

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path  
towards achieving sustainable food systems*

## - Annual Report – Check list for EU associations -

When signing the code, one of the commitments of EU associations is to provide “on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website”.

In order to help EU associations to provide their annual report of activities, this document aims at providing a check list to guide associations.

- **General information**

Name in full + acronym	<b>CONFEDERACIÓN ESPAÑOLA DE COOPERATIVAS DE CONSUMIDORES Y USUARIOS (HISPACOOOP)</b>
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N° in the transparency register*	307379711971-54
Date of signature of the Code	22 June 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Consumers and consumer and user co-operatives
Who do you represent? (e.g. number of members, companies, SMEs)	HISPACOOOP is the body that unites and coordinates consumer co-operatives active in food distribution and several other sectors of the economy in Spain and represents them before national and international institutions. In parallel to this, HISPACOOOP is an association of consumers, stemming from our founding objectives to defend, inform and train consumers on issues of interest to them.

\* if available

**HISPACOOOP confirms and pledges to endorse the aspirational objectives set out in the EU Code of Conduct on Responsible Food Business and Marketing Practices.**

**HISPACOOOP has promoted and disseminated this EU Code of Conduct through the following actions and activities:**

- In the framework of **Board meetings**, HISPACOOOP informed its board members about its signing of the EU Code of Conduct on Responsible Food Business and Marketing Practices, and about the main commitments made on behalf of consumer and user co-operatives and consumers in general. In its communication and report, HISPACOOOP explained that the EU Code is one of the first deliverables of the EU Farm and Fork Strategy of the European Commission, and a part of its action plan, as well as the EU Green Deal.
- In **internal meetings** with other representatives of the food chain and organisations working on plastics in food sector and circular economy, HISPACOOOP has informed and disseminated its participation in promoting and disseminating the EU Code of Conduct.
- **Social media.** By means of its Twitter and Facebook profiles, HISPACOOOP informed and disseminated its followers about the signing of the Code and the high-level event held on 5 July 2021.  
In its message, HISPACOOOP said that all consumers could benefit from accessing food grown in a sustainable manner and they would make healthier and more environmentally friendly decisions.  
Furthermore, HISPACOOOP has mentioned that the EU Code is one of the deliverables of the EU Farm and Fork Strategy and it is in accordance with the EU Green Deal.
- **Conferences, seminars, and events.** HISPACOOOP communicated and distributed information about the existence of this Code during several events involving circular economy, food waste, plastic products in the food sector, and sustainable consumption. As a signatory, HISPACOOOP had been exposed to the EU Code during university seminars on prevention and reduction of food waste.
- **Consumer projects.** According to the aspirational path towards sustainable food systems, HISPACOOOP has indicated the adoption of this EU Code of Conduct at national level in its consumer projects reports, which outline the organisation's commitments.

**HISPACOOOP encourages our members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invites them to adhere to this Code.**

**HISPACOOOP has promoted between their members to follow more sustainable actions and practices according to the aspirational objectives pointed in the HISPACOOOP's commitments.**

The commitments submitted by HISPACOOOP under the EU Code of Conduct are the following:

- Healthy diets and sustainable food consumption patterns.
- Consumers' participation in the circular economy.
- Prevention and reduction of food waste at consumer level.
- Sustainable consumption of plastic products in food sector.

**HISPACOOOP has explored the possibility of developing sector-specific tools and resources in support of this Code.**

### **HEALTHY DIETS AND SUSTAINABLE FOOD CONSUMPTION PATTERNS.**

As a part of this Code, HISPACOOOP has committed to improving food consumption patterns at the national level and to improving food choices among Spanish consumers by promoting healthier and more sustainable diets, as aspirational targets.

To comply with these aspirational targets, HISPACOOOP has implemented a consumer project in 2021 with the aim of informing and educating Spanish consumers about more sustainable and healthy models of food consumption. Aside from promoting healthy and sustainable lifestyles, HISPACOOOP also promoted balanced diets and healthy eating habits.

