



Study on commitments pledged under the EU Code of Conduct on responsible food business and marketing practices

Report on similar initiatives (Task 3)

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1 Introduction

In summer 2022, Ipsos was commissioned by the European Commission's DG SANTE to carry out a study on the commitments pledged under the [EU Code of Conduct on Responsible Food Business and Marketing Practices](#) (hereinafter, the Code). The study comprises three main tasks:

- To **review and map the commitments made under the Code**, in order to identify the extent to which these align with one or more of the seven aspirational objectives and associated targets identified therein, and to develop a detailed understanding of the different signatories and their characteristics (Task 2).
- To provide a **mapping of other similar EU and non-EU initiatives**, to understand the Code's place within and alignment with the broader ecosystem of such voluntary initiatives. This task will be completed in early 2023 (Task 3).
- To **develop communication materials** to help disseminate the results of the study, as well as information about the Code itself, among relevant target audiences (Task 4).

1.1 About the Code of Conduct

The EU Code of Conduct is one of the first deliverables of the EU's Farm to Fork Strategy and an integral part of its action plan. It sets out the actions that the actors 'between the farm and the fork', such as food and drink manufacturers, food service and hospitality operators and retailers/wholesalers, can voluntarily commit to undertake to tangibly improve and communicate their sustainability performance. These actions can be directly relevant and implementable within their own operations, or may encourage collaboration with industry peers and other food system stakeholders (such as farmers and consumers) to make similar changes.

The Code includes a set of seven aspirational objectives, each with specific targets and a list of indicative, tangible and measurable actions which are meant to contribute the following overarching objectives:

- To stimulate the uptake of healthier and sustainable consumption patterns by, amongst others, improving the food environment, in order to reduce the overall environmental footprint of the food system and to improve people's health and quality of life or promoting healthy and sustainable products;
- To facilitate the uptake of sustainable practices by all relevant actors in the food system, including by enabling primary producers (such as farmers and fishers) to improve their performance, contributing to fair incomes and good working conditions;
- To foster further improvement of internal processes, operations and organisation in food processing, retail and food service to ensure a high sustainability performance, responsible business and marketing practices and integration of

biodiversity and natural capital considerations. This includes the reduction of food waste and loss along the food value chain and promotion of circular economy principles.

1.2 About this Report

This report synthesises the findings and presents the final output of **Task 3. A mapping of other similar EU and non-EU initiatives.**

The Code forms part of a broader ecosystem of similar initiatives, which engage with producers, suppliers, manufacturers, retailers, financial institutions, civil society organisations and other relevant actors to affect change at different stages of the food value chain. While a number of these initiatives focus on specific sectors or issues within the food system, the Code takes a holistic systemic approach to change, which aims to engage with businesses engaged in activities across the food sector, from farm to fork.

The purpose of this part of the study (Task 3) is to analyse similar initiatives to answer the following research questions:

- 1. To what extent is there coherence between the EU Code of Conduct and other, similar initiatives?**
 - a. What other EU and global initiatives already measure food system's sustainability?
 - b. To what extent do the commitments included in the Code align with international initiatives in the areas of responsible and sustainable business practices in relation to food systems?
 - c. To what extent can synergies and points of divergence be identified between the commitments included in the Code and those included in other initiatives?

- 2. What can be learnt from other similar initiatives on the sustainability of food systems?**
 - a. What works well and less well in terms of organisation, structure and requirements placed on stakeholders?
 - b. To what extent does this differ depending on the characteristics of signatories and other stakeholders (size, turnover, sector, location etc)?
 - c. What lessons learned from other projects are relevant to the Code?

1.3 Structure of this report

The remainder of this report is structured as follows:

- **Chapter 2:** Overview of the methodology
- **Chapter 3:** Coherence between the EU Code of Conduct and other, similar initiatives (research question 1)

- **Chapter 4:** Similarities and differences: lessons learned (research question 2)
- **Chapter 5:** Concluding reflections
- **Annex A:** Factsheets of shortlisted initiatives
- **Annex B:** Longlist of initiatives

2 Methodology

This chapter outlines the approach used to undertake the mapping of similar EU and non-EU initiatives.

2.1 Overview of similar initiatives

During the study's inception phase (August – October 2022), the study team undertook a desk research programme to identify other EU and non-EU initiatives that are similar to (i.e. share similar objectives and/or characteristics with) the Code. In addition to initiatives identified by the team, several similar initiatives were suggested by stakeholders who were interviewed as part of the inception stage as well as by three members of the study's senior expert panel.

The initiatives were reviewed against the following list of selection criteria, in order to produce a longlist of similar initiative for further consideration.

- **Theme:** All initiatives identified related to sustainable food systems or an element thereof.
- **Scope:** Priority was given to EU level and international initiatives, which include stakeholders from more than one country. However, a small sample of national initiatives was included.
- **Stakeholders:** Initiatives identified targeted stakeholder groups similar to those included within the Code (namely Business Associations and individual companies). However, businesses did not need to be the only stakeholders involved in an initiative.
- **Sector:** The study team aimed to identify a broad mixture of sector-specific initiatives and those targeted at specific elements within the food value chain.
- **Focus:** The study team prioritised high level initiatives, but also included some initiatives with a specific focus – particularly where these could be directly linked to one or more of the Code's aspirational objectives.
- **Requirements:** The longlist included a selection of initiatives with different approaches including the use of pre-defined defined targets versus broader objectives, binding and non-binding requirements on signatories, with the intention of focusing on initiatives which relate to voluntary industry commitments.

Following this process, a longlist of 62 relevant initiatives was produced. The longlist is included in Annex B.

2.2 Shortlisting of initiatives for analysis

Following the development of the longlist, all 62 initiatives were reviewed by the study team and the three members of the senior expert panel, with the aim of selecting between 15 and 20 initiatives for further, detailed review. This selection was proposed to DG SANTE and refined in dialogue. In the end, 18 initiatives were shortlisted for in-depth analysis.

The selection aimed to provide a range of different initiatives, and took the following into account:

- **Overlap with the Code:** A sufficient degree of overlap in objectives (focus on food systems sustainability) and mechanism (engagement of the private sector to enable the sustainability transition) was required to enable this mapping study to adequately answer the set research questions.
- **Geographical coverage:** The selection focused mainly on international (global and EU) initiatives but retained a few national initiatives in order to identify specific areas where the EU-level Code of Conduct can complement and add value to initiatives taking place within Member States.
- **Sectoral diversity:** The selection included several more general initiatives for the wider food sector, involving packaging, reducing emissions and food waste, as well as very specific initiatives related to the production / sourcing of beef and seafood. Duplication between sectors was avoided.
- **Diversity of types of initiatives:** The selection aimed to reduce duplication between types of initiatives (e.g., limiting the number of initiatives akin to certification schemes or single-company (internal) initiatives).

The selection and in-depth study of these initiatives provides an opportunity to review if the pledges made by companies involved in multiple similar initiatives are aligned and relevant for each of the initiatives. The selection also includes other voluntary initiatives and public-private partnerships as these provide insights into the challenges and successes of initiatives with a similar set up to the Code.

2.3 Analysis of individual initiatives

Each shortlisted initiative was analysed in depth to answer the research questions set out above.

The relevant information was captured through a review of the **website and other readily available public information / documentation**. In some cases, this was supplemented by an **interview with stakeholders**, involved in the management of the initiatives, using contacts available from the websites or documentation, and/or other sources as appropriate.¹ Interviews were semi-structured and focused on filling

¹ Of the shortlisted 18 initiatives, the study team contacted 12 potential interviewees, of which 6 agreed and were consequently interviewed.

gaps in the information available from other sources, and on gleaning first-hand experiences and insights into strengths and weaknesses in design and implementation, stakeholder engagement strategies, monitoring and evaluation approaches, challenges and solutions encountered by the initiatives in question, etc., so as to facilitate learning for the Code.

The information was collated in a **factsheet** for each of the short-listed initiatives, to provide an overview of the initiatives and capture lessons to be learnt. All completed factsheets are included in Annex A.

3 Coherence between the EU Code of Conduct and other, similar initiatives

This chapter presents answers the first of this tasks' research questions (and relevant sub-questions):

- **To what extent is there coherence between the EU Code of Conduct and other, similar initiatives?**

Various other initiatives that are similar to the EU Code of Conduct exist, aiming to measure and/or encourage private sector action to improve food systems' sustainability. There is a significant degree of coherence between the EU Code of Conduct and other initiatives, not least due to the fact that most initiatives are set within the framework of the Sustainable Development Goals (SDGs) and thus broadly follow the same objectives and goals.

3.1 What other EU and global initiatives already measure food systems' sustainability?

There are numerous initiatives (at global level, EU-level or national level) that aim to measure food system sustainability or that aim to engage government actors and/or the private sector in improving food system sustainability. As outlined in Chapter 2 above, an initial desk research identified 62 initiatives, but this provides only a snapshot of the overall picture.

With regard to mechanisms for impact (i.e., how to achieve the goal of improving food system sustainability), a range of methods are used. Initiatives can be classified into the following:

- **Voluntary initiatives without binding common targets:** Like the EU Code of Conduct, these types of initiative engage private sector actors to take actions on a voluntary basis and do not require any specific, common commitments to be made or any set targets to be met. These initiatives might set objectives or targets at the initiative level however, with the expectations that companies work towards supporting (at least some of) these.
- **Voluntary initiatives with set standards or targets:** These types of initiatives require participating companies to voluntarily commit to meeting certain standards or goals, or to take specific actions. In some cases, this is accompanied by the awarding of a certification with the aim to attract engagement from companies. In many cases, such initiatives also provide members with tools and guidance to support them achieving these standards. Some large food companies, such as Unilever or Nestle, also have a company-internal version of this type of initiative and have set their own frameworks, standards or initiatives. These companies tend to have a large market share and clout and use this to engage suppliers as well as partners downstream to drive change through the supply chain. Initiatives within this category often contain a strong monitoring component.

- **Platforms for dialogue, knowledge exchange and networking:** These types of initiatives bring together various stakeholders – either from the private or public sector, or both – to foster dialogue and knowledge exchange, and provide an opportunity for networking. Some of these initiatives may have a specific thematic or sectoral focus, while others holistically address sustainability, encompassing all its dimensions. In several cases, such initiatives also provide support (such as access to training, research and best practices or specific tools) and funding to members’ efforts corresponding with the stated interest, such as sustainability. But unlike the two previous categories, they do *not* entail companies making voluntary commitments as such.
- **Initiatives focused on monitoring impact:** This includes initiatives whose main objective is to monitor impact of companies (whether they are members or not) on the different sustainability dimensions (e.g., on the environment, on economic and social aspects, such as labour conditions, across supply chains) and often provide a benchmark or comparison component as well.

Other types of initiatives may (and likely do) exist, but the study team has not come across these during this mapping exercise.

The following table introduces the 18 initiatives that were shortlisted for further review in this mapping study and provides an overview of which category they correspond to. As can be seen, most initiatives analysed are initiatives with set standards or targets, or platforms for dialogue, knowledge exchange and networking.

Table 3.1: Categorisation of the 18 shortlisted initiatives

<i>Voluntary initiatives without binding common targets</i>
International Food and Beverage Alliance
Origin Green
<i>Voluntary initiatives with set standards or targets</i>
10x20x30 initiative
Danish Whole Grain Partnership
European Roundtable for Sustainable Beef (ERSB)
Fair for Life
National Salt and Sugar Reduction Initiative (NSSRI)
Sustainable Juice Covenant (SJC)
Unilever Sustainable Agriculture Code
<i>Platform for dialogue, knowledge exchange and networking</i>
Barilla Foundation
Good Food Finance Network (GFFN)

OECD-FAO Guidance for Responsible Agricultural Supply Chains
Sustainable Agriculture Initiative (SAI) Platform
Sustainable Packaging Coalition (SPC)
The Sustainable Restaurant Association (SRA)
The United Nations Forum on Sustainability Standards (UNFSS)
<i>Initiatives focused on monitoring impact</i>
Global Seafood Sustainability Initiative (GSSI)
World Benchmarking Alliance (WBA)

Most initiatives identified have a global remit, reflecting the multi-national nature of most food chains. However, several regional players (in particular EU and other European initiatives) were identified, as well as several nationally focused initiatives, e.g., in Belgium, Denmark, Ireland, the UK or the US. Some of the key actors leading or engaged in several initiatives include large global organisations and multilateral institutions such as the UN, OECD, FAO, as well as the EU itself. The engagement of such multilateral actors also ensures that initiatives tend to be aligned with the SDGs. Thus, they follow a common set of overarching goals and ensure coherence in aims and objectives at large scale.

3.2 To what extent do the commitments included in the Code align with international initiatives in the areas of responsible and sustainable business practices in relation to food systems?

When reviewing similar initiatives, several key commonalities in focus and scope could be identified. In terms of focus, most other initiatives can be said to fall into one of three categories, each targeting different steps in the food value chain.

- **Production:** Initiatives aiming to work for a food production that is responsible, safe, high in quality, has a low carbon footprint, and working to ensure a good land use and maintained biodiversity. This category also includes a smaller number of initiatives that work partly or fully with the fairness and ethics aspects of food production.
- **Consumption:** Initiatives that seek to change food consumption patterns among adults and/or children, doing this either by promoting a changed pattern, or by encouraging companies to change the contents of their products by reducing/increasing content levels of foodstuff that is unhealthy/healthy. Examples of such content change is to promote lower levels of trans fats, salt, sugar, etc, or to promote an increase of foodstuff such as wholegrain, for improved public health.

- **Waste:** Initiatives aiming to reduce food waste, working to minimise the disposal of food and promote a circular framework where all food is made use of, and overproduction of food is discouraged.

Table 3.2 provides an overview of the extent to which similar other initiatives identified map onto these categories. An important note is that several of the initiatives cover more than one of the identified steps. This is particularly the case with initiatives that target a specific sector (e.g., the Sustainable Restaurant Association, which focuses on reducing food waste but also includes programmes that support chefs in creating healthier, more sustainable meals). The table classifies the initiatives by their *main* focus.

Table 3.2: Focus of other similar initiatives

Production	Barilla Foundation; Fair For Life, Global Seafood Sustainability Initiative; Good Food Finance Network; Origin Green; SAI Platform; Sustainable Juice Covenant; Sustainable Packaging Coalition; Unilever Sustainable Agriculture Code; World Benchmarking Alliance
Consumption	Danish Whole Grain Partnership; European Roundtable for Sustainable Beef; International Food and Beverage Alliance; National Salt and Sugar Reduction initiative, The United Nations Forum on Sustainability Standards
Waste	10x20x30 Initiative; OECD-FAO Guidance for Responsible Agricultural Supply Chains; The Sustainable Restaurant Association

With its seven aspirational objectives, the EU Code of Conduct differs from most other initiatives identified in its aim to encompass all aspects of the food value chain, from farm to fork. Working towards improved public health, reduced food waste, a climate neutral, circular, and resource-efficient food chain, as well as sustainable economic growth, value creation, and sourcing in food supply chains, the Code has a distinct holistic approach compared to most other initiatives, which mostly focus on a specific target, sector, or step along the food value chain.

The table overleaf provides an overview of the alignment between the Code’s aspirational objectives and the objectives of the 18 shortlisted similar initiatives. Most initiatives analysed align with more than one of the Code’s objectives.

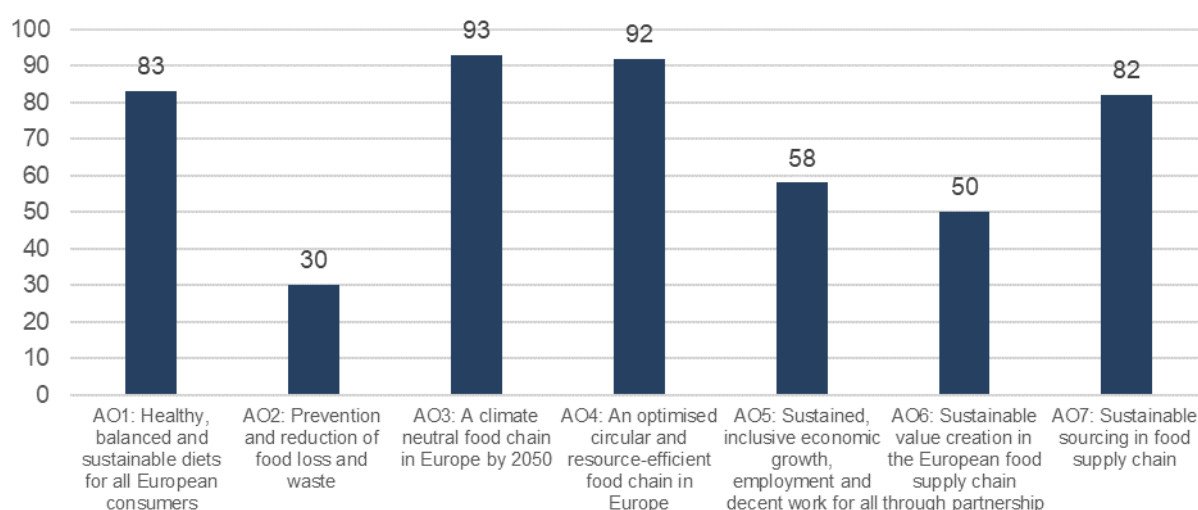
Initiative	<i>AO1: Healthy, balanced and sustainable diets for all European Consumers</i>	<i>AO2 Prevention and reduction of food loss and waste</i>	<i>AO3: A climate neutral food chain in Europe by 2050</i>	<i>AO4: An optimised circular and resource- efficient food chain in Europe</i>	<i>AO5:Sustained, inclusive & sustainable econ. growth, employment and decent work for all</i>	<i>AO6 Sustainable value creation in the European food supply chain through partnership</i>	<i>AO7: Sustainable sourcing in food supply chains</i>	Total
UNFSS, The United Nations Forum on Sustainability Standards	X				X			2
Unilever Sustainable Agriculture Code						X	X	2
World Benchmarking Alliance	X				X		X	3
Total	8	4	4	7	5	7	8	

The initiatives analysed show a fairly even distribution in terms of alignment with the seven aspirational objectives of the Code. Slightly more of the other initiatives analysed focus on the areas of nutrition (AO1), circularity (AO4), and sourcing (AO7) than on food loss and waste (AO2) and climate neutrality (AO3). The relatively equal distribution is unsurprising, given one of the criteria for shortlisting initiatives was to aim for a balanced selection of initiatives addressing different themes and objectives.

However, a review of the 62 longlisted initiatives indicates a high concentration of initiatives aiming to improve supply chains, in particular economic, environmental, and social sustainability at the beginning of the chain (i.e., in the primary production sector). These initiatives are generally focused on a specific commodity, e.g., Cocoa (Beyond Chocolate, the EU Sustainable Cocoa Initiative), Coffee (The Coffee Sustainability Reference Code), or nuts (The Sustainable Nut Initiative, the Competitive Cashew Initiative (ComCash)). The commodities in focus tend to be produced in developing countries and questions and concerns around the sustainable sourcing of these are prevalent in common media discourse.

A comparison with the commitments made by signatories under the Code (Figure 1.2 below) shows a slight divergence. A high number of commitments were made under both AO1, AO4 and AO7, which are areas where other initiatives are also active. Notably, however, the most commitments under the Code were made under AO3: A climate neutral food chain in Europe in 2050, where comparatively fewer other initiatives were identified. Given the high political focus on reducing emissions across all sectors (partially also through legislative action), companies will have an interest in taking action and showcase progress in this. The Code seems to offer a relatively rare opportunity to do so.

Figure 3.1: Number of commitments made by companies under each aspirational objective.



Source: Ipsos' elaboration based on commitments and/or reports by Code signatories.

Due to the fact that the EU Code of Conduct does not require the commitments made to be new, **signatories are allowed to submit commitments and targets that they are already striving towards, often as a result of another initiative.** A 2022

mapping of the commitments made by the signatories to the Code shows that more than half of the commitments had been made by signatories before they signed the Code, while only 11% of the total were explicitly classified as new commitments. In many cases, commitments for example relate to meeting certain certification standards, and in other cases overlap with other initiatives also exist. The case study below showcases one such example. As discussed in the next section, this could provide a potential for synergies between the Code and other initiatives.

Case study: Nestlé

Under the EU Code of Conduct, Nestlé submitted 23 commitments, all of which were pre-existing to signing up to the Code, and several were made as part of other initiatives:

- For example, the commitment to halve food waste by 2030 was made under the 10x20x30 initiative.
- Similarly, the commitment to improve animal welfare standards for broilers by 2026 was made under the European Chicken Commitment, to which Nestlé is a signatory.
- Furthermore, the commitment to make 100% of their plastic packaging recyclable or reusable by 2025 was built on an existing commitment for the Ellen MacArthur New Plastics Economy Initiative.
- Falling under the same commitment, the target to reduce virgin plastic in packaging by one third by 2025, and the aim for absolute reduction in plastic packaging by 10% by 2025 in Europe. were set under the European Plastics Pact.

Several of the other commitments made by Nestlé for the Code had previously been made internally, as a result of the company's own efforts or standards.

3.3 To what extent can synergies and points of divergence be identified between the commitments included in the Code and those included in other initiatives?

Significant room for synergies can be identified between the Code and other, similar initiatives due to the overlap of stakeholders targeted and engaged.

While some initiatives identified have a particular sectoral focus, such as for example engaging with the hospitality and food service sector, most other initiatives look at value chains (covering a whole range of types of commodities such as coffee, dairy, beef, palm oil, vanilla, juice, fish, and nuts) and therefore require engagement from the various sectors involved, such as agriculture, food processing, logistics and also retail and marketing. Many of the Code's signatories are engaged in other food system sustainability initiatives, especially large companies such as PepsiCo, Nestle, Unilever or Barilla (to name a few), as these are multi-sectoral companies operating or wielding influence across supply chains.

On the other hand, the sectoral focus of some other initiatives allows them to engage with types of companies the Code has not. In particular, sectoral initiatives such as the Sustainable Restaurant Association (SRA) have managed to engage a high number of SMEs and achieve a significant presence within its target sector. For example, the SRA runs specific programmes and provides tools for hospitality and food service businesses that are beneficial for restaurants but would not be applicable to other types of companies.

In addition to the sectoral focus, **the geographical scope of individual initiatives is another important aspect determining which stakeholder become engaged** (and the extent to which synergies or overlap emerge).

- Initiatives with a larger scope, i.e., initiatives at the global level, have the benefits of outreach and potential impact, being (at least in theory) able to engage with a much larger number of companies and other stakeholders to achieve a change. Given the intersectoral and multi-national nature of most supply chains, this is further a requirement to enable whole-system transformation. However, this outlook results in larger, global, companies being targeted and engaged and discouraging smaller companies to get engaged.
- Nationally focused initiatives, on the other hand, are able to reach out to local stakeholders, engaging large and small companies and actors, and operating in a contained space where progress is more easily measured. Conversely, the weakness of national initiatives is the broader-scale impact, achieving change in just one country. This factor becomes particularly lacking when concerning initiatives targeting food business in individual EU Member States, as goods (including food produced outside the scope of the initiative) can circulate freely in the EU single market, to some extent defeating its purpose.

As such, initiatives at EU level (such as the Code) have the potential to be neither too wide nor too narrow, engaging both larger and smaller stakeholders within a contained space, albeit a much larger one than what a single Member State constitutes, thus implying the opportunity for a wider impact on food systems.

A further potential synergy could be for the EU Code of Conduct to make use of national initiatives (particularly voluntary initiatives that target private sector actors, either with or without set standards or targets), **acting as a coordinator of such successful models across the EU**, for example by bringing together best practices and further disseminating similar structures in different Member States. The example of the Danish Wholegrain Partnership (WGP) provides a potential model for this. The success of the WGP spurred the creation and implementation of the 2019 WholeEUGrain project, intended to transfer the WGP to other countries (namely Romania, Slovenia, and Bosnia-Herzegovina), aspiring to increase whole grain consumption in the participating countries.

The inclusion of associations as signatories of the Code, a feature which has not been discerned in the other initiatives analysed, further provides scope to implement more specific programmes or projects (or commitments) at either the national or the sectoral level. In the current structure of the Code, associations are allowed to make

commitments. However, they often cannot do this due to restrictions set by the nature of their organisations, meaning that their involvement in the Code is not tailored to their characteristics. Creating this bridge between the Code at the EU-level, and other initiatives at the national and/or sectoral level however could make better use of their willingness to engage while also exploring synergies with existing initiatives.

Other synergies identified are within the area of monitoring and reporting progress. This in particular relates to synergies with other voluntary initiatives (either with or without set standards or targets). As outlined in the preceding section, the Code allows signatories to submit existing commitments, some of which either are already made in other similar initiatives or relate to meeting specific standards or complying with certification schemes. Combining efforts to report on meeting these commitments could ease the burden on signatories and encourage further uptake of these commitments.

Similarly, the Code could make use of the existing resources and tools some initiatives provide to support their participating companies in implementing best practices or activities to meet their targets, or to enable comparable monitoring. This would not only help signatories but could also increase further uptake of some commitments amongst the Code's signatories.

While many of the similar initiatives identified do not stipulate specific monitoring or reporting, a number have **specific reporting frameworks** in place that could prove of relevance to the Code. The 10x20x30 initiative and the Sustainable Restaurant Association promote a '**Target-Measure-Act**' approach. The framework works in the following way: actors, either at the company or initiative level, set a specific, measurable target (in both of these cases to achieve a reduction in food loss and waste, but the approach can be applied to other issues as well). They collect data to measure this target and analyse the results to identify which actions to take to improve performance against the target. Setting a specific, common target, such as a 50% reduction in food loss and waste by 2030 in the case of the 10x20x30 initiative, allows for comparable monitoring while still leaving it up to individual companies to design the specific measures that fit their specific context to achieve the stated target. While not explicitly stated, the Sustainable Juice Covenant can also be understood to follow a target-measure-act approach, as the initiative sets the overall target (of achieving 100% sustainable juice, puree, and concentrate sourcing from all members), but leaves it up to individual companies to achieve this, a process supported by regular monitoring.

Case study: WRAP's Data Capture Sheet

The 10x20x30 initiative requires participants (participating retailers and at least 20 of their suppliers) to use the WRAP Data Capture Sheet to report on food loss and waste in their operations, accompanied by sector-specific guidance on quantification methods. It defines the scope of the FLW inventory included (materials included, geographies covered, total number of sites/facilities from which data is included etc.) and introduces a set of common indicators against which companies' report.

The use of this tool across different initiatives would allow not only for comparable data but would also facilitate the process of reporting for companies, as they will only need to collect data against one set of indicators.

Several other initiatives, such as for example Fair for Life or Origin Green, **define specific areas in which progress is to be measured or reported.**

- In some cases, these areas of progress can cover different elements of the supply chain or production process (for example, the Unilever Sustainable Agriculture Code identifies areas such as 'crop and pasture nutrient management' and 'waste management' as areas to evaluate and report against) or different outcome areas where the initiative seeks to drive change (e.g., environmental outcomes, health outcomes, economic outcomes, as happens in the Fair for Life initiative, which sets requirements in each of these categories that act as a target that signatories are expected to meet). Indicators in such cases tend to be binary, with signatories either meeting or not meeting the requirements, but do not necessarily provide a granular view on progress achieved.
- Other initiatives go further and accompany quantifiable targets, such as a specific reduction in GHG emissions or water usage, with longitudinal indicators to monitor development over time. Participating dairy and beef farms in the Origin Green initiative, for example, complete a carbon footprint assessment, which produces a figure for the average carbon emissions per unit of dairy or beef, and also allows the initiative to measure overall trends and progress in this matter. The European Roundtable of Beef Sustainability (ERBS) falls into this category as well (with targets such as for example reductions of 50% in the use of HP-CIAs [antibiotics] by 2023), as does the National Salt and Sugar Initiative in the US and the Sustainable Agriculture Initiative (SAI) platform, through its sustainability assessments.

Some initiatives, such as the International Food and Beverage Alliance (IFBA), use frameworks to **report progress against set benchmarks.** While this benchmark can be the past performance (baseline) of a specific company, some IFBA members report against benchmarks set by the WHO or the UN on healthy food. This promotes comparability and alignment and concentrates efforts towards a common objective. The World Benchmarking Alliance (WBA) also monitors a set of indicators against benchmarks (although not from participating companies but from all companies listed on the SDG2000). Certification schemes such as the Danish Wholegrain Partnership and

the Global Sustainable Seafood Initiative operate similarly, setting thresholds that participating companies are required to meet and maintain in order to receive their certification.

