

# EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path  
towards achieving sustainable food systems*

## - Annual Report – Check list for EU associations -

When signing the code, one of the commitments of EU associations is to provide “on an annual basis, a report of their activities in support of this Code, which will be published on an open dedicated website”.

In order to help EU associations to provide their annual report of activities, this document aims at providing a check list to guide associations.

- **General information**

Name in full + acronym	<b>CONFEDERACIÓN ESPAÑOLA DE COOPERATIVAS DE CONSUMIDORES Y USUARIOS (HISPACOOOP)</b>
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N° in the transparency register*	307379711971-54
Date of signature of the Code	22 June 2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Consumers and consumer and user co-operatives
Who do you represent? (e.g. number of members, companies, SMEs)	HISPACOOOP is the body that unites and coordinates consumer co-operatives active in food distribution and several other sectors of the economy in Spain and represents them before national and international institutions. In parallel to this, HISPACOOOP is an association of consumers, stemming from our founding objectives to defend, inform and train consumers on issues of interest to them.

**HISPACCOOP confirms and pledges to endorse the aspirational objectives set out in the EU Code of Conduct on Responsible Food Business and Marketing Practices.**

**HISPACCOOP has promoted and disseminated this EU Code of Conduct through the following actions and activities:**

- HISPACCOOP had informed the members of **Board meetings** about its signing of the EU Code of Conduct on Responsible Food Business and Marketing Practices. The organisation had explained the board members about the main commitments made on behalf of consumer and user co-operatives and consumers in general.

Through internal communications and reports, HISPACCOOP had explained that the EU Code is one of the first deliverables of the EU Farm and Fork Strategy of the European Commission, and a part of its action plan, as well as the EU Green Deal.

- HISPACCOOP had informed and disseminated its participation in promoting and disseminating the EU Code of Conduct in **different meetings and workshops** with other representatives of the food chain and organisations involved in food sector and circular economy.
- Through HISPACCOOP's profiles on Twitter and Facebook **in these social media**, it has informed and disseminated its followers about the HISPACCOOP's commitments submitted under this Code.

The goals are to inform and educate consumers about different topics such as promoting healthy diet and sustainable food consumption patterns; changing consumption habits according to the new model of the circular economy; promoting sustainability in the food sector and reducing the environmental impact of consumer habits in food sector; preventing and reducing food waste in and out of households; and encouraging consumers to reduce and reuse plastic products and recycle them correctly in the food sector.

HISPACCOOP has promoted healthier and more environmentally friendly decisions for all consumers in order to benefit from accessing food grown in a sustainable manner.

- HISPACCOOP has communicated and distributed information about the existence of this Code and its commitments in **events, seminars and conferences** related to the circular economy model, food waste, packaging, containers and plastic products in the food sector, and sustainable habits and consumption patterns.
- As part of its information and consumer protection activities, HISPACCOOP has promoted the need to move towards more sustainable food systems in different **reports of annual activities**.
- HISPACCOOP has indicated in its **consumer projects reports** that it intends to adopt this EU Code of Conduct at national level according to its aspirational path towards sustainable food systems. Consumer projects by HISPACCOOP have emphasized the need for

regulations and new consumption and production systems aligned with sustainability in the food industry.

According to the aspirational path towards sustainable food systems, HISPACOOOP has indicated the adoption of this EU Code of Conduct at national level in its, which outline the organisation's commitments.

Consumer projects of HISPACOOOP there were aimed at educating and promoting sustainability and circular consumption within the context of a circular economy; analyzing and modifying consumption habits and eco-friendly choices in the food sector in order to reduce ecological impact by modifying consumption habits and reducing environmental impact; educating children, teachers, and families about healthier diets, consumption habits, and sustainable food, among other things.

**Aspirational objectives and targets do the Code have been aligned with the sustainability actions and business practices of HISPACOOOP members and consumer cooperatives.**

**HISPACOOOP has explored the possibility of developing sector-specific tools and resources in support of this Code.**

**HISPACOOOP has committed to promoting more sustainable actions and practices according to its aspirational objectives. It has taken several actions and practices in accordance with its commitments. Following that, HISPACOOOP describes the various activities and projects it has undertaken to comply with its commitments.**

The commitments submitted by HISPACOOOP under the EU Code of Conduct were the following:

- Healthy diets and sustainable food consumption patterns.
- Consumers' participation in the circular economy.
- Prevention and reduction of food waste at consumer level.
- Sustainable consumption of plastic products in food sector.

