

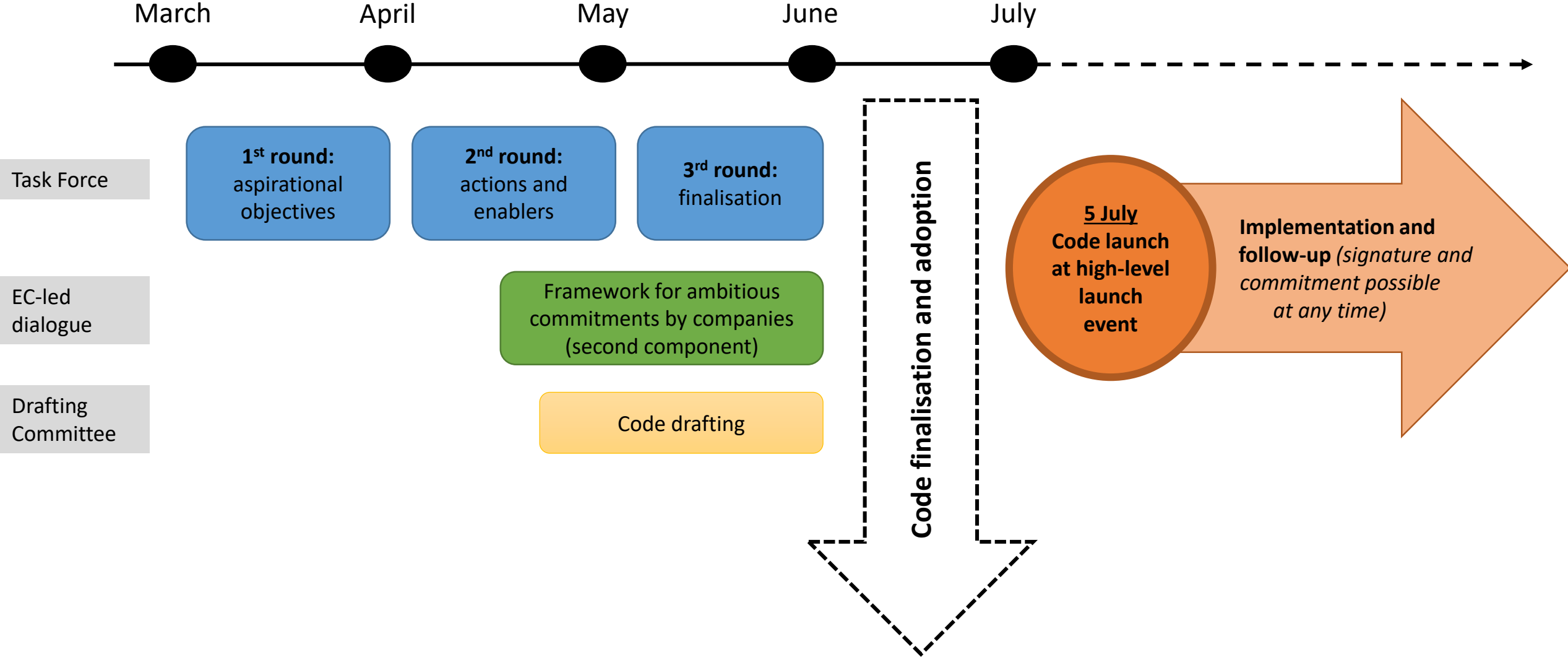
# EU Code of Conduct for responsible food business and marketing practices

Presentation from Chair, Vice-Chair and Rapporteurs  
on the draft Code

General Meeting, 31 May 2021

**Disclaimer: content expressed on the following slides provides a general synthesis of discussions held so far, is subject to further discussions and may therefore be adjusted**

# Recap of overall process/timeline



# Timeline/process for finalising & adopting the Code

## 28 May:

- Final “second component” meeting
- ‘Quasi-final’ draft to be circulated to General Meeting (GM) participants