With the goal of preventing and combating childhood obesity and overweight, HISPACOOOP developed this consumer project focused on children as vulnerable consumers. HISPACOOOP encourages children (especially those between the ages of 6 and 8 years old) and their families to follow healthy habits and to consume food in a sustainable manner by providing information and advice. In the various activities in this project, such as an interactive play and disseminating educational materials, HISPACOOOP has motivated children to be more active (playing, practicing in sports, doing entertainment activities...) and follow sustainable and healthy habits and diets.

In addition to protecting consumer health, HISPACOOOP has encouraged healthy lifestyles along with healthy and sustainable food consumption in adult population, offering them advice and tools through web, social media, bulletins, and dissemination documents.

As a consumer organisation, HISPACOOOP has informed consumers about nutritional information, including front-of-pack nutrition labelling, to enable consumers to make healthier food choices. HISPACOOOP has also promoted a balanced diet by providing a range of healthy food choices, introducing fresh products and stationery goods from local producers into the diet. This information has been made available to consumers through the web site, YouTube, social media, bulletins, etc...

### **CONSUMERS' PARTICIPATION IN THE CIRCULAR ECONOMY**

HISPACOOOP's goal is to accelerate and facilitate the transition to a Circular Economy for all consumers, educating and promoting a more efficient and sustainable management of resources, especially food, towards sustainable food systems.

HISPACOOOP has continued to work on the new circular economy model. We aim to enhance consumers' participation in the Circular Economy. That is why HISPACOOOP has implemented a consumer project in 2021, where consumers play a central role in closing the loop in the new Circular Economy.

In accordance with the Code, HISPACOOOP has provided information to consumers on the new circular economy in the food sector, with the objective of protecting the environment by choosing and buying food in a more sustainably.

Through this framework, this organisation has developed several actions and activities to empower consumers and provide them with relevant information about the functioning of the circular economy, its benefits and the principles of a more responsible and sustainable food production and consumption model.

Through educational materials and actions, this organisation has advocated for more sustainable and efficient food management. With the help of different tools and media (such as YouTube videos, banners and messages on social media, news on bulletins, web, etc.), HISPACOOOP has provided consumers with information about improving the sustainability of food and drink, for instance, in packaging, in reducing food waste, in recycling, in efficient use of products, etc.

HISPACOOOP has disseminated information about how to improve the sustainability of food and drink in the supply chain to consumers about green packaging, reducing losses and food waste, using products efficiently, sustainable consumption, etc.

**HISPACOOOP continues to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for collaboration and potential partnership.**

#### **PREVENTION AND REDUCTION OF FOOD WASTE AT CONSUMER LEVEL**

In the food sector, HISPACOOOP identified prevention and reduction of food waste at the consumer level as a key to sustainability. As aspirational targets, we advocated for minimizing food waste generated at households in Spain and tackling food loss and waste at the consumer level.

To comply with these targets, HISPACOOOP, in his capacity of representing consumers and Consumer and User Co-operatives, has kept a dialogue with other relevant stakeholders in the food chain.

Through its representative function, HISPACOOOP has participated in various committees and forum with associations and companies of the retail sector with the aim of tackling food loss and waste in the consumer and retail sectors. In the course of its representative activities, HISPACOOOP has been involved in debate forums and events regarding prevention and reduction food waste at both national and European levels.

In the framework of consultative procedures, HISPACOOOP has also actively participated actively in legislative procedures presenting amendments and opinions to public consultations about prevention and reduction of food losses and waste at national level.

HISPACOOOP has continued to raise consumer awareness of food waste by informing and educating the last link in the food chain, the consumer.

