

Task Force meeting on the “Code of Conduct on responsible business and marketing practices”

Thematic session 4: Monitoring and evaluation

11 March 2021, 10.00 -12.30h, virtual via WEBEX Meetings

Agenda

10.00 – 10.15 – Introduction and tour de table

10.15– 10.35 – Setting the scene

10:35 – 12.00 – TF Discussion on the following questions:

- Do you routinely collect data relevant to the Code of Conduct (see: [Roadmap](#)) and its various aspects, or for other purposes that may serve for the Code of Conduct?
- What type of data (qualitative and/or quantitative; examples of variables/indicators) do you collect and what data collection methods do you use? How do you ensure data quality?
- What relevant data is currently not collected, but the collection of this data would be relatively easy/straightforward?
- Do you produce reports based on the data you collect? How often?
- Are data collection systems standardised? Are you aware of collective databases relevant to the Code of Conduct and its various aspects? Are there regular reports produced based on this collective data? Who leads the production of such reports?
- Are there other aspects with regard to monitoring that you deem useful for the current exercise?

12.00 – 12.30 – Elements for inclusion in the Code and Conclusion