

Task Force on the “Code of Conduct for responsible business and marketing practices”

T4 – Monitoring and Evaluation

31 March 2021, 10.00 -12.00, WEBEX

Agenda

10.00 – 10.10 – Anti-trust statement, introduction

10:10 – 10.40 – Presentations of participants based on their monitoring experience (WBA, UN SDSN)

10:40 – 11.00 – Presentation of replies to the homework questions by the rapporteur*

11.00 – 12.00 – Reflexion and discussion on presentation

*** INITIAL HOMEWORK QUESTIONS**

- Do you routinely collect data relevant to the Code of Conduct (see: Roadmap) and its various aspects, or for other purposes that may serve for the Code of Conduct?
- What type of data (qualitative and/or quantitative; examples of variables/indicators) do you collect and what data collection methods do you use? How do you ensure data quality?
- What relevant data is currently not collected, but the collection of this data would be relatively easy/straightforward?
- Do you produce reports based on the data you collect? How often?
- Are data collection systems standardised? Are you aware of collective databases relevant to the Code of Conduct and its various aspects? Are there regular reports produced based on this collective data? Who leads the production of such reports?
- Are there other aspects with regard to monitoring that you deem useful for the current exercise?

ADDITIONAL HOMEWORK QUESTIONS

THEMATIC SESSION 1:

In T1 (food consumption for healthy and sustainable diets) how can industry effectively monitor the following indicative actions, in alignment with the aspirational target of promoting adequate, balanced nutrition, prevent malnutrition in all its forms, and help reverse the rise in childhood obesity?

- Encouraging increased consumption of fruits and vegetables, wholegrain cereals, nuts, pulses and fibre
- Continuously improve the nutritional quality of food and drink products, e.g. through product reformulation and new product development/innovation
- Provide transparent product information to consumers beyond legal obligations
- Promote consumer awareness of balanced diets, mindful consumption and healthy & sustainable lifestyles
- Improve consumers’ understanding of obesity, nutrition, energy balance, food and diets (invest in education on sustainable, healthy nutrition)

- Encourage more environmentally sustainable, healthy food consumption patterns by developing (science-based) voluntary guidelines and consumer information tools
- Promote sustainable procurement practices
- Support diet-related health in deprived communities, promote/address specific nutritional needs for vulnerable groups

The second aspirational objective in T1 is preventing and reducing food waste at retail and consumer level. How can industry best monitor the following indicative actions?

- Supporting the proper implementation of SDG 12.3 along the food supply chain in line with the food waste hierarchy
- Supporting, promoting or undertaking initiatives to inform and raise awareness of consumers and food chain businesses to prevent and reduce food waste, especially at household level
- Supporting and participating in the development of EU guidelines for measuring food waste along the food supply chain
- Improving collaboration along the food supply chain to minimize food waste by strengthening capacity for innovation, e.g. new product development from co-products or discarded products

THEMATIC SESSION 2:

In T2 (improving the impact of food processing, retail and food services' own operations on sustainability) how can industry effectively monitor the following indicative actions, in alignment with the aspirational target of a 55% reduction in the EU food chain by 2030, following a science-based approach?

De-carbonisation

- Developing/improving sector roadmaps to decarbonisation by 2050, based on scientific evidence
- Reducing emissions, including through less energy-intensive manufacturing processes (e.g. electrification, use of renewable energy) and logistics (e.g. promoting smart logistics)

Biodiversity

- Identifying and implementing solutions to conserve, protect and restore natural habitats and biodiversity throughout the EU food chain (e.g. promoting the sale of local fruit varieties, inserting product lines)

Climate change adaptation

- Developing contingency plans in case of supply chain disruptions (e.g. climate, disease, conflict, etc.)

The second aspirational objective is 'optimal circularity and resource efficiency in the food chain in Europe'. In alignment with the aspirational target of halving food losses and waste in the EU food chain by 2030, and that all food and drink packaging should be recyclable or reusable by 2030, how can industry best monitor the following?

