High-level stakeholder event - Launch of the process

Code of conduct for responsible business and marketing practices

PROGRAMME

26 January 2021

10:10 – 10:15 Welcome and opening remarks
- Claire Bury, Deputy Director General SANTE

10:15 – 10:30 Key note address
- Executive Vice-President Timmermans
- Commissioner Kyriakides

10:30 – 10:40 Views from the AGRI and ENVI Committee rapporteurs of the European Parliament
- MEP Dorfmann
- MEP Wiener

10:40 – 11:00 Q&A session

11:00 – 11:20 The position of food industry, retail and food hospitality trade associations
- FoodDrinkEurope
- SMEunited
- Independent Retail Europe/EuroCommerce/Euro Coop
- HOTREC/Food Service Europe/Serving Europe

11:20 – 11:25 Short break

11:25 – 12:05 Panel discussion on concrete sustainability commitments, moderated by Nathalie Chaze, SANTE Director D

Presentation by high-level actors from the private sector of their sustainability commitments
- Nestlé, Mark Schneider, CEO
- Unilever, Hanneke Faber, Global Foods & Refreshment President
- Ahold/Delhaize, Frans Muller, CEO
- Danone, Emmanuel Faber, CEO
- ESO Market (retailer in Horice, Czech Republic), Jaroslav Svamberk, Director

Reaction by other actors
- The European Consumer Organisation (BEUC)
- World Benchmarking Alliance (WBA)
- European Farmers and European Agri-cooperatives (COPA-COGECA)/European Council of Young Farmers (CEJA)
12:05 – 12:35 **Open discussion with all participants**

12:35 – 12:50 **Conclusion and next steps**
- Humberto DELGADO ROSA, Director ENV
- Claire BURY, Deputy Director General SANTE
- Maive RUTE, Deputy Director General GROW