Working slightly differently, the Fondazione Barilla has developed **a reporting framework not for companies, but governments**. The Food Sustainability Index (FSI), developed in partnership with The Economist, contains 38 indicators and 95 individual metrics across the three categories food loss and waste, sustainable agriculture, and nutritional challenges and evaluates food sustainability in 78 countries (as of 2021). A first assessment was produced in 2018, and a second one (with updated methodology to reflect the dynamic debate around food sustainability as well as incorporate new evidence) in 2021.

The reporting frameworks chosen by different initiatives are all reflective of their set-up and the requirements and expectations of signatories. Given the Code's broad span and the variety of commitments made by signatories, a set of common quantifiable targets and a set list of indicators companies are required to monitor would almost certainly not be viable. However, the approach taken by some initiatives (such as the Sustainable Agriculture Code or Fair for Life) **to introduce metrics for certain target areas could potentially be worth considering for the Code, in combination with the target-measure-act approach**. The Code includes a series of aspirational targets, such as "Improved resource-efficiency within own operations, contributing to sustainable, efficient use and management of energy and natural resources in operations by 2030" and "Improved sustainability of food and drink packaging, striving for all packaging towards circularity by 2030" under aspirational objective 4. Complementing each of these aspirational targets with a specific indicator could allow signatories which have made commitments that are aligned with these to report against progress in a more consistent way, while still allowing signatories to determine which actions to take to achieve their specific goals.

4 Similarities and differences: lessons learned

This chapter answers the second of the research questions (and relevant sub-questions) for this task:

- **What can be learnt from other similar initiatives on the sustainability of food systems?**

The biggest difference between the EU Code of Conduct and most other initiatives is the broad scope of the former. However, this wide scope of the Code of Conduct means that it in one way or another aligns with most of the other identified initiatives, providing this opportunity to explore how other initiatives have approached similar challenges.

As emerged from the research conducted, several key aspects have been successful in other similar initiatives to facilitate engagement and encourage commitments of companies. This includes the setting of common, actionable targets, ensuring regular, transparent and credible monitoring, and providing some tangible added value to beneficiaries.

4.1 What works well and less well in terms of organisation, structure and requirements placed on stakeholders?

The analysis of the shortlisted similar initiatives allowed for both positive and negative learnings to be gathered regarding the way they are run, operate, and engage with their respective stakeholders. Analysis of the shortlisted similar initiatives has shown that high stakeholder engagement correlated with positive results and progress towards initiatives' objectives. The following key components have been identified as particular aspects that work well to ensure high stakeholder engagement:

- Setting a common target to work towards,
- Ensuring high quality and transparent monitoring of progress, and
- Providing an added value to stakeholders.

4.1.1 Setting a common target

The practise of the EU Code of Conduct to allow signatories to make their own individual commitments (as long as they are in line with the Code's aspirational objectives) is also used by some other initiatives (IFBA and Origin Green), but less commonly so. More often, initiatives that engage with stakeholders on a voluntary basis have a few set targets that the companies must commit to reaching if they want to get involved. One sub-category of this type of initiatives are certification schemes, where the passing of a set target may constitute the very essence of what an involved stakeholder is meant to do. It should be noted that the Code also includes one or two "aspirational targets" under each of its objectives, but these are mostly framed in a very broad, unspecific way, and are meant only as guidance for signatories.

When it comes to requirements for stakeholders to fulfil, **the setting of specific targets by the initiative rather than by companies themselves appears effective to achieve change.** With a set target, stakeholders know from the start what they must aim for, providing clarity and facilitating the formulation of actions to take. Many voluntary initiatives set a common goal but allow participating companies to determine how they will meet this. For example, the National Salt and Sugar Reduction Initiative (NSSRI) set specific voluntary salt and sugar reduction targets for certain product categories but also introduced a maximum threshold level of salt and sugar content allowed. Companies could do the minimum required to achieve this, but they could also go further and aim to reach the voluntary targets. Other initiatives, such as certification schemes in particular, set explicit targets and provide certifications if these are met. For example, the European Roundtable for Sustainable Beef (ERSB) includes a Farm Sustainability Assessment for members. While a minimum target is associated with 'passing' the assessment, farms can achieve different categories (Gold, Silver, and Bronze) depending on the extent of their commitments and implementation of sustainable measures.

Case Study: The Sustainable Juice Covenant

The Sustainable Juice Covenant (SJC) is an international initiative of leading actors in the juice sector that aims to improve the sustainability of juice supply chains across the globe.

It has a **common target to achieve 100% sustainable² juice, puree, and concentrate sourcing** for all members by 2030. This target is broken down into four gradual targets:

1. 5% of members' juice volume sourced sustainably by 2018,
2. 30% of members' juice volume sourced sustainably by 2020,
3. 75% of members' juice volume sourced sustainably by 2025, and
4. 100% of members' juice volume sourced sustainably by 2030.

The gradual targets set a series of milestones that can be achieved more easily than the final target, and annual monitoring and reporting against these milestones provides participating companies with the necessary information to check progress and course-correct where needed.

While several of the initiatives with set targets report that not all participating companies have actually met these, most still showcase significant progress in the right direction. As outlined in the example of the Sustainable Juice Covenant, breaking ambitious targets up into different steps can also support companies in making progress. Setting an overall ambitious, high target however provides room for constant improvement and

² Juice products are considered sustainable if they meet set social and environmental criteria along the entire supply chain. Specifically, social verification is required at processing level, while social and environmental verification or certification is required at farming level.

means that engaged stakeholders have no reason to slow down while allowing for progress at different paces.

4.1.2 Transparency and credibility

Monitoring and evaluating progress varies between initiatives. While some initiatives publish the progress reports of their involved stakeholders, such as the IFBA and the Origin Green initiatives, others do not, and instead rely on signatories to publish their own reporting, such as for example the 10x20x30 initiative. **A high level of monitoring is an aspect that appears to benefit initiatives**, concerning both regular, frequent (at least annual) monitoring as well as transparent and credible mechanisms for monitoring.

Regular and frequent monitoring allows stakeholders involved to get extensive feedback about how they are progressing and can provide a sense of achievement to maintain momentum. On the contrary, the initiatives with little to no monitoring, have less insight into whether any progress is actually being made, and their inability to provide feedback may discourage stakeholders to join. The EU Code of Conduct's reporting mechanism is set up in a constructive, yet not retributory manner. This can be seen in many other initiatives as well, which do not threaten with repercussions for those identified as underperforming on whatever target there is, but rather seeks to provide a platform for reflection on how to perform better in the future.

Another feature of organisation and structure that seems to aid progress is transparency, in this context referring to the transparency of companies' progress towards any set targets. Making stakeholder performance public is beneficial for two reasons.

- It contributes to **increased accountability** for the engaged companies, and a desire to perform well. Several initiatives include a **benchmarking** component that facilitates this. Companies can compare themselves to other signatories, and consumers can become more aware of which companies do better than others. While this can increase engagement and commitment, the risk of public scrutiny might also discourage some stakeholders from joining and making commitments.
- It boosts the profile of the initiative. Sharing successes in particular will aid to get new companies engaged, as this will be presented as something that works well and will bring them **positive publicity** in return.

Key components that can facilitate transparent and accurate monitoring are the **involvement of a third-party verification body**³ (rather than reliance on self-reporting), and a **set of common indicators** to allow for comparable data.

³ Some initiatives, like the Danish Wholegrain Partnership, have a governmentally run organisation or institution doing the monitoring for them, which is often explained by the fact that these initiatives are founded, funded, or run by a government.

Case Study: Origin Green

Origin Green (OG) is Ireland's food and drink sustainability programme. It is a voluntary programme led by Bord Bia (the Irish Food Board) and split into several sectoral assurance schemes. Being similar to the EU Code of Conduct in its approach to let participants make commitments, Origin Green requires companies to subscribe to one of three sectoral certification schemes. Within these, some overall targets or target areas are set, and companies must make commitments across at least some of these.

Independent audits verify the progress of participants, and the data from these audits is gathered in a centralized database that enables OG to assess the environmental performance of companies. Each participating company receives a feedback report that compares its performance against changes since the last audit and against comparable companies. OG is then able to consolidate this data at national level to monitor the progress achieved regarding certain indicators. As such, although voluntary in target-setting, the OG has established a clear framework for signatories to adapt to, and take help from, throughout the process.

4.1.3 Added value to stakeholders

Across all types of initiatives analysed, **providing stakeholders with a perceived added value was found to be beneficial to ensure engagement.** Initiatives that function as platforms for dialogue, knowledge exchange and networking are found to work particularly well to achieve stakeholder engagement, be it between similar stakeholders, or across the business, mixing private and public bodies, companies, and NGOs. For an initiative to be structured in a way that brings stakeholders together for a common goal, rather than just having everyone work separately, seems to be a feature that stakeholders appreciate.

Several initiatives also provide training or guidance to signatories, to support them in achieving their commitments and progress towards sustainability. Initiatives engage with partners, often specialist organisations, to do so. This can prove a big motivating factor for companies, especially small and medium-sized companies who, unlike bigger players, do not have dedicated sustainability functions in their business model and therefore require support to action their commitments.

Case Study: The 10x20x30 Initiative

The 10x20x30 initiative is a voluntary initiative engaging private sector companies. Participating companies have the target to halve food loss and waste (FLW) within their operations by 2030. The initiative's name derives from the original aim to engage 10 actors (now up to 13), who each engage 20 suppliers, to halve food waste by 2030.

The initiative is supported by three **technical partners**: the Waste & Resource Action Plan (WRAP), the World Resource Institute (WRI), and the UN Environment Programme (UNEP). Namely, the WRI provides participating companies (retailers and suppliers) access to training modules to support them in translating the intention of halving food waste into specific actions. Companies are also provided with WRAP's Data Capture Sheet, giving sector-specific guidance on quantification methods to report on levels of food waste and loss. Further guidance and tools, such as for example case studies, are also provided to provide inspiration and aid companies in deciding and implementing concrete measures to reduce food waste and loss.

The use of a logo or certification, to be used by companies generally or to be put on specific products, awarded for having met certain requirements, is another example of added value provided to companies. It serves as a physical token of participation and progress and is also something that can help motivate further engagement from stakeholders. This will be particularly the case if there is evidence that consumers choose products with a sustainability logo over those without.

However, it is worth mentioning that, while offering opportunities for learning, knowledge-sharing, or certifications is beneficial to attract and engage stakeholders, such initiatives at times charge fees or come with other associated costs (carried in some cases by governments or are part of a wider programme or organisation). This is the case for the Danish Whole Grain Partnership, which offers the use of its logo to participants to put on products meeting certain whole grain content requirements, but only after having also paid a membership fee. The Code, on the other hand, is free to signatories.

4.2 To what extent does this differ depending on the characteristics of signatories and other stakeholders (size, turnover, sector, location etc)?

Different initiatives work better to engage certain stakeholder types and stakeholders of different sizes and sectors. The high overlap in signatories to the Code and signatories to other similar initiatives suggests that certain commonalities are key contributors that engage the same type of company (namely, large, multinational food companies).

Multinational food companies in particular are often engaged in voluntary initiatives that aim to tackle their supply chains. This is because these companies tend to be the most powerful player along the value chain, engaging with various smaller suppliers and are thus identified as an effective way to bring about systemic change across the supply

chain. While these companies mostly fall within the food manufacturing sector, **commitments are often made on the primary production level, by engaging with suppliers, in particular through promoting certification schemes** (or requiring engagement in a certification scheme to continue the supplier relationship).

As previously mentioned, **geographically narrow (i.e., national or regional) initiatives, as well as sectoral initiatives have had more success in attracting SMEs**. This is due to the fact that they can more easily engage a wide range of local and/or sectoral stakeholders to disseminate the initiative as well as understand the needs and constraints of their target audience. Furthermore, these programmes tend to provide a distinct added value to their members by offering programmes they can directly engage with. It appears SMEs are typically less interested in coming up with appropriate individual sustainability commitments themselves (as this requires time and resources they may not have), or in the opportunity to showcase such commitments and engage in dialogue. Instead, they tend to be better able to sign up to existing common targets and frameworks, especially if guidance and support is available to help them achieve these. A good example of this is the Sustainable Restaurants Initiative, which has managed to achieve significant buy-in from a sector that is dominated by SMEs, and which the Code has so far struggled to engage effectively.

Initiatives targeting different types of stakeholders (e.g., actors at the governmental level, NGOs or multilateral institutions) tend to take the form of platforms or networks. These actors, unlike companies, cannot commit to specific actions (or if they do, this tends to happen as part of specific, structured dialogues at the UN level). Instead, these initiatives work to foster dialogue and create and disseminate knowledge and best practices to build frameworks in which the actors in the food system will operate, thus influencing food systems sustainability from a different angle. As such, these types of initiatives play an important role in creating an environment that facilitates voluntary action by companies, but they do not require or lead *directly* to specific company actions or commitments.

It could not be assessed to what extent geographical location (beyond the distinction between national/regional and global initiatives) had an effect on the success of initiatives, due to the fact that the analysed initiatives were all in the EU, US, or else anchored in the global North. This is due to a selection bias (looking for initiatives similar to the Code), as well as due to restrictions to the desk research, namely language, leading to potential initiatives in regions where English is not the main language (e.g., Latin America) not being picked up.

4.3 What lessons learned from other projects are relevant to the Code?

The majority of the 18 initiatives that were reviewed provided frameworks for companies to make voluntary commitments and decide on actions that would enable them to meet these. However, nearly all initiatives had a narrower focus than the Code, either in terms of their objectives, their target audiences, or both. Most initiatives also prescribe specific targets or standards members have to meet, thus allowing for less freedom in making

commitments than the Code (which only requires alignment with one of its seven aspirational objectives).

The review found that such **pre-defined and common targets tend to focus efforts, ensure companies' buy-in and encourage ambition, facilitate monitoring, and foster transparency both to internal and external stakeholders (especially if supported through effective monitoring)**. On the other hand, however, it has to be acknowledged that common targets are limiting and may not be suitable to a holistic and cross-sectoral initiative such as the EU Code of Conduct, as it would be difficult to define targets that are applicable to all stakeholders involved. Nonetheless, **flexible targets, by sector or company size for example (or other sub-groups if more appropriate) for certain key areas** (e.g. by aspirational objective or sub-category, as defined in the 2022 mapping report) **could potentially be worth considering**. While the Code already includes one or two 'aspirational targets' under each of its objectives, these could be specified and framed in an action-oriented way as opposed to their current broad formulation or broken up into sub-targets for specific stakeholder groups.

Case study: The International Food and Beverage Alliance

The International Food and Beverage Alliance (IFBA) aims to empower consumers to eat balanced diets and live healthier lives through product (re)formulation, nutrition information responsible marketing, and promoting healthy, sustainable living. The IFBA has not set any specific targets, but lets companies do this themselves, in a similar manner to the EU Code of Conduct. However, the IFBA has some clear overall ambitions, being explicitly aligned with the 2030 United Nations Sustainable Development Goals (SDGs), particularly SDG 2 (zero hunger), SDG 12 (responsible consumption and production), SDG 13 (climate action), and SDG 17 fostering partnerships.

Participating companies are self-reporting annual progress on their actions, either against WHO and UN benchmarks or against past performance. The IFBA regularly publishes progress reports, amalgamating the progress of the IFBA and its individual members. As such, the IFBA shows how voluntary commitments can coexist with overarching objectives and ambitions, as well as with centralised transparency and monitoring on progress.

Other initiatives that do not focus on companies making commitments and taking actions, such as platforms that foster dialogue and knowledge sharing or initiatives that focus on monitoring and improve the evidence base, offer fewer lessons learned that the Code could draw on. They fulfil a different role in the global landscape of food system sustainability – namely, to improve the knowledge and evidence base, disseminate this knowledge and evidence, and foster collaboration within and across sectors to enable actions towards food system sustainability from both companies and other actors. However, the Code could learn from and engage with such platforms to inform its set-up and companies' commitments. For example, the UNFSS is an initiative that was created as a result of developing countries requesting a seat at the table in the discussion regarding Voluntary Sustainability Standards. This is a mechanism used in trade, which previously had been discussed and determined in the 'global North'

exclusively, although the social, economic and environmental impact was felt mostly in developing countries. Such considerations, and engagement with different stakeholders that the Code may not otherwise be able to reach and consult, could prove to be of added value to it.

Additionally, following up on the findings from the 2022 mapping report⁴ of the Code's commitments, the review of other similar initiatives and the comparison thereof to the Code has identified several other lessons that address the specific recommendations which the 2022 mapping report made.

4.3.1 Increasing signatories' ambitions

The 2022 mapping report identified that the Code had a certain scope to encourage signatories to 'up their game' and make their commitments as ambitious, concrete and specific as possible. The review of other similar initiatives suggests that **setting a common, ambitious target** can encourage bolder commitments (as outlined above). **Breaking a long-term target down into gradual milestones** can further help make an initially daunting objective feasible, while also supporting a sense of progress and building of momentum upon meeting those milestones, as exemplified by the Sustainable Juice Covenant. This could further support the Code in encouraging commitments in those areas where currently fewer commitments have been made, such as reducing food waste and loss. For example, the overall target of a 50% reduction of global food waste at the retailer and consumer level (and reduce food losses along production and supply chains) by 2030 could be broken down into the gradual targets of a 25% reduction by 2025, or a 5% reduction per year.

4.3.2 Providing added value

Providing an added value or perceived benefit (beyond 'doing the right thing' by contributing to food systems sustainability) has also been identified as a key component of initiatives that are successful in engaging stakeholders, and crucially, maintaining engagement. This can take the form of technical support provided (to make it easier for companies to meet their commitments), networking opportunities, sharing of best practices, or the use of a logo or certification that companies can use as a 'quality stamp' towards consumers. This must be proportionate with a) what signatories appreciate and need, but also b) what is beneficial to enable signatories to meet their commitments. It could further help in raising signatories' ambition as knowing what support is available might make them more confident that they will be able to meet their targets.

4.3.3 Ensuring transparency and credibility through regular monitoring

The review of other similar initiative further underlined the key importance of **regular, transparent, and credible monitoring**. Defined indicators for some key outcome areas would allow for a comparable assessment of progress. Crucially, indicators need to be clear in what they measure and how, to avoid confusion and disagreements (e.g., currently different methodologies exist for assessing Scope 1, 2, 3 emissions). If phrased at the right level, these can provide an overview of the initiatives' progress and signatories' contribution, without being too prescriptive of individual company actions.

⁴ EU Code of Conduct Mapping Study – 2022 Report (European Commission, 2023).

Monitoring increases a sense of accountability amongst participating companies and a desire to do well, in particular if data on progress will be publicly available. Importantly, regular monitoring also provides companies insight into what works and what does not, allowing for course-correction is required. Furthermore, several initiatives contain a **benchmarking component** (and some initiatives, such as the World Benchmarking Initiative, exclusively focus on this). Benchmarking can work in positive and negative ways to engage stakeholders. It might act as a deterrent if framed negatively ('this company is not doing enough'), but could also spur stakeholders on to perform better by knowing what is possible and learning from each other (take on best practices from top performers),

4.3.4 Exploring the role of associations

As outlined in the 2022 mapping report, the role of sectoral organisations could be further defined and better utilised. **Associations could facilitate a bridge between the holistic scope** (and whole-system approach) **of the Code, and the set-up and associated benefits of more sectoral or geographically focused initiatives.** Initiatives with a narrower scope tend to engage more SMEs, as they provide concrete benefits and programmes tailored to these companies. They are also more easily able to engage with local and/or sectoral stakeholders to further promote the initiative. While many associations already publicise the Code to their members, the Code could explore the potential of developing specific initiatives or collaborating with and scaling existing sectoral or national initiatives, with the help of associations.

4.3.5 Other lessons learned

In addition to the recommendations of the 2022 mapping report, the analysis of other similar initiatives has highlighted the following additional points that could be beneficial for the Code to take into account:

- Some initiatives, such as the 10x20x30 initiative, deliberately **take a supply-chain approach and seek to engage the most influential segment of the chain** in order to get buy-in from other actors in the supply chain as well. Initiatives such as the Unilever Sustainable Agriculture Code, which set certain requirements for suppliers of big food companies, work in a similar way. On the one hand, using the market strength of its signatories allows them to draw in other actors and can also help build momentum. On the other hand, however, it is important to place emphasis on the role that will be required to be played by said big companies, to avoid undue burden or pressure on smaller, dependent actors.
- The Code could further **support coherence** with other initiatives by **harmonising reporting tools** across different initiatives, to facilitate the burden on stakeholders, increase transparency and comparability, and potentially even get further signatories to make similar commitments to each other.

5 Concluding reflections

This review of a wide range of other initiatives in the field of food system sustainability suggests that the EU Code of Conduct is quite unique in this space. It has a **very broad scope** (it is open to companies and associations from all relevant sectors and addresses a set of aspirational objectives that cover all key aspects of responsible food production and marketing) and provides for a **very high degree of flexibility** (signatories are free to design their own commitments, as long as these are broadly aligned with one of the Code's seven aspirational objectives). These aspects are not mirrored by any of the other initiatives that were reviewed.

These two elements – broad scope and high degree of flexibility – are obviously inter-related: if the Code wants to offer a framework where all actors can submit and showcase their various commitments, it cannot be overly prescriptive as to the content, targets or levels of ambition of those commitments. This in turn is **both a strength and a weakness of the Code**. The research carried out suggests that most other initiatives that rely on voluntary commitments by companies have a narrower (geographic, sectoral and/or thematic) focus, but are more prescriptive regarding what companies are expected to commit to. While this narrower focus reduces the potential scale of impact across the 'system', it makes it easier to define common actions, targets, indicators, and/or monitoring approaches and systems.

In principle, **this study has come across a number of 'good practices'** in this field – namely, ambitious and transparent target setting and monitoring – that could be of interest to the Code and its signatories. However, the Code's ambition to take a holistic approach to the food system and provide a 'home' for the very diverse set of pledges all relevant actors are willing to commit to (some of which are more ambitious and specific than others) places some limitations on the transferability of these practices.

While the research carried out suggests that, broadly speaking, the narrower the focus of an initiative, the easier it is to define specific and concrete common targets, this is not compatible with the variety of commitments made within in the Code (a variety which is to some extent inherent in the Code's design). It should also be noted that **if the Code wanted to set more ambitious common targets, it would be faced with myriad questions** about what types of actions and what levels of ambition are 'right' for different types of companies or sectors, and against different objectives. This would almost inevitably lead to difficult discussions and risk significantly decreasing buy-in and engagement from food companies and associations.

In view of this, and assuming the Code wishes to maintain its broad, all-encompassing nature, it needs to be considered very carefully if and how the identified good practices that might be gleaned from the other initiatives could be adapted and used in the specific context of the Code. Nonetheless, as outlined in the previous sections, **a number of elements could be explored**. In broad terms, there are three main aspects to be considered:

- **Looking for more 'common ground' in specific areas:** It could be explored if and how commitments in specific areas could be made more specific and concrete, e.g. by discussing with signatories how (some or all of) the "aspirational

targets” that are already built into the Code could be strengthened and clarified, and signatories encouraged or required to ensure their commitments are aligned with these. Ascribing some common indicators to these targets could help signatories monitor progress against them in a consistent, comparable manner.

- **Fostering greater accountability and transparency:** It could be explored whether the Code can make use of synergies with other initiatives in the area of monitoring and reporting efforts, such as encouraging the use of specific KPIs for some aspirational objectives which are commonly used in other initiatives (e.g., asking signatories making a commitment on food waste and loss reduction to use the same indicator and measurement as participants in the 10x20x30 initiative)
- **Strengthening the networking / platform element of the Code:** Several of the initiatives that were reviewed offer valuable information, research, tools and/or resources to strengthen companies’ ability to make ambitious voluntary commitments (but without requiring them to actually do so). It could be explored if and how the Code could also become more of a forum for generating similar content, for identifying ‘what works’ in terms of voluntary commitments, and for facilitating more dialogue between signatories, as well as with the EU institutions.

Annex A: Factsheets of selected initiatives

10x20x30 initiative	
Key facts and figures	
Objective	The 10x20x30 initiative aims to accelerate progress towards achieving SDG 12.3: <i>By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.</i>
Type	This is a voluntary initiative engaging private sector companies. It follows the approach originally pioneered by Tesco for retailers to engage with their supply chain to minimise food waste and food loss.
Sector	Food retailers and providers, and suppliers: The initiative brings together large food retailers and providers, each engaging with their suppliers to ensure a 'whole-chain' approach in tackling food waste.
Coverage	The 10x20x30 initiative currently brings together 13 food retailers and providers, up from ten upon the initiative's inception. Joining the initiative is open to new companies. Participant food retailers and food service providers are based in North America, Europe, South Africa, Saudi Arabia, and Japan, and are operating in more than 80 countries. They include 5 of the world's 10 largest food retailers (Walmart, Tesco, Carrefour, Kroger, Aeon) and the second largest food service provider worldwide (Sodexo). Each participant committed to engage at least 20 of their suppliers. Currently, 230 suppliers are part of the initiative. This includes several major food and drink producers such as Danone, Kellogg's, and Cargill.
Launch date:	2019
Key stakeholders	The key stakeholders are: <ul style="list-style-type: none"> ▪ Participating companies: Participating companies, including food retailers and producers and their suppliers across the entire supply chain, are the main stakeholders of the initiative. They voluntarily engage with it and commit to achieve and monitor and report against the set target of halving food waste and loss within their operations by 2030. ▪ Technical partners: The initiative is supported by three technical partners: the Waste & Resource Action Plan (WRAP), the World Resource Institute (WRI), and the UN Environment Programme (UNEP). They provide tools, guidance, and technical support and training to enable the participating companies to monitor and report on food loss and waste within their organisations, and to take actions to reduce food loss and waste. ▪ Champions 12.3: The initiative was launched by Champions 12.3, a coalition of senior executives from governments, businesses, international organizations, research institutions, farmer groups, and civil society dedicated to achieving SDG 12.3. The coalition is hosted by a co-secretariat comprising the WRI and the Government of the Netherlands.
Impact	
Targets	Participating companies have the target to halve food loss and waste (FLW) within their operations by 2030. The initiative's name derives from the original aim to engage 10 actors (now up to 13), who each engage 20 suppliers, to half food waste by 2030 .
Company actions	The initiative implements a 'Target-Measure-Act' approach. Participating companies (both retailers, providers and suppliers) set a target (halve FLW within their operations by 2030), they commit to measuring and publish their FLW

	<p>inventories, and they take the required actions to reduce their FLW to reach the target.</p> <p>The WRI provides participating companies (retailers and suppliers) access to training modules to support them in translating the intention of halving food waste into specific actions. The initiative also intends to enable connections and the sharing of best practices between participating companies as this will allow for example suppliers in the same sector to discuss specific challenges.</p>
Monitoring and Evaluation	<p>Participants commit to monitoring and reporting on their internal FLW inventories, and to publish these.</p> <p>Participants are provided with a reporting template: WRAP’s Data Capture Sheet. Sector-specific guidance on quantification methods is also provided. It defines the scope of the FLW inventory includes (materials included, geographies covered, total number of sites/facilities from which data is included etc.)</p> <p>The main indicators reported against are:</p> <ul style="list-style-type: none"> ▪ Overall FLW (in tonnes) ▪ FLW as a percentage of food produced/purchase and sold as intended by the organisation ▪ (optional) Percentage of inedible parts included in total FLW tonnage ▪ Destination of FLW (in tonnes) (e.g., landfill, incineration / controlled combustion)
Progress	<p>Some participating retailers did report on progress in the levels of food waste in their operations, but it is unclear to what extent the impacts reported on where due to the initiative or pre-dating it. Many companies were still in the process of establishing a baseline and setting up supplier engagement, and have not yet reported on actions taken and impact thereof.</p> <p>The 10x20x30 initiative does not report on amalgamated progress across the initiative. Instead, it encourages participating companies to publish their data on food loss and food waste in the Food Waste Atlas to allow for a broader overview of progress across sectors.</p> <p>As the initiative matures and more companies are able to report on and showcase progress, the 10x20x30 initiative will aim to publish their successes and show how many companies have been able to achieve the 50% reduction in food loss and waste. This is further intended to help encourage other companies to engage with the initiative, as it shows that achieving this goal is feasible and point to a way on how to do it.</p>

Alignment with EU policy objectives

The 10x20x30 initiatives clearly aligns with EU policy objectives. Its objective is to achieve SDG 12.3, which is also an objective of the EU, who committed to the SDGs and who is incorporating the SDGs in all policy development. Specifically, the reduction of food loss and waste is also one of the actions envisaged in the **Farm to Fork Strategy** (Action 2.5), and the policy objective to halve food waste by 2030 is soon expected to become mandatory and legally binding to Member States.