In this year, HISPACOOOP has increased consumer awareness of ways to reduce food waste. To reduce food waste between households and consumers in general, HISPACOOOP has improved the management of food resources in consumers through educational materials, social media, awareness campaign, workshops, etc. We have encouraged them to choose imperfect fruit and vegs and taken account packaging's role in protecting food and preventing food wastage. HISPACOOOP has informed and educated consumers about the meaning of consumption dates ("use-by" and "best before" dates) through social media, a website, educational materials, etc.

Additionally, HISPACOOOP has accessed the university environment through its participation in seminars and reports of the University Rey Juan Carlos, in which we could convey information about managing food resources and reducing food waste to college students. The purpose of these actions was to raise awareness about a more sustainable food system.

HISPACOOOP collaborated with the Spanish Ministry of Agriculture, Fisheries and Food (MAPA) in the development of the first institutional campaign against food waste with the slogan 'Nothing is wasted here, Food from Spain, the richest country in the world'. The campaign aims to raise awareness of this issue, involving all stakeholders in the food chain, in order to encourage all actors to value the foods that are part of Spain's national cultural gastronomic heritage and to curb food waste and its impact on the environment. As part of this initiative, HISPACOOOP has also participated in a forum on reducing food waste at the consumer level.

Moreover, the organisation has collaborated with other supply chain actors to identify and prevent food waste as well as promote donations of food that cannot be sold to people facing social exclusion. HISPACOOOP has contributed to the development and dissemination of best practices for identifying and preventing food wastes. Food operators have been encouraged by HISPACOOOP to provide consumers with better information and storage advice.

## **SUSTAINABLE CONSUMPTION OF PLASTIC PRODUCTS IN FOOD SECTOR**

Several aspirational targets have been established by HISPACOOOP regarding sustainable consumption of plastic products in the food sector.

In its role as a consumer organisation, HISPACOOOP promoted eco-friendly consumption and sustainable habits of reducing plastic products, especially single-use plastic products. As a result, we want to contribute to reducing environmental impact by changing consumption patterns towards reducing single-use plastic products.

As a means of achieving these goals, the organisation has taken the following actions:

- Educate and inform consumers to reduce, reuse and recycle plastics to close the loop in the framework of circular economy.
- Increase awareness on reducing single-use plastics and encourage consumers to choose more sustainable solutions or reusable alternatives to plastic in the food industry.
- Promote more sustainable consumption patterns with a view to reducing single-use plastic products or finding a more sustainable or re-usable alternatives in the marketplace using educational materials and social media.
- Make consumers aware of appropriate waste management options for plastic products, the negative environmental impact of waste and how to dispose of waste for plastic products.
- Educate consumers to reduce marine litter from plastic products and inform them of the environmental impact that constitutes a major threat to marine and coastal biodiversity.
- Encourage responsible and sustainable consumer behaviour in the child population through educational materials, social media, awareness campaigns, etc.

Over the last year, the organisation has worked and collaborated with stakeholders involved in the food and drink sector, such as actors in the supply chain (food manufacturers, retailers...), plastic producers, recyclers, between others.

HISPACOOOP has maintained a dialogue with stakeholders to promote a more sustainable consumption of plastic products according to the circularity. The organisation participated in roundtables discussions on plastic circularity, focusing on improving the plastic recycling process. Moreover, HISPACOOOP focused on the advancement of the plastic recycling process and addressed reducing marine litter from plastic products and minimizing its environmental impact of this material on the food sector.

Likewise, we have intervened at conferences and workshops on sustainability for the circular economy. In this context, HISPACOOOP has analysed the sustainability of food and drink packaging, striving to ensure that all packaging is circular and striving to make a food system more sustainable. We also examined proposals aimed at promoting better solutions, increasing the use of renewable energy sources, and improving the efficiency of the use of resources towards a sustainable food system.

In its representative and consultative role as a consumer organisation, HISPACOOOP has participated in public consultations about reducing waste, reusing sources, recycling process, packaging in food sector, etc. We presented our amendments and our positions in order to minimize the impact on the environmental and to achieve strict targets and objectives according to European regulations.