**HISPACOOOP continues to engage in dialogue with other actors along the food chain/systems and EU and international policymakers.**

**HISPACOOOP has continued developing representative and consultative functions to create relationships, exchange good practices, discuss challenges encountered, learn from each other, and identify opportunities for collaboration and potential partnerships.**

**HISPACOOOP has participated in committees, conferences, workshops and forums to comply with the goals of the EU Code of Conduc.**

## **HEALTHY DIETS AND SUSTAINABLE FOOD CONSUMPTION PATTERNS**

In the framework of reaching more sustainable food system, HISPACOOOP has developed a consumer project focusing on the ecological impact of the dietary habits of the Spanish population. This project **“Ecological impact of food”** was carried out in 2022, funded by the

Ministry of Consumer Affairs, with the collaboration of the Ministry of Agriculture, Fisheries, and Food.

In the framework of this project, HISPACOOOP had realized a monograph about "**Ecological Impact of Food in Spain**" in the *Cooperatives of Consumers Notebooks' HISPACOOOP* nº 31. This publication addresses, from the perspective of the food sector, how our consumption behaviours and decisions have significant environmental impacts and what is needed to minimize the effects of our daily habits regarding food.

The target audience for this work is consumers with the aim of providing them with more information and education about the impact of eating habits and the current system of food production and consumption. As part of its commitment to sustainability, HISPACOOOP wanted to ensure that purchasing and consumption decisions are made based on as much as information as possible and with the least amount of environmental impact as possible.

It features opinion articles from representatives of the Ministries of Consumer Affairs and Agriculture, Fisheries, and Food; European organizations such as Euro Coop; associations involved in the food sector and the environment; as well as the standpoint of our consumer cooperatives in the food industry. It gathers reflections from experts and professionals in the field, including regulatory and nutritional aspects, giving voice to the production and commercial distribution sector.

In each article of the monograph, the author explores how to achieve a sustainable food system from a different perspective, forming a comprehensive study of food consumption habits in Spain and their impact on the environment. Link <https://hispacoop.es/wp-content/uploads/2022/10/HISPACOOOP-Cuadernos-31-web1-VG.pdf>

Additionally, HISPACOOOP realized a deep **study of the ecological impact of dietary habits in the Spanish population**. The objective of this study was to investigate and research the ecological impact of the dietary habits of the Spanish population, through the opinions of various experts and population, as well as their awareness of the issue. It aimed to understand their stance on the impact, what they are willing to change or not, and the motivations that act as barriers or incentives for change. The overall objectives of each phase were distributed based on the nature of the information, to obtain a comprehensive view as much as possible.

The "**Study on the ecological impact of dietary habits of the Spanish population. Analysis of the current situation and alternatives to achieve a more sustainable food system. This publication**" was planned based on two phases of analysis of the current context of the food system and the dietary habits of the Spanish population, along with the existing alternatives to achieve a more sustainable food system.

The first phase involved interviews with experts, with the aim of gaining initial insights into the topic and gathering a general diagnosis of dietary habits and their environmental impact, as well as identifying the changes that should be made and the actions that would facilitate those changes. The second phase focused on conducting surveys (interviews) with people, with the objectives of understanding the position of the Spanish population regarding the environmental effects of their dietary habits, explore their willingness to change diets for

environmental reasons, identify the main barriers to such changes, assess the public's need for knowledge about the impact, and determine measures that can help individuals consider changing their dietary habits.

HISPACOOOP had published an **executive summary of the study**, with the main findings of the study on the ecological impact of dietary habits through qualitative and quantitative techniques, to communicate and disseminate this work. Link: <https://hispacoop.es/wp-content/uploads/2023/02/Executive-Summary-Study-Ecological-Impact-Food-HISPACOOOP.pdf>

HISPACOOOP disseminates the conclusions of this study, promoting a change of consumption habits to be more responsible and sustainable in the food sector and communicating the needs to reach a sustainable food system involving consumers.

**HISPACOOOP has taken the following actions:**

- **Educate and inform consumers about more sustainable and healthy models of food consumption and production.**
- **Improve on food consumption patterns between consumers in Spain.**
- **Promote more sustainable consumption patterns to reduce environmental impact in the food sector.**
- **Make consumers aware of the environmental consequences and impacts of consumption habits.**
- **Improve food choices and consumption patterns among consumers by providing information and promoting healthy and sustainable diets.**

With the aim of educating consumers on healthy and sustainable diets and promoting healthy lifestyles and sustainable food consumption, HISPACOOOP carried out a consumer project in 2022, financed by the Ministry of Consumer Affairs.

The project includes a series of educational resources for teaching staff and educational and playful tools aimed at the child audience, to be implemented in educational and/or family settings, focusing on the theme of healthy and sustainable consumption and eating habits.

