmful sponsorship of sports and other events
- Prevent the use of marketing techniques appealing to children on packaging

**Reformulation**
- Gradual reduction of salt, saturated fats and added sugars in foods
- Decrease artificial flavouring/colouring/additives use
- Develop new products with lower calorie profiles
- NOVA classification for evaluation of highly processed food.
- Increase share of fibers in products
- Offering smaller pack sizes to support portion control
- Use more locally sourced products
- Decrease the average processing index of products (simplification of ingredient list, processes, etc.)

**General**
- Identify sustainable nutritional objectives along the whole food chain
- Improve accessibility and affordability healthy choices
Potential aspirational objectives - Environment

• Reduce greenhouse gas emissions from EU food system in 2030, mainly by consumption side measures
• Reduce the environmental footprint food consumption also by mainly by consumption side measures;
• Improve biodiversity, sustainable use natural capital
• Halving per capita food waste at retail and consumer levels by 2030 (SDG Target 12.3)
• Contribute to Farm-to-Fork and Biodiversity strategy targets (reduction use and risk of pesticides and sales of antimicrobials; increase share of land under organic farming)
Potential aspirational targets – social and economic

Contribute to:
• Ensuring a sustainable livelihood for producers
• Fairer economic returns in the supply chain
• Ensuring access to a sufficient supply of affordable food for citizens

Animal welfare:
• Improved animal welfare. Synergies with amongst others reduction of use of antimicrobials
Two components in Code of conduct

Component 1 = general part Code

Aspirational objectives

- Specific actions that can be practically adopted by all actors
- Go beyond current legal obligations and existing voluntary codes
- Minimizing administrative burden esp for SMEs

Determine actions that contribute to aspirational objectives

Monitor adherence to code

Component 2 = specific part Code for individual companies

Selected targets + monitoring framework

Freedom for companies how to reach targets

Commission will monitor overall effect F2F (incl. Code)

Monitor progress (outcome)