

Code of conduct on responsible food business and marketing practices

Farm to Fork Strategy

Signature of the Code

Alexandra NIKOLAKOPOULOU

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European Union



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

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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

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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

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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

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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 \(europa.eu\)](https://ec.europa.eu/code-of-conduct)