The **EU Platform on Food Losses and Food Waste**, acting as a coordinating body entrusted with the provision of recommendations and guidance to stakeholders, was formed to support the Farm to Fork Strategy. Its recommendations to food manufacturers include to ‘*Encourage integration of food waste prevention throughout the business/supply chain*’ and to food retailers ‘*Make food waste prevention/reduction a company priority*’, ‘*Monitor, measure and report on food waste quantities in order to identify and take action*’, and ‘*Put in place a favourable framework to encourage food waste reduction*’. The 10x20x30 initiative is precisely following these recommendations.

Relevance to the EU Code of Conduct

Alignment with the EU Code of Conduct	<p>Minimising food loss and waste is one of the EU Code of Conducts aspirational objectives (AO2: Prevention and reduction of food loss and waste.).</p> <p>Several of the companies participating in 10x20x30 initiatives are also signatories to the EU Code of Conduct, including Ahold Delhaize, Carrefour, Metro AG, Sodexo and Tesco, as well as a number of suppliers to the initiative’s main signatories. Some, such as Hilton, explicitly mention the 10x20x30 initiative in their</p>
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	<p>commitments submitted to the EU Code of Conduct. This indicates significant overlap between the two initiatives.</p>
<p>Key take-aways</p>	<p>'Whole-chain' approach: The requirement for participating companies to engage at least 20 of their suppliers, coupled with the fact that the initiative specifically targets large players in the market, leads to a significant share of the market committing to the initiative's objective. The initiative also views this as a useful mode to engage smaller companies, rather than 'just the usual suspects' and is currently mooting an expansion of the initiative to reach to the farm-level as well.</p> <p>Recruitment: The 10x20x30 initiative initially employed a targeted approach to engage several specific retailers to participate in the initiative. According to a representative of the initiative, word-of-mouth has led other companies to join the initiative on their own, indicating that once leading companies are engaged, others will follow. As the initiative seeks to expand its presence into other markets (namely China and India), it will revert to initially employing a targeted approach to engage several of the key players in the region first.</p> <p>Technical support: A key distinguishing factor of the 10x20x30 initiative is the delivery of technical support in the form of training delivered by the WRI and the provision of guidance and tools, such as the WRAP reporting template. This is particularly beneficial to suppliers (as smaller organisations tend to need more support than large retailers of food companies with dedicated sustainability teams).</p> <p>Continuous engagement: Maintaining momentum beyond the first year (ensuring that reducing and monitoring FWL becomes part of the day-to-day and that participation is not dependent on one or a few individuals) has been identified as a key challenge. The 10x20x30 initiative seeks to foster continuous engagement and also company-wide buy in by making training available throughout the year to any new joiners as well as more team members of the same company. Additionally, establishing a clear vision and long-term plan is important to ensure that the initiative is perceived as something that is progressing.</p> <p>Alignment: The 10x20x30 initiatives uses WRAP's FLW inventory tool to ensure that the data captured is standardised across companies, but also across initiatives, as the Consumer Goods Forum for example also uses the same indicators. The initiative seeks to work with global partners in this respect to create synergies. The engagement of the UNEP in the initiative further facilitates this.</p>
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ Champions 12.3 website (including the 10x20x30 initiative webpage) ▪ Press releases published by World Resource Institute, as well as on participating companies' websites ▪ WRAP's Food loss and waste data capture sheet (available online) ▪ Stakeholder interview with a representative of the World Resource Institute

Barilla Foundation	
Key facts and figures	
Objective	The main objective of the Barilla Foundation, also known as the Barilla Center for Food and Nutrition (BCFN), is to contribute to the UN SDG policy debate on food policy and food sustainability and raising awareness about these topics among the Italian (and to a more limited extent EU) public opinion.
Type	The Barilla Foundation is a private non-profit policy-oriented research centre on world food sustainability issues, hunger and obesity that has also been increasingly involved in dissemination and communication activities to the general public.
Coverage	<p>The BCFN targets policy makers as well as consumers directly, at different levels – the national (Italian), European and global level:</p> <ul style="list-style-type: none"> ▪ Activities aimed at policymakers are global in scope. The BFCRC has the mandate of contributing to the global debate and to this aim it also organises the Barilla Foundation International Forum with the purpose of disseminating the results of its research to a wider international specialist public. It is heavily involved in the UN SDG activities. In 2019 The Barilla Center for Food and Nutrition (BCFN) and the UN Sustainable Development Solutions Network (SDSN) presented to the Heads of State and Government at the SDG Summit and at the UN Climate Summit a roadmap to achieving the food-related SDGs towards the 2030 Agenda. ▪ Most of its publications, however, are in Italian, as well as the recently introduced communication activities more directly aimed at an Italian public. ▪ The EU-funded education and communication projects the BCFN has participated in have had mainly a European dimension.
Launch date:	The Barilla Foundation was established in 2009 as the Barilla Centre for Food and Nutrition and has been operating within the Barilla Group as a separate non-profit think tank.
Key stakeholders and governance	<p>The Foundation has been created by members of the Barilla Family controlling the Barilla Group. Two family members sit on the Foundation Board as President and Vice President respectively.</p> <p>The Foundation is not involved in the company activities of the Barilla Group but deals exclusively with scientific and policy matters. Nevertheless, it indirectly contributes to the image of the group, and one of the Barilla Group marketing managers also acts as the BCFN Managing Director.</p> <p>The Foundation has a board of three Scientific Advisors that actively contributes to its flagship initiatives by providing separate advice on food, economic and geopolitical aspects.</p>
Impact	
Target definition	<p>The BCFN made its own pledges to contribute to the achievement of the SDG⁵. These include:</p> <ul style="list-style-type: none"> ▪ Call for structured UN action on Food and Nutrition. Work towards a more sustainable global agri-food system is already happening at every level of government and in many different institutional forms, but in order to leverage the potential of a multidisciplinary dialogue, a global approach is needed to achieve the SDGs. The BCFN will support the establishment of an Intergovernmental Panel on Food and Nutrition at UN level, with the objective of establishing a multistakeholder platform for dialogue around sustainable agri-food systems. This platform would serve as a common Action Plan for all member states on Food and Nutrition-related aspects of the SDGs.

⁵ BCFN Towards a Common Agri-Food Policy, Policy Recommendations Paving the Way to Sustainability, 2018.

	<ul style="list-style-type: none"> Support smart policymaking with research, analysis and case collection on the nexus between migration, sustainable agri-food systems and rural development, with the objective of developing sustainable agri-food systems that protect the environment, enable rural development in the Mediterranean region and find concrete solutions to the food-related root causes of migration. <p>Promote high quality, knowledge-based education for global citizens and youth on food and nutrition issues. The BCFN will use its communication channels and network to create awareness and to disseminate knowledge to both governments, people and future generations with the threefold objective of:</p> <ul style="list-style-type: none"> a) Uplifting the Food Sustainability Index as a reference tool for guiding the action of policymakers at a global, regional and national level; b) Spreading the MOOC “Sustainable Food Systems: a Mediterranean Perspective” throughout university students and young professionals to mainstream sustainable actions; c) Boosting youth participation, building on the experience of BCFN Young Earth Solutions (YES)! grant programme to support bright ideas to feed our planet
<p>Initiative actions</p>	<p>Since its establishment in 2009, the BCFN has been publishing on average 4 to 5 policy reports per year, typically on policy issues within the remit of its mandate.</p> <p>For example, in 2020 (together with UN Sustainable Development Solutions Network (SDSN), the Santa Chiara Lab of the University of Siena and the Columbia Centre for Sustainable Investment), the BCFN contributed to the seminal study on “Fixing the Business of Food”. The report assessed progress made at the corporate level globally in terms of aligning with the SDG and, most importantly, representing the most extensive review of SDG reporting standards in the food industry to date and proposing operating principles and metrics for measuring progress at the company level in the future.</p>
<p>Contribution to Monitoring and Evaluation</p>	<p>The BCFN is internationally renowned for having developed the Food Sustainability Index (FSI) in cooperation with The Economist. One of the objectives of the Food Sustainability Index is to enable to policymakers to take a ‘target–measure–act’ approach, with a focus on improving measurement and availability of food loss and waste data, developing binding legislation, and ensuring that targets and strategies are integrated into food system commitments.</p> <p>The FSI’s 38 indicators and 95 sub-indicators⁶—from impact on land of animal feed and biofuels, to regional policies on water use, and climate change mitigation – represents one of most comprehensive set of indicators developed to date to judge progress at the country-level towards the achievement of the SDGs in the agri-food sector, also by means of benchmarking with best in class neighbours, and has been extensively used to this aim in a number of publications at the national and regional level, including by the BCFN itself.</p>
<p>Progress Assessment</p>	<p>The BCFN does not measure progress on its own activities. However, it’s research provides insights into progress on food systems sustainability more widely. For example, in 2021 it published a report on Food in Europe analysing in detail the food systems of all the EU Member States and the UK from a sustainability perspective based on the result of the Food Sustainability Index there.</p>
<p>Alignment with EU policy objectives</p>	
<p>A dedicated chapter of the 2020 “Fixing the Business of Food” report includes one of the most comprehensive classifications to date of the objectives of the EU Farm to Fork Strategy within the framework of the Foundation’s own proposed ESG analytical model. This will allow a future assessment of companies’ compliance with the recommendations of the F2F strategy by means of a screening of their ESG reports.</p>	
<p>Relevance to the EU Code of Conduct</p>	

⁶ <https://impact.economist.com/projects/foodsustainability/fsi/2021-methodology-paper/>

<p>Involvement with the EU Code of Conduct</p>	<p>The BCFN has never been directly involved with the Barilla Group codes of conduct in general nor with the Barilla Group pledges under the EU Code of Conduct nor in the other initiatives the Barilla Group is involved in (Namely the Sustainable Agriculture Code (SAC), which has been adopted in Barilla Sustainable Farming (BSF), a programme aiming to guarantee the correct application of the SAC by means of more efficient and innovative production systems, the SAI platform for sustainable procurement aspects, and two Barilla group brand-level codes, another code for the production of basil and, most importantly, has developed its own animal welfare code).</p> <p>The BCFN has not devoted any particular research work to the subject of codes of conduct per se and companies' related pledges, although the extensive analysis of agri-food industry ESG reporting patterns carried out within the framework of the "Fixing the Business of Food" project provides information on subjects where companies tend to commit and others where they prefer to relatively under-commit or not to commit at all, irrespective of whether commitments are requested within the framework of a code of conduct or reflect the company ESG policy..</p>
<p>Key take-aways</p>	<p>As mentioned before, the BCFN not directly involved in the Barilla Group business. This independence makes it easier for them to communicate to the wider public on food sustainability issues across the board without being particularly refrained by conflicts of interest with the company's marketing activities. However, investment of own resources in communication activities is a relatively recent development (until 2022 the Foundation relied heavily on EU co-financing for this).</p> <p>Due to its different nature (as a research centre), there are little transferable learnings from the BCFN to the Code. However, the analytical framework developed within the framework of the Fixing the Business of Food project can be used as a source of inspiration for the structuring and indicator-based reporting of a possible future EU Code of Conduct with more stringent monitoring provisions and linked to pledges going beyond ordinary company ESG practices.</p>
<p>Sources of evidence</p>	
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ The Foundation Barilla website ▪ The Barilla Group 2021 ESG report ▪ The Food Sustainability Index Website ▪ The Food Sustainability Index methodological paper ▪ The 2020 BFRC Fixing the Business of Food report to the UN ▪ The 2018 BFRC Towards a Common Agri-Food Policy report to the UN.

Danish Whole Grain Partnership (Fuldkornspartnerskabet)	
Key facts and figures	
Objective	The Danish Whole Grain Partnership (WGP) has the goal to boost Danish consumption of whole grain products to improve public health. The mission of the initiative is to increase accessibility of whole grain products as well as raise awareness of the beneficial effects of whole grain, through the use of nutrition campaigns and a logo for member companies to put on their whole grain products.
Type	The WGP is a voluntary initiative offering the use of its logo to companies if their products meet certain requirements, thus informing consumers that it contains a certain level of whole grain.
Sector	The WGP is a joint project of the Danish Veterinary and Food Administration, health NGOs, and the food industry, particularly producers. Further, the initiative targets the general Danish population through its awareness campaigns.
Coverage	The initiative is active in Denmark and the WGP logo is used domestically only. In 2019, 1,097 products sold in Denmark carried the WGP logo. 68% of the Danish population recognise the WGP logo, and of these, 61% reported looking for the logo when buying groceries. Food industry partners include both large companies, such as Barilla, Nestlé, Aldi, and Coop, as well as several local food producers.
Launch date:	WGP was launched in 2008 and the logo and whole grain campaign launched in January 2009.
Key stakeholders	WGP is a public-private partnership, formally organised with a board, group of partner members, and secretariat. <ul style="list-style-type: none"> ▪ The board of directors is made up by seven representatives from three major partner categories: the Danish Veterinary and Food Administration, health NGOs, and the food industry. Each partner category is represented by one board chair and two vice chairs. The board makes decisions concerning strategy, annual action plans, budgets, and partnership financing. ▪ The partners from the food industry are retailers, millers, craft bakeries, industrial food producers, and interest groups. Partnership meetings are held twice every year, in which members participate in thematic workgroups. The execution of WGP campaigns is a shared responsibility by all partners. ▪ The secretariat co-ordinate activities, executes decisions and provides managerial support.
Impact	
Targets	Built on the official guidelines of the Danish Veterinary and Food Administration, the WGP has the overall aspiration for Danes to eat at least 75 g of whole grain per day and to reach the 25% of Danes who eat the least whole grain. The WGP has the following annual targets: <ul style="list-style-type: none"> ▪ increase average Danish consumption of whole grain per day, ▪ increase Danish recognition of the WGP logo, and ▪ increase the number of products with the WGP logo.
Company actions	To be able to join the initiative, companies need approval from the Partnership and must pay an annual membership fee (differing by type of membership and business size). Taking part in the WGP initiative gives companies the right to use the WGP logo on products that meet the set requirements for minimum whole grain content, as well as requirements regarding fat, sugar, dietary fibre, and salt content. These content requirements are set by the Danish Regulation on Voluntary Labelling of Foodstuffs, aligned with the Keyhole label (a joint Nordic label for healthier food alternatives). Compliance with logo requirements is monitored by the Danish Veterinary and Food Administration (DVFA).

	The logo can also be used on shop signs and in marketing, where companies can provide information on the WGP campaigns if they wish to do so.
Monitoring and Evaluation	The performance of the WGP as an initiative is evaluated by assessing public awareness and use of the WGP logo, as well as the number of products with the logo, and sales growth of whole grain products overall. This is mostly done by the DTU National Food Institute, with further information from other sources collected where relevant.
Progress	<p>Since the establishment of the WGP, there is a positive trend in Danish whole grain consumption, as evidenced in the two national diet surveys performed (covering 2000-2004 and 2011-2013 respectively). The surveys showed that the average Dane had gone from consuming 36 g to 63 g of whole grain per day in the period measured, reaching 84% of the recommended 75 g of whole grains per day. The results were even more positive for children, for whom whole grain intake more than doubled during the same period, in all age subgroups. However, despite these positive results, 70% of Danes still do not meet the recommendation for daily whole grain consumption.</p> <p>These positive developments have been ascribed to the WPF, and in 2019 the Partnership was awarded the EU Best Case certificate for its achievements.</p> <p>Since its establishment in 2008, the number of partners increased, from 14 partners across sectors at launch to 31 in 2019.</p>

Alignment with EU policy objectives

The WGP aligns with the **Farm to Fork strategy**, in particular with its goal to **promote sustainable food consumption and facilitate the shift to healthy, sustainable diets**, which emphasises the importance of healthy diets to pre-emptively work against cardiovascular diseases and cancer, whilst also highlighting the benefits of sustainable food production. The WGP focuses on public health by seeking to boost consumption of whole grain and reducing fat, sugar, dietary fibre, and salt contents in products.

The WGP's also supports the wider objectives of the **EU Action Plan on Childhood Obesity 2014-2020** (which seeks to combat adolescent obesity through education on nutrition and health and promotion of healthy foodstuff in the member states where food is served in schools) and of the **EU4Health programme 2021-2027**.

The WGP has also been an integral part in the creation and implementation of the **2019 WholeEUGrain project**, which aspires to increase whole grain production in the participating countries of Denmark, Romania, Slovenia, and Bosnia-Herzegovina. The EU project is intended to transfer the WGP to other countries could be considered an extension of the WGP itself.

Relevance to the EU Code of Conduct

Alignment with the EU Code of Conduct	<p>The WGP mainly aligns with the first of the seven objectives outlined in the EU Code of Conduct: Healthy, balanced and sustainable diets for all European consumers. This can be seen both in the mutual goal of improved food patterns, as well as in the objective to facilitate a "food environment that makes it easier to choose healthy and sustainable diets" (for example by the use of a logo). The WGP is mostly focused on the nutritional value of whole grain and the public health of the Danish population, but they also mention that the initiative was partly founded on a concern by Danish millers, bread producers, and bakeries that demand for their products had decreased, and that whole grain is a more sustainably produced foodstuff. The WGP thus also helps in boosting whole grain demand and production in Denmark, aligned with the fifth objective in the EU Code of Conduct: Sustained, inclusive and sustainable economic growth, employment and decent work for all.</p> <p>While the initiative mentions further benefits of whole grains in terms of contributing to sustainable agriculture as well as supporting local producers, the initiative does not include any stated targets in these areas. It therefore possesses a narrower remit than the EU Code of Conduct.</p> <p>A few larger companies can be identified as members/signatories of both initiatives, such as Barilla, Nestlé, and Orkla.</p>
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<p>Key take-aways</p>	<p>A key takeaway from the WGP is the initiative’s successful use of a logo to boost its visibility and encourage companies to sign up. The fact that many consumers are using it to inform their purchases could encourages more companies to engage with the Partnership. This was echoed the focus groups arranged by Ipsos with signatory parties of the EU Code of Conduct, as many expressed certain doubts about the benefits of being a part of the Code, arguing that the positive effects of being a signatory could be further enhanced and developed.</p> <p>However, while the WGP offers a tangible value to members, this requires members to pay annual fees as well as meet a set of requirements rather than set their own objectives as the Code allows. The WGP does not set any targets for participating companies for whole grain levels and the number of products containing specific levels of whole grain to increase over time, but merely offers a threshold level for use of its logo, that companies can choose to meet with how many or few products they wish.</p>
<p style="text-align: center;">Sources of evidence</p>	
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ The official webpage of the Danish Whole Grain Partnership ▪ Healthy Eating and Active Lifestyles: Best Practices in Public Health (OECD, 2022) ▪ Sofia Lourenco et al. (2019), “The Whole Grain Partnership – How a Public-Private Partnership Helped Increase Whole Grain Intake in Denmark”, <i>Cereal Foods World</i> ▪ Carsten Greve and Rikke Iben Neess (2014), “The Evolution of the Whole Grain Partnership in Denmark”

Fair for Life initiative	
Key facts and figures	
Objective	Fair for Life is a certification programme for fair trade in agriculture, manufacturing, and trade. The initiative aims to create a world where trade is the driving force for positive and sustainable change benefiting people and their environment. The initiative centres on providing the tools for socio-economically disadvantaged workers within the production and manufacture of natural products (agriculture, aquaculture, livestock etc.) to be actors of their own development. Its objectives include guaranteeing fair wages for all, facilitating fair trade partnerships across the supply chain, and encouraging companies to take a pragmatic approach to environmental progress.
Type	Certification Body
Sector	The initiative provides certification for companies involved in the production, processing, and trade of natural products and handicrafts. Whereas mainstream fair trade initiatives centre on popular grocery items, such as fruit, chocolate and coffee, Fair for Life also provides certification for more specialised products and companies (referring to products with longer supply chains that require refining, processing, and development such as essential oils, natural sweeteners and flavourings, or natural body care products).
Coverage	<p>The certification body has a global presence across many sectors, reaching over 700 companies and organisations in over 70 countries. This includes companies and producers from 12 EU countries, with the highest proportion in France, Germany and the Netherlands. Globally, the certified companies directly impact 235,000 producers and workers, generating roughly EUR 1 billion in certified product sales.</p> <p>Companies can either become certified operators or registered operators under the initiative, depending on the role and position of the company within the supply chain. The former is for companies with key operations in the supply chain, which includes companies directly involved in primary production, fair trade partners and brand holders. Companies eligible for registration include those in less key operations in the supply chain, such as subcontractors and conveyors.</p> <p>Most of the companies either certified or registered are manufacturing or primary production facing, with relatively few consumer-facing brands.</p>
Launch date:	2006
Key stakeholders	<p>The key stakeholders involved in the programme are:</p> <ul style="list-style-type: none"> - Certified and registered companies: agricultural, manufacturing or trade companies or organisations can apply to become certified under the programme. Certification can be provided for companies across the supply chain; from farmers to producers of food products, textiles and cosmetic products. - Control Body (CB) and auditors: these are members of the certification body and are responsible for conducting assessments of companies for certification. The auditors are responsible for undertaking audits of companies to ensure compliance with the commitments made under the contractual agreement, reviewing company property, manufacturing facilities, workplaces, and documentation.
Impact	
Targets	The initiative does not specify any targets such as number of companies certified or geographical spread. The initiative also does not specify any other target metrics relating to improvement to average wages, working conditions, or other social impact metrics.
Company actions	Companies looking to become certified by Fair for Life are initially assessed against their mission, and commitment to social, community and environmental development, both now and throughout their company history. For example, companies will be assessed on their existing values and strategies, past ethical violations by either the company or affiliated companies, and it's record of pay and working conditions for its workers. Successful applicants will then form a contractual agreement with the control body in

	<p>which the company commits to compliance with the Fair for Life requirements (as defined in the list below) and agree to audits being carried out, both annually and on an ad-hoc basis, providing access to all manufacturing sites, offices, and all data.</p> <p>Commitments made by companies are evaluated in performance across the Fair for Life requirements, which consist of:</p> <ul style="list-style-type: none"> ▪ Commitment to and Management of Fair-Trade Policy: identification of the expectation and needs of beneficiaries along the supply chain. ▪ Respect of Human Rights and Decent Working conditions: eradication of forced and child labour and systematic discrimination, in addition to improved working conditions and the ability for workers to organise. ▪ Respect of the Environment: improving water and energy conservation and a reduction in waste to improve efficiency and conserve natural habitats. ▪ Local Development and Community Relations: compensating and respecting indigenous communities and utilising traditional knowledge. ▪ Trading and Supply chain relations: maintaining trade relations that are long-term and sustainable. ▪ Empowerment: improving ability for worker organisation, improving inclusion and reducing primary production dependencies. ▪ Traceability, Transparency and Respect of the Consumer: improving consumer information in product contents and reducing consumer exposure to harmful chemicals.
Monitoring and Evaluation	<p>Given that it is a certification body, certified companies are audited on an annual and ad hoc basis, measuring against the commitments they made in their contractual agreement, and against the requirements as set out by the programme. However, the initiative sets no quantitative targets in line with its objectives at programme level and does not publish figures on progress.</p>
Progress	<p>No progress reports are publicly available.</p>
Alignment with EU policy objectives	
<p>The EU’s Farm to Fork strategy and the European Green Deal aim to both reduce the climate footprint of the EU food supply chain. In line with that, Fair for Life encourages companies to take a pragmatic long-term strategy for reducing emissions and improving their sustainability. The Fair for Life initiative also encourages “responsible supply chains”, building supply chains made up of companies with long term market outlooks, with sincere commitments to sustainability.</p>	
<p>Building resilience of the supply chain is not only on strengthening the supply of materials, but also the supply of labour. The Farm to Fork strategy aims to empower workers within the agri-food sector by ensuring commitment to the European Pillar of Social rights – a framework set out in 2017 which sets out 20 principles across the themes of equal opportunities, fair working conditions and inclusion – across the food supply chain. The Fair for Life initiative’s main mission is to support workers across supply chains to have better working conditions, better pay and more autonomy over their income.</p>	
Relevance to the EU Code of Conduct	
Alignment with the EU Code of Conduct	<p>Aspirational Objective 5 of the EU Code of Conduct (CoC) aims to achieve sustained, inclusive and sustainable economic growth, employment and decent work for all. A significant proportion (12%) of commitments made by signatories (as of July 2022) were made under this objective. Although supporting workers and supply chain resilience is an objective of the CoC, providing benefits for less socio-economically advantaged communities globally is not a central tenet. Comparatively, the Fair for Life programme is largely centred around improving the economic conditions for smallholder producers, by developing production systems that are structurally, economically, and environmentally sustainable and resilient.</p> <p>Fair for Life also aligns with Aspirational Objective 7 of the Code of Conduct (Sustainable sourcing in food supply chains. This corresponds with the targets of transforming commodity supply chains that protect ecosystems and biodiversity and improving social</p>

	<p>performance in global supply chains. The Fair for Life initiative broadly aligns with this objective, with applicant companies assessed against environmental responsibility and fair-trade in supply chain management.</p> <p>A relatively small proportion (6) of companies (or company subsidiaries) are either registered or certified under the Fair for Life initiative. Out of these, only two were certified: BASF Beauty care solutions (subsidiary of BASF) and LMR Natural (subsidiary of International Flavors & Fragrances). The other four registered companies were subsidiaries of the Code of Conduct signatories Cargill, Danone, Givaudan and Unilever.</p>
<p>Key take-aways</p>	<p>The Fair for Life programme provides certification for companies across a range of supply chains for specialised and manufactured natural products. This is beyond the usual remit of fair-trade certification, which usually centres on supply chains for popular primary consumer options.</p> <p>For companies to become Fair for Life certified, the programme requires them to develop and maintain commitments. Commitments are formulated against a range of sustainable business practices and objectives, centred on social responsibility, environmental responsibility, local impact, fair-trade in supply chain management, empowerment of production communities and respect for customers. Therefore, the programme facilitates workers of a socio-economic disadvantage having access to a range of socio-economic benefits across various natural product supply chains. In doing so, the programme encourages the development of supply chain resilience.</p>
<p>Sources of evidence</p>	
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ The Fair for Life website ▪ ECOCERT (2022). <i>Fair for Life – Certification standard for Fair Trade and Responsible supply-chains</i>. Accessed on 10/2/2022 at: https://www.fairforlife.org/client/fairforlife/file/Standard/Fair_for_Life_Standard_EN.pdf ▪ ECOCERT (2022) <i>Fair for Life – Certification Process</i>. Accessed on 8/2/2022 at: https://www.fairforlife.org/client/fairforlife/file/Fair_for_Life/Certification_process/FFL_Certification_Process.pdf - European Union (2021). <i>EU Code of Conduct On Responsible Food Business and Marketing Practices</i>. Accessed on 01/02/2022 at: https://food.ec.europa.eu/system/files/2021-06/f2f_sfpd_coc_final_en.pdf

European Roundtable for Beef Sustainability (ERBS)	
Key facts and figures	
Objective	The European Roundtable for Beef Sustainability (ERBS) aims to provide a framework to achieve meaningful and demonstrable progress on beef sustainability to create a sustainable food system in which people, animals and the planet thrive. The ERBS wants the beef value chain to be recognised for delivering positive impacts, land stewardship, ecosystem benefits such as carbon sequestration and continuous improvement towards key sustainability priorities. It does not act as a certification body but aims to link to all the certification schemes used to promote best practice, knowledge exchange and alignment.
Type	The ERBS is an industry led voluntary initiative, which has set targets, monitors progress and aims to promote best practice. The ERBS links to the Sustainable Agriculture Initiative Platform (SAI Platform), which is a global non-profit food and drink industry platform that develops sustainable agriculture solutions through member-driven (fees to belong) pre-competitive collaboration.
Sector	Beef production sector
Coverage	The ERBS is a member of the Global Roundtable for Sustainable Beef (GRSB ⁷) representing a group of European Countries. It has platforms in France; Italy; Ireland; Germany; Poland; and the UK. and represents 214,000 European Beef Farmers, approximately 14% of European cattle farms. ERBS is currently active in six European countries. It aims to extend its coverage both to more countries and greater take-up in every country. Since 2018 the ERBS has established a baseline report on the beef sector in these six countries, set up its processes and developed its outcomes framework.
Launch date:	The ERBS was launched in 2018 as a roundtable member of the GRSB, which itself was founded in 2012.
Key stakeholders	<p>The ERBS includes over 20 organisations spanning the beef supply chain from farm to fork, from the six countries currently in the ERBS. Within each national platform, there is a wider network of organisations working together to achieve the ERBS targets.</p> <p>Having evolved from SAI Platform’s Beef Working Group, the ERBS has its own defined governance arrangements and elected board. The ERBS also has subgroups such as the Technical Working Group, which defines the details behind targets, processes and the recognition framework.</p> <p>Key stakeholders of the global GSRB, of which ERBS is a member, are publicly listed on their website. They are a membership organisation organized into six constituencies: producers and producer associations; allied services and industries; processing, retail companies; civil societies; and national roundtables. Observing and consulting membership grades also exist. Producers, allied services and industry together represent the majority of individual members.</p> <p>The 2023 Board of Directors guides the work of the GSRB and is deliberately broadly based to represent all key parts of the beef value chain. It includes Producers (Meat & Livestock Australia; Canadian Cattle Association; Sol Dorado (UY); National Cattleman’s Beef Association (US); Processors (OSI Group; Harvest Road; Cargill); Retail (Burger King; McDonalds); Civil Society (National Wildlife Federation; WWF; Texas Dept of Animal Science); Roundtables (Bolivia, Paraguay; Southern Africa; USA); Allied Services & Industries (Textile Exchange; RaboBank; Corteva Agriscience).</p>
Impact	

⁷ There are 12 national (or regional) roundtables in the GRSB and the China Meat Initiative. The Roundtables are: ERBS; USA; Canada; Mexico; Colombia; Brazil; Bolivia; Paraguay; Argentina; Southern Africa; Australia; New Zealand. GRSB has over 500 members, working in 29 countries. Collectively, its members are responsible for more than two thirds of cross-border beef trade.