The target audience is children, their teachers, and the families of the child population, specifically young families. With this project, HISPACOOOP aimed to promote better consumption patterns and eating habits among children aged 6 to 10, as this age range is crucial for developing healthy and sustainable eating habits and creating habits that promote an active and healthy lifestyle in later stages of adolescence and adulthood.

Childhood is a critical stage for implementing healthier and more sustainable eating and lifestyle habits, extending to their family and educational environments. That's why we have prioritized them in this project.

The objective is to establish new lifestyles associated with respect for nature and sustainability, physical activity, and the improvement of eating habits during the school years.

This project includes several pedagogical resources and didactic and entertainment tools, such as an information dossier as a material for information and dissemination, encompassing

all the pedagogical resources and educational and playful tools created. It provides a brief overview of the project and facilitates its communication and dissemination in educational and family environments, such as extracurricular activities. <https://hispaceop.es/wp-content/uploads/2022/12/DOSIER-JUEGA-Y-EDUCA.pdf>

A pedagogical material was designed as a complementary educational tool for teachers to be used in schools or educational centers as extracurricular activities, or by leisure and entertainment monitors. The guide was developed for children in primary education (6 to 10 years old) and includes resources created by expert educators and dietitians-nutritionists, adapted to different age groups. The main objective is to promote the acquisition of healthy eating habits and a healthier lifestyle from childhood, while providing guidance on achieving a more sustainable diet. It includes activities that will be useful for children, aiming to help them practice healthy consumption and eating habits and adopt a more sustainable and active lifestyle through physical activity. <https://hispaceop.es/wp-content/uploads/2022/12/GUIA-DIDACTICA-JUEGA-Y-EDUCA.pdf>

In the framework of this consumer project, HISPACOOOP had developed several educational and entertainment materials for children to play independently or together with their families. These materials are specifically designed for young families to encourage their active involvement and foster greater family interaction in the child's learning process, leading to the adoption of healthier and more sustainable consumption habits within the family environment.

These educational materials are **an interactive game** "*Let's go on an excursion*" for children to learn while playing, tips for maintaining a healthy and balanced diet, as well as a healthier and more sustainable lifestyle that contributes to taking care of the planet (link <https://hispaceop.es/juega-y-educa-juego-interactivo/>) and four educational sheets in the form of puzzles and games, designed to facilitate learning through play for children and provide them with content related to healthy and sustainable eating habits, improving food consumption habits, and offering advice and games on healthy and sustainable nutrition, while highlighting the benefits of physical activity. They are aimed at children, allowing them to work individually or in groups, both in the school environment where they can work at their own pace or in small groups, as well as in the family setting at home, either alone or with their families.

HISPACOOOP has launched a communication and outreach strategy at the national level to inform and educate children, teachers, educational people, and young families about eating and healthy diets, as well as sustainable food consumption habits and lifestyles.

**HISPACOOOP has taken the following actions:**

- **Improve food choices among children and their families by promoting healthier and more sustainable diets.**
- **Prevent childhood obesity and combat overweight in the children population.**
- **Inform consumers about more sustainable and healthy models of food consumption and production.**

- **Protect consumer health by promoting healthy lifestyles and sustainable food consumption.**
- **Encourage healthy and sustainable food consumption, offering advice, programmes, activities, and educational tools for consumers.**
- **Educate children and their families about healthy eating and habits and disseminating educational materials.**
- **Promote a balanced diet and provide advice to consumers, especially children and their families.**
- **Promote between consumers local products, fresh and seasonal products through educational and entertainment materials.**

## PREVENTION AND REDUCTION OF FOOD WASTE AT CONSUMER LEVEL

As mentioned before, HISPACOOOP realised a deep study of the **ecological impact of dietary habits in the Spanish population**, in which HISPACOOOP considers the relevant action to reduce food waste at consumer level to cause less environmental impact in the consumption habits of Spanish people.

In response to these findings, HISPACOOOP is advocating for action to reduce food waste at the consumer level. According to HISPACOOOP, reducing food waste would lead to a significant decrease in the environmental impact of Spanish dietary habits. The organization is actively advocating for policy changes to reduce food waste, as well as for public education initiatives to help people better understand the importance of reducing food waste for a sustainable future.

HISPACOOOP has continued to raise consumer awareness of food waste by informing and educating consumers in the food chain. Consumers have been influenced to take preventative and reduction measures because of it. Through consumer projects and several educational and pedagogical materials (social media, interactive games, factsheets, etc.), HISPACOOOP has educated consumers to prevent and reduce food waste in their households. We have encouraged them to choose imperfect fruit and vegs and taken account packaging's role in protecting food and preventing food wastage. As well, HISPACOOOP has informed and educated consumers about the meaning of consumption dates ("use-by" and "best before" dates).