## 31 May - 9 June:

Written feedback period for GM participants on ‘quasi-final’ draft

## 19 June:

Deadline for companies to indicate intention to submit commitments for 5 July launch

## 31 May:

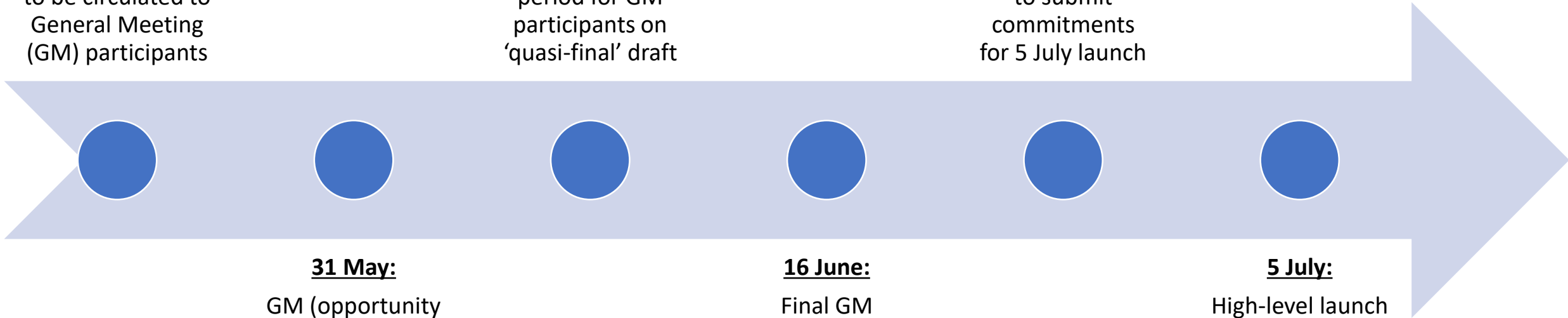
GM (opportunity for feedback on ‘quasi-final’ draft)

## 16 June:

Final GM (presentation final document)

## 5 July:

High-level launch event



# Structure

## 1. Preamble

- Introduction
- Purpose and structure
- Scope
- Roles and responsibilities

## 2. Guiding principles

## 3. Framework for engagement on food sustainability

- 3.1 Common aspirations and indicative actions
- 3.2 Framework for ambitious commitments by companies
- 3.3 Enabling conditions

## 4. Terms of implementation

- 4.1 Governance
- 4.2 Overall monitoring and evaluation of the Code
- 4.3 Opt-out clause
- 4.4 Entry into force

**Annex:**  
List of Signatories

## Open dedicated website:

### Commitments and contributions:

- List of individual commitments by companies (second component)
- Monitoring reports
- List of contributions by associations (first component)

### Supportive materials:

- (Non-exhaustive) compendium of guidelines, standards, etc. related to food sustainability and responsible business conduct
- (References to) supportive EU programmes/ initiatives
- Links to relevant EU and international (policy) initiatives in the area of food sustainability

# **Signatories and Reporting (including “second component”)**

# Signatories/reporting

## European Associations

Associations wishing to contribute with concrete, ambitious contributions (e.g. pledges, guidelines, roadmaps, etc.) in support of the aspirations of the Code will be able to do so **[under the first component]**, which will be recognised on the Code's dedicated website

- **endorse** the aspirational objectives set out in this Code (where applicable)
- **promote and disseminate** this Code with(in) their constituency/ies
- **encourage** their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate
- **explore** the possibility of developing sector-specific tools and resources in support of this Code
- **provide, on an annual basis, a report of their activities in support of this Code and its aspirations set out therein, which will be published on an open dedicated website**
- **continue engaging** in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange best practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for collaboration and potential partnership

## Companies

- **endorse** the aspirational objectives set out in this Code (where applicable)
- **put forward** at least one (1) ambitious, tangible and measurable commitment, which contributes to at least one (1) of the aspirational objectives set out in this Code, in line with the criteria set out in section 3.2
- **provide, on an annual basis, a progress report, which will be published/referenced on an open dedicated website**