<p>Targets</p>	<p>The ERBS has set the following European Targets:</p> <ol style="list-style-type: none"> 1. Environment <ol style="list-style-type: none"> 1.1. Outcome Target: An intensity reduction of 15% in GHG emissions by 2025, with the aim of setting a future target that recognises the positive role beef production can contribute to mitigating climate change through reduction strategies and sequestration. 2. Animal Medicines: <ol style="list-style-type: none"> 2.1. Outcome Target: Total usage of antibiotics <10mg/Kg PCU [popⁿ correction unit] by 2023. 2.2. Outcome Target: Reductions of 50% in the use of HP-CIAs [antibiotics] by 2023. 3. Animal health and welfare: <ol style="list-style-type: none"> 3.1. Outcome Target: Target mortality rates are below 1.5%. For systems with mortality rates above this target, a year on year reduction of 20% should be achieved. 3.2. Outcome Target: All animals have access to loose housing (when housed) by 2030. 3.3. Outcome Target: All animals are given pain relief (analgesics) for all surgical procedures and for all forms of castration, dehorning and disbudding. 4. Farm management: <ol style="list-style-type: none"> 4.1. Outcome Target: A reduction in serious accidents on farm and a reduction in fatalities with an overall target of zero. 4.2. Outcome Target: Financially viable farms that have a business plan in place.
<p>Company actions</p>	<p>The Farm Sustainability Assessment (FSA) is the core of the ERBS programme. It is a set of tools designed to engage farms in assessing and improving their sustainability performance. It is centred on an on-farm self-assessment that can be implemented on a single farm or by a group of farms. The FSA provides business-to-business assurance of on-farm sustainability performance. It is not allowed to make consumer facing sustainability claims on products or through advertisement.</p> <p>Many ERBS (& GRSB) members, including all processors, major retailers, and several producer organisations, have already set goals that align with the broader GRSB goal relating to Climate. Roundtable members are also committing to invest in climate smart R&D practices, tools and knowledge. Investment has been made in areas including analysis of carbon sequestration.</p> <p>GRSB, its members and key stakeholders are prioritizing work to eliminate illegal deforestation and illegal land use conversion. Beef farmers and ranchers will have access to greater financing from members within the Roundtable and may receive recognition for their contribution to tackling deforestation.</p> <p>In accordance with the World Health Organisation for Animal Health policies, GRSB members work together with beef farmers across the beef supply chain, encouraging continuous learning and adoption of best animal health and welfare practices.</p>
<p>Monitoring and Evaluation</p>	<p>The ERBS accepts that the context in each country is different, as are the audit and reporting systems which are in place. The ERBS sets targets but allows each member state to determine the detail of how progress is monitored. ERBS is running a second reporting cycle in 2023, which aims to demonstrate through tangible data the progress made since the baseline was set in the first report (when ERBS was being established).</p>
<p>Progress</p>	<p>The ERBS has spent its first 5 years developing its processes and has not formally reported on progress. The second reporting cycle later in 2023 will show progress against the baseline.</p>

Alignment with EU policy objectives

The ERBS believes it is very well aligned with the Farm to Fork strategy and EU focus on collating and promoting best practice. The ERBS was deliberately set up to bring multiple European countries together and is very keen to focus on knowledge sharing across the EU (similar to EIP Agri) on best practices and how progress can be made in making the beef supply chain more sustainable. The focus on multi-state sharing is different to most of the other global roundtables in the beef sector, which tend to operate at national level, but was a deliberate choice to help ERBS promote the beef sector’s progress across Europe and align with EU policy and programmes. It could be argued that the move to a more plant based human diet, as advocated in some EU policy, is in conflict with the beef sector, but equally a focus on sustainable beef production which prioritises lower carbon systems, promotes land stewardship, biodiversity gains and soil sequestration can help meet wider aspirations of the EU Farm to Fork policy.

Relevance to the EU Code of Conduct

Alignment with the EU Code of Conduct	Overall there is a very high degree of alignment between the ERBS and EU Code of Conduct. ERBS assesses that it aligns very well with five of the seven EU Code of Conduct objectives. It is less aligned with aspirational objective 1 (Healthy, balanced and sustainable diets for all European consumers) and 4 (an optimised circular and resource-efficient food chain in Europe) as the ERBS focuses less on these as they relate to the consumer end of the chain and wider use of co-products, whereas the ERBS is looking at the start of the food value chain.
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Key take-aways	The ERBS is very keen to work closely with the EU Code of Conduct in the future, to complement the work its members do individually with the European Commission. ERBS is keen to work with the EU on how to set a framework for actions to promote the development of a more sustainable beef supply chain. In its four years since inception, ERBS has set its standards and established its processes. During 2023 it is aiming to develop a plan for 2030 based on five areas: <ul style="list-style-type: none"> ▪ Develop a reporting framework to collate credible data on progress in beef sustainability, ▪ Develop its role as a central point for beef sector progress, linking to COPA-COGECA etc., ▪ Raise the level of awareness of the ERBS and increase the number of European countries, farms and supply chain partners involved in the roundtable, ▪ Promote knowledge sharing between beef projects (already mapped 70 in 6 countries), ▪ Work on how to ensure equitable distribution of risk and reward in the beef supply chain.
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Sources of evidence

Sources of evidence	The following data sources were consulted: <ul style="list-style-type: none"> ▪ Interview with a representative of ERBS ▪ Global Roundtable for Sustainable Beef website ▪ GRSB Global Sustainable Goals (GRSB, 2021). ▪ SAI platform website ▪ Southern Africa Region Roundtable for Sustainable Beef website GRSB LinkedIn page
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Global Sustainable Seafood Initiative (GSSI)

Key facts and figures

Objective	The Global Sustainable Seafood Initiative (GSSI) is a public-private partnership working together on the common purpose to turn seafood into a driver for good to preserve oceans for future generations and drive forward more sustainable seafood . Their stated mission is to “ensure confidence in the supply and promotion of certified seafood as well as promote improvement efforts in seafood sustainability globally.”
Type	<p>GSSI is a global platform and partnership of seafood companies, NGOs, experts, governmental and intergovernmental organizations working towards more sustainable seafood through a collective, non-competitive approach to provide clarity on seafood certification and ensure consumer confidence in certified seafood.</p> <p>GSSI has created a Global Benchmark Tool for seafood certification schemes and a Supplementary Components document which shows a seafood certification scheme’s diverse approach and thus helps stakeholders understand where differences exist. This work allows seafood producers to better choose the scheme that works for their business, buyers to access simpler data to guide purchasing, and NGOs to use open information to promote sustainability.</p>
Sector	The GSSI operates in the seafood market , covering the entire value chain. As one of the largest precompetitive collaborations in the world aligning businesses, NGOs, governments, and international organizations representing the full seafood value chain – the GSSI Global Partnership invites seafood sustainability leaders to join and work together.
Coverage	The GSSI is incorporated as a foundation in the Netherlands. The GSSI Global Partnership brings together more than a hundred stakeholders in a pre-competitive effort to tackle the seafood industry’s complex, global sustainability challenges. The private sector – from across the seafood value chain –, NGOs, governments and international organizations – including the FAO – collaborate and exchange knowledge to create joint solutions to these challenges.
Launch date:	2013
Key stakeholders	<p>The GSSI is a partnership, and participating companies and organisations fall within two categories:</p> <ul style="list-style-type: none"> ▪ Funding Partners include companies within the catching, farming, harvesting, processing, brand manufacturer, distribution, retailer, food service, hospitality and investment sectors. Among the Funding Partners, companies like Sodexo, Sainsbury’s Supermarkets Ltd., Rema Foods, US Foods, Morrisons, Nordic Seafood, and ThaiUnion can be found. ▪ Affiliated Partners include non-governmental organizations, including environmental NGOs, research institutions, development organizations, precompetitive initiatives and intergovernmental organizations, such as the United Nations Food and Agricultural Organization (FAO) and the United Nations Industrial Development Organization (UNIDO). Among governments involved, via development agencies or similar, countries like Germany, the United Kingdom, and China are represented. <p>The GSSI is governed by a Steering Board, consisting of representatives from Funding and Affiliated Partners. The GSSI Steering Board is responsible for the delivery of GSSI’s vision and mission, governance, strategic direction, operational oversight, and financial stability. The GSSI further has two other governing bodies with decision-making authority:</p>

	<ul style="list-style-type: none"> ▪ The Partners Council consists of representatives of all Funding Partners. The Partners Council is responsible for the approval of all new Funding Partners and the financial decisions as described in Article 6.1 of the GSSI Deed of Incorporation. The Partners Council must approve any changes to the GSSI Deed of Incorporation. ▪ The Steering Board Committees consist of representatives from the GSSI Steering Board and may include representatives of GSSI Partners, collaborating partners and invited experts. GSSI Steering Board Committees are installed by the GSSI Steering Board and are responsible to provide governance oversight to special projects on behalf of the GSSI Steering Board. <p>The GSSI further has three governing bodies without decision-making authority; the Scheme Owner Advisory Group, GSSI Partner Taskforces, and Expert Working Groups.</p>
Impact	
Targets	<p>The GSSI does not operate with targets, but rather with thresholds, setting out requirements that must be met and maintained in order for a certification scheme to become/remain subject to the GSSI Global Benchmark Tool and subsequent certification recognition. Being GSSI certificated allows Scheme owners to showcase their commitment and alignment with the FAO Guidelines. By undergoing the Global Benchmark Tool process, Scheme Owners can be assured that their standards meet the bar regarding governance, operational management, aquaculture, and fisheries.</p>
Company actions	<p>The voluntary initiative that is the GSSI Global Benchmark Tool is not an initiative for companies per say, but for Scheme owners. There are 9 GSSI recognized certification schemes. Many leading global organizations use GSSI recognized schemes as a foundation for their sourcing policies. As such, company action is not invited by the GSSI directly, but through the schemes which the initiative has given recognition. The GSSI Benchmarking Process, and subsequent GSSI recognition, is open to all third-party assured seafood certification schemes. Certification schemes will pay a benchmark fee to cover the operational costs of the Benchmark Process.</p> <p>The GSSI is an umbrella organisation overseeing scheme actions rather than company actions themselves. However, this does not mean that it does not directly benefit different types of companies:</p> <ul style="list-style-type: none"> ▪ The Global Benchmark Tool provides harvesters and producers the opportunity to choose a certification scheme best suited for them, while still being recognized as robust in the global market. In turn, working with one certification leads to reduced auditing costs and eliminates redundancies. ▪ For processors, wholesalers, and distributors, the Global Benchmark Tool provides more choice in credible certified seafood. This choice results in greater affordability and flexibility in supply chain, enabling them to diversify their sourcing and thus, improving the supply needed to meet an increasing demand for certified seafood. ▪ For retailers and food service providers, the Global Benchmark Tool provides an added level of assurance in their certified seafood sourcing. This assurance creates more choice in the market and ensures confidence in the seafood we source. It also enables more informed and simplified decision making, as well as globally consistent and centralized data to guide your purchasing decision. <p>Moreover, the GSSI also serves as a platform for collaboration and knowledge-sharing for its funding and affiliated partners, inspiring action in this way as well.</p>

<p>Monitoring and Evaluation</p>	<p>GSSI ensures continued alignment of recognized schemes with GSSI Essential Components through an annual reporting process of relevant changes.</p> <p>The Scheme Owner undertakes a fully documented annual management review of scheme performance, including its assurance program, and the performance of certification and accreditation bodies. The results of the review are used to revise its operating procedures and practices, where necessary.</p>
<p>Progress</p>	<p>Since its founding in 2013, the GSSI has acquired more than 100 funding partners and has provided certification to nine different schemes. A more recent expansion is the GSSI Seafood MAP initiative, a digital platform still in creation with the aim to accelerate fisheries and aquaculture efforts for sustainability while compiling the initiatives into one.</p>
<p>Alignment with EU policy objectives</p>	
<p>The efforts of the GSSI most clearly aligns with the EU policy objective promoted in the EU Common Fisheries Policy, namely sustainable fisheries. This policy objective is also closely tied to the European Green Deal (sustainable food production) as well as the Farm to Fork (sustainable food production) and EU Biodiversity Strategies (responsible fishing and sustainable food production).</p>	
<p>Relevance to the EU Code of Conduct</p>	
<p>Alignment with the EU Code of Conduct</p>	<p>The work of the GSSI most clearly aligns with the third, fourth, sixth, and seventh aspirational objectives of the EU Code of Conduct, which regards a (3) Climate neutral food chain in Europe by 2050, an (4) Optimised circular and resource-efficient food chain in Europe, a (6) Sustainable value creation in the European food supply chain through partnership, and a (7) Sustainable sourcing in food supply chains.</p> <p>An important difference between the GSSI and the EU Code of Conduct is that the GSSI is a voluntary initiative for certification schemes to join and be monitored by, whilst the EU Code of Conduct is for companies directly. While companies can join the GSSI as partners directly, this does not require them to take any actions or submit any voluntary commitments as such.</p>
<p>Key take-aways</p>	<p>Benchmarking is a useful tool that the GSSI is successfully utilising to assess whether certification schemes are performing well on sustainability, not just on their own terms but compared to other schemes. A transparent assessment of schemes compared to each other is an effective way of generating competitiveness for sustainability, as it becomes desirable for schemes to rank highly for credibility's sake.</p> <p>The GSSI also has a partnership network, mixing private and public bodies and companies, as well as NGOs, to generate discussion on the best way forward, offering knowledge-sharing and cooperation. As such, the GSSI serves a purpose beyond its voluntary initiative for goal setting on sustainability, acting as a platform for dialogue between actors. By facilitating this type of communication, the GSSI becomes more attractive for companies and boosting exposure of the certification scheme.</p>
<p>Sources of evidence</p>	
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ GSSI official webpage ▪ EU statement on Sustainable Fisheries ▪ Seafish, a UK Non-Departmental Public Body (NDPB), on the topic of the GSSI

Good Food Finance Network	
Key facts and figures	
Objective	<p>The Good Food Finance Network (GFFN) aims to combine the resources and intellectual capital of participating companies in promoting investment and providing finance solutions for sustainable food systems. It builds on the outcomes of the 2021 UN Food Systems Summit and the acknowledgement that better finance is central to delivering better food systems. It sets the following objectives:</p> <ul style="list-style-type: none"> ▪ To raise ambition and develop commitments from financial institutions, governments, and corporations to address critical challenges to mobilizing finance for food systems transformation. ▪ To drive action towards the SDG deadline in 2030, by bringing together partners to identify, develop, deploy, and mainstream the optimal financial instruments, strategies, and enabling policies, that can generate food systems that sustain the health of people, nature, and whole economies.
Type	Collaborative advocacy and research platform
Sector	Finance; Sustainable nutrition
Coverage	Global, including several multilateral organisations and international research institutes
Launch date:	April 2021
Key stakeholders	<p>The GFFN is comprised of: (1) co-chairs; (2) convening core partners (most of which are also its founding organisations), (3) supporting partners, and (4) members.</p> <p>Its co-chairs are representing all of GFFN’s (public, private, and multilateral) sectors, identify critical sectoral challenges, and set the direction for mission implementation. Currently, these roles are occupied by Wiebe Draijer (CEO, Rabobank) and Rebeca Grynspan (Secretary General, United Nations Conference on Trade and Development - UNCTAD). It only employs one full-time team member in a Global Coordinator role.</p> <p>Its six convening core partners are the EAT Foundation (a global, non-profit start-up), the FAIRR initiative (an investor network for ESG risks in the global food sector), Food Systems for the Future (a global research institute), the World Business Council for Sustainable Development (a global CEO-led forum), the United Nations Environment Programme Finance Initiative, and Access to Nutrition Initiative (a global research initiative).</p> <p>Its supporting partners include the World Bank, UNCTAD, S2G Ventures, the Global Environment Facility (GEF), Just Rural Transition, and other corporate and non-profit institutions. Most partnerships the GFFN engages in are issue-specific and often short-term or informal in nature.</p> <p>Finally, its members are financial actors and organizations actively involved in financing food systems, as well as public sector financing organizations, supply chain financial actors, and businesses. They engage in peer-exchange and contribute to the development of guidance, tools and recommendations, as well as occasionally participating in internal GFFN meetings and decision-making settings.</p>
Impact	
Targets	<p>The GFFN does not use numerical targets at the overall network level. Instead, it identified a wide range of actionable areas of innovation, which were defined at the second Good Food Finance High-Level Leaders Roundtable in September 2021. These encompass the development of new financial instruments and financing strategies (such as the setting of science-based targets, fostering innovation in natural capital and ecosystem service, setting cooperative de-risking strategies to catalyse investment across the</p>

	<p>whole value chain, etc.), as well as helping formulate and advocating for the adoption of government policies conducive to good food practices (such as shaping regulatory priorities, proposing tax incentives, etc.).</p>
<p>Company actions</p>	<p>GFFN members can get involved in the High Ambition Group (HAG), a leadership initiative composed of public and private financial institutions. The group is seeking to set out how institutions can:</p> <ol style="list-style-type: none"> 1) Improve the assessment and management of material social & environmental risks, 2) Reduce material environmental and social impacts and increase the positive impacts of investment/lending portfolios and operations, and 3) Increase financial flows towards more sustainable food systems. <p>A major success of the HAG was accomplished in October 2022, as seven of its members covering USD 108 billion of business volume formulated specific and ambitious targets (to be met between 2023 and 2030) on how their institutions can further the GFFN’s mission.</p> <ul style="list-style-type: none"> ▪ Rabobank, a Dutch-based multinational bank and financial services company, pledged to supporting 15 million smallholder farmers in developing countries in the transition to agroforestry, which is expected to lead to total sequestration of 100 megatons of CO2 per year by 2030. ▪ Yara, a Norwegian-based international chemical company, pledged to using digital tools on 150 million hectares of farmland to improve nutrient efficiency, reduction of pollution and water impacts. ▪ Land-focused asset managers such as Signature Agri Investments (US) and Nuveen Natural Capital (Netherlands), the latter of which holds approximately 3 million acres in assets under management, have pledged to completing the deforestation of their entire portfolios, as well as embracing regenerative farming practices and climate-resilient restoration of degraded lands. ▪ The Global Environment Facility, a multilateral environmental fund, has pledged to restore 420,000 hectares of degraded land, improve land management practices in more than 20 million hectares, and mitigate 223 million tons of CO2, while at the same time reducing the use and waste of chemicals of global concern by 21 million tons by 2030. ▪ FIRA Mexico (Trust Funds for Agricultural Development), has committed to growing its USD 350 million climate adaptation and resilience portfolio 5% year-on-year, starting 2023, with the target of increasing the flow of financing towards adaptation and resilience to USD 540 million by 2030, or USD 3.6 billion across eight years. ▪ Phatisa Mauritius, a sub-Saharan African private equity fund manager, has announced plans for 100% of portfolio companies to have a gender policy and stretch targets to increase female employment across different skill levels by 2025. <p>The GFFN also facilitates knowledge exchange between its members. It has set up five ‘catalyst groups’, which bring together senior advisors and technical experts of public and private financing organizations to focus on identifying and implementing solutions to overcome barriers between food and finance with clear action plans and deliverables.</p> <ul style="list-style-type: none"> ▪ The Data Systems Catalyst Group provides financial decision-makers with new tools to assess the landscape of risk and opportunity in resilience-building practices, emerging business models, and standardize the practice of “good food finance”. ▪ The Public Finance Catalyst Group drives awareness, understanding and commitments of academics and policy makers on the true cost of food and the ability of policy changes in food sustainability to reduce fiscal spending on public health. ▪ The Investors Catalyst Group aims to identify investment opportunities for multistakeholder (cross-geography, cross-focus/stage) collaboration in food investments.

	<ul style="list-style-type: none"> ▪ The Metrics Catalyst Group is a non-competitive and collaborative space that brings together sustainable food systems metrics experts and practitioners. ▪ The Value Chains Catalyst Group enables public and private sector financial institutions to incentivise sustainable business practices in the food sector. <p>Additionally, the GFFN has organised several large events for relevant stakeholders (typically one or two per year) on the topic of sustainable nutrition, such as the forum “Catalyzing Good Food Finance to address COVID, Climate, and Conflict-related risks” in April 2022.</p>
Monitoring and Evaluation	<p>The GFFN does not provide public information on the success of its ongoing activities. Occasionally (approximately once a month), it issues summaries and press releases on major global events in the food industry (e.g. the events listed under “Progress” below), which are mostly events the GFFN has attended or participated in. However, there is no detailed account of the GFFN’s role in and contributions to said events. Instead, these publications reiterate the GFFN’s core mission vis-à-vis the main takeaways from the relevant events.</p>
Progress	<p>In 2023, the GFFN is driving progress in its priority areas of action and focusing on these global key events:</p> <ul style="list-style-type: none"> ▪ January 16-21 – WEF Annual Meeting (Davos), Berlin Agriculture Ministers’ Conference 2023 (GFFA) ▪ April 24 -28 – Good Food Finance Week 2023 (including Leaders Dialogue) ▪ July 24-26 – UN Food Systems Coordination Hub Stocktaking Moment ▪ September 12-30 – Climate Week NYC, UN General Assembly (UNGA 78) ▪ November 30 – December 12 – 2023 United Nations Climate Change Conference (COP28)
Alignment with EU policy objectives	
<p>The Farm to Fork strategy lists “preserv[ing] affordability of food while generating fairer economic returns” as one of its core objectives, which is fundamentally in line with the GFFI’s objectives. It makes reference to “financial instruments” as one of the means through which it seeks to foster a “transition to a fair, healthy and environmentally friendly food system” and is tied to the InvestEU Programme, which in turn encompasses investments in circular economy, water, waste and other environment infrastructure.</p>	
Relevance to the EU Code of Conduct	
Alignment with the EU Code of Conduct	<p>The GFFN is similar to the EU Code of Conduct in its comprehensive understanding of “good food” best practices, i.e. its recognition of their varied economic, health, and environmental implications around food systems sustainability.</p> <p>An obvious difference between the two is that investment / financial instruments (as a means of achieving the aforementioned “good food” best practices) are only tangential to the EU Code of Conduct and are not explicitly referenced in any of its seven key aspirational objectives.</p>
Key take-aways	<p>The GFFN’s exclusive focus is on the financing element in the food system sustainability transition, rather than targeting producers, manufacturers and retailers, although it does seek to raise awareness among policymakers and multilateral organisations of the importance of creating an adequate policy environment for food finance best practices. An important similarity is the voluntary nature of both the GFFN and the CoC and the different levels at which participating organisations can be involved in both organisations. This is reflected in the GFFN’s four distinct organisational layers (plus action groups) summarised earlier and the CoC’s seven aspirational objectives, with the exact number and nature of objectives each participating organisation in the CoC signs up to being left at its own discretion. While companies’ profit-</p>

	<p>making incentives do not always align with “good food” practices, the GFFN’s multi-layered structure, which combines corporate and public institutions, raises the likelihood that the output stemming from its efforts is beneficial to food investors, manufacturers, and consumers alike.</p> <p>Although the GFFN’s results in this regard are difficult to gauge due to the lack of publicly available detail , its important mission and presence at most major food-related events make it a vital actor in efforts to achieve more sustainable food systems. An additional more palpable contribution consists of the far-reaching pledges to more sustainable food systems by several industry leaders under GFFN’s auspices through its High Ambition Group. Overall, the EU Code of Conduct can derive a twofold benefit from GFFI in terms of acquiring vital insights on best practices in sustainable food financing as well as potential access to sizeable funds for achieving said practices.</p>
Sources of evidence	
Sources of evidence	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ Interview with a GFFN representative ▪ Good Food Finance Network website ▪ EAT Foundation website ▪ World Business Council for Sustainable Development website ▪ United Nations Environment Programme Finance Initiative website ▪ Food Systems for the Future website ▪ Access to Nutrition Initiative website ▪ United Nations Environment Programme (2023). <i>Driving Finance for Sustainable Food Systems. A Roadmap to Implementation for Financial Institutions and Policy Makers</i>. Geneva.