HISPACOOOP has established a dialogue with other relevant stakeholders in the food chain to represent the interest of consumers and Consumer and User Co-operatives. In its representative capacity, HISPACOOOP has participated in various committees with associations and companies involved in the retail sector with the aim of tackling food loss and waste in the consumer and retail sectors.

As a part of HISPACOOOP's consultative role, it has also actively participated in legislative procedures, presenting amendments and opinions to a national proposal of regulation for a law on preventing and reducing food losses and waste.

**HISPACCOOP has taken the following actions:**

- **Tackle food loss and waste at consumer level as a key to achieving sustainability in food sector.**
- **Inform and raise awareness of food wastage at consumer level with educational materials and activities focusing on children and adult populations.**
- **Reduce food waste between households and consumers in general implementing consumer campaigns, educational materials, and activities.**
- **Improve the management of food resources in consumers through educational materials, social media, awareness campaign, etc.**
- **Encourage consumers to choose imperfect fruit and vegs, as well as local and ecological products.**
- **Contribute to the development and dissemination of best practices for identifying and preventing food wastages with other supply chain actors.**
- **Promote food donations and increase collaboration with food banks to increase population food donations.**

## **CONSUMERS' PARTICIPATION IN THE CIRCULAR ECONOMY**

HISPACCOOP has designed and realised a project about promoting consumption patterns and habits according to the principles of sustainability and circularity in the new model of the circular economy.

**The Circular Consumption School (CCS)** is a consumption project carried out in 2022, subsidized by the Ministry of Consumption, with the collaboration of the Ministry of Ecological Transition and Demographic Challenge.

HISPACCOOP has launched the Circular Consumption School, an initiative designed for consumers, with the purpose of promoting more responsible and sustainable consumption behaviours within the framework of the Circular Economy. It lays the practical foundations of knowledge about what the Circular Economy model is, how it works, and what its principles and benefits are.

HISPACCOOP has developed a series of pedagogical resources and tools that provide learning and understanding of the circular model and the practice of sustainable consumption through various informative and educational activities.

**Logo of the Circular Consumption School** represents the circularity of the Circular Economy and the concentric nature of all actions aimed at a common goal. It also includes the two "C"s of Circular Consumption that are promoted.

The **Circular Consumption School** includes an **Educational Programme** with practical activities and pedagogical tools designed to be user both in the school environment and in extracurricular activities.

It provides teachers with an Educational Program of the Circular Consumption School. This means that the Educational Program of the Circular Consumption School can be used not only in the school and educational environment but also as extracurricular activities for the target audience of the program, as it contains numerous activities and dynamics that promote responsible and sustainable consumption in the sectors that have the greatest impact on children.

These practical activities and pedagogical tools are guides, educational sessions (videos), additional materials, informative dossier, and video of the programme, etc. All these materials and resources are available on **the Circular Consumption School's platform** [www.escuelaconsumocircular.es](http://www.escuelaconsumocircular.es) and can be accessed and downloaded for free by users with identification and permanently.

With this project, HISPACOOOP aims to provide children with the understanding and skills needed to become eco-friendly and informed consumers of the future, promoting choices that positively impact both the individual and the planet.

Through the Circular Consumption School, HISPACOOOP, in its role as a consumer organisation, has educated and promoted eco-friendly consumption and sustainable habits of reusing, reducing, and recycling products to put in practice sustainable and responsible consumption in the framework of the circular economy.

**HISPACOOOP has taken the following actions:**

- **Educate and inform consumers to reduce, reuse and recycle products to close the loop in the new model of the Circular Economy.**
- **Encourage responsible and sustainable consumer behaviour in children and young people through educational resources, pedagogical materials, videos, social media, awareness campaigns, etc.**
- **Promote more sustainable consumption patterns, especially in the food sector.**
- **Make consumers aware of appropriate waste management options of products and inform them about the environmental consequences and impacts of non-recycling correctly or in a proper way.**
- **Empower consumers to play a key role in closing the loop of the Circular Economy.**
- **Increase awareness on reducing plastic products and single-use plastic products and encourage consumers to choose more sustainable solutions or reusable alternatives to plastic mainly in the food industry.**

HISPACOOOP has created an **informative dossier for the Educational Program of the Circular Consumption School**, aimed at teaching staff, which includes the program's theme, objectives, and content, the web platform, various pedagogical tools, and resources, planned activities for children, and additional resources. It provides a quick and easy way to understand what the Circular Consumption School is about, its theme, the educational resources and materials that make up the Educational Program and its tutorial sessions, as

well as incorporating a series of additional resources. This dossier has been made available to teaching or educational staff and any user of this website to complement and expand the information on the Circular Economy. Moreover, to enhance communication through audio-visual format, HISPACOOOP has created an informative and explanatory **video of the Educational Program of the Circular Consumption School**, with the aim of presenting the pedagogical and additional resources included in the program to teaching or educational staff.

