



# EU Code of Conduct for Responsible Business and Marketing

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## Sectoral commitment by spiritsEUROPE



spiritsEUROPE welcomes the EU COM's initiative to develop with the EU food and drinks sector the "[Code of Conduct for Responsible Business and Marketing Practices](#)" (hereinafter referred to as the 'Code') as one of the first deliverables of the Farm to Fork Strategy. As the Code is directed towards the actors 'between the farm and the fork', such as spirit drinks producers, spiritsEUROPE intends to co-sign the Code and to voluntarily commit to undertake to tangibly improve and communicate on our sector's sustainability performance. By signing the Code, spiritsEUROPE puts forward two sectoral pledges making our commitment measurable. Individual spirit drinks producing companies may add to this commitment by making additional, company individual pledges. spiritsEUROPE looks forward to continuing the structured dialogue with the European Commission.

## **Pledge 1:**

### **The provision of digital consumer information by means of an E-Label Platform<sup>1</sup>**

a) Objectives:

- Inform consumers reliably, effectively and efficiently at the point of purchase about the product they may consider buying, thereby contributing to enabling sustainable dietary choices
- Develop a platform for producers of a.o. spirit drinks that allows for the creation of QR-Codes bearing consumer information on nutrition, responsible consumption and environmental information that can be accessed by scanned QR-codes on the labels of spirit drinks
- Make the platform available to all producers of spirit drinks at a non-prohibitive cost, also for small and medium sized enterprises – regardless of association membership

b) Measurable targets:

- The development of an e-label platform before the end of 2021 and continued improvement as required until 2025 and beyond
- Cost structures that are non-prohibitive also for SMEs
- E-label platform accessible and used by non-members of spiritsEUROPE

c) Milestones:

- E-label platform before the end of 2021 and continued improvement as required until 2025 and beyond
- Min. 50 users (companies) of the e-label platform before the end of 2025

d) Reporting mechanisms:

- Implementation report in Q1/Q2 2022, Q1/Q2 2023 and Q1 2025

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<sup>1</sup> jointly with CEEV, who will submit a pledge on the E-label Platform, too



## **Pledge 2:**

### **Coordinate and support the putting in place and monitoring of Responsible Drinking Initiatives (RDIs) in each Member State of the European Union**

#### **a) Objectives:**

- Promote the responsible consumption of spirit drinks in all EU Member States
- By 2030, develop and maintain responsible drinking initiatives across all EU member states in all official EU languages
- Make responsible consumption information available - with the help of digital means – at the point of purchase

#### **b) Measurable targets:**

- Creation/update of (existing) responsible drinking websites
- Inclusion of responsible drinking messages on e-labels on spirit drinks

#### **c) Milestones:**

- Creation/update of (existing) responsible drinking websites by the end 2025
- E-labels on spirit drinks feature responsible drinking messages

#### **d) Reporting mechanisms:**

- Annual update on the state of play off the responsible drinking websites as concerns updates and the creation of new websites
- Reporting in Q2 of 2022 to 2025 and beyond on the application of labels on spirit drinks and the inclusion of references to responsible drinking websites/messages