Code of conduct on responsible business and marketing practices

Farm to Fork Strategy
Second component

DG SANTE (D1)
31 March 2021
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 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

Monitor progress (outcome)

Commission will monitor overall effect F2F (incl. Code)
Roadmap and timeline

• 2 – 3 meetings in period April – June 2021 to develop the second component

• Result is a framework for commitments (few pages which will be part of the Code)

• Companies can submit commitments immediately in June 2021 or later
Framework for commitments

• Code will contain framework, based on this framework companies can submit their commitments

• These commitments will be public

• Progress on commitments should be monitored and reported by companies on a yearly basis

• Framework will contain guidelines for monitoring
Aspirational goals second component:

Like the first component, these will be 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
Monitoring

- As much as possible based on common methodology
- External auditing?
- Monitoring reports will be made public
Thank you for your attention

Any questions?