Resource-efficiency

- Supporting (more) sustainable, efficient use and management of water, energy, etc. in operations

Waste

- Raising awareness and mobilizing resources towards preventing and reducing food loss and food waste at all levels of operations (e.g. production, storage, transport, raw material purchasing)
- Prioritization and redistribution of food surpluses to people in need, in line with the food waste hierarchy
- Promoting and supporting the European Commission and Member States in the development of waste management infrastructure, that meet harmonized quality and performance criteria, across the EU Member States

Packaging

- Identifying and working to uptake – and support research and innovation into – more sustainable packaging solutions, while safeguarding food safety and quality
- Improving the recyclability or reusability of food packaging in order to deliver the volumes and quality of recycled materials necessary to meet sector needs
- Working to increase the content of recycled materials in food packaging whenever technologically feasible and economically viable, while ensuring product quality and safety
- Promoting, supporting or partaking in initiatives aimed to inform and raise awareness of consumers on zero littering and proper disposal of food packaging waste.

THEMATIC SESSION 3:

In T3 (improving the sustainability of the food value chain – in relation to primary producers and other actors in the chain) how can industry effectively monitor the following indicative actions, in alignment with the aspirational target of improved resilience and competitiveness of companies, sustainable management and efficient use of natural resources by 2030, and fostering a socially strong food chain?

Economic sustainability (competitiveness, sustained value creation and fair incomes)

- Supporting and rewarding suppliers' sustainable production practices/investments
- Engaging in training, advice and skills development to create shared/added value
- Identifying synergies and opportunities for collaboration across the chain (e.g. pre-competitive research and innovation; common methodologies to measuring supply chain impact; etc.)
- Boosting the uptake of digital solutions and novel technologies along the chain
- Promoting fair and efficient practices in commercial relations; reduce and monitor B2B unfair trading practices
- Supporting strengthening the resilience of the food supply chain through contingency planning
- Supporting and promoting an ambitious EU agri-food trade agenda

Environmental sustainability (sustainable production)

- Promoting and supporting sustainable agricultural practices in close partnership with farmers, aimed at reducing emissions and nutrient losses, enhancing circularity and resource-efficiency, improving biodiversity and animal welfare, etc.

- Supporting a high level of productivity for agricultural products placed on the market through sustainable use of pesticides and fertilizers.

Social sustainability (workers, addressing inequalities, vulnerable groups)

- Supporting workers' social protection, working and housing conditions, occupational health and safety
- Supporting a strong and fruitful social dialogue to ensure inclusive growth
- Addressing inequalities and disruptions across the food value chain affecting most vulnerable groups

In the second aspirational objective, sustainable sourcing, how can industry best monitor the following indicative actions, in alignment with the aspirational targets of ending deforestation, forest degradation and destruction of natural habitat in commodity supply chains by 2030 and preserve and protect high value ecosystems, and enhancing due diligence in supply chain management?

Deforestation:

- Encouraging exchange of best practices and help identify appropriate solutions and strategies towards deforestation-free food supply chains and foster afforestation
- Strengthening the credibility and reliability of forest related certification schemes for food
- Supporting sustainable sourcing of raw materials outside of the EU

Due diligence:

- Championing the implementation of effective due diligence processes to identify and address adverse impacts in the supply chain (e.g. human rights, forced (child) labour and deforestation)
- Encouraging the uptake and implementation of international due diligence codes such as the [UN Guiding Principles on Business and Human Rights](#), the [OECD Guidelines for Multinational Enterprises](#), and the International Labour Organization (ILO) [Declaration on Fundamental Principles and Rights at Work](#)
- Supporting the (updating of the) [OECD-FAO Guidance for Responsible Agricultural Supply Chains](#), providing guidance for EU companies and producer countries on social and environmental risk reduction in agri-food supply chains.