

# 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	European Specialist Sports Nutrition Alliance (ESSNA)
Contact person with contact details	Laura Contin, Director of Policy <a href="mailto:Laura.contin@whitehousecomms.com">Laura.contin@whitehousecomms.com</a>
N° in the transparency register*	507122115709-49
Date of signature of the Code	28/09/2022
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Trade association representing the sports and active nutrition industry (brands, retailers, ingredients manufacturers)
Who do you represent? (e.g. number of members, companies, SMEs)	Our members are major manufacturers and distributors of sports nutrition products, smaller specialist brands, suppliers of ingredients, retailers, national associations as well as specialist scientific and legal consultants advising the sector. We have 29 members.

\* if available

**European Associations** pledge to:

- *endorse the aspirational objectives set out in this Code (where applicable)*

Yes, throughout the year, ESSNA carries out activities that endorse the aspirational objectives of the Code.

- *promote and disseminate this Code with(in) their constituency/ies;*
  
- ✓ Throughout the year, we host 4 Quarterly meetings with all our members where we discuss sustainability issues and remind members of the objectives set out in the Code of Conduct.
- ✓ We also actively promote the “ESSNA Sustainability Pledge: Lifting the Planet”. The Sustainability Pledge sets out five voluntary commitments to ensure that the formulation, manufacturing, distribution and overall production of sports and active nutrition products is done in such a way that the economic, social, and environmental bases to generate food security and nutrition for future generations are not compromised. ESSNA’s five pledges for a more sustainable planet are:
  - Sustainable, transparent, and responsible sourcing of ingredients
  - Improvement of animal welfare practices across product ranges
  - Contribution to the energy transition
  - Investment in innovative and circular packaging
  - Efficient waste management practices for sports nutrition products
- ✓ Over the last year, ESSNA has been a thought leader, contributing to the wider debate on sustainability with articles and op-eds (around 6), social media posts to promote the Code ([here’s an example](#)) as well as sharing expert insights on topics such as plant-based nutrition or environmental policy in trade titles and during events.

Some examples of promotion of communications around sustainability efforts from our members are included below:

- <https://www.linkedin.com/feed/update/urn:li:activity:7222249966914682880>
- [https://www.linkedin.com/posts/european-specialist-sports-nutrition-alliance-secretariat-69232780-responsiblesourcing-sustainability-ameaningfuldifference-activity-7171460523992027137-bGLy?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/european-specialist-sports-nutrition-alliance-secretariat-69232780-responsiblesourcing-sustainability-ameaningfuldifference-activity-7171460523992027137-bGLy?utm_source=share&utm_medium=member_desktop)
- [https://www.linkedin.com/posts/european-specialist-sports-nutrition-alliance-secretariat-69232780-sdg-flag-day-2023-activity-7112034105256464385-msnn?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/european-specialist-sports-nutrition-alliance-secretariat-69232780-sdg-flag-day-2023-activity-7112034105256464385-msnn?utm_source=share&utm_medium=member_desktop)
- [https://www.linkedin.com/posts/european-specialist-sports-nutrition-alliance-secretariat-69232780-foqus-planet-sustainable-development-activity-7211342074460184576-4rt0?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/european-specialist-sports-nutrition-alliance-secretariat-69232780-foqus-planet-sustainable-development-activity-7211342074460184576-4rt0?utm_source=share&utm_medium=member_desktop)

- *encourage their members to align their sustainability actions and/or business practices to the aspirational objectives and targets of the Code and invite them, on a voluntary basis, to adhere to this Code, as appropriate;*

Over the course of the year, we have organised a Working Group (WG) dedicated to sustainability. The mission of the Working Group is as follows:

*“We believe in the power of community to break conventions and redefine standards that drive positive and sustainable change for the betterment of all. By working together, we can enhance our sustainability efforts, forge powerful partnerships, and promote responsible practices. Through this shared vision and values with consumers, we can unite as a force for good.”*

The WG was an opportunity for ESSNA members, among other things, to share their views and strategies for adhering to the legislative requirements, and for members to discuss best practice for the requirements. As part of the WG, the scope and aspirational objectives of the Code were shared and reminded to members.

- *explore the possibility of developing sector-specific tools and resources in support of this Code;*

The organisation of the WG on Sustainability was an opportunity to collect best practices regarding sustainability and reporting requirements that ESSNA members are working towards. The WG gives the opportunity for each member to present their case studies on what they are doing towards the acceleration to a more sustainable food system. This WG will be a recurring feature for the next year.

- *continue to engage in dialogue with other food chain/systems actors and EU and international policy-makers to forge (new) relationships, exchange good practices and discuss challenges encountered, learn from each other (studies, projects) and create better mutual understanding, and identify opportunities for collaboration and potential partnership.*

This is an ongoing effort that ESSNA is undertaking with its members through discussions at Quarterly Meetings, as well as specific WGs to exchange good practices and discuss challenges through the presentation of specific case studies related to each organisations and company.