

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



Healthy & sustainable diets: examples concrete actions (based on input from meeting 11 December 2020 and written input)

Healthy and sustainable diets

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

End price promotions for meat and meat products, including in retail advertising

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)

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

Improve accessibility and affordability healthy choices

Promote sales locally sourced products

Reduce portion size of 'unhealthy products'

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 represents the Commission's view

Healthy & sustainable diets: examples concrete actions (based on input from meeting 11 December 2020 and written input)

Healthy and sustainable diets

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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 attractiveness 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)

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

increase marketing budget on healthy foods

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:

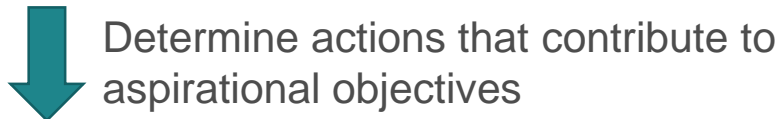
- Improved animal welfare. Synergies with amongst others reduction of use of antimicrobials



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

↓
Monitor adherence to code

Commission will monitor overall effect F2F (incl. Code)

Component 2 = specific part Code for individual companies

Selected targets + monitoring framework

↓
Freedom for companies how to reach targets

↓
Monitor progress (outcome)