International Food and Beverage Alliance	
Key facts and figures	
Objective	The International Food and Beverage Alliance (IFBA) aims to empower consumers to eat balanced diets and live healthier lives through: <ul style="list-style-type: none"> ▪ Product formulation (reduction/removal of salt, sugar, and fats; inclusion of beneficial ingredients) ▪ Nutrition information (raising healthy eating awareness through on-pack labelling, point-of-sale materials, company websites, social media apps, help lines, brochures and newsletters) ▪ Responsible marketing (ensuring the accuracy and transparency of advertising content directed at children under 13) ▪ Healthy, sustainable living (efforts to sustainably source ingredients, reduce food loss and waste, and mainstream sustainability practices throughout the entire food production and consumption chain)
Type	Voluntary initiative in line with WHO and UN strategies on healthy nutrition
Sector	Food and non-alcoholic beverage manufacturing
Coverage	The IFBA comprises eleven global brands: Coca Cola, Ferrero, General Mills, Bimbo, Kellogg’s, Mondelez, Mars, Unilever, Danone, Nestle, and Pepsico. It covers 50 countries on all continents (mainly in Europe and Southeast Asia)
Launch date:	2008
Key stakeholders	The key stakeholders are: <ul style="list-style-type: none"> ▪ Participating companies (listed under “Coverage” above) ▪ Governing bodies: This includes 1) a General Assembly – supreme body meeting once a year, electing the Executive Committee, approving the annual budget and establishing the general policy direction of the initiative; and 2) and Executive Committee – implements instructions from the General Assembly ▪ External partners: 13 (multilateral and – mainly – national) government organisations and programmes on healthy nutrition in Europe, North America, South America, and Australia. Their role is to provide expert knowledge to help identify best practices for sustainable nutrition efforts and facilitate their implementation
Impact	
Targets	The IFBA has not set any specific targets. However, the initiative is explicitly aligned with the 2030 United Nations Sustainable Development Goals (SDGs), particularly SDG 2 (zero hunger), SDG 12 (responsible consumption and production), SDG 13 (climate action), and SDG 17 fostering partnerships.
Company actions	The participating companies have committed to the following actions: <ul style="list-style-type: none"> ▪ Coca Cola: Sugar content reduction, economic empowerment of women ▪ Ferrero: Sugar content and calorie reduction, childhood obesity education ▪ General Mills: Increasing minimum whole grain content, reducing childhood hunger ▪ Bimbo: Sugar and saturated fats content reduction, promoting physical activity ▪ Kellogg’s: Increasing iron, vitamin D, and fibre content, reducing sodium content, addressing food availability and security ▪ Mondelez: Increasing whole grain content, reducing fat content, expanding portion control options, child education nutrition ▪ Mars: Sugar content reduction, addressing poverty in smallholder supply chains ▪ Unilever: Reducing salt content, increasing the share of fortified foods and beverages, improving the livelihoods of smallholder farmers ▪ Danone: Sugar and saturated fats content reduction, nutrition education ▪ Nestle: Increasing the share of fortified foods and beverages, increasing vegetable content, promoting healthy behaviours in children

	<ul style="list-style-type: none"> ▪ Pepsico: Reducing sodium, sugar, and saturated fat content, promoting employees' well-being
Monitoring and Evaluation	Participating companies are self-reporting annual progress on the company actions regarding healthy nutrition listed above, either against WHO and UN benchmarks or against past performance. The IFBA regularly publishes progress reports, amalgamating the progress of the IFBA and it's individual members. The latest report available was published in 2022, with 2020 data.
Progress	<p>As per the IFBA 2020 progress report, the IFBA has achieved the following:</p> <ul style="list-style-type: none"> ▪ Product formulation: 98.8% of industrially produced trans fat has been eliminated from IFBA member's products (as of 2020) ▪ Nutrition information: >95% of IFBA members' products display calories on front-of-pack labels (as of 2020) ▪ Responsible marketing: No marketing to children under 13 years old of products such as: chocolates, candies/confectionary, potato crisps, soft drinks, and ice cream; no high fat, sugar, and sodium (HFSS) ads in media where >30% of the audience is <13 years old ▪ Healthy, sustainable living: all IFBA members currently offer workplace wellness programs, including working towards smoke-free environments; are working to sustainably source ingredients, including palm oil, beet and sugar cane, coffee, and wheat, and have joined initiatives to end deforestation linked to priority ingredient; are working to reduce food waste along the value chain, improving farming methods and training to help farmers reduce pre- and post-harvest losses and reducing waste in operations.
Alignment with EU policy objectives	
<p>IFBA touches on all five main components of the EU's Farm to Fork Strategy:</p> <ul style="list-style-type: none"> ▪ Sustainable food production, food security, and reducing food loss and waste, and (to a lesser extent) food processing, wholesale, retail, hospitality and food services practices – all under IFBA's Healthy, Sustainable Living domain) ▪ Sustainable food consumption and facilitating the shift to healthy, sustainable diets (under IFBA's Product Formulation domain) 	
Relevance to the EU Code of Conduct	
Alignment with the EU Code of Conduct	<p>IFBA is clearly aligned with the EU Code of Conduct's aspirational objective 1: Healthy, balanced and sustainable diets for all European consumers.</p> <p>Furthermore, eight of the eleven participating global brands in the IFBA are signatories of the EU Code of Conduct: Coca Cola, Danone, Ferrero, Kellog's, Mondelez, Nestle, Pepsico, and Unilever. However, the IFBA also expands beyond the EU, and while the majority of participating companies are European, efforts are often conducted (and measured) at the national/sub-national rather than EU level.</p>
Key takeaways	As a voluntary initiative where some of the biggest food companies commit to healthy nutrition targets, the IFBA is crucially linked to the EU Code of Conduct. While the IFBA only provides information on its member companies' progress on healthy nutrition up to 2020, it still constitutes a helpful resource given the considerable market share of all its member companies in the European food market. Unfortunately, in addition to the lack of up-to-date information, the IFBA does not disaggregate its statistics by continent either and it is not always clear whether/to what extent the progress achieved by its member companies is applicable to their European sales and products.
Sources of evidence	
Sources of evidence	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ IFBA website ▪ IFBA 2020 Progress Report (published in 2022)

National Salt and Sugar Reduction Initiative (NSSRI)	
Key facts and figures	
Objective	The National Salt and Sugar Reduction Initiative (NSSRI) is a partnership of organisations and health authorities from across the USA, convened by the NYC Health Department. The objective of the NSSRI is to promote gradual, achievable and meaningful reductions in sugar and salt content in packaged foods and beverages.
Type	The NSSRI manages two schemes, setting voluntary reduction targets for sugar in one, and salt in the other, asking food and beverage companies to commit to meeting them.
Sector	The NSSRI operates in the food and drink sector , as well as in the hospitality and food service sector , as companies in these sectors are among the ones who have committed to reducing salt and sugar in their products according to the NSSRI target levels.
Coverage	<p>The NSSRI includes partners and committed companies from all across the US. More than 100 local, state, and national health organisations are partners in the scheme. This includes the Public Health departments of more than half of all US states, including California, Alaska, Indiana, Minnesota, Massachusetts, Ohio, Washington, and Pennsylvania.</p> <p>For the now finalised salt reduction scheme, companies committed to reduce the salt content in their products under the initiative included big players like Heinz, Unilever, Subway, and Starbucks Coffee Company.</p>
Launch date:	First created as the National Salt Reduction Initiative (NSRI) in 2009, the initiative was expanded into the National Salt <i>and Sugar</i> Initiative (NSSRI) in 2018, when a sugar reduction scheme was created. Despite 'Salt' remaining in the name, the only ongoing scheme is that for sugar.
Key stakeholders	<p>More than 100 health organisations make up the role of partners in the NSSRI, with the New York City Health Department as convenor. The purpose of the partnership is to encourage major food companies to make voluntary commitments to specific food category targets for salt and sugar reduction. While companies can reduce these contents in their products, and individuals can monitor and reduce their own intake, the health organisations making up the partnership serves the role as providers of leadership and awareness of the health benefits of lowering salt and sugar intake.</p> <p>28 companies have committed to the salt reduction initiative, operating in the food and drink as well as hospitality and food service sectors.</p>
Impact	
Targets	<p>For sugar: Overall, NSSRI wants to decrease American consumption of added sugar, in particular for children, as they have lower calorie requirements and higher relative intake of added sugars. More specifically, the NSSRI uses sales-weighted mean (SWM) targets for its identified 15 categories of food and beverage. For most categories, the SWM targets are based on a 10% (2023) and 20% (2026) reduction from the category's baseline SWM sugar density. For sugary drinks, targets are based on a 10% (2023) and 40% (2026) reduction.</p> <p>For salt: The salt reduction initiative spanned between 2009 and 2014. The then-NSRI developed targets to guide companies in reducing the sodium levels in their food products. These targets included 62 packaged food categories and 25 categories of restaurant food, ranging from breakfast cereal to burritos. The initiative included voluntary 2012 and 2014 targets for average sodium levels in each food category and a maximum sodium level for all items served in restaurants. For most categories, the SWM targets aimed at a 10% (2012) and a 25% (2014) reduction from the category's baseline SWM salt density.</p>

	<p>These targets were established after a year-long series of technical meetings with food industry leaders. Some popular products had already met these targets when the initiative began, indicating that the targets were achievable.</p>
<p>Company actions</p>	<p>Regarding the sugar initiative, companies have the option to publicly commit to meeting the SWM target in any category by 2023 and/or 2026 and be publicly recognized for their commitment. Alternatively, companies may also consider using the targets to inform internal processes and decision making as it relates to marketing, reformulation, and research and development of new and existing products. Companies meet the target by demonstrating that the SWM sugar density of all products in a specific category is at or below the target by the end of the target year.</p> <p>Companies are also encouraged to employ complementary strategies to reduce availability of added sugar in the food supply and reduce consumption. This includes measures such as encouraging consumers to switch to unsweetened versions of products or unsweetened alternative products, decreasing portion sizes for single-serving products, and meeting suggested upper limits for sugar density of products in each category.</p> <p>Participating companies in the salt initiative could make commitments in all or some of the categories in which they sold products. The (then) NSRI encouraged companies to pursue as many targets as possible. Each commitment indicated that a company was working to meet the NSRI target for a particular food category by a specified date. Companies could meet targets without eliminating all high-sodium products. The goal was to sell a mix of products that, when weighted for sales volume, had an average sodium level at or below the NSRI target. The Health Department’s website publicly recognized companies that agree to work toward sodium-reduction targets.</p>
<p>Monitoring and Evaluation</p>	<p>Sugar: The NSSRI Packaged Food and Beverage Database is updated to monitor nutrient and ingredient content of packaged foods and beverages over time. The database is used to track progress against the 2023 and 2026 SWM targets and Guidance Maximums, in addition to complementary strategies, such as switching consumers to unsweetened products and decreasing portion sizes. Using the database, progress can be assessed at the company level, category level, or across all 15 categories.</p> <p>Salt: The then-NSRI assessed industry’s progress after each of the target years. As part of this assessment, the NYC Health Department created two databases to track the nutrition information of food products. These databases were used to monitor salt content and to assess progress toward the NSRI sodium targets. Companies had an opportunity to report baseline information and provide updates, since changes may not be immediately apparent on food labels.</p>
<p>Progress</p>	<p>Sugar: The Sugar reduction initiative is still ongoing, with the first targets set to be reached in 2023.</p> <p>Salt: In 2009, when the targets were established, no categories met National Salt Reduction Initiative 2012 or 2014 targets. By 2014, 26% of categories met 2012 targets and 3% met 2014 targets. From 2009 to 2014, the sales-weighted mean sodium density declined significantly in almost half of all food categories (43%; 26/61 categories). Overall, sales-weighted mean sodium density declined by 6.8% (P < .001) in top-selling products in the different food categories,</p> <p>The salt reduction initiative showed that national target setting with monitoring through a partnership of local, state, and national health organizations was feasible, but highlighted that industry progress was modest. In October 2021, the US FDA (Food and Drug Administration) published voluntary targets for salt reduction, partially informed by the salt reduction scheme of the NSSRI.</p>

Alignment with EU policy objectives

The NSSRI aligns well with the **2008 EU Framework for National Salt Initiatives**, which aims to reduce salt in products in EU Member States for the sake of public health. Similarly to the NSSRI, the EU Framework sets out benchmarks for overall salt reduction in a number of food categories. The NSSRI also aligns with the 2007 EU Strategy on Nutrition and Overweight, which similarly aims to combat poor nutrition and the effects of limited physical exercise.

Further, the objectives of the NSSRI aligns partially with the **Farm to Fork strategy** with regards to the latter’s goal to **Promote sustainable food consumption and facilitate the shift to healthy, sustainable diets**, which emphasises the importance of healthy diets to pre-emptively work against cardiovascular diseases and cancer, whilst also highlighting the benefits of sustainable food production. The NSSRI is thus similar in its focus on seeking to improve public health, doing so in a narrower way (in its sole focus on salt and sugar) than the Farm to Fork strategy.

Whether the work of the NSSRI in the US impacts what EU citizens consume, the answer is likely that any effects are small, as the EU has its own legislation and policy in place for salt and sugar reduction. In general, food content policy tends to be stricter in the EU than the US, meaning that changes in product contents caused by the NSSRI in the US are likely to also be made for the EU market as a result of existing EU policy and legislation, if not by member-state legislation.

Relevance to the EU Code of Conduct

<p>Alignment with the EU Code of Conduct</p>	<p>The NSSRI has a similar set-up to the EU Code of Conduct in that it allows companies to voluntarily sign up and commit to meeting a set of targets. Furthermore, it similarly monitors development over time. However, one of the most significant differences and takeaways is that while the EU Code of Conduct allows companies to set their own targets, the NSSRI schemes have set targets that companies agree to follow. As such, the NSSRI holds a decisive role in its own initiative, demanding commitments to be of a certain level.</p> <p>The NSSRI aligns with the first aspirational objective of the EU Code of Conduct, which aspires for Healthy, balanced and sustainable diets for all European consumers through improved food consumption patterns. Moreover, it is directly aligned with one of the identified sub-categories defined in the mapping report, namely 1.2, ‘Composition of foods, availability of healthy food options, portion sizes’. For comparison, 38 commitments were made under this sub-category of the EU Code of Conduct.</p> <p>The only company identified as having committed to both the NSSRI Salt reduction initiative and the EU Code of Conduct is Unilever.</p>
<p>Key take-aways</p>	<p>A difference between the NSSRI and the EU Code of Conduct is that the former does not take into consideration other harmful ingredients in the products for which it monitors sugar and salt levels. Further factors related to sustainability (such as whether products have been sustainably and/or locally produced) are not considered. Therefore, while the EU Code of Conduct also considers environmental, social, and economic sustainability in its actions, the NSSRI has a more narrow focus. As such, a take-away is the difference in scope between the two initiatives, and whether a narrower or a broader focus is more effective to achieve change.</p> <p>However, the monitoring system of the NSSRI (then-NSRI, as the earlier version was the one monitoring the completed Salt reduction initiative), seems more advanced than the EU Code of Conduct. Through the use of databases to track nutrition information of food products, progress towards meeting salt targets could be assessed, as companies could provide information and updates more than just annually, as is the case with the EU Code of Conduct.</p> <p>Similarly, the NSSRI use of set targets rather than allowing companies to set their own goals, is also a key take-away, as it ensures targets are ambitious and progress can be measured in a robust, transparent and common way. However, the use of set, ambitious, targets may not only be positive, as it might discourage some companies from signing up, due to the extent of the changes that have to</p>

	<p>be made. As such, the EU Code of Conduct offers companies the chance to at least do <i>something</i>, rather than nothing, even if the targets set may be less ambitious than the NSSRI equivalents. On a similar note, the data above on results suggest that many companies failed to meet the set Salt targets. The lack of consequences for this failure</p>
<p>Sources of evidence</p>	
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ The information pages about the National Salt and Sugar Reduction Initiative on the webpage of the NYC Health Department (the initiative’s convenor). ▪ Christine J. Curtis et al. (2016), “US Food Industry Progress During the National Salt Reduction Initiative: 2009–2014”, <i>American Journal of Public Health</i>, Vol. 106, No. 10, pp. 1815-1819.

OECD-FAO Guidance for Responsible Agricultural Supply Chains	
Key facts and figures	
Objective	<p>The OECD-FAO Guidance for Responsible Agricultural Supply Chains is a framework for due diligence to encourage the business community to take action on business practices. It is intended to bring country representatives together to develop a common framework and to provide a process by which concerns can be raised about the behaviour of businesses.</p> <p>The overarching aim is to bring country level policymakers together to make it easier for businesses to embrace responsible business practices. They also aim to help national processes which set food chain standards to come together to work towards a global standard, and to put a global stamp of approval on national standards, to help encourage best practice and progress in business practice. OECD-FAO find that most certification groups want to be aligned but can find this hard to deliver.</p>
Type	The OECD-FAO guidance provide a framework for countries to work together to set out principles for and to monitor responsible business conduct by multi-national enterprises in food supply chains.
Sector	Agriculture and food supply chain, but not including the seafood sector (it is planned to deal with seafood in FAO guidance which is still being developed).
Coverage	<p>The FAO works in more than 130 countries worldwide and is a UN organisation with a global mandate. By Autumn 2019, when the pilot report was published, 39 Countries had made a commitment to promote the uptake and implementation of the guidance framework in agricultural supply chains: Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Kazakhstan, Korea, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom, United States. By February 2023, Bulgaria; Colombia; Costa Rica; Croatia; & Uruguay had also made commitments under the OECD-FAO guidance.</p> <p>22 out of 27 EU member states are now members, as well as other OECD member countries and a further 12 countries (e.g. Brazil, Argentina) who associate to the OECD-FAO guidance despite not being members of OECD.</p> <p>As the share of the global market represented by Europe, the USA and Japan declines, particularly because of growth in Asia, the OECE-FAO is keen to do more work to bring countries in Asia into the guidance framework. It is already engaging with other countries currently outside the framework seeking to align with it.</p> <p>The companies and initiatives in the 2018-19 trial are detailed in the Pilot Project Final Report (page 23). The report shows that signatories were: 25% downstream in the supply chain; 17% upstream; 29% downstream and upstream; 29% cross cutting and financial enterprises.</p>
Launch date:	<p>The OECD-FAO Guidance for Responsible Agricultural Supply Chains was launched in November 2016.</p> <p>It was developed on the back of an earlier cross sectoral set of guidance (for minerals, clothing and footwear and agriculture, three sectors with a high level of global trade and many MNE companies in their supply chains) on responsible business conduct, focused on due diligence, developed by the OECD for Multi-National Enterprises (MNEs) in 2011. Because the OECD has limited agricultural expertise, they partnered with FAO to develop agricultural guidance.</p>
Key stakeholders	The key stakeholders are country governments, who then in turn bring together stakeholders at national level including businesses and organisations in agriculture and the food sector. The guidance seeks to target all enterprises operating along

	<p>agricultural supply chains including those engaged in: Production (Farms); Aggregation; Processing; & Distribution.</p> <p>Internationally the key stakeholders also include the OECD, FAO and ILO.</p> <p>The Multi-Stakeholder Advisory Group, with oversees the development and implementation of the guidance, includes 41 international representative organisations (most of whom have more than 1 named representative). The advisory group is chaired by the Netherlands lead representative.</p>
Impact	
Targets	<p>The OECD-FAO Guidance for Responsible Agricultural Supply Chains does not set its own standards or targets. Instead the guidance aims to provide a common framework and global benchmark to help agri-businesses and investors contribute to sustainable development.</p> <p>The guidance was developed to help enterprises observe existing standards for responsible business conduct along agricultural supply chains and to bring all the existing standards together, recognising that too many different standards can be confusing for business. The OECD-FAO Guidance is based on and incorporates long-standing standards for responsible business practices, such as the OECD Guidelines for Multi-national Enterprises, the UN Guiding Principles on Business and Human Rights (UNGPs); the International Labour Organisation Tripartite Declaration of Principles Concerning Multinational Enterprises and Social Policy (ILO MNE Declaration); and the UN Committee on World Food Security’s Principles for Responsible Investment in Agriculture and Food Systems (CFS-RAI Principles). The guidance also seeks to be aligned with UN SDGs, particularly in areas such as inclusion, skills and knowledge exchange.</p> <p>The OECD-FAO aim to do a substantive update of the guidance in the next 3-4 years (i.e. 10 years after it was created). In the interim it is continuing to do more modest reviews as the context changes, e.g. there will be an update in June 2023 to build on the Paris Agreement and to recognise the way in which the science has changed since it was first set up. The agricultural guidance is also updated each time the ‘parent’ guidance for all sectors developed by OECD is updated - the Guideline for Multi-National Enterprises.</p> <p>Longer term, OECD-FAO would like to include aims on living wages, but this is very hard to negotiate at international level and OECD-FAO is very conscious that the guidance is owned by and has to be endorsed by multiple countries in different parts of the World. This means that progress has to gradual and focus on continuous improvements which can be agreed internationally between governments. They are also intending to contribute to the work FAO were mandated (at COP27) to deliver, on how to limit GHG emissions from agriculture and the link to SDG2. They have also starting to work on what comes after the SDGs for the next 15-year period from 2030-2045.</p>
Company actions	<p>The OECD-FAO guidance is not directly focused on individual companies, but focuses on sign up at country level, with each country taking responsibility for working with companies in their territory to promote and monitor compliance with the guidance to deal with complaints which are raised by other countries about business behaviour.</p> <p>However, in the initial stages to support the practical application of the OECD-FAO Guidance, OECD and FAO ran an implementation pilot with over thirty companies and industry initiatives from February 2018 to October 2019.</p> <p>The guidance sets out a five-step framework for risk-based due diligence by business:</p> <ul style="list-style-type: none"> ▪ Establish strong company management systems. ▪ Identify, assess and prioritise risk in the supply chain ▪ Design and implement a strategy to respond to identified risks ▪ Verify supply chain due diligence

	<ul style="list-style-type: none"> ▪ Report on supply chain due diligence
Monitoring and Evaluation	<p>OECD-FAO do not track how many companies have signed up to the guidance, as this is dealt with at national level. However, they do produce a progress report each 5 years (the first was completed in 2021) for the OECD-FAO Council. Each member country in the guidance framework have a national contact point which monitors local business sign up and deals with any complaints raised by other countries and any other issues.</p> <p>Separately, the pilot 2018-2019 pilot was evaluated, with a baseline and endline survey exploring implementation of responsible business practices.</p>
Progress	<p>In 2019, the OECD and FAO released a final report on the pilot. It showed a modest increase in companies’ implementation of policy commitments, risk assessment and risk management (between 4% and 6% increase). However, it is worth highlighting that survey numbers were low (27 companies completed the baseline and 24 the endline survey) .</p> <p>In 2021 the first 5-year report did not report on individual company actions. However, at country level it showed that 19% of the countries signed up (8 of the 42 signatories), reported having integrated or referenced the OECD-FAO Guidance in domestic laws, regulations, rules, procedures, guidance to comply with regulations, or other government issued guidance. Furthermore in 24 out of 42 signatories, work on the guidance had now been integrated widely across government (i.e. beyond the department which acts as the national contact point).</p>
Alignment with EU policy objectives	
<p>The broad direction of travel the OECD-FAO Guidance for Responsible Agricultural Supply Chains is trying to promote is well aligned with the objectives which underpin the EU Farm to Fork strategy. They believe that more progress is needed on carbon and climate change, with rising expectations in civil society and amongst consumers that action is taken on this issue.</p> <p>One key difference to EU policy is that the OECD-FAO is less focused on setting down specific targets, which they recognise could be very difficult to negotiate internationally, and instead focuses on promoting continuous improvement. They focus on supporting the journey to more sustainable, responsible and risk based approaches to business practice and are therefore keen not to set targets in stone, as they want to see continuous improvement across multiple countries and regions of the World as they come together to progress the actions which can be taken.</p> <p>There is some concern from countries outside the EU, who have signed up to the OECD-FAO guidance, about whether some aspects of the EU Farm to Fork standards represent non-tariff barriers, which will restrict imports into the EU.</p>	
Relevance to the EU Code of Conduct	
Alignment with the EU Code of Conduct	<p>The aims of the guidance are well aligned with most aspects of the EU Code of Conduct. However, it is primarily focused on business conduct and behaviour in the countries in which they operate, rather than setting down standards (as they accept these vary internationally at present).</p> <p>Of the 7 objectives in the EU Code of Conduct, the OECD-FAO is less focused than the EU on: objective 2 - prevention and reduction of food loss and waste; and, objective 4 - an optimised circular and resource-efficient food chain in Europe.</p> <p>A key differences to the EU Code of Conduct is that the OECD-FAO guidance is not targeted at or seeking to engage individual companies, but instead focuses on engaging countries, each of who are then expected to represent the guidance in their territory.</p>

Key take-aways	<p>The OECD-FAO Guidance for Responsible Agricultural Supply Chains does not seek to create its own standards, but instead to bring countries together globally to align the processes and standards which are used to promote responsible business practices in the food chain. It is targeted mainly at engaging Multi-National Enterprises through national contact points. It is keen to see the complexity of multiple standards reduced, by aligning them internationally, so that companies can focus on making progress in delivering more responsible business practices rather than focusing on having to report to more and more different bodies every year. The focus is on pre-competitive collaboration on standards which brings in industry, civil society and worker representatives.</p> <p>The OECD-FAO team are very keen to work more closely with DG Sante, to complement the existing links they have with DG Agri and DG Env, as well as 22 out of 27 EU member states. They would be interested in DG Sante and the team supporting the EU Code of Conduct to join their multi-stakeholder advisory board which is chaired by the Netherlands representative Marjoleine Hennis from the Netherlands Ministry of Foreign Affairs.</p>
Sources of evidence	
Sources of evidence	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ Interview with a representative from OECD ▪ Report on the Implementation of the OECD Recommendation on the OECD-FAO Guidance For Responsible Agricultural Supply Chains (2022), pdf (oecd.org) ▪ OECD-FAO Multi-stakeholder Advisory Group on Responsible Agricultural Supply Chains List of AG Members (2022-2025) (17th February 2023) ▪ OECD-FAO Multi-stakeholder Advisory Group on Responsible Agricultural Supply Chains Member Expectations and Composition (February 2023) ▪ OECD-FAO Guidance for Responsible Agricultural Supply Chains OECD-FAO Guidance for Responsible Agricultural Supply Chains - OECD ▪ Guideline for Multi-National Enterprises (MNEs) Guidelines for MNEs - Organisation for Economic Co-operation and Development (oecd.org) ▪ Pilot project report (2019), Pilot Project on the Implementation of the OECD-FAO Guidance for Responsible Agricultural Supply Chains - FINAL REPORT ▪ Recommendation of the Council on the OECD-FAO Guidance for Responsible Agricultural Supply Chains (13th July 2016), OECD Legal Instruments

Origin Green	
Key facts and figures	
Objective	Origin Green (OG) aims at assisting the Irish food and drink industry to produce food and drink more sustainably.
Type	OG is Ireland’s food and drink sustainability programme. It is a voluntary programme led by Bord Bia (the Irish Food Board ⁸) and split into several sectoral assurance schemes.
Sector	Agriculture, food and drink industry, food service and retail
Coverage	OG covers the following agri-food production groups: seafood & aquaculture, bakery, horticulture, confectionery/snacks, eggs, grocery, dairy, prepared food, beverages , meat and ingredients. It also covers retail and foodservice companies. 55,000 farms across Ireland and over 300 companies are certified through OG schemes, many of which are SMEs. Of the verified company members, 300 were in the manufacturing sector, and 10 in the retail and foodservice sector (as of 2021). OG accounts for 92% of the beef production, 95% of the dairy production, 70% of the horticulture produced and 95% of the egg production in Ireland. OG members also account for 90% of total food and drink exports and 75% of the Irish retail market.
Launch date:	OG has been launched in 2012 replacing Bord Bia Quality Assurance scheme established in 2003.
Key stakeholders	OG is led by Bord Bia. In addition, OG has built partnerships with: <ul style="list-style-type: none"> ▪ Sectoral organisations (such as Dairy Industry Ireland (DII) or the Irish Farmers’ Association (IFA)) to support the initiative among the different industry sectors, ▪ Educational institutions (such as the Climate Ready Academy), which work with OG to support businesses in developing the skills required to enable the sustainability transition in food systems, ▪ Research centres (such as the National Biodiversity Data Centre) to support the initiative’s monitoring efforts, ▪ Government bodies (such as Enterprise Ireland or the Irish Agriculture and Food Development Authority Teagasc), and ▪ Companies such as Repak (an environmental NGO focused on recycling) or FoodCloud (a social enterprise connecting businesses with surplus food with charities across Ireland), to facilitate members of OG to meet their commitments. <p>Further key stakeholders are OG’s third-party verification partners, which ensure independent verification of whether company’s sustainability plans meet OG requirements.</p> <p>OG is also a partner in several international forums, such as the Global Round Table for Sustainable Beer of the Sustainable Agriculture Initiative (SAI) platform.</p>
Impact	
Targets	OG aims at driving, monitoring and measuring sustainable improvements regarding several target areas at farm, processing and retail and foodservice levels. The OG strategy is aligned with the Irish Food Vision 2030. The key objectives of OG’s 2022-2025 strategy aim at achieving the following targets: <ul style="list-style-type: none"> ▪ Climate-neutral food system by 2050: 25% reduction in absolute emissions by 2030 ▪ Ammonia emissions: To reduce to 5% below 2005 levels by 2030 ▪ Biogenic methane: 10% reduction by 2030 (on 2018 level) ▪ Nitrous Oxide: Reduce chemical fertiliser by more than 50% by 2030

⁸ It groups the former Irish Meat and Livestock board, the food promotion activities of the Irish Trade Board, the horticultural industry body Bord Glas and the seafood promotion organisation BIM and several other organisations related to the agri-food sector.

	<ul style="list-style-type: none"> ▪ Biodiversity: By 2030, 10% of farmed area will be prioritised for biodiversity ▪ Food Waste: 50% reduction in food waste by 2030 ▪ Packaging: All packaging reusable or recyclable by 2030 ▪ Organic: 50,000ha for organics in 2022 Water Quality: Reduce nutrient losses from agriculture to water by 50% by 2030 ▪ Marine protected areas: Achieve 30% protected areas by 2030
Company actions	<p>The participation to OG requires each company to subscribe to one of their certification schemes; the farm quality assurance scheme, processing sustainability chart, or retail and foodservice sustainability chart. This involves the implementation of actions within predefined areas of objectives.</p> <p>For farmers: Bord Bia Sustainability & Quality Assurance Schemes (differing by type of production) apply for farmers. Farmers should provide information and ensure the respect of specific commitments across the 8 target areas: quality and traceability, animal health & welfare, greenhouse gas emissions, biodiversity, water use, energy efficiency, soil management, and socio-economic factors.</p> <p>For manufacturers: The Origin Green Charter for processing applies to producers. Companies must agree to clear objectives across 3 target areas: raw material sourcing (companies should set at least one target addressing packaging), processes and social sustainability.</p> <p>For food service and retail: The Origin Green Charter for retail and foodservice applies to food and retail businesses. It stipulates a set number of targets for each of the following categories: sustainable sourcing, operations, and social sustainability.</p>
Monitoring and Evaluation	<p>The progress against targets is verified through independent audits (every 18 month at farm level and every year for retail and foodservice and manufacturers).</p> <p>At farm level, various indicators are implemented focusing on climate⁹ and GHG emissions¹⁰, water¹¹, soil erosion, biodiversity¹². Data from audits are gathered in a centralized database that enables the organisation to assess the environmental performance of the farms. Each farmer receives a feedback report¹³ that compares its performance against changes since the last audit and against comparable farms.</p> <p>OG is then able to consolidate these data at national level to monitor the progress achieved regarding certain indicators. OG publishes a progress update report on a regular basis, the latest of which was published in 2021.</p>
Progress	<p>The 2021 progress update report, OG has achieved the following between 2014 and 2019:</p> <ul style="list-style-type: none"> ▪ A 6.3% average reduction in CO2 per unit of beef by year by farms that joined Sustainable Beef and Lamb Assurance Scheme. ▪ A 6% average reduction in CO2 per unit of milk by year by farms that joined Sustainable Dairy Assurance Scheme. ▪ 1,144,536 trees planted. ▪ 13,282 farms with water meters in place

⁹ GHG emission per unit of milk/beef and associated indicators: length of the grazing season, slurry management, fertilizer usage, calving rate, age at first calving...