# Framework for ambitious commitments by companies

## Who?

Individual businesses – large or small – active in food systems, that want to show leadership and demonstrate front-runner ambitions contributing to the aspirations of the Code

## What?

**Ambitious, tangible, quantitative where possible and measurable commitments, which:**

- Relate at least to the period up to 2025 and preferably up to 2030 (for some aspects, e.g. environmental, a longer-term vision, e.g. 2040/2050, is recommended)
- Cover the environmental, social and health dimension (although certain topics may take priority, provided that the principle of 'do no harm' is respected)
- Are consistent with international and EU goals and targets
- Focus on the topics on which the company has the largest societal and environmental impact (e.g. through materiality analysis)



# Framework for ambitious commitments by companies

## How?

- **Companies to provide a brief document with:**
  - a) a rationale outlining why certain topics have been selected
  - b) a motivation for the quantitative targets for the commitments
  - c) a clarification whether this submission concerns commitments undertaken prior to the date of the Code of Conduct or new commitments
  - d) the indicators / KPIs which will be used to measure progress on the commitments (where possible and available based on generally accepted methodologies)
  - e) the baseline against which they will monitor progress (not earlier than 2015)
- **Companies to provide an annual report on the progress of their commitments**
  - Summary of extracts ESG/ Non-Financial or Corporate Sustainability Report
    - When commitments relate to global sales → global reporting possible
    - When commitments relate to EU sales → reporting as much as possible to reflect EU activities
  - Commitments + document containing rationale on the selection of topics and quantitative motivation will be published on an open dedicated website
  - Progress on commitments to be discussed at annual meeting (see governance)

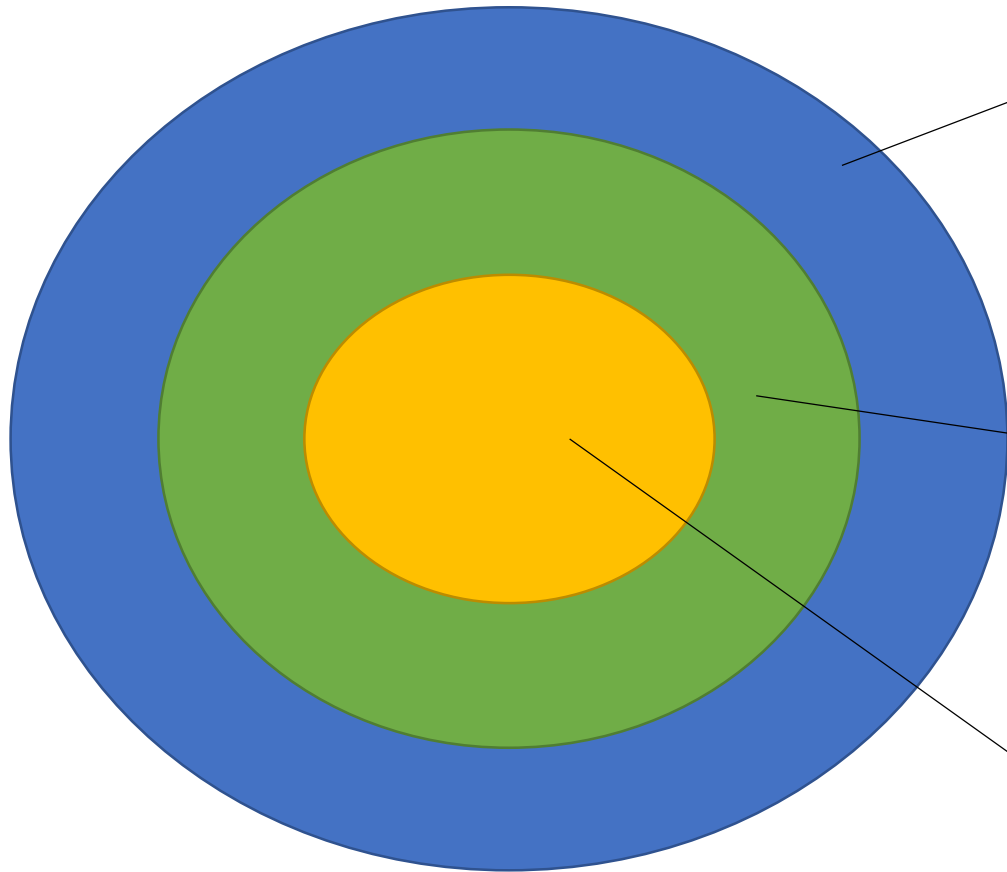
### SMEs:

1. can, if needed, use simpler indicators, which are more appropriate for their type of business and commitments
2. which are not able to report annually could provide simplified reports once every two or three years on their commitments and data corresponding to their activities.



# **Governance of the Code**

# Governance of the Code



## Collaborative Platform

- All interested stakeholders (Signatories and non-Signatories) and public authorities
- Advisory/consultative
- Meets at least once a year (around EU F2F Conference)
- Discuss progress on commitments (based on reports), stimulate interaction and partnerships, new projects and studies, etc.
- Facilitated by the EC, supported by Liaison Group

## Signatories Group

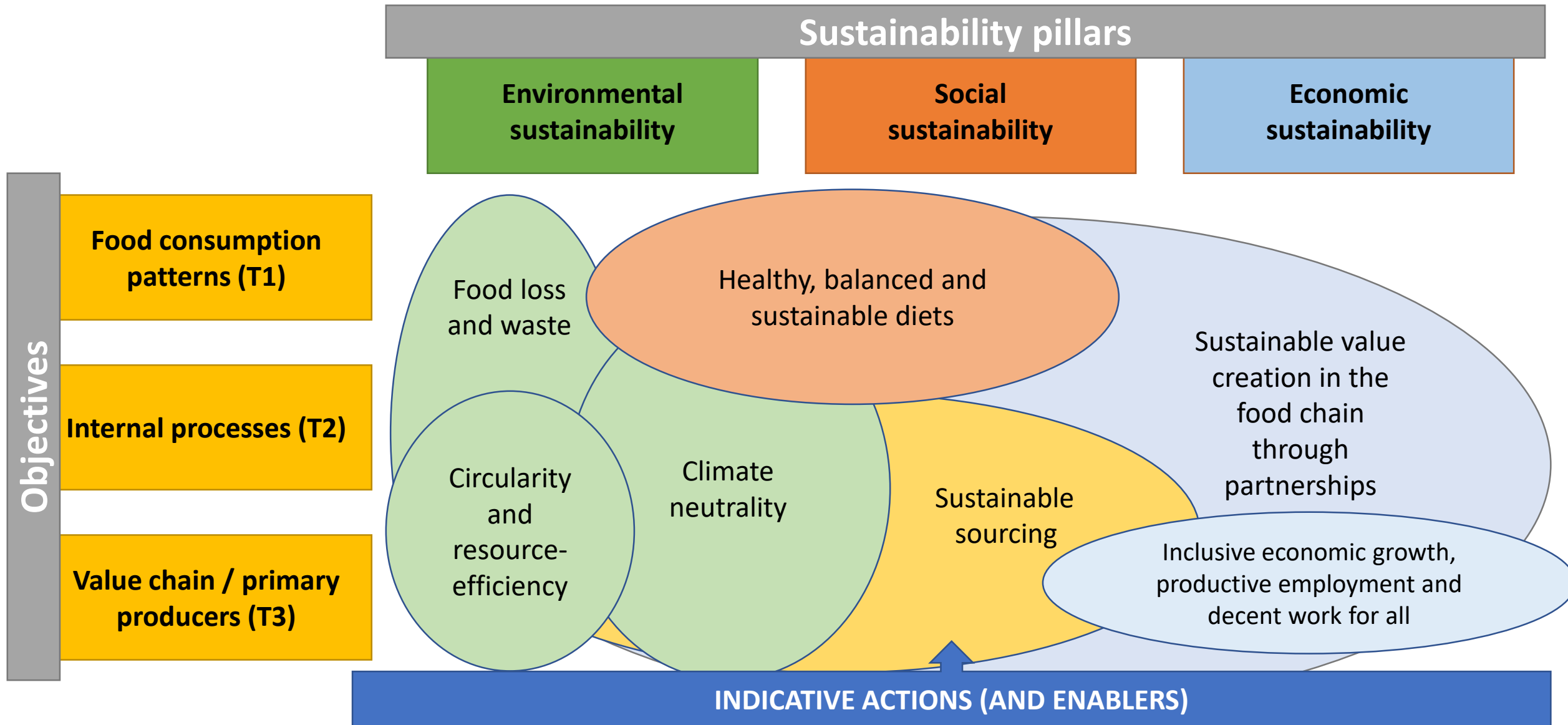
- Signatories of the Code
- Code decision-making
- Organise meetings (joint events, workshops) to promote and advance the Code
- May put forward suggestions and ideas for initiatives/topics

