

## 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