¹⁰ Carbon Footprint assessments are independently accredited by the Carbon Trust to its PAS 2050 Standard.

¹¹ Monitoring of water use, number of farm having water meters, Source of water used on farm, Level of rainwater harvesting & water recovery

¹² participation to environmental schemes, measures in place to maintain and improve habitats, changes in habitats between assessments, protection of field margins, km of Hedgerow, tree planting

¹³ It includes : General Farm Performance, Carbon Footprint, Greenhouse Gases, Nutrient Management, Grassland Management and Farm Health and Safety.

	<ul style="list-style-type: none"> ▪ 93% of dairy farms and 87% of beef producers signed up to one of the assurance schemes conduct soil testing <p>In addition, manufacturers have set 2,779 sustainability targets and established 13,600 initiatives between 2012 and 2021. Retail and food service businesses have set 165 sustainability targets.</p>
Alignment with EU policy objectives	
<p>Origin Green is the implementation of the Food Vision 2030 and is aligned to some extent to the EU Green Deal and its policy initiatives: the Farm to Fork strategy (organic agriculture, use of fertiliser), Fit for 55 (climate neutrality); the 2030 Biodiversity Strategy (biodiversity, hedgerows) and the Circular Economy Action Plan (waste, recycling etc.). In addition, OG is aligned to 15 of the 17 sustainable development goals set by the UN.</p>	
Relevance to the EU Code of Conduct	
<p>Alignment with the EU Code of Conduct</p>	<p>Origin Green is aligned to a large extent within all the 7 aspirational objectives of the EU Code of Conduct (CoC).</p> <ul style="list-style-type: none"> ▪ Manufacturers and retail and foodservice members are asked to set targets in the area of social sustainability, which can include health and nutrition. This aligns with CoC’s aspirational objectives 1 (Healthy, balanced and sustainable diets for all European consumers) and 5 (Sustained, inclusive and sustainable economic growth, employment and decent work for all). ▪ OG is aligned with SDGs 12 and explicitly sets the target of a 50% reduction in food waste by 2030. Manufacturers and retail and foodservice members set targets to reduce food waste. This matches the CoC’s objective 2: Prevention and reduction of food loss and waste. ▪ OG is aligned with the CoC’s third objective: a climate neutral food chain in Europe by 2050, given its target to reduce 25% of absolute emission by 2030 and reduce ammonia emissions to 5% below 2005 levels by 2030, reduce chemical fertilisers by more than 50% by 2030 and reduce biogenic methane emissions by 10% by 2030 (from 2018 level). Producers, manufacturers and retail and foodservice members set targets to reduce emissions. ▪ OG sets the target for all packaging to be reusable or recyclable by 2030, aligned with the CoC’s aspirational objective 4 (an optimised circular and resource-efficient food chain in Europe). Manufacturers and retail and foodservice members set targets related to increased energy and water use efficiency, and packaging sustainability (for manufacturers). ▪ By partnering with organisations both in Ireland and internationally to improve food supply chain sustainability, OG aligns with the CoC’s objective 6: Sustainable value creation in the European food supply chain through partnership). ▪ Manufacturers and retail and foodservice members can also set targets related to sustainable sourcing of raw materials, aligned with the CoC’s objective 7 (Sustainable sourcing in food supply chains).
<p>Key take-aways</p>	<p>OG has evolved from a quality/traceability focused agri-food assurance scheme towards a comprehensive sustainability programme, covering the full agri-food value chain.</p> <p>OG focuses on 10 specific issues and has set collective and measurable targets aligned with EU and national strategies. OG addressed these issues by enlarging the partnerships, developing specific tools (for instance the Carbon footprint) and setting specific indicators to measure progress achieved.</p> <p>OG leaves freedom to manufacturing and retail and foodservice companies to prioritize certain target areas (much like the EU Code of Conduct) and determine which actions to implement.</p>
Sources of evidence	
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ Origin Green 2021 Progress Update Report ▪ Origin Green STRATEGY DOCUMENT 2025

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| | <ul style="list-style-type: none">▪ Origin Green Sustainability Report 2016▪ Origin Green Foodservice and Retail Charter▪ Sustainable Dairy Assurance Scheme▪ Sustainable Beef and Lamb Assurance Scheme▪ https://www.origingreen.ie/ |
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Sustainable Agriculture Initiative Platform	
Key facts and figures	
Objective	<p>The SAI Platform is an umbrella organisation to develop and disseminate sustainable good agricultural practices for livestock and crop production, to give members access to business-to-business assured sustainable raw materials.</p> <p>Being business to business initiatives the Platform schemes are to demonstrate sustainability along the value chain but cannot be used as claims in products targeted at the general public of final consumers. When certified by third parties it is just permitted to use these claims in internet sites or on social media, but not for marketing products to the general public.</p>
Type	<p>The Platform works as an open-source knowledge sharing mechanism, to co-develop, co-create and disseminate shared learning on sustainability for immediate application at the farm level. This broad principle is implemented through three different schemes, tailored to the needs of the different sectors:</p> <ul style="list-style-type: none"> ▪ The Farm Sustainability Assessment (FSA) programme is a certification scheme based on over 100 qualitative criteria covering farm management practices, plant selection and dissemination processes, soil management, nutrients and fertilisers, crop protection, waste management, water management, biodiversity, air emissions and work conditions. ▪ The Sustainable Dairy Partnership (SDP) sets out to reassure buyers about the sustainability of dairy products and requires dairy processors to have sustainability management systems for their first-tier farmers. The SDP is a modular scheme. Partners need to comply with the SDP’s four fundamental requirements linked to compliance with local regulations, animal welfare, human rights and deforestation. The SDP additionally, articulates eleven different criteria previously defined by the Dairy Sustainability Framework: GHG emissions, animal care, biodiversity, product safety and quality, soil nutrients, rural economies, soil quality and retention, market development, working conditions, waste management, water availability and quality. No specific thresholds or objectives are set for these criteria however. ▪ The European Roundtable for Beef Sustainability (ERBS) has a strong national dimension and can be viewed as a platform grouping sectoral beef production platforms of the six of the most important beef producing countries in Western Europe. The ERBS emerged from a past FSA working group but (while still coordinated by the Platform secretariat) is now formally separate from that of the Platform and therefore not reviewed in detail in this fiche. In addition, a new regenerative agricultural programme is currently under development.
Sector	<p>Primary production. Specifically, general agriculture is targeted with a general farm sustainability assessment programme covering over 70 different crops. The dairy and beef sector are also targeted by dedicated programmes. An innovative horizontal programme in regenerative agriculture is expected to be launched in 2023.</p>
Coverage	<p>The SAI has a global remit. The FSA is a global scheme and can be audited in all EU member States but Slovenia, Estonia, and Luxembourg. Coverage is reported at some 250,000 farms worldwide. The SDP is also a global scheme and reportedly covers 30% of the global dairy market including US, EU and Australia operations. Specific figures of coverage in the EU are not available publicly.</p>
Launch date:	<p>The SAI was founded by Danone, Nestlé and Unilever in 2002. The FSA has been running in its present format since 2014.</p>
Key stakeholders	<p>The SAI Platform includes over 156 food and drink member companies and organisations. Members are classified as ordinary members (who have access to all of the platforms benefits) and affiliate members (who have access to all of the platforms benefits but are not eligible for Executive Committee and</p>

	<p>voting rights). As of 2021, ordinary members included 84 entities involved in processing¹⁴, 74 in manufacturing, 16 farm cooperatives, nine retailers, as well as five traders. Affiliate members included eleven agricultural farm support services, three input providers, one non food and drink company and one assurance scheme standard certifier.</p> <p>Some 33 members of the SAI Platform and Dairy Working Group are also implementing members of the Sustainable Dairy Partnership. Primary producers are indirectly involved as stakeholders in the SDP: in order to have their products certified, members are required to prepare a stakeholder involvement document.</p>
Impact	
Targets	The platform aims at reaching over 50% of the global milk trade (its main area of specialization) by 2025, and over 50% of the European beef production in terms of volume. This includes a target of over 500,000 farms covered by the FSA worldwide.
Company actions	<p>Companies have access to SAI working groups, projects, learning centres and training and networking events, inter alia, but engagement is on a voluntary basis.</p> <p>Its sustainability assessment schemes are targeted at suppliers rather than SAI members. The FSA requires strict compliance with the basic requirements of the scheme. SDP participants are bound to comply with the partnership’s foundational elements and to set commitments tailored to the materiality analysis and requirements of their clients. The SDP is particularly focused on reducing the 80% dairy industry GHG emissions generated at the farm level. Other areas as water and soil have attracted relatively less attention.</p>
Monitoring and Evaluation	<p>At present, the SAI has no formal evaluation commitment in place and the data to monitor and evaluate progress is currently not available. At present the SAI asks for the availability of data at the member level, but does not require members to share any data, focusing therefore on process rather than impact indicators. Furthermore, specific to the SDP no aggregate data is reported for SDP criteria because baseline 2017 values were reported for just two Dairy Sustainability Framework criteria.</p> <p>The platform has been under increasing pressure to define monitorable targets, particularly for scope 3 emissions. The Platform has an overall objective of having metrics integrated into the FSA, the SDP and the ERBS in the next few years.</p>
Progress	Progress so far has been mainly defined in terms of scope of operations. Currently, SAI members are responsible for 30% of the global milk trade and the FSA covers 250,000 farms worldwide, compared to the target of 50% of the global milk trade and 500,000 farms by 2025.
Alignment with EU policy objectives	
<p>The SAI Platform’s objectives broadly coincide with those of the EU Farm to Fork strategy in qualitative terms, although some of them are optional for the SDP and is working towards a better quantification of related metrics that so far have been measured in terms of processes rather than outcomes or impacts.</p> <p>Being in essence a sustainability business-to-business assurance scheme, the SAI Platform risks being at least partly crowded out by the proposal to have an EU food sustainability labelling</p>	

¹⁴ The difference between processing and manufacturing is that processing implies taking a raw product and turning it into an ingredient, while manufacturing is defined as occurring when ingredients are purchased and used with other ingredients to make a final product.

initiative by 2024 and its long-term relevance to the newly proposed regulatory framework remains to be seen.

Relevance to the EU Code of Conduct

<p>Alignment with the EU Code of Conduct</p>	<p>The SAI Platform contributes to the EU Code of Conduct’s (CoC) aspirational objective 6: Sustainable value creation in the European food supply chain through partnership by being active in strengthening supply chain relations. It creates shared values between partners/suppliers across the chain by identifying synergies and opportunities for collaboration in particular through:</p> <ul style="list-style-type: none"> ▪ promoting technology and knowledge transfer (e.g. integrated farming techniques), ▪ engaging in capacity-building, training, advice and skills development, and ▪ developing common methodologies and data sharing practices to measure supply chain impacts (work on this is currently ongoing). <p>The SAI Platform is currently working on the quantification of scope 3 emissions (of increasing relevance due to the Corporate Sustainability Reporting Directive and a major challenge for the agri-food sector), which would further contribute to the CoC’s aspirational objective 3 (a climate neutral food chain in Europe by 2050).</p> <p>The SPD is similar to the Code of Conduct in that participants can modulate commitments by area. The rationale behind both the FSA and the EBRS is instead closer to that of quality schemes, although in the case of FSA with different levels of possible commitment. Use of indicators is also not mandatory although will probably become so in the next few years.</p> <p>Differently from the EU Code of Conduct, no self-assessment is possible by means of public scrutiny. The Platform relies on external assurance with notable restrictions to the information that can be made available outside the business-to-business environment.</p>
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<p>Key take-aways</p>	<p>In general, the long-term viability of all initiatives aimed at stimulating and certifying “sustainable production” will depend on their coherence with the European Commission’s policy towards regulating the use of the word “sustainable” for business purposes to avoid greenwashing.</p> <p>The EU Taxonomy will play a key role as a reference standard. This already applies to the current EU Code of Conduct definition of what represents sustainable production for supply-chain pledge purposes. The very fierce debate within the dairy and beef industries- where the SAI Platform specialises – following their exclusion from the EU taxonomy Climate Delegated acts (rendering them “unsustainable” for climate mitigation objectives) is an indication of future challenges for the SAI and similar initiatives.¹⁵</p>
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Sources of evidence

<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ SAI Platform website ▪ SAI 2021 Activity Report
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¹⁵ To note: it seems that both the dairy and beef industry will be included in the soon to be released Environmental Delegated act with reference to the other remaining four environmental objectives of the Taxonomy. This will nevertheless pose issues regarding coherence, as SAI Platform schemes’ requirements currently do not fully align with these objectives.

Sustainable Juice Covenant	
Key facts and figures	
Objective	The Sustainable Juice Covenant (SJC) is an international initiative of leading actors in the juice sector that aims to improve the sustainability of juice supply chains across the globe . The SJC is aiming to drive harmonization on an international level, to support alignment of market requirements to best practices and to promote transparency and comparability. The Covenant presents a platform for members to engage, exchange knowledge, share learnings, and work together on solutions that support the sustainable transition towards a future-proof juice sector.
Type	Voluntary initiative
Sector	Juice supply chain, covering producers and suppliers.
Coverage	SJC is an international platform working across the entire juice supply chain. It has grown significantly since inception, from a few large juice sector stakeholders into a sector-wide initiative representing the whole juice supply chain and approximately half of European consumption volumes. The platform now has 17 members, with the types of businesses ranging from producers, processors, traders and bottlers, to brands, retailers and civil society organisations.
Launch date:	2017
Key stakeholders	The SJC is coordinated by the IDH (the Sustainable Trade Initiative), which offers its support and expertise. However, this coordination is based on a mandate given by the members of the Covenant and therefore could change in the future. The SJC is guided by a steering committee, composed of an independent chair along with a selection of members of the Covenant representing different positions in the Juice supply chain. This steering committee meets every quarter to discuss and decide aspects of the management of the Covenant such as its future strategy and actions.
Impact	
Targets	<p>The main SJC target is to achieve 100% sustainable juice, puree, and concentrate sourcing for all members by 2030. To achieve this, it has set four gradual targets leading up to 100% in 2030:</p> <ul style="list-style-type: none"> ▪ 5% sustainable juice volume by 2018, ▪ 30% sustainable juice volume by 2020. ▪ 75% sustainable juice volume by 2025. ▪ 100% sustainable juice volume by 2030. <p>Juice products are considered sustainable if they meet set social and environmental criteria along the entire supply chain. Specifically, social verification is required at processing level, while social and environmental verification or certification is required at farming level:</p> <ul style="list-style-type: none"> ▪ At the processing and bottling levels, they work with either ETI/SMETA 4-Pillar or SA8000 audit certification. ▪ At farm level, the SJC works with the Farm Sustainability Assessment (FSA) Tool, developed by SAI Platform. Production needs to at least meet the requirements of FSA Bronze (or standards that have been benchmarked against FSA Bronze level or higher).
Company actions	<p>The SJC focuses increasingly on supporting companies to embed the SJC principles in their business processes and strategy. The covenant provides a practical roadmap to certify and verify juice supply in accordance with widely recognised certification schemes.</p> <p>One such example is the efforts of three SJC members to address the sustainability challenges around the sourcing of apples (mainly in Eastern</p>

	Europe), for which it recently started a project to upscale sustainably certified apple volumes in Poland ¹⁶ . As outlined by a representative from the SJC, this project is influential to work towards the objective of 100% sustainable juice as apples from Poland are the source of the majority of apple juice volumes produced by SJC members, yet only a small portion of this volume is certified as sustainable.
Monitoring and Evaluation	<p>Progress on the target of 100% sustainable sourcing by 2030 is monitored on an annual basis by an independent third-party assurance auditor (this has traditionally been PwC). This process begins with the SJC members reporting on their own activities and volumes. These reports are checked by the auditor individually for each company. A report for each individual member is then produced by the auditor as well as an overall aggregated report for the whole Covenant, assessing progress compared to previous years and against its gradual targets.</p> <p>The monitoring process takes approximately four months, from February to June each year.</p>
Progress	In 2020, the volume of sustainably sourced juice by SJC members surpassed the most recent gradual target to achieve 30% sustainable juice volume for all SJC members . Consecutive progress reports show a continuous increase over the last 5 years, from 7% sustainably sourced juice volume produced by members in 2017 to 43% in 2021, with a steady annual growth rate of around 10% per year. Sustainable juice volume has increased by 105%, growing from 2.1 million tonnes in 2020 to 4.3 million tonnes in 2021.
Alignment with EU policy objectives	
<p>SJC’s targets, actions, and progress align with several EU Policy objectives relating to the Farm to Fork Strategy and corresponds with its overall objective to ‘enable and accelerate the transition to a fair, healthy and environmentally friendly food systems’. The SJC’s target to achieve 100% sustainably sourced juice by 2030 aligns with the Farm to Fork objective to “ensure the food chain, covering food production, transport, distribution, marketing and consumption, has a neutral or positive environmental impact”. The SJC also notes the fact that there are many social and labour issues that need to be addressed, which is reflected the Farm to Fork Strategy.</p> <p>As highlighted by a representative from the SJC, the European Green Deal furthermore was found to have helped encourage companies to increase their focus on climate change sustainability, making significant progress in changing company mindsets and behaviour.</p>	
Relevance to the EU Code of Conduct	
Alignment with the EU Code of Conduct	<p>Both the SJC and the EU Code of Conduct (EU CoC) follow the same belief that rapid change is needed to address the challenges posed by climate change. The SJC and the EU CoC are both initiatives that allow voluntary commitments for the companies that wish to sign up to them, although the SJC sets a common target, while the Code allows for complete freedom.</p> <p>Through its focus on sourcing and value chains, the SJC aligns well with the EU CoC’s aspirational objective 7: Sustainable sourcing in food supply chains, and its engagement of different actors across the value chain aligns with aspirational objective 6: Sustainable value creation in the European food supply chain through partnership.</p> <p>A key difference between the Code and the SJC is the scale and breadth of their operations and remit. The SJC currently has 17 members (made up of a variety of different stakeholders) and narrowly focuses on one specific product value chain (juice), while the Code has significantly more signatories</p>

¹⁶ <https://www.idhsustainabletrade.com/news/upscaling-sustainable-apple-sourcing-in-poland/>

	<p>and is open to all sectors in the food system. None of the members of the SJC are currently signatories of the Code.</p>
<p>Key take-aways</p>	<p>The SJC has a clear framework of common targets across multiple members in the juice supply chain. In particular its use of multiple gradual targets allows a perhaps daunting or unachievable target to seem more feasible. It further enables regular monitoring of the achieved progress towards the overall targets.</p> <p>The regular and independent monitoring (carried out by PwC case) is another key positive take-away of the SJC. It helps stakeholders understand the direction of progress of the initiative and whether previous action has resulted in targets being met. Having concrete proof of the current progress towards long-term goals is important to maintain momentum and ensure accountability. The use of an external auditor to ensure the reporting of the achieved sustainability progress is accurate further supports credibility and transparency.</p> <p>However, it could be suggested that the framework of common goals the SJC set is only possible for an initiative focused on a single sector, and would therefore not be applicable to an initiative such as the EU CoC which seeks to implement change across multiple sectors.</p>
<p>Sources of evidence</p>	
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ Sustainable juice covenant - IDH - The sustainable trade initiative (2023) IDH. ▪ https://www.refresco.com/drupal/media/data/default/2020-10/juice2030-infographic-lr.pdf Infographic (2020) IDH. ▪ Upscaling sustainable apple sourcing in Poland - IDH - the sustainable trade initiative (2022) IDH. ▪ Interview with SJC representative

Sustainable Packaging Coalition	
Key facts and figures	
Objective	The Sustainable Packaging Coalition (SPC) brings together sustainable packaging stakeholders across the supply chain to catalyse changes to packaging systems that will lead to all packaging being 1) sourced responsibly, 2) optimised for efficiency, 3) efficiently recovered, 4) non-toxic and 5) low impact.
Type	Membership-based collaborative
Sector	The SPC covers the entire packaging supply chain. Its members include material manufacturers, packaging converters/suppliers, brand owner and retailers, recyclers and waste recoveries, packaging and/or sustainability consulting services, and covers businesses, academic institutions and government agencies.
Coverage	The SPC has 687 members as of February 2023. A full list of members is available online . SPC members vary in size and include some of the largest food companies, retailers, as well as industry-leading companies in the packaging production supply chain. SPC membership is open to any for-profit company, government agency, or academic institution across the globe, and the SPC has members from all six continents (Europe, the Americas, Asia, Africa, Australia). However, the SPC has a strong US focus.
Launch date:	2005
Key stakeholders	The SPC is a project of GreenBlue Org., a non-profit organisation dedicated to the sustainable use of materials in society and was the result of nine founding companies coming together to set a common definition of sustainable packaging and create a space for stakeholders to discuss emerging concerns shared by the entire packaging value chain with a perspective of material neutrality. The SPC is guided by an executive committee which provide advice, act as ambassadors, and make recommendations on issues related to the SPC, including its goals, strategies, and projects. Executive committee members are elected and serve as representatives of SPC member companies. Membership to the SPC is open to businesses, educational institutions, and government agencies complying with a set of requirements, namely demonstrating an interest in or being involved in the packaging industry, and acknowledgement of the SPC's principles.
Impact	
Targets	The SPC has not set any measurable targets beyond its broader mission statement and does not require member companies to set or achieve any targets. However, one of the SPC's projects is a Goals Mission Database, which brings together industry commitments aimed at improving packaging sustainability and allows members of the SPC to discover trends, analyse goals, and learn which topics have the most momentum in the world of sustainable packaging.
Company actions	The SPC does not require specific actions of its member companies, but rather offers access to SPC projects, tools, and educational courses. Additionally, through its 'Collaboratives', the SPC fosters networking and peer learning amongst its members. Collaboratives serve as forums to promote partnerships and supply chain collaboration by connecting members to one another on issues of interest and serve as a platform to establish and share best practices and learnings with SPC members and the packaging community, which can be translated into actionable strategies.

Monitoring and Evaluation	The SPC does not monitor or evaluate progress or impact of its activities.
Progress	The SPC does not monitor or evaluate progress or impact of its activities.
Alignment with EU policy objectives	
<p>Tackling packaging waste (especially of plastic packaging) is a key aim of the European Green Deal, and in 2022 the EU introduced new rules to ensure reusable packaging options, get rid of unnecessary packaging, limit overpackaging, and provide clear labels to support correct recycling. To this effect, the EU is currently proposing a revision of the EU legislation on Packaging and Packaging waste, which will inter alia set a clear target of reducing packaging waste by 15% by 2040 per Member State per capita and introduce other objectives and actions to restrict unnecessary packaging and promote reusable and refillable packaging solutions.</p>	
Relevance to the EU Code of Conduct	
Alignment with the EU Code of Conduct	<p>The SPC clearly aligns with the EU Code of Conduct’s aspirational objective 4: an optimised circular and resource-efficient food chain in Europe, tackling a specific product within that chain. However, it has to be noted that the SPC does not specifically target packaging of food products, but packaging more widely across all production systems.</p> <p>Tangentially, through it’s aim to ensure all packaging is sourced responsibly, it also aligns with aspirational objective 7 (Sustainable sourcing in food supply chains), and through it’s aim to ensure all packaging is non-toxic and low-impact with aspirational objective 3 (a climate neutral food chain in Europe by 2050).</p>
Key take-aways	<ul style="list-style-type: none"> ▪ The SPC is active in a field (circularity of packaging products) that is of high interest both to policy makers, as evidenced by various policies currently being debated (such as the revision of the EU legislation on Packaging and Packaging waste or the planned introduction of an extended producer responsibility scheme for packaging products in the UK), but also of high interest to the public. ▪ Given the high scrutiny on the issue, the SPC is not the only initiative aiming to reduce the environmental impact of packaging. Various other initiatives, either targeting packaging generally or plastic packaging specifically (or also aiming to improve the sustainability of plastics, which includes plastics packaging), exist. Examples include Consumer Goods Forum’s Plastic Waste Coalition, the Voluntary Industry Plastic Packaging Initiative by the International Association for Soaps, Detergents and Maintenance Products or the Sustainable Packaging Initiative for Cosmetics. To what extent the SPC aligns and collaborates with these initiatives is unclear. ▪ The SPC has managed to garner high engagement, reaching 687 members (some of the largest food companies, retailers, as well as industry-leading companies in the packaging production supply chain).
Sources of evidence	
Sources of evidence	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ Sustainable Packaging Coalition website ▪ GreenBlue website ▪ Sustainability in packaging: Global regulatory development across 30 countries (McKinsey, 2022). ▪ ‘Attitudes towards single-use plastic’ survey (Ipsos, in conjunction with Plastic Free July, 2022)

The Sustainable Restaurant Association	
Key facts and figures	
Objective	The Sustainable Restaurant Association (SRA) strives to accelerate change towards an environmentally restorative and socially progressive hospitality sector . It was set up in 2009 by restaurateurs who identified that there did not exist a consistent way to define or address sustainability across food service businesses. The SRA has split its aims into three sections, 'vision', 'purpose', and 'mission'. Its vision is for eating out to be good for everyone and to have a restorative impact on the planet. Its purpose is to accelerate change towards an environmentally restorative and socially progressive hospitality sector. Its mission is to bring together progressive people working in food and empower them to change the system faster.
Type	Not-for-profit membership organisation
Sector	Hospitality and food service sector
Coverage	The SRA is based in the UK, and its membership includes businesses from across the globe . Notable members include Just Eat, Barilla, HSBC, and Belu. Since its launch in 2009 the organisation has expanded its remit beyond traditional restaurants to include cafes, contract catering, in-flight catering and expanded its geographical scope beyond the UK with a licence program that enables other territories to rapidly set up and deliver the program. Its flagship programme Food Made Good is the world's largest food service sustainability programme . It has a total of 10,575 foodservice providers and 74 suppliers currently signed up to the programme. The SRA claim the 'Food Made Good' is the most globally recognised industry standard for measuring sustainability across the Hospitality sector, as well as also being the world's largest and most comprehensive sustainability audit for Food Service Businesses. The SRA is also collaborating with the European Union in the 'SUSTAINABLE LIFE' collaborative project, which aims to engage EU citizens to adopt a sustainable and healthy diet that results in reduced carbon and water footprints. It is doing this through citizen education and active engagement, working in partnership with other EU partners such as the Barilla Centre for Food and Nutrition, Wageningen University and greenApes.
Launch date:	2009
Key stakeholders	The SRA's framework was developed in partnership with subject specific specialist organisations such as RSPCA, Fair Trade, Soil Association, Compassion in World Farming and the Carbon Trust, as well as other organisations working in the area of food service sustainability. The SRA works with its partner organisations to highlight issues and use the shared knowledge and expertise to create frameworks for action.
Impact	
Targets	The SRA does not set any quantifiable targets at the initiative level. However, it facilitates members conducting a sustainability self-assessment as part of the 'Food Made Good' programme, providing them with a sustainability rating. The SRA focuses on 10 key areas of sustainability, divided under the three pillars Sourcing, Society, and Environment . <ol style="list-style-type: none"> 1. Celebrate local and seasonal. 2. Serve more veg and better meat. 3. Source fish responsibly. 4. Support global farmers. 5. Treat staff fairly. 6. Support community. 7. Feed people well.

