

EIT Food's Commitment to the EU Code of Conduct on Responsible Food Business and Marketing Practices

I am writing to express the interest of EIT Food in becoming a collaborative supporter of the EU Code of Conduct on Responsible Food Business and Marketing Practices.

EIT Food, one of the eight Knowledge and Innovation Communities (KICs) established by the European Institute of Innovation & Technology (EIT)¹, is Europe's leading food innovation initiative. Our 200+ partners are from large industry, universities, research organizations and startups, as well as agri-cooperatives, civil society organizations, consumer bodies, national and regional innovation agencies. Together, we are building an inclusive and innovative ecosystem designed to foster collaboration along the value chain and accelerate the transition to a more sustainable food system, rigorously applying the principle of "knowledge triangle" integration between research, education and entrepreneurship, and a complementary stream of public engagement activities in all our projects.

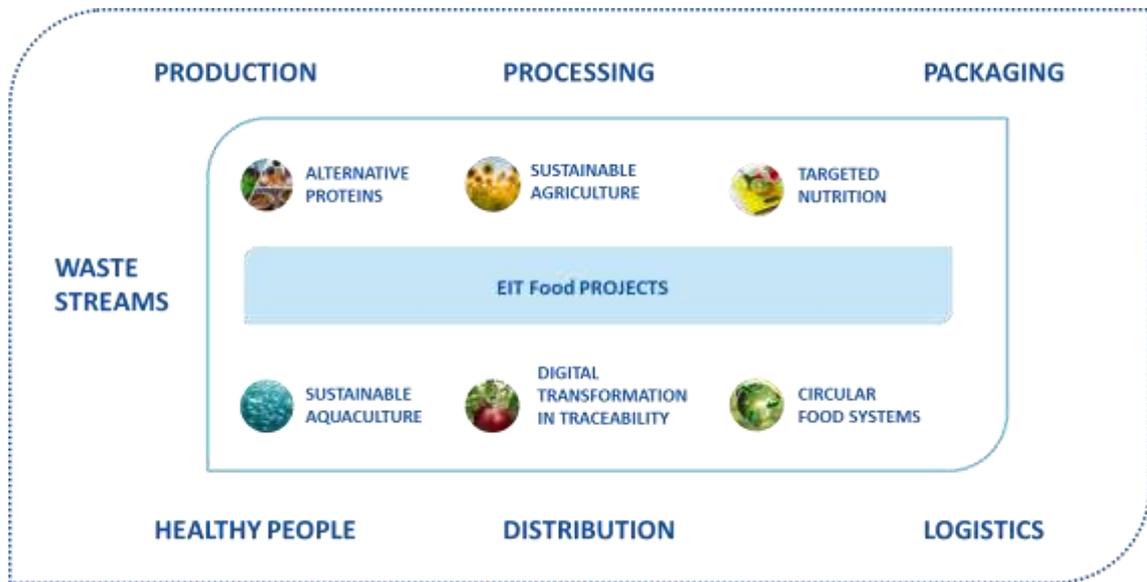
Our **Vision** is a world where everybody can access and enjoy sustainable, safe and healthy food, with trust and fairness from farm to fork. Our **Mission** is to catalyze the transformation of how food is produced and valued by European society, solving the biggest innovation challenges through trusted industry, education and research partners working with informed and engaged citizens. Our strategy is closely aligned with EU Farm to Fork Strategy.

In light of our Vision and Mission, we fully support the aspirational objectives of the EU Code of Conduct and commit to continued innovation capacity building in our projects with EIT Food partners and in our work with other food system actors. With a view to supporting the delivery of food systems change called for in the Farm to Fork Strategy, EIT Food's 2021-2027 Strategic Agenda identifies four **Impact Pathways** leading towards our Strategic Objectives:

- Improvement in conditions for enhanced public trust in the food system
- Reduction in relative risk of obesity & Non-Communicable Disease (NCD) prevalence in target populations due to known dietary factors
- Improved Environmental Impact of Agri-Food systems
- Enabling Transition to a Circular & Sustainable Economy

To accelerate progress towards the impact goals outlined above, we have identified six **Focus Areas** - spanning across the entire food value chain - that are strongly aligned with the EU Code of Conduct's aspirational objectives and have high potential to deliver tangible, long-lasting change within the food system (see image below):

¹ The European Institute of Innovation & Technology (EIT) is an independent body of the European Union set up in 2008 to deliver innovation across Europe. The EIT brings together leading business, education and research organisations to form dynamic cross-border partnerships. These are called Innovation Communities, and each is dedicated to finding solutions to a specific global challenge.



Within each of the six Focus Areas, EIT Food is co-funding a portfolio of **Innovation** projects² implemented by its pan-European ecosystem of partners, working to launch new products, services and business models which can contribute to transform the way food is produced and consumed.

To enable and accelerate this transformation, EIT Food also funds projects in:

- **Education:** EIT Food is developing open-access as well as tailored educational programmes for all segments of the society - students, career professionals, young farmers, entrepreneurs and life-long learners - to equip them with the latest knowledge on food production and consumption in order to close the skills gap and create a new generation of active citizens, food pioneers and business entrepreneurs. EIT Food is also a signatory of the Pact for Skills.
- **Entrepreneurship:** EIT Food supports start-ups and pools resources to invest in the most promising businesses and transformative ideas for the future of our food.
- **Public Engagement:** EIT Food informs, motivates and supports European Citizens to become change agents. EIT Food is measuring consumer trust across Europe to promote the transition towards a food system that is healthy, smart, inclusive, affordable and trusted.

Formally established as an international no-profit association under Belgian law, by signing the EU Code of Conduct as a collaborative supporter, EIT Food will endorse the aspirational objectives set out in the Code and will strive to create further synergies between such aspirational objectives and its projects and activities launched over the next years.

It will also disseminate the Code among its partners, and it will invite them to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and adhere to the Code.

² Explore our list of our projects at [this link](#).



We look forward to fostering closer collaboration with the signatories of the Code.

Leuven, 15 September 2021

Dr. Andy Zynga

CEO, EIT Food