## Liaison Group

- Preparatory/co-ordination role
- Elected/nominated individuals from Signatories Group and EC
- Prepares proposals to Signatories Group, helps organising the Collaborative Platform meetings, acts as interlocutor between EC and Signatories Group

# **Aspirational objectives, targets and indicative actions**

# Conceptual framework of aspirations



Aspirational objective		Aspirational targets
1	<p><b>Healthy, balanced and sustainable diets for all European consumers, thereby contributing to:</b></p> <ol style="list-style-type: none"> <li><b>Reversing malnutrition and diet-related noncommunicable diseases (NCDs) in the EU</b></li> <li><b>Reducing the environmental footprint of food consumption by 2030</b></li> </ol>	<ol style="list-style-type: none"> <li>Improved food consumption patterns in the EU</li> <li>A food environment that makes it easier to choose healthy and sustainable diets</li> </ol>
2	<p><b>Prevention and reduction of food loss and waste</b> <i>(at consumer level, within internal operations, and across value chains)</i></p>	<p>A 50% reduction of per capita food waste at the retail and consumer level by 2030 and reduced food losses along the food production and supply chains in the EU</p>
3	<p><b>A climate neutral food chain in Europe by 2050</b></p>	<p>Reducing net emissions from own operations, contributing to a 55% GHG emission reduction target in the EU food chain by 2030 <i>(following a science-based approach)</i></p>
4	<p><b>An optimised circular and resource-efficient food chain in Europe</b></p>	<ol style="list-style-type: none"> <li>Improved resource-efficiency within own operations, contributing to sustainable, efficient use and management of energy and natural resources in operations by 2030</li> <li>Improved sustainability of food and drink packaging, striving for all packaging towards circularity by 2030</li> </ol>
5	<p><b>Sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all</b></p>	<ol style="list-style-type: none"> <li>Quality jobs, skilled workforce and safe and inclusive workplaces for all</li> <li>Improved resilience and competitiveness of companies operating at any point along the food value chain by 2030</li> </ol>
6	<p><b>Sustainable value creation in the European food supply chain through partnership</b></p>	<ol style="list-style-type: none"> <li>Improved resilience and competitiveness of companies operating at any point along the food value chain by 2030</li> <li>Continued progress towards sustainable production, contributing to sustainable management and efficient use of natural resources by 2030 and improved animal welfare</li> </ol>
7	<p><b>Sustainable sourcing in food supply chains</b></p>	<ol style="list-style-type: none"> <li>Transformed commodity supply chains which do not contribute to deforestation, forest degradation and destruction of natural habitat in by 2030 and which preserve and protect high value ecosystems and biodiversity</li> <li>Improved social performance in (global) food supply chains</li> </ol>

A close-up photograph of several hands clasped together in a circle, symbolizing teamwork, support, and gratitude. The hands are of various skin tones and are wearing different types of clothing, including a grey suit jacket and a white shirt. The background is softly blurred, showing more people in a professional setting. The text "Thank you!" is overlaid in the center in a bold, black, sans-serif font.

**Thank you!**