	<p>8. Value natural resources. 9. Waste no food. 10. Reduce, reuse, recycle.</p>
<p>Company actions</p>	<p>The SRA offers both advisory services and accreditation to businesses signed up to its programmes. This involves producing an industry standard sustainability framework, the 'Food Made Good' rating, and an online community which provides over 12,000 kitchens with the tools they need to become leaders in sustainable food and progressive action. The 'Food Made Good' framework provides foodservice businesses with a manageable means of understanding, reviewing and acting on the issues that matter.</p> <p>The Food Made Good Rating is a third-party certification that proves a business is acting on the sustainability of its activities in all areas of the business. Every year Food Service Provider Members complete a Sustainability Rating which then provides a full assessment of the member business's sustainability, leading to the potential to receiving a one, two or three Star status. The process of achieving a Food Made Good rating begins with an online audit which businesses complete themselves. This audit is then thoroughly checked by the Food Made Good team who then return a validated score and a Final Report detailing this score and the number of stars associated with this.</p> <p>The SRA also has several other campaigns and separate initiatives, such as the 'One Planet Plate' campaign, which engage companies on specific issues and addresses the inherent problems in our food system.</p>
<p>Monitoring and Evaluation</p>	<p>The SRA has rated the sustainability performance of 10,000+ restaurants against its framework and awarded one, two or three stars based on this (these stars are often termed the Michelin Stars of sustainability).</p>
<p>Progress</p>	<p>Since launching with 50 businesses in 2010, the 'Food made Good' campaign has expanded its influence and impact with more than 10,000 foodservice sites now certified by the programme, across the world.</p>
<p>Alignment with EU policy objectives</p>	
<p>The aims and objectives of the SRA align with the Farm to Fork Strategy, specifically on its targets to prevent food loss and waste across the EU and promoting healthy diets.</p> <p>The work of the SRA further bears significant similarities with EU projects, such as the 2017 Strength2Food project, an EU initiative that analysed the quality and procurement policy of the creation of shorter, more sustainable food supply chain across 30 partners in 15 countries across the EU. The SRA's collaboration with the EU for the SU-EATABLE LIFE serves as another example of the close alignment between the SRA's work and EU policy objectives.</p>	
<p>Relevance to the EU Code of Conduct</p>	
<p>Alignment with the EU Code of Conduct</p>	<p>There is significant alignment between the SRA's 10 key areas of sustainability (listed in the company actions section above) and the EU's Code of Conduct aspirational objectives. The SRA's divides these 10 areas into three pillars 'Sourcing, Society, and Environment' with these aligning well with specific Aspirational Objectives:</p> <ul style="list-style-type: none"> ▪ The Sourcing Pillar, which the SRA believes encapsulates Key Areas: 1 (Celebrate local and seasonal), 2 (Serve more veg and better), 3 (Source fish responsibly), and 4 (Support global farmers), aligns very closely to EU CoC Aspirational Objectives (AO) 6 and 7 (Sustainable value creation in the European food supply chain through partnership and Sustainable sourcing in food supply chains). This is because they concentrate on improving the sustainability of the producing and sourcing of products and produce, therefore looking at supply chains, and also encourage

	<p>engagement with stakeholders (such as farmers) along the value chain, promoting a partnership approach.</p> <ul style="list-style-type: none"> ▪ The Society Pillar, which the SRA believes encapsulates Key Areas: 5 (Treat staff fairly), 6 (Support the community), and 7 (Feed people well), aligns strongly with the EU CoC AO 5 (Sustained, inclusive and sustainable economic growth, employment and decent work for all) through its focus on treating staff fairly and supporting the community, and AO 1 (Healthy, balanced and sustainable diets for all European consumers), through its aims of improving people’s diets. ▪ The Environment Pillar, which the SRA believes encapsulates Key Areas: 8 (Value natural resources), 9 (Waste no food), and 10 (Reduce, reuse, recycle), aligns strongly with the AO 2 (Prevention and reduction of food loss and waste), AO 3 (A climate neutral food chain in Europe by 2050) and AO 4 (An optimised circular and resource efficient food chain in Europe). This owes to the fact that these aims look to improve the efficiency and sustainability of company actions and use of natural resources, as well as reducing company waste.
<p>Key take-aways</p>	<p>A key difference between the EU Code of Conduct and the SRA is the breath of focus the two initiatives have. The SRA has a narrow scope, looking to improve sustainability only within specific sectors within the food system (mainly restaurants and food outlets), whereas the Code has a much wider scope, looking at a much larger number of sectors and industries. Signatories of the EU Code of Conduct also tend to be large businesses and associations. The SRA meanwhile caters to businesses of all sizes. This is potentially facilitated through its sectoral focus (as the hospitality and food service sector is characterised by the prevalence of SMEs).</p> <p>This sectoral focus provides the SRA with the ability to set specific standards and criteria, and develop an effective assessment and ranking system, and also facilitates it providing useful support and tools to participating companies:</p> <ul style="list-style-type: none"> ▪ While the Code allows signatories to make any commitment they like as long as it aligns with its aspirational objectives, the SRA defines specific standards and criteria which participating companies can follow and be ranked on. As a result, a key difference between the Code of Conduct and the SRA is the existence of a ranking system within the Food Made Good programme. ▪ The SRA also offers its members a wide variety of advice and tools. This includes consultancy and advisory services to help its members improve their services and sustainability aspects and provides a distinct added value to participating businesses. This is something that the Code of Conduct does not do to the same extent.
<p>Sources of evidence</p>	
<p>Sources of evidence</p>	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ The SRA – official website ▪ SU-EATABLE LIFE – About Project.

United Nations Forum on Sustainability Standards	
Key facts and figures	
Objective	<p>The United Nations Forum on Sustainability Standards (UNFSS) is a forum that aims to provide information, analysis and discussions on Voluntary Sustainability Standards (VSS) at the intergovernmental level. It aims to promote proactive and strategic dialogue about national policies and experiences, as well as meta-governance issues of VSS.</p> <p>The UNFSS was created in response to a demand from developing nations to partake in the discussion around VSS, as the dialogue and decisions relating to them were driven almost entirely from the global North. As a result, the UNFSS was created to ensure developing nations had a platform to discuss issues that impacted their trade opportunities and economic growth.</p>
Type	International Forum
Sector	No sectoral focus. However, the VSS are more prevalent in many sectors, for example forestry, farming, mining or fishing, for example.
Coverage	Global . The forum brings together the steering committee (listed in the key stakeholder’s section below) and representatives from governments across the globe, multilateral institutions, and National Platforms (such as the National Platform and Initiative Cooperative Network (NPICN)).
Launch date:	2013
Key stakeholders	<p>The forum is coordinated by a steering committee of six United Nations agencies:</p> <ul style="list-style-type: none"> ▪ The Food and Agriculture Organisation of the United Nations (FAO) ▪ The International Trade Centre (ITC) ▪ The United Nations Conference on Trade and Development (UNCTAD) ▪ The United Nations Environment Programme (UN Environment) ▪ The United Nations Industrial Development Organisation (UNIDO) ▪ The United Nations Economic Commission for Europe (UNECE) <p>The secretariat is based at United Nations Trade and Development (UNCTAD) in Geneva, Switzerland. A support group is responsible for implementing its work plan and the coordination of all the activities undertaken under the UNFSS name. An Academic Advisory Council further supports the forum by not only identifying critical issues on the knowledge and research of VSS related issues, but also sharing research and data on the topic.</p>
Impact	
Targets	Due to its role as a forum bringing together different interest groups and fostering dialogue, the UNFSS does not set any quantifiable targets . Rather, the UNFSS aims to provide impartial information, analysis, and discussion on Voluntary Sustainability Standards.
Company actions	<p>The discussions, decisions and actions facilitated by the forum are aimed at a governmental level and the forum itself therefore does not directly target or engage companies. The value of the forum lies in pooling resources, synchronising efforts, and assuring policy coherence, coordination and collaboration across nations around the globe. However, changes to VSS and their use in trade will inevitably require companies in the respective sectors to adapt to these.</p> <p>The 5th and most recent Flagship Report discusses the impact of VSS on a number of actors within the food system, particularly noting smallholder farmers and farm workers as being the most vulnerable actors within this sector. It notes that VSS initiatives such as Fairtrade aim to improve the well-being of these stakeholders by specifically targeting and encouraging companies to adopt these standards.</p>

<p>Monitoring and Evaluation</p>	<p>The UNFSS monitors progress overall in the field of VSS, tracking developments in this area and success stories or challenges. It publishes a bi-annual flagship report on VSS, trade and development. This report serves as an important tool for stakeholders in both the public and private sectors to gain impartial and substantive information about VSS systems throughout the world, and reports on changes and challenges in the use of VSS.</p> <p>At the initiative level, the UNFSS does not monitor progress of its actions per se, but as a UN Programme it has a number of operational KPIs (such as number of reports published for example).</p>
<p>Progress</p>	<p>In the <i>Year in Review 2022</i> report, the UNFSS discusses the various reports released throughout the year on a variety of topics relating to the goals and objectives of the UNFSS.</p> <p>The 5th Flagship Report discusses the opportunities and challenges associated with the VSS for developing countries, such as the governance gaps between developed and developing countries, the multiplicity of standards and harmonization from the establishment of national sustainability standards by developing countries.</p>
<p>Alignment with EU policy objectives</p>	
<p>The goals of the VSS (and the UNFSS as a whole) align considerably with many EU policy objectives. There exists a significant overlap on objectives related to protecting and improving the environment, combating social discrimination, promoting social justice and protection, implementing positive labour standards, reducing poverty, and promoting peace and security. Specific examples of EU initiatives and policy reports include the Farm to Fork strategy and the European Green Deal both of which aim to reduce the carbon footprint of businesses, with this being a consistent aim across the VSS’.</p>	
<p>Relevance to the EU Code of Conduct</p>	
<p>Alignment with the EU Code of Conduct</p>	<p>A notable difference between the EU and the UNFSS is their difference in scope. The UNFSS focuses on implementing change on issues impacting a broad variety of sectors, such as supply chains, education, energy, inequality, and many others. On the other hand, the EU CoC has a narrow focus, addressing issues solely impacting the food business sector. The UNFSS also does not target businesses directly, and instead works mainly with governments, institutions, and platforms to engage in dialogue and to provide knowledge and resources to use VSS effectively.</p> <p>While the UNFSS works across a variety of sectors, one notable aim discussed in its 5th Flagship Report, that aligns well with the EU CoC, is its objective to foster food security and improving livelihoods. This aligns strongly with the Aspirational Objective 1 of the Code (to achieve healthy, balanced and sustainable diets for all European consumers). The focus on vulnerable stakeholders within the food system, as discussed in the 5th Flagship report, also aligns strongly with the Aspirational Objective 5 (Sustained, inclusive and sustainable economic growth, employment and decent work for all).</p>
<p>Key take-aways</p>	<p>The main takeaway is the difference between the EU CoC and the UNFSS regarding the level in which the programmes initiatives aim to influence. The UNFSS works at a governmental level, working with governments as well as regional and national platforms, to influence change in national governance. On the other hand, the EU CoC works at a company and association level, seeking to achieve a positive impact through the influence of company behaviour. The initiatives can therefore be described as complementary, addressing a similar issue through different levers.</p> <p>The UNFSS specifically engages with stakeholders across sectors and the globe, and effectively fosters a dialogue between all parties impacted along the value chain. This is a key consideration that the EU Code of Conduct so far has not mentioned: how do decisions made by companies in</p>

	<p>the 'global North', i.e., Europe, impact on businesses in developing countries downstream the food value chain. The UNFSS highlights the importance of this dialogue and potentially offers a forum to engage in it..</p>
Sources of evidence	
Sources of evidence	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ End of Year Report 2021 (UNFSS, 2021) ▪ Activity highlights 2021 (UNFSS, 2021) ▪ Voluntary Sustainability – Sustainability Agenda and Developing Countries: Opportunities and Challenges. 5th Flagship Report of the United Nations Forum on Sustainability Standards (UNFSS, 2022) ▪ UNFSS Year in review 2022 (UNFSS, 2022). ▪ Interview with a representative of the UNFSS.

Unilever Sustainable Agriculture Code (SAC)	
Key facts and figures	
Objective	The Unilever Sustainable Agriculture Code (SAC) consists of a collection of “good practices” codifying important aspects of sustainability in farming to make the supply chain more sustainable.
Type	The SAC defines good practices (under 12 categories) for suppliers and farmers to comply with to get a “sustainable sourcing” certification.
Sector	All suppliers and producers of Unilever’s agricultural raw material value chain are invited to comply with the SAC. No data is available on how many and which of Unilever’s suppliers comply with the SAC: in 2021, Unilever estimated that 79% of its supply in “key agricultural crops” is sustainably sourced, thanks either to compliance with the SAC or to compliance with external certifications.
Coverage	Unilever’s Sustainable Sourcing Programme for Agricultural Raw Material scheme rules states that “the Code [the SAC] can be used for any crop in any region”, but the Unilever target for 100% of sustainable sourcing focuses on the following “key crops” (or materials): palm oil, paper and board, soy, sugar and tea. Additionally, its 2017 update defines a set of priority crops and commodities to which the SAC apply, adding to the previous list vegetables, oilseed rape, cocoa, dairy, cereals, herbal infusions and vanilla. Suppliers and farmers complying with the SAC will receive a specific certification.
Launch date:	Unilever’s Sustainable Agriculture Code was launched in 2010. It was last updated in 2017.
Key stakeholders	Unilever defines an Agricultural Management System (AMS), to which the certificate of compliance is awarded. The AMS includes a supplier and the farmers from which the supplier sources its raw material. The supplier is the key actor to of the AMS and the one being audited and certified. Compliance with the SAC is audited by a “third-party certification body”, selected by Unilever.
Impact	
Targets	Unilever has set a target of 100% sustainable sourcing for key agricultural crops, without defining a timeline. The SAC certification is one way for a raw material to be considered as sustainably sourced, but it is not the only one. Several external standards are also considered as “fully compliant with the principles and practices of sustainable agriculture”, including organic agriculture and fair trade.
Company actions	Taking part in the initiative requires participating suppliers to be audited every three years on SAC good practices covering the following categories: <ul style="list-style-type: none"> ▪ Crop and pasture nutrient management, ▪ Pest, disease and weed management, ▪ Soil management, ▪ Water management, ▪ Biodiversity and ecosystem services, ▪ Energy and greenhouse gases, ▪ Waste management, ▪ Social, ▪ Animal husbandry, and ▪ Value chain. Practices are either defined as ‘leading’, ‘expected’ and ‘mandatory’. To be considered compliant with the SAC and thus to be certified, a supplier needs to fulfil 100% of application requirements of each of the mandatory good practices and at least 70% of application requirements for expected good practices. Leading good practices are indicative.

Monitoring and Evaluation	Certification audits are carried out using the Greenlight Assessment (GLA) software system. The certificate is re-issued every three years, leading to new audits. Certificates are awarded at the supplier level and apply to all raw materials produced under a given agriculture management system (AMS). Suppliers are audited on mandatory and expected requirements, based on their administrative system and farm level metric data. Auditing at farm level is only mandatory if the AMS includes more than 10 farms.
Progress	According to Unilever, the share of sustainably sourced material among key agricultural crop reached 79% in 2021, accounting for two-thirds of its supplied agricultural raw materials. However, no assessment report is available witnessing specifically the impact of SAC good practices.
Alignment with EU policy objectives	
<p>Unilever SAC is aligned with the Farm to Fork strategy's objectives related to reducing the negative impact of farming on the environment. The SAC promotes the implementation of practices that can contribute to some extent to the objectives of the Farm to Fork strategy:</p> <ul style="list-style-type: none"> ▪ Reduction in the use of pesticides: The SAC addresses the risks for human health linked with the use chemical pesticides, referred to as "crop protection products", mainly in terms of hazard reduction and exposure reduction. It also includes good practices to protect the water resource from contamination. ▪ Reduction of nutrient losses and fertilizer: The definition of a Nutrient Management Plan is expected by the SAC, without being classified as mandatory. The implementation of such a plan could lead to a reduction of nutrient losses and fertilizer use. ▪ Reduction of antimicrobial use for farmed animals: The SAC includes one good practice recommending a prudent use of hormones and antibiotics, without explicitly recommending reducing their use. ▪ Organic farming is not included in the SAC as such. However, Unilever's SAC scheme rules recognize several certification schemes, including "all organic standards under the IOFAM global umbrella organisation" as "fully compliant with the principles and practices of sustainable agriculture". Raw materials under organic certification or under SAC certification are both considered as sustainable. 	
Relevance to the EU Code of Conduct	
Alignment with the EU Code of Conduct	Unilever is a signatory to the EU Code of Conduct. Its SAC aligns with the EU Code of Conduct's aspirational objectives 6 (Sustainable value creation in the European food supply chain through partnership) and 7 (Sustainable sourcing in food supply chains) as it focuses on improving the sustainability of the food value chain in relation to primary producers and suppliers.
Key take-aways	The SAC addresses the issue of land use beyond its environmental aspects, by including in its implementation guide the safeguard of community land rights through the process of "free, prior and informed consent" from indigenous peoples and vulnerable communities before land use change. This holistic approach could be considered a best practice for similar initiatives. One gap identified in the SAC are the absence of quantitative objectives, which can make monitoring of progress difficult. In the SAC implementation guide, Unilever recommends applying a pragmatic approach due to the diversity of actors to which the SAC apply, especially when smallholder farmers are concerned. The implementation guide indicates that many of the good practices are not applicable to this type of actor.
Sources of evidence	
Sources of evidence	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ Sustainable Agriculture Code 2017 ▪ Farm to Fork strategy Factsheet (May 2020) ▪ SAC 2017 Implementation Guide (January 2017) ▪ Scheme rules SAC 2017 (June 2021, v1.21) ▪ EU Code of Conduct on responsible food business and marketing practices (June 2021)

World Benchmarking Alliance	
Key facts and figures	
Objective	The World Benchmarking Alliance (WBA) aims to ensure that business impact is measured , in an effort to boost motivation and stimulate action for a sustainable future for everyone .
Type	<p>The WBA is an independent organisation and monitoring body that assesses and rank's companies' contributions to achieving the UN's Sustainable Development Goals (SDGs). WBA has identified seven transformation sectors that need change to put society and the worldwide economy on a more sustainable path. To turn these transformations into action, WBA has developed a series of benchmarks assessing 2,000 of the world's most influential companies, ranking and measuring them on their contributions to the SDGs.</p> <p>The SDG2000 (the list with the 2,000 companies) is part of WBA's mission to measure the private sector's impact and efforts in sustainability with one global accountability mechanism. By benchmarking the companies on this list on their performance on cross-cutting SDG areas, WBA's work promotes a 'race to the top'; through which leaders are motivated to do more and where laggards are held to account. The WBA's rankings are publicly available and serve as a tool for investors, civil society organisations, and consumers to evaluate companies' sustainability performance. The organisation aims to incentivise companies to improve their sustainability practices and contribute to the achievement of the SDGs.</p>
Sector	The WBA operates across seven sectors that were identified to need change: Financial, Decarbonisation & Energy, Food & Agriculture, Digital, Social, Urban, and Nature. The 2,000 identified companies are all evaluated individually on a basis of the sector(s) in which they operate.
Coverage	<p>The WBA monitors the world's 2,000 most influential companies (this list is developed through the use of a set of selection criteria within each of the seven sectors, where keystone companies are identified and a global spread is ensured through a focus on influential companies in developing countries. The 2,000 companies on the SDG2000 collectively hold \$36.5 trillion in revenue and employ 97 million people across 85 countries.</p> <p>Via the WBA Allies (organisations working to get companies in the private sector to meet the SDGs), 1,755 of the companies on the SDG2000-list have been identified as in some way associated with at least one Ally. This association entails some form of steps towards sustainability, such as by being a network member sharing best practices, or by committing to reach certain goals. Participation of organisations in the WBA Alliance is designed to be voluntary, and there are no financial obligations between WBA and Allies. No for-profit companies can be found among the WBA and its Allies, regardless of whether said companies could potentially be ranked, or are in scope for a benchmark at all. This is to ensure impartiality – in line with one of the WBA's core values to stay independent – throughout the benchmarking process.</p>
Launch date:	September 2018
Key stakeholders	<p>WBA was founded when Aviva, Index Initiative, the UN Foundation and the Business and Sustainable Development Commission came together by a common belief that the private sector can strongly contribute to, as well as benefit from, the global ambition of the SDGs and that corporate performance benchmarks are powerful levers for change.</p> <p>13 foundations and governments are currently funding the work of the WBA, and 8 further bodies have been previous funders. These include the governments and relevant ministries of countries like Denmark, Sweden, the Netherlands, Canada, and Germany, but also the European Commission. Among the foundations, Porticus and the IKEA foundation are examples.</p>

	<p>WBA has a two-tiered governance model. The executive board sets out WBA's strategic objectives and jointly supervise the organisation's activities. The supervisory board oversees the strategic decisions and long-term ambition of WBA.</p>
Impact	
Targets	<p>The WBA does not itself set targets, but rather serves as the monitoring body for company performance on achieving the 17 Sustainable Development Goals (SDGs), as formulated by the UN. The aim of the WBA is to impartially assess performance of the SDG2000 companies, regardless of whether these companies have made formal commitments to the SDGs or not.</p>
Company actions	<p>Being listed on the SDG2000 is not something companies opt in or out of, and so the concept of the WBA is not a voluntary one where a company commits to acting in a certain way to meet the SDGs. They will be assessed and the information about their progress or lack thereof will be public either way.</p> <p>However, through engagement with the WBA Allies, listed companies can work to better met the SDGs, and thus do better in the benchmarking that WBA conducts for the SDG2000.</p>
Monitoring and Evaluation	<p>The WBA uses benchmarking as its way of assessing company progress towards meeting the SDGs. For each of the seven sectors, one or several benchmark reports are published. The WBA benchmark reports rank the relevant companies from the SDG2000 on a set of indicators, which differ for each sector studied. For example, the Food and Agriculture Benchmark 2021 used the four indicators of Governance & Strategy, Environment, Nutrition, and Social inclusion to measure performance. Evaluating companies on a scale from 1 to 10 for the first indicator, and 1 to 30 on the other three, companies were left with a total score (with 70 as the highest possible total score) that determined their place on an overall list showing the performance of the assessed companies.</p> <p>Benchmark reports are published at a varying rate depending on the separate working plans for each of the seven sectors. This can be explained by the fact that while WBA publishes overall benchmark reports for some sectors every other year (such as Food and Agriculture), for other sectors, the WBA publishes several reports on more specific issues, thus increasing the frequency of published benchmark reports but touching upon a specific topic within the given area less frequently. For example, as part of the Social sector, both a Gender benchmark report and one on Corporate Human Rights is published.</p>
Progress	<p>The 2021 Food and Agriculture Benchmark Report showed that only 26 of the largest 350 food and agriculture companies are actively working to reduce greenhouse gas emissions from their direct activities through science-based targets, aligned with the 1.5-degree trajectory as recommended by the Paris Agreement. Moreover, the report found that around 45% of companies in scope of the benchmark provide evidence that they are contributing towards improving soil health and increasing agrobiodiversity. Of these, only 6% have evidenced their commitments concretely by providing quantitative data or setting company-wide targets specifically towards improving soil health and agrobiodiversity. However, as the 2021 Food and Agriculture Benchmark Report was the first of its kind, progress of the WBA itself cannot be measured for this sector.</p> <p>In other sectors, progress can be showcased. For example, for its Corporate Human Rights Benchmark, the 2022 report mentions that 66% of food and agriculture companies, 65% of ICT companies and 57% of automotive companies have improved their scores on key human rights indicators since being included in the benchmark in the years following 2018. The WBA states that after five years of its Corporate Human Rights Benchmark, there is evidence to show that the benchmarking of companies on their human rights performance is helping to drive</p>

	<p>change. The organisation claims that “Under scrutiny, companies are feeling more accountable for their responsibility and have improved their scores”. As such, the WBA considers itself to have contributed to this positive change at least partially. Moreover, progress of the WBA can be seen in the steadily growing number of WBA Allies, working to get companies to meet the SDGs (and thus score better in the WBA benchmarking). As of early 2021, over 200 organisations have joined the Alliance, representing both the Global North and South.</p>
<p>Alignment with EU policy objectives</p>	
<p>Due to its very broad coverage, the policy objectives of the WBA align with many of those of the EU. Of the 17 SDGs, the EU can be identified as having taken steps towards addressing all goals in one way or another. Moreover, they are all specifically incorporated into EU policy through the Union’s commitment to implement the 2030 Agenda for Sustainable Development.</p> <p>Moreover, there are EU policy objectives aligning with the desire of the WBA to achieve change in the seven sectors that the organisation has defined on its own. For example, the WBA objective for change in the Food & Agriculture sector is addressed in the EU by actions like the Farm to Fork Strategy, and the the EU4Health Programme 2021-2027, aspiring for a healthier population eating sustainably sourced products.</p> <p>The WBA desire for change in the Social sector is echoed by the EU in policy actions such as the European Pillar of Social Rights Action Plan, which sets out 20 key principles and rights essential for fair and well-functioning labour markets and social protection systems, and by the EU Gender Equality Strategy 2020-2025, which works to end gender-based violence, challenge gender stereotypes, close gender gaps in the labour market, and achieve equal participation across different sectors of the economy.</p>	
<p>Relevance to the EU Code of Conduct</p>	
<p>Alignment with the EU Code of Conduct</p>	<p>The seven aspirational objectives of the EU Code of Conduct are similarly worded to several of the 17 SDGs. The desire for better public health, sustainable economic growth, decent work for all, and sustainable and responsible production and consumption are a few of these commonalities. However, the key difference between the EU Code of Conduct and the WBA is that whilst the Code of Conduct outlines a framework for change, the WBA is merely a framework for the assessment of goals not set up by the organisation itself. As such, the WBA is essentially a monitoring framework, whilst the EU Code of Conduct has many more aspects to its mission, even if monitoring is an important part of it. Consequently, the EU Code of Conduct and the WBA as initiatives striving towards a similar goal, but with different tasks for the achievement of it.</p> <p>Lastly, an important difference is that the companies engaged with the EU Code of Conduct do so voluntarily, whilst the companies evaluated by the WBA have no say in whether to be present on the SDG2000 or not. A great majority of the companies listed as signatories of the EU Code of Conduct are also on the SDG2000 list. This includes companies such as Barilla, Coca-Cola, Arla Foods, Unilever, and PepsiCo.</p>
<p>Key take-aways</p>	<p>The key take-aways from the WBA is the extensive framework for monitoring and evaluation that the organisation has put in place to evaluate companies’ performance on the SDGs. The use of benchmarking is noteworthy for several reasons. First, benchmarks clarify what society expects from industries and companies. Second, they clarify where and how companies can contribute to sustainability. Third, they promote a race to the top. Fourth, they help track progress. Fifth, they are a proven and effective engagement tool.</p> <p>Moreover, the use of benchmarking and public lists makes up an effective tool for companies to self-reflect on their performance compared to others within the same sector, and to study the actions of the best-performing companies. Benchmarking thus incentivises transparency regarding best practices and can hopefully also generate an increased sharing of these across a given sector.</p>

	<p>Further, the lack of control for companies to opt in or out of being on the SDG2000 list is an element that sends a strong message. By disregarding company wills for exclusion, the WBA is adamant in holding the 2,000 companies it deems most influential accountable for their action, or inaction, towards sustainable development.</p>
Sources of evidence	
Sources of evidence	<p>The following data sources were consulted:</p> <ul style="list-style-type: none"> ▪ World Benchmarking Alliance webpage ▪ UN Sustainable Development Goals, United Nations ▪ Food and Agriculture Benchmark 2021, World Benchmarking Alliance ▪ Corporate Human Rights Benchmark 2022, World Benchmarking Alliance

Annex B: Longlist of initiatives

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
10x20x30 initiative	https://champions123.org/10-20-30	Aims to halve food loss and waste by 2030. Each of the food retailers, providers, and suppliers has committed to the "Target-Measure-Act" approach: set a target of reducing food loss and waste in their own operations by 50%, measure and publish their food loss and waste inventories, and take action to reduce their waste.	The actors of the initiative are food retailers and their suppliers. The initiative is hosted by Champions 12.3, a coalition of executives from governments, businesses, international organizations, research institutions, farmer groups, and civil society.	Food retail Food supply chains	The aim of the initiative is to reduce food loss and waste and support upstream food loss and waste reduction.	Global	Yes	N/A
AIJN	https://aijn.eu/	The fruit juice sector recognises the need for collaboration on Corporate Social Responsibility (CSR) and sustainability matters.	The Code of Conduct was adopted by the AIJN General Assembly in 29 April 2015.	Fruit Juice Industry	Economic sustainability, Social sustainability and environmental sustainability.	Global	No	Sector already covered by better-suited initiative
Barilla Foundation	https://www.fondazionebarilla.com/en/	Company (Barilla) foundation to encourage sustainable behaviour and healthy food choices. The foundation analyses food systems and conducts research and outreach projects to promote sustainable behaviours and healthy food choices.	The Barilla Foundation is independent, publishing and disseminating research to influence various stakeholders in the food system.	Food systems	Nutrition, food loss and waste, food sustainability and agricultural sustainability	Mainly EU	Yes	N/A
Beyond Chocolate	https://www.ihdsustainabletrade.com/initiative/beyondchocolate/	Under the Beyond Chocolate Partnership, a co-financing fund of 2 Million euros was made available for impactful sustainability projects in cocoa.	90% of the Belgian chocolate production market. Includes public sector, social impact investors, chocolate sector (production), retailers,	Food processing (Chocolate)	Social sustainability, Environmental sustainability, Economic sustainability	Belgium	No	Narrow sectoral and geographic scope

