Code of conduct on responsible food business and marketing practices

Farm to Fork Strategy

Signature of the Code
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Who can sign the Code?

• European Associations

• Associations willing to make:
  • Concrete contributions (e.g. sector guidelines, roadmaps, studies etc..) or
  • Ambitious commitments on behalf of their members

• Individual companies

• Other stakeholders: “collaborative supporters” that contribute with expertise, share best practices, ensure coherence with other sustainability initiatives, etc…
When to sign the Code?

- Two key dates for events:
  - 5 July Commission high-level celebratory event on the Code of Conduct
  - 26-28 July: UN FSS Pre-Summit, possibly with side event on the Code of Conduct

- Dates to sign/submit commitments:
  - Anytime as of 16 June
  - By 19 June (end of this week!): expression of intention to submit commitment in order to plan the event on 5 July
How to sign the Code now?

• Currently no template

• Send a message (e.g. an email with a document) to the Commission services:
  • For associations: intention to sign and short explanation as to their specific commitment(s)
  • For companies: intention to sign and list of commitments with some explanation as to whether it concerns existing or new commitments, and which domains of sustainability it covers
  • For others: intention to sign and rationale behind it, how they can contribute to the success of the Code
Obligations upon signature

European Associations

- Endorse aspirational objectives where applicable
- Promote and disseminate the Code with(in) their constituency/ies
- Encourage members to align sustainability action to the Code
- Explore the possibility of developing tools and resources
- Continue to engage in dialogue with other actors to forge relationships, exchange good practices and discuss challenges encountered, identify opportunities for collaboration and potential partnership
- Participate in the Signatories’ group meetings
- Provide on an annual basis, a report of their activities as per above
Obligations upon signature

Associations making specific commitment

• Apart from the obligations for all associations, they should follow specifications for commitments as for companies

• Report on implementation of their commitment on an annual basis, unless reasonably justified if different

• Reporting on behalf of their members shall not exceed a period of 2 years

• Companies participating in associations’ commitments should not submit the same commitments under this Code in their individual capacity

• Participate in the Signatories’ group meetings
Obligations upon signature

Companies

• In submitting their commitments, companies provide a brief document with:
  • Rationale why certain commitments were selected
  • Motivation for the quantitative targets
  • Indicators/KPIs to measure progress
  • Baseline against which to monitor progress
  • Clarification on whether it is an existing or a new commitment
Obligations upon signature

Companies (non SMEs)

• Provide an **annual report** before end of April each year

• Preferably a summary with relevant extracts of the company’s latest available Environmental, Social and Governance report or non-financial or corporate sustainability report and/or any other relevant information allowing evaluation of progress

• Commitments relating to global sales/activities -> global reports

• Commitments relating to EU sales/activities -> EU reports

• Participate in the Signatories’ group meetings
Companies (SMEs)

- In submitting their commitments, SMEs can, if needed, use simpler indicators, which are more appropriate for their type of business and commitments.
- Provide an annual report before end of April each year, if possible.
- May provide simplified reports once every two or three years on their commitments and data corresponding to their activities.
- Participate in the Signatories’ group meetings.
Evaluation of commitments

• The Collaborative Platform, that gathers the wide stakeholder community, will serve for companies and associations to present progress on their commitments (at least once a year)

• Annual reports by both associations and companies + feedback from stakeholders = basis for evaluation of progress

• First evaluation to take place by end of 2022
Important to remember

- E-mail addresses to use:
  - SANTE-Advisory-Group@ec.europa.eu
  - GROW-CODE-OF-CONDUCT-FOOD@ec.europa.eu

- Please provide a high resolution logo of your association/company/organization to the Commission services when signing

- Code of Conduct webpage (temporary host):

  Code of Conduct for Responsible Business and Marketing Practices (europa.eu)