

## **Plenary meeting on the “Code of Conduct on responsible business and marketing practices”**

31 May 2021, 14.30 – 17.30h, virtual via WEBEX Meetings (Web-streaming available)

### **AGENDA**

*Chair: Nathalie Chaze, Director D, DG SANTE*

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|----------------------|---|
| <b>14.00 – 14.30</b> | Open Webex  |
| <b>14.30 – 14.40</b> | Welcome and introduction by the Chair   |
| <b>14.40– 17.20</b>  | <b>Presentation of the Code and its main features by Dirk Jacobs, chair of the Task Force and exchange of views</b> |
| <b>14.40– 14.50</b>  | General outline of the Code   |
| <b>14.50 –15.30</b>  | Signatories/reporting, incl. second component (followed by Q&A)   |
| <b>15.30 – 15.45</b> | <i>Break</i>  |
| <b>15.45 – 16.30</b> | Governance of the Code (followed by Q&A)  |
| <b>16.30 – 17.20</b> | Aspirational objectives, targets and indicative actions (followed by Q&A)   |
| <b>17.20 – 17.30</b> | Closing remarks by the Chair  |