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
			NGOs, Certification standards, knowledge institutions, trade unions.					
BRC: Global Standard for Food Safety	https://isoupdate.com/standards/brc/	BRC Global Standard for Food Safety is a safety and quality certification scheme. It provides a framework for food manufacturers to assist them in the production of safe food and to manage product quality to meet customers' requirements. Food businesses are certificated upon completion of a satisfactory audit done by an accredited third party.	Businesses in the food sector, consumers	Food production	Food safety	Global	No	Thematic focus already covered by better-suited initiative
Coffee Sustainability Reference Code	https://www.globalcoffeeplatform.org/our-work/coffee-sustainability-reference-code/#documents	As a global reference, the Coffee Sustainability Reference Code is an outcomes-focused framework for the foundations of sustainability in the economic, social and environmental dimensions for green coffee production and primary processing worldwide.	Actors across the coffee supply chain (coffee producers, managers of producers' groups, traders, roasters and retailers, governments, financial institutions and investment funds, donors and NGOs, certifiers)	Coffee	Environmental sustainability Social sustainability, Economic sustainability	Global	No	Type of initiative already covered by better-suited initiative
Competitive Cashew Initiative (ComCash)	https://www.giz.de/en/worldwide/19011.html	ComCashew is part of the GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH) program on the "Broad-scale Promotion of Agricultural Value Chains" in Africa. The objective is to increase the competitiveness of the	More than 100 public, private and civil society partners	Agriculture	Sustainable poverty reduction	Benin, Burkina Faso, Côte d'Ivoire, Ghana, Mozambique, Sierra Leone	No	Focus more on competitiveness rather than food systems sustainability

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
		cashew value chain in selected African countries.						
Consumer Goods Forum	https://www.theconsumergoodsforum.com/press_releases/consumer-goods-industry-commits-to-food-waste-reduction/	The consumer goods forum brings together consumer goods retailers and manufacturers, as well as other key stakeholders to address risks and opportunities facing the industry and support businesses to implement the SDGs.	Executives in retail businesses and consumer goods manufacturers	Consumer goods sector (not food specific)	Environmental sustainability Social sustainability, Health and Wellness, Food Safety, Transparency across the value chain	Global	No	Not food specific
Courtauld Commitment 2030	https://wrap.org.uk/taking-action/food-drink/initiatives/courtauld-commitment	The Courtauld Commitment 2030 is a voluntary agreement to reduce food waste, GHG emissions and water stress along the food value chain.	The Commitment is hosted by WRAP, signatories are businesses the food and drink sector.	Food and drink sector (across the value chain)	Food waste, water use, GHG emissions	UK	No	Thematic focus already covered by better-suited initiative, Narrow sectoral, thematic and geographic focus
Danish Whole Grain Partnership	https://fuldkorn.dk/english/#	The Danish Whole Grain Partnership’s vision is to promote public health by getting Danes to eat more wholegrains, through awareness raising and communication activities as well as through increasing the availability of whole grain products.	The Danish Whole Grain Partnership brings together producers, retailers, NGOs and the Danish Veterinary and Food Administration.	(Wholegrain) producers, retailers, consumer, public health authorities	Nutrition (public health)	Denmark	Yes	N/A
Earned Recognition	https://www.food.gov.uk/business-guidance/earned-recognition-approved-assurance-schemes	Earned Recognition is a scheme that reduces visits by enforcement authorities for businesses that are compliant and who are members of a FSA (Food Standard Agency) approved assurance schemes	Businesses in the primary production (agriculture, livestock, dairy), and animal feed	Agriculture	Food safety, animal welfare, compliance with environmental regulation	UK	No	Type of initiative already covered by better-suited initiative, thematic focus more on food safety rather than sustainability

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
Ethical Trading Initiative	https://www.ethicaltrade.org/	The ethical trading initiative works with companies to ensure compliance with standards around ethical labour practice, develop innovative approaches to ensure improvements in labour conditions and share best practices and learnings.	Members of the initiative are companies, trade unions and voluntary organisations	Various (not food specific)	Ethical labour	Global	No	Not food specific
EU Pledge	https://eu-pledge.eu/	The EU Pledge is a voluntary initiative by leading food and beverage companies to change the way they advertise to children. This is a response from industry leaders to calls made by the EU institutions for the food industry to use commercial communications to support parents in making the right diet and lifestyle choices for their children.	The initiative is supported by 23 leading food companies. The EU Pledge programme is endorsed and supported by the World Federation of Advertisers.	Marketing	Public Health	EU	No	Type of initiative already covered by better-suited initiative
EU Sustainable Cocoa Initiative	https://knowledge4policy.ec.europa.eu/global-food-nutrition-security/topic/sustainable-food-systems/eu-sustainable-cocoa-initiative_en	This initiative is an informal dialogue to support the cocoa sector to become more environmentally, socially and economically sustainable by advancing responsible business practices.	Businesses in the cocoa value chain. The initiative is hosted by the Joint Research Centre (JRC), in cooperation with partners (The European Forest Institute, FAO and GIZ) and in coordination with the EU Delegations in Ivory Coast, Ghana and Cameroun.	Cocoa sector (along the value chain)	Environmental sustainability (deforestation), social sustainability (child labour), Economic Sustainability	EU	No	Dialogue rather than initiative, no concrete targets set
Fair for Life	https://www.fairforlife.org/	Fair for Life is a certification programme for fair trade in	Community of more than 700 certified	Agriculture and	Beyond its inherent concept	Global	Yes	Type of initiative already covered

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
		agriculture, manufacturing and trade.	companies and organisations in over 70 countries. Their commitment in Fair for Life directly impacts 235,000 producers and workers and generates nearly €1 Billion in certified products sales.	Manufacturing.	of fair pricing Fair for Life has been aware of the notion of “responsible supply chains”: having a long-term vision, making a sincere commitment and acting responsibly throughout the supply chain.			by better-suited initiative
FairMatch Support	https://www.fairmatchsupport.nl/	FairMatch Support is an international, independent social venture. FairMatch Support develops and improves sustainable agricultural supply chains in various sectors. They work as an innovative and independent coach behind the scenes we support and match all actors of agricultural supply chains together.	Companies in the agrifood value chain	Agriculture	Social sustainability, Environmental sustainability, Economic sustainability	Global	No	Type of initiative already covered by better-suited initiative
Floriculture Sustainability Initiative (FSI 2025)	https://www.fsi2025.com/	The Floriculture Sustainability Initiative (FSI) is a market-driven initiative that brings together members of the international floriculture sector. Towards 2025, FSI members will continue to build on the progress made on transparency, responsible production and trade, positive impact and improvement in the floriculture supply chain.	65 members	Horticulture	Social sustainability, Environmental sustainability, Economic sustainability	Global	No	Type of initiative already covered by better-suited initiative

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
		The Initiative has several clear, measurable objectives (targets).						
Food Waste Reduction Roadmap	https://wrap.org.uk/taking-action/food-drink/initiatives/food-waste-reduction-roadmap	The Food Waste Reduction Roadmap seeks to reduce food waste. Supporters of the roadmap have committed to Target, Measure and Act to reduce their own food waste, to work with their suppliers to reduce food waste, and to help consumers reduce food waste.	The UK's largest retailers, food producers, manufacturers, and hospitality and food service companies	Food and drink sector (across the value chain)	Commitment to milestones laid out in the Food Waste Reduction Roadmap.	UK	No	Narrow sectoral, thematic and geographic focus
Food Waste Resolution	https://www.theconsumergoodsforum.com/press_releases/consumer-goods-industry-commits-to-food-waste-reduction/	The resolution addresses SDG 12.3 – to tackle global food waste. The CGF committed to halve food waste within the operations of its 400 retailers and manufacturers members by 2024	The Food Waste Resolution is part of the Consumer Good Forum's sustainability pillar. The Consumer Goods Forum ("CGF") is a global industry network bringing together executives of some 400 retailers, manufacturers, service providers, and other stakeholders across 70 countries.	Retailers, food manufacturers	Food Waste	Global	No	Thematic focus already covered by better-suited initiative
Global Dairy Platforms	https://www.globaldairyplatform.com/	Collaborate pre-competitively to lead and build evidence on dairy's role in the diet and show the sector's commitment to responsible food production.	Producers, processors, dairy companies, associations, scientific bodies and other partners	Dairy production	Global Roundtable Commitment to achieve net zero emissions by 2050. Encourage the appropriate intake of nutrient-rich dairy foods and demonstrate the sector's role in	Global	No	Sector already covered by better-suited initiative

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
					sustainable agriculture.			
Global G.A.P	https://www.globalgap.org/uk_en/	Global G.A.P are a company who aimed to create a set of standards for Good Agricultural Practices. It is the most widely accepted private sector food safety certification in the world.	Producers, suppliers, retailers. The system works with trained inspectors and auditors to perform independent third-party producer audits and issue certificates.	Agriculture	Global G.A.P aim to provide solutions to global problems faced by agricultural supply chains. They add value to the agricultural supply chains by providing innovative, cost efficient, and transparent solutions.	Global	No	Narrow focus on food safety in agriculture
Global Roundtable for Sustainable Beef (GRSB)	https://grsbeef.org/	GRSB is powering progress in sustainable beef by setting ambitious goals around reducing greenhouse gas emissions and improving land use and animal welfare.	Producers and producer associations, Allied services and Industries, Processing, Retail companies, Civil Societies, and National Roundtables	Beef production	Global Roundtable Announces Commitment to Reduce Net Global Warming Impact of Beef 30% by 2030 through Global Sustainability Goal	Global	Yes	N/A
Global Seafood sustainability Initiative (GSSI)	https://www.ourgssi.org/	The Global Sustainable Seafood Initiative is a public-private partnership. GSSI operates the Global Benchmark Tool to certify seafood and promote improvements in certification schemes, collaborates with the Consumer Goods Forum's Sustainable Supply Chain Initiative (SSCI) to develop a seafood-specific social compliance benchmark and	90+ members	Fishing / aquaculture	Social sustainability, Environmental sustainability, Economic sustainability	Global	Yes	N/A

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
		provides a global, multi-stakeholder platform for collaboration and knowledge exchange to address sustainability challenges that have an environmental, economic and social impact..						
Guardians of Grub	https://wrap.org.uk/taking-action/food-drink/initiatives/guardians-grub	Guardians of Grub is a scheme to empower professionals in the hospitality and food service sector to make small changes in their businesses to reduce food waste. Individuals can join.	The campaign is aimed at individuals in the hospitality and food sector.	Hospitality and food service sector	Food waste	UK	No	Narrow sectoral, thematic and geographic focus, Sector already covered by better-suited initiative, Thematic focus already covered by better-suited initiative
IDH The Sustainable Trade Initiatives		The mission of the IDH Sustainable Trade Initiative is to accelerate sustainability in international supply chains. It works as a platform to facilitate knowledge sharing and testing of new and innovative sustainability solutions and business models, collaboration in a pre-competitive setting and creates formal agreements to drive change and investment and seeks to leverage and trigger private investments and de-risk capital investments. There are several sub-initiatives, specific to commodities, detailed below.	The IDH Sustainable Trade initiatives works with 50 governments, 600 businesses and over 50 NGOs.	Various food supply chains (e.g. aquaculture, Nuts, Vanilla, Spices)	Better jobs, better incomes, better environment, gender	Global	No	Type of initiative already covered by better-suited initiative

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
IFBA commitments	https://ifballiance.org/publications/product-formulation-commitments/	Each IFBA (International Food & Beverage Alliance) member company undertakes to make a specific corporate commitment on food sustainability.	Companies who are members of the IFBA, public health authorities	Food and Drinks sector	Formulation of products, portion size, increase fibre, whole grains, vitamins and minerals, fruits and vegetables and low-fat dairy components	Global	Yes	N/A
IFS (International Featured Standards)	https://www.ecocert.com/	Certification scheme that shows requirements of European distributors in terms of food quality and safety	Manufacturers of industrial food products, trading agencies, importers, brokers, logisticians, wholesalers or retailers, consumers	Food processing, logistics, retail	Food safety	EU	No	Type of initiative already covered by better-suited initiative
International Food Waste Coalition	https://internationalfoodwastecoalition.org/voluntary-agreement/	The Voluntary Agreement will ultimately support systemic solutions that address sustainable food challenges.	Europe’s hospitality and food service sector	Hospitality and food service industry	Coordinated effort to reduce food loss and waste	EU	No	Narrow focus on food waste only; hospitality sector already covered by the SRA
ISSF	https://www.issf-foundation.org/about-issf/who-we-are/participating-companies/	The International Seafood Sustainability Foundation (ISSF) believes in the importance of working with all stakeholders, and tuna processor, traders, and/or marketers to improve the sustainability of the world’s tuna resources.	Companies that participate in the ISSF are members of the ISSA which is voluntary and is contingent upon compliance with ISSF conservation measures and standards of practice.	Fisheries	ISSA advocates improved fishery management, funding scientific advancements through research and expert analysis, and taking direct action to encourage the adoption of responsible fishing practices.	Global	No	Sector already covered by better-suited initiative
ISEAL	https://www.isealalliance.org/about-	ISEAL supports ambitious sustainability systems and their partners to tackle	ISEAL has a membership web spanning more than a hundred countries in	Various sectors	ISEAL works by defining credible practice for	Global	No	Not food specific

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
	iseal/who-we-are	climate emergency and biodiversity	sectors from forestry and seafood to biomaterials and extractives.		sustainability systems.			
Knowledge Centre for Global Food and Nutrition Security	https://knowledge4policy.ec.europa.eu/global-food-nutrition-security/topic/sustainable-food-systems_en	This is a knowledge centre to support the EU global commitment to end hunger, achieve food security and improve nutrition through a dedicated, reinforced science-policy interface and a fostered inter-policy dialogue.	Various stakeholders across the food value chain, including producers, industry, policy makers and interested parties.	Various sectors (food systems)		Mainly EU	No	Research centre rather than voluntary private sector initiative
Linking Environment and Farming	https://leaf.eco/	LEAF (Linking Environment And Farming) works with food producers to provide them with the tools needed to become more environmentally sustainable.	The main stakeholders are farmers and food producers. LEAF also engages with scientists, NGOs and consumers however.	Agriculture	Environmental sustainability	Mainly UK	No	Sector already covered by better-suited initiative
National Salt and Sugar Reduction Initiative (NSSRI)	https://www1.nyc.gov/site/doh/health/health-topics/	The National Salt and Sugar Reduction Initiative (NSSRI) is a partnership of organizations and health authorities from across the country (PDF), convened by the NYC Health Department. The initiative sets voluntary reduction targets for sugar and salt and asks food and beverage companies to commit to meeting them.	Public Health authorities Companies in the food and drink sector Some companies in the hospitality and food service sector have also joined.	Food and drink sector Hospitality and food service sector	Nutrition	USA	Yes	N/A
Nestle Regenerative Agriculture	https://www.nestle.com/sustainability/nature-environment/r	Nestle's Regenerative agriculture is an approach to farming that aims to improving soil health and soil fertility – as well as	Nestle has 500+ sourcing specialists and more than 4,500 support staff assisting the transition towards a more regenerative	Agriculture	Nestle's strategy began with pilot studies at farms to validate new technologies and nature-based	Global	No	Type of initiative already covered by better-suited initiative

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
	regenerative-agriculture	protecting water resources and biodiversity.	agriculture supply chain.		solutions. These successful pilots are then scaled up through their Farmer Connect program. Nestle have encouraged industry alignment on common frameworks and metrics both they and others have developed regarding regenerative agriculture.			
OECD and the Sustainable Development Goals: Delivering on universal goals and targets	https://www.oecd.org/dac/sustainable-development-goals.htm#:~:text=The%20OECD%20addresses%20the%20multidimensional%20nature%20of%20diverse,trade-offs%20among%20economic%20social%20and%20environmental%20policy%20areas.	The OECD provides a platform for dialogue and exchange. Together with UNDP it supports the Global Partnership for Effective Development Co-operation, which brings all stakeholders to the table to discuss development issues on an equal footing.	Members of the OECD	Various (non-food specific)	Various (SDGs)	Global	Yes	N/A
OECD-FAO Guidance for Responsible Agricultural Supply Chains	https://www.oecd.org/daf/investment-policy/rbc-agriculture-	Provides a common framework and globally applicable benchmark to help agri-businesses and investors contribute to	The guidance is relevant for all businesses along the agricultural supply	Agriculture, food sector	Environmental sustainability Social sustainability	Global	No	Does not rely on voluntary industry commitments; quite similar to another

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	supply-chains.htm	sustainable development to identify and mitigate adverse impacts.	chain, from producer to consumer					shortlisted initiative (UNFSS)
Origin Green	https://www.origingreen.ie/	A sustainability programme to ensure sustainable food production. It sets measurable sustainability targets for industry to which members commit (members must sign up to Origin Green Sustainability Charter) and which are independently monitored and verified.	Origin Green collaborates with over 53,000 farms and 320 leading Irish food and drink companies. Verified Origin Green members account for 90% of our food and drink exports and over 70% of the retail market. Origin Green also brings together government and the private sector.	Food, Drink, Horticulture sector	Environmental sustainability Social sustainability, Competitive advantage	Ireland	Yes	N/A
Rainforest Alliance	https://www.rainforest-alliance.org/	The Rainforest Alliance is an international non-profit organisation working at the intersection of business, agriculture, and forests to make responsible business the new normal.	The Rainforest Alliance has partnerships with certified farmers in over 70 countries and works with businesses, researchers, civic organisations, and governments	Agriculture	Looks to combat the effects of climate change through resilient and nature-based solutions.	Global	No	Sector already covered by better-suited initiative
Reducing Trans-Fats in Margarines	https://www.nutritioninsight.com/news/european-margarine-sector-makes-reduced-trans-fat-commitments.html	Code of practice from the European margarine sector to reduce trans fatty acids from its products.	Margarine manufacturers and food producers that use margarine as an ingredient	Food production (margarine)	Public health	EU	No	Narrow sectoral focus, Type of initiative already covered by better-suited initiative
Regeneration International	https://regenerationinternational.org/	Regeneration International is a global network that promotes and practices	Regeneration International engages with a network of more	Agriculture	It was formed in 2015 by about 60 people from 21	Global	No	Sector already covered by better-suited initiative

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
		regenerative agriculture and land-use with the aim to cool the planet and feed the world.	than 250 International partners and a growing number of Regeneration Alliances throughout the world.		nations, representing businesses, the farming and scientific communities, educational institutions, policymakers and NGOs.			
RSPO (Roundtable on Sustainable Palm Oil)	https://www.rspon.org/	RSPO is a not-for-profit works across the palm oil value chain to develop and implement global standards for sustainable palm oil. Companies must comply with a set of environmental and social criteria to receive a certification.	Main stakeholders are businesses along the palm oil value chain.	Palm oil sector (across the value chain)	Environmental sustainability Social sustainability	Global	No	Narrow sector focus
RTRS	https://responsiblesoy.org/about-rtrs?lang=en#que-es	Round Table on Responsible Soy Association (RTRS) is a non-profit organisation promoting the growth of production, trade, and use of responsible soy.	Stakeholders involved in the dialogue RTRS' global dialogue include producers, suppliers, manufacturers, retailers, financial institutions, civil society organisations and others.	Agriculture	RTRS' mission is to promote the growth on production, trade, and use of responsible soy through cooperation with actors in and relevant to the soy value chain from production to consumption.	Global	No	Type of initiative already covered by better-suited initiative
SAI Platform	https://saiplatform.org/	SAI Platform is non-profit network for members to work together to advance sustainable agricultural practices through pre-competitive collaboration.	SAI Platform works with over 160 member companies and organisations to lead the way on sustainable agriculture worldwide.	Agriculture	SAI Platform has a vision for a sustainable, thriving and resilient agricultural sector that protects the earths resources,	Global	Yes	N/A

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
					human rights and animal welfare.			
Science Based Targets	https://sciencebasedtargets.org/sectors	The Science Based Targets initiative (SBTi) drives ambitious climate action in the private sector by enabling organizations to set science-based emissions reduction targets.	Private sector businesses, CDP, UN, WRI, WWF	Various (not food specific)	Environmental sustainability (GHG emissions)	Global	No	Not food specific
State of Sustainability Initiatives (SSI)	https://www.isd.org/ssi/	The State of Sustainability Initiatives is an international research project that provides credible information about how voluntary sustainability standards can support better environmental and social performance in important commodity sectors.	Voluntary sustainability standards (VSSs), businesses in the commodities sector	Various commodities (mainly food, also includes cotton for example)	Environmental sustainability, Social sustainability	Global	No	Not food specific
Sustainability Initiative Fruit and Vegetables (SIFAV)	https://www.idhsustainabletrade.com/initiative/sifav2025/	The Sustainability Initiative Fruit and Vegetables (SIFAV) is a covenant that aims to actively contribute to a more sustainable fresh fruit and vegetable supply chain regarding economic, environmental, and social impacts. Its purpose is to create impact at scale by aligning policies, targets, and collaborative action. Part of the IDH Sustainable Trade Initiative and managed by IDH.	45+ members (private sector partners), who commit to a set of common sustainability targets (environmental, social, and due diligence)	Fruit and Vegetables	Social sustainability, Environmental sustainability, governance	European	No	Type of initiative already covered by better-suited initiative
Sustainability programme of ASSICA, the Association of	https://www.assica.it/UserFiles/Programma-	Monitoring of emissions and calculation of the carbon footprint of products by companies to obtain the	The programme is owned by ASSICA, the Association of Meat and Cured Meats Industries	Food processing (meat	Environmental sustainability, public health, ethics	Mostly Italy, but involvement of EU	No	Narrow geographic and sectoral focus

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
Meat and Cured Meats Industries	Sostenibilit%C3%A0.pdf	Made Green in Italy certification, focus on proximity criteria in the choice of suppliers, promotion of circularity, use of renewable energy and energy efficiency measures, improvements in nutritional composition, promotion and research on sustainable packaging, training initiatives on sustainability, adoption of an Ethical code for associations, "animal welfare in the phase of farming, of transport, and of slaughter", biosecurity in pig farms.	and also promoted by IVSI (Institute for the enhancement of Italian cured meats). Stakeholders are both internal stakeholders (employees and governance of companies in the sector) and external (suppliers, media, institutions, academia and research institutes, other associations, local communities, financial stakeholders and international community)	production)		stakeholders as well.		
Sustainable Juice Covenant	https://www.idhsustainabletrade.com/initiative/sustainable-juice-covenant/	SJC members have committed to the target of 100% sustainable sourcing by 2030. The SJC is coordinated by IDH, the Sustainable Trade Initiative which offers support and expertise.	18 members (businesses in the juice sector)	Fruit Juice Industry	Social sustainability, Environmental sustainability, governance	European	Yes	N/A
Sustainable Nut Initiative	https://www.sustainablenutinitiative.com/	The Sustainable Nut Initiative is a pre-competitive collaboration platform that brings together all actors of the international nut sector (currently focusing on cashew sector).	Private sector companies, partnerships with ComCash Initiative (below), IDH Sustainable Trade Initiative, FairMatch Support	Nuts	Increase transparency and traceability to increase sustainability (environmental and social)	Global	No	Type of initiative already covered by better-suited initiative
Sustainable Packaging Coalition	https://sustainablepackaging.org/	The SPC has developed tools, applications, and services to take meaningful action toward packaging sustainability.	Producers of packaging, Food industry	All food and drink industry	Focus on sustainable goals defined by packaging industry	Global	Yes	N/A

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
Sustainable Spices Initiative (SSI)	https://www.idhsustainabletrade.com/initiative/sustainable-spices-initiative/	Members of SSI have committed to the following objectives: To strive for a fully sustainable spice production and trade in the sector To reach or exceed 25% sustainable sourcing in at least top 3 products categories by 2025 To achieve or exceed 10% point growth for top 3 product categories by 2021	The Initiative, a sector-wide consortium founded in 2012, brings together an international group of companies active within the spices and herbs sector, and NGOs.	Spices	The Sustainable Spices Initiative (SSI) aims to sustainably transform the mainstream spices sector, thereby securing future sourcing and stimulating economic growth in producing countries.	Global	No	Type of initiative already covered by better-suited initiative
Sustainable Vanilla Initiative (SVI)	https://www.idhsustainabletrade.com/sustainable-vanilla-initiative-svi/	The Sustainable Vanilla Initiative (SVI) is a voluntary industry initiative, which aims to promote the long-term stable supply of high-quality, natural vanilla, that is produced in a socially, environmentally and economically sustainable way.	The SVI is hosted by IDH, the Sustainable Trade Initiative in collaboration with US-based Sustainable Food Lab (SFL) and liaises with vanilla exporters, producers, sector organizations and public authorities worldwide	Vanilla value chain	Social sustainability, Environmental sustainability, Economic sustainability	Global	No	Type of initiative already covered by better-suited initiative
Soil Association Organic	https://www.soilassociation.org/our-standards/	The Soil Association developed specific standards on how organic products must be grown, farmed or made. Farmers must meet these to become certified.	Food producers	Agriculture	Environmental sustainability, food safety, animal welfare	UK	No	Type of initiative already covered by better-suited initiative
SQNPI	https://www.ccpb.it/blog/certificazione/	The SQNI is a certification scheme that aims to enhance the agricultural and agri-food productions.	Single farms, Associated companies, distributors	Agriculture	Agricultural and agri-food production.	National (Italy)	No	Type of initiative already covered by better-suited initiative
The Good Food Finance initiative	https://eatforum.org/initiatives/gffi/	The Good Food Finance Initiative (GFFI) is a multi-stakeholder engagement	Investors in the food sector, businesses in the food sector (incl.	Financial sector	Environmental Sustainability, Public Health	Europe	Yes	N/A

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
		process, aimed at providing actionable insights—including specific new investable opportunities and transformational innovations—to high-level financial decision-makers in government, the private sector, and multilateral institutions.	agriculture, food processing, etc)					
The Sustainable Restaurant Association (SRA)	https://thesra.org/	The SRA works with foodservice businesses to help them monitor and review their performance on key sustainability areas, providing a tool to complete a self-assessment. The SRA also provides businesses with a third-party accreditation and facilitates an online community to foster connections and sharing of knowledge and best practices.	To accelerate change towards an environmentally restorative and socially progressive hospitality sector, the SRA works with businesses from across foodservice, as well as like-minded industry bodies, campaign groups and businesses that supply the sector	Hospitality and foodservice sector	Environmental Sustainability, Social Sustainability	UK	Yes	N/A
The Voluntary Initiative	https://voluntaryinitiative.org.uk/about/about-us/	The voluntary initiative is an industry-led programme to promote the responsible use of plant protection products (PPP), through adoption of an integrated pest management approach.	Agriculture businesses	Agriculture	Environmental sustainability (pest management)	UK	No	Type of initiative already covered by better-suited initiative, Sector already covered by better-suited initiative
UNFSS	https://unfss.org/	The United Nations Forum on Sustainability Standards (UNFSS) Voluntary Sustainability Standards (VSS).	Producers, traders, manufacturers, retailers	Agriculture	The VSS standards help keep workers healthy and safe, protect communities and land, and uphold human rights, as well as moderating	Global	Yes	N/A

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
					the environmental impacts of production and consumption.			
UN Global Compact	https://www.unglobalcompact.org/about	A voluntary initiative based on CEO commitments to implement universal sustainability principles to achieve the SDGs. The Compact support companies to align their strategies and operations with the ten principles of human rights, labour, environment and anti-corruption, and to take action to advance broader societal goals (SDGs).	Businesses (various sectors)	Various (non-food specific)	Environmental Sustainability, Social Sustainability	Global	No	Not food specific
Unilever Sustainable Agriculture Code	https://respect.international/unilever-sustainable-agriculture-code-2015/	The Unilever Sustainable Agriculture Code is a collection of Good Practices which aim to codify important aspects of sustainability in farming and make them applicable to Unilever's suppliers.	This Code works with Unilever's farms and suppliers, working towards inspiring them to make sustainability mainstream.	Agriculture	While the Code works mainly towards making Unilever's supply chain sustainable it is also closely aligned with other Unilever policies such as eliminating deforestation.	Global	Yes	N/A
Voluntary Guidelines for Securing Sustainable Small-Scale Fisheries	https://www.foao.org/voluntary-guidelines-small-scale-fisheries/guidelines/en/	This addresses policies, strategies and legal frameworks concerning small-scale fisheries, but also other matters affecting lives and livelihoods in fishing communities.	The Partners of this initiative: Civil Society Organisations, Regional Organisations, Academia and Research, Development Partners.	Fisheries	Managing resources and allocating tenure rights responsibly; supporting social development and decent work; looking at fish workers along the entire value chain from catching through	Global	No	Type of initiative already covered by better-suited initiative, Sector already covered by better-suited initiative

Name	URL	Description of scheme	Stakeholders	Sector	Focus	Coverage	Short-list	Reason for not shortlisting
					processing to trading fish; promoting gender equality; and taking into account climate change and disaster risk.			
World Benchmarking Alliance	https://www.worldbenchmarkingalliance.org/	The World Benchmarking Alliance (WBA) is a multistakeholder alliance. It develops benchmarks to provide businesses with roadmaps to encourage sustainability transformations.	The World Benchmarking Alliance (WBA) represents organisations working to shape the private sectors contribution to achieving the SDGs. The WBA has 200+ global organisations as members.	Various sectors (private)	Environmental sustainability, not food specific	Global	Yes	N/A