HISPACOOOP has developed an **Educational Program of the Circular Consumption School** aimed at teachers of 3rd to 6th grade in Primary Education in schools throughout the country, to be used with students and convey the contents and activities of Circular Consumption. This program is designed to raise awareness and promote sustainable consumption from an early age. The aim is to promote and educate about Circular Consumption, empowering consumers to play a key role in closing the loop of the Circular Economy.

The target audience of the Educational Program is students in the Primary Education (3rd to 6th grade) in schools nationwide. It includes various informative and educational activities that teachers in Spain can use with their students, both in the school setting and in extracurricular activities. It is intended to be useful for teachers to involve themselves in the Circular Economy model and actively engage students in education, training, and information on Circular Consumption.

This Education Program includes **4 educational and pedagogical guides, each one aimed at a specific educational level from 3rd to 6th grade of Primary Education**. These guides focus on a theme within the framework of the Circular Economy model and how to achieve transformation in individuals to close the loop. Each guide is accompanied by its corresponding **backpack with additional material resources to carry out the planned activities**.

HISPACOOOP has created **four videos as training tutorial sessions** for the levels of 3rd to 6th in Primary Education, explaining the resources and practical tools to be used that serve to complement the training of teaching staff. The purpose of these tutorial sessions is to provide an explanation of the dynamics to be carried out by the teaching staff in each session, according to the grade level, the resources and practical tools that can be used, etc.

HISPACOOOP had realized a communication strategy to spread and communicate the Circular Consumption School at national level in educational centers and schools in Spain, covering all regions, teachers, educational innovation centers or sustainable schools in the Autonomous Communities, and educational and didactic platforms.

This project about the Circular Consumption School has been disseminated through European level studies and workshops under the request of the European Commission, especially, this initiative is part of the **Study of Consumer Education Initiatives in EU Member States**.

## SUSTAINABLE CONSUMPTION OF PLASTIC PRODUCTS IN FOOD SECTOR

In its role as a consumer organisation, HISPACOOOP has promoted eco-friendly consumption and sustainable habits of reducing plastic products, especially single-use plastic products. Also, HISPACOOOP has educated and promoted more efficient and sustainable management of resources in the food sector.

HISPACOOOP has promoted and disseminated effective practices and initiatives to reduce environmental impact of plastic products in food sector by changing consumer behaviours to be more sustainable and responsible in the consumption patterns and habits. With several actions and initiatives (social media, educational materials, etc.) HISPACOOOP promoted the reduction of single-use plastic products in the food sector.

**The organisation has taken the following actions:**

- **Educate and inform consumers to reduce, reuse and recycle plastics to close the loop in the framework of circular economy.**
- **Increase awareness on reducing single-use plastics and encourage consumers to choose more sustainable solutions or reusable alternatives to plastic in the food industry.**
- **Promote more sustainable consumption patterns with a view to reducing single-use plastic products.**
- **Promote more sustainable or re-usable alternatives in the marketplace for single-use plastic products.**
- **Make consumers aware of appropriate waste management options for plastic products, the negative environmental impact of waste and how to dispose of waste for plastic products.**
- **Encourage responsible and sustainable consumer behaviour in the child population through educational materials, social media, awareness campaigns, etc.**

According to new regulation on packaging and packaging Waste in Spain (Royal Decree 1055/2022 on Packaging and Packaging Waste), HISPACOOOP has participated in several conferences and workshops about appropriate application of this regulatory framework on the management of packaging and packaging waste. This law aims to increase recycling rates, reduce the environmental impact of packaging, and promote the circular economy. With the aim of increasing consumer awareness of recycling and recovery of packaging waste, HISPACOOOP has communicated and informed consumers about the current requirements for recycling, reuse and reduction in the food sector and changing habits to comply with the objectives.

Over the last year, the organisation has worked and collaborated with stakeholders involved in the food and drink sector, such as actors in the supply chain (food manufacturers, retailers...), plastic producers, recyclers, between others. HISPACOOOP has participated in workshops, conferences, and meetings with different actors in the food sector in order to comply with the requirements of this new regulations and putting in place at consumer level.