

EFFA REPORT

EU Code of Conduct on Responsible Food Business and Marketing Practices

EFFA'S ACTIONS PLEDGED UNDER THE CODE OF CONDUCT DUTIES

EFFA, the European Flavour Association, signed the **EU Code of Conduct on Responsible Food Business and Marketing Practices** in October 2021.

EFFA is a non-profit trade association representing European national associations and companies in the flavour industry based in Brussels. Our membership consists of 12 national associations and 11 company members. In total, EFFA represents over 300 companies in Europe, ranging from smaller SMEs to stock market listed companies.

EFFA's main objectives are to promote and support a consistent European-wide strategy for flavour issues and to elaborate scientific dossiers for evaluation by the EU Institution's Scientific Committees; to stimulate, coordinate and monitor best practice in regulatory, safety, technical and scientific issues, between members of the flavour sector and related industries through standards, guidelines, and codes of practice. EFFA is registered in the Transparency Register under the following number: 7102243339711.

A full list of the EFFA members, companies and national associations, are on the EFFA website (www.ffa.eu).

THE ASSOCIATION'S PROMOTION OF THE CODE WITH ITS MEMBERS

Since the signature, EFFA communicated its commitment to the Code of Conduct and informed on its values and objectives, through its:

- [Website](#)
- Social Media channels - in particular in [LinkedIn](#) and [Twitter](#)
- Regular Newsletter (sent to 450 stakeholders, such as customer/sector associations and policy makers).

Internally, EFFA communicated its engagement on the values and objectives of the Code through its internal member network and its internal newsletter (500 recipients).

The Code of Conduct is - since 2021 - a standard reporting item internally within the membership and EFFA Committees: the **Communication Committee** (CC), the **Flavour Experts Committee** (FLEX) the **Public Affairs Committee** (PAC), as well as during the EFFA **Board meetings** and in the annual **General Assembly** (GA).

In [EFFA's 2023 Annual Report](#), our association highlighted the importance of being a signatory of the Code, and how its aspirational objectives are considered a benchmark in the planification of the industry's future strategies, as also remarked in the last [EFFA General Assembly](#), that took place in Istanbul in Amsterdam in September 2023.

In addition to the company initiatives and sustainability programs, EFFA as an association developed an award-winning European event series, called **FlavourDays**, held in different European cities since 2017 (and virtually during Covid).

In this event series, EFFA members underlined the importance of sustainable development, and highlighted how the European flavouring industry is contributing to a more responsible business, and to the development of best practices to be shared among other actors in the food supply chain.

In 2024, there was a London FlavourDay on the 8th of April. The afternoon session was dedicated to Sustainability, and in particular sustainability practices from SME's, the industry's commitments and aspirational objectives that resonate with the Code of Conduct:

[Inside London Flavour Day 2024 Exploring Consumer Influences & Environmental Issues | Perfumer & Flavorist \(perfumerflavorist.com\)](https://perfumerflavorist.com)

The Berlin FlavourDay will take place on the 8th of November. For more information on FlavourDays: <https://effa.eu/flavourings/brussels-flavourday>

ENCOURAGING MEMBERS TO ALIGN SUSTAINABILITY ACTIONS AND BUSINESS PRACTICES WITH THE CODE

Our members publish their individual sustainable initiatives and achievements within their annual company reports, and SMEs—represented by their respective national associations within EFFA—are implementing sustainability best practices within their supply chains. A full list of EFFA members can be found on the EFFA website.

All the above-mentioned initiatives lead to EFFA company members' high involvement in the search and development of best practices to foster sustainability in their businesses.

One specific example is the **IFRA-IOFI Sustainability Charter Toolbox, which** is part of the **IFRA-IOFI Sustainability Charter**.

This is an industry-driven initiative started back in 2020 by **the 'International Fragrance Association' (IFRA) and the 'International Organisation of the Flavor Industry' (IOFI)**, committing their respective membership to voluntarily put in place sustainability practices in their businesses.

The **IFRA-IOFI Sustainability Charter Toolbox** is a set of tools for members, particularly SMEs and companies with fewer resources and experience in Sustainability, to help them develop their own sustainable practices. EFFA has promoted the EU Code of Conduct on Responsible Food Business and Marketing Practices to become a key part of the IFRA-IOFI Sustainability Charter toolbox.

The IFRA-IOFI Sustainability Charter has 17 specific, clear and achievable commitments, allowing companies of all sizes to make a contribution to improving the overall sustainability of our industries. The choice of commitments was based on the discussions within the IFRA-IOFI Sustainability Task Force, and the feedback provided by 'reality check' exercises with both internal and external stakeholders. IFRA-IOFI worked to frame the concept of sustainability and tailor it to the industry's activities.

The objectives set in the IFRA-IOFI Sustainability Charter are aligned with the following **Aspirational objectives** within the EU Code of Conduct:

- Number 3 (**climate neutral food chain in Europe by 2050**),
- Number 4 (**optimised circular and resource-efficient food chain in Europe**),
- Number 5 (**sustained, inclusive and sustainable economic growth, employment and decent work for all**),
- Number 6 (**sustainable value creation in the European food supply chain through partnership**) and
- Number 7 (**sustainable sourcing in food supply chains**).

The latest report of the progresses pledged under this industry initiative was published in 2023. More than 65 European companies have signed the Charter, which represents 49% of the total signatories, illustrating the commitment of EU companies towards a more sustainable future.

ENDORSEMENT OF THE ASPIRATIONAL OBJECTIVES SET OUT IN THE CODE

In the context of **Aspirational objective n. 1** (Healthy, balanced and sustainable diets for all European consumers), EFFA launched a social media campaign about the role of flavourings in sustainable diets. The campaign was centered on a video about the contribution of flavourings to the shift towards more sustainable food systems.

As highlighted by the statements in the video from the European Snacks Association and the Plant Based Association, by making healthy products tastier, it's easier for consumers to choose them and shift towards a more sustainable diet.

In the second part of 2024 several more videos will be published, focusing on aspects such as sourcing and production, where sustainability practices and aspirational objectives as set out in the Code are highlighted.

EUROPEAN COMMISSION'S ADVISORY GROUP ON SUSTAINABILITY OF FOOD SYSTEMS

EFFA is actively involved in the activities of the **European Commission's Advisory Group on Sustainability of Food Systems**, an informal consultative group.

This EC advisory group will:

- Provide assistance to the EC in drafting food-related proposals and policy initiatives.
- Assist DG SANTE in the preparation of delegated acts and in the early preparation of implementing acts in food-related issues.
- Establish cooperation between the EC and stakeholders on questions relating to the implementation of Union legislation, programmes, projects and policies in food-related issues.
- Encourage exchange of experience and share best practices.

EFFA is looking forward to continuing to work closely with the EC Code of Conduct team.

For further questions on the EU Code of Conduct and the commitment of the European flavour industry or more information, please contact the EFFA Secretariat.

EFFA Secretariat

9 July 2024