UN Food Systems pre-Summit
Affiliated session

EU Code of Conduct on responsible food business and marketing practices

Co-organised by **FoodDrinkEurope** and **DG Health and Food Safety of the European Commission**

PROGRAMME
27 July 2021, 08:00 – 08:50 CEST (Rome time)

Background

The solution cluster 2.1.2 "Healthy food environments" identifies codes of conduct on responsible food business and marketing practices as an example of action leading food environment actors to make healthy and sustainable diets the easiest and most available, accessible, affordable and desirable option.

In light of the European Green Deal, including the European Commission Communication on a Farm to Fork Strategy, and various other important policy initiatives at EU and international level to address the challenges posed by climate change, environmental degradation, biodiversity loss, the burden of malnutrition and noncommunicable diseases and more, the associations and companies that are signatories of this Code of Conduct for responsible food business and marketing practices (the "Code") are ready to play their part in contributing to transforming the food systems they are operating in within their sphere of influence.

Whereas many European food business operators are actively engaged in the sustainability transition and have already made tangible progress to date in their individual capacity as well as in partnership with other economic and societal actors, it is thought that a shift to sustainable food systems could bring further environmental, health and social benefits, offer economic gains and ensure that the recovery from the COVID-19 crisis puts citizens and operators onto a sustainable path. This shift cannot take place without all major actors in the food system, engaging in meaningful action in this process.

It is in this spirit that EU food business associations and operators have developed – with active involvement and input from other stakeholders, including international organisations, NGOs, trade unions and trade associations, and in concertation with the European Commission services – a voluntary Code of Conduct towards sustainable food systems.

The objectives of the session are:

- To explain the EU Code of Conduct origins and the collective process to engage all food chain actors towards a fair, healthy and environmentally friendly food system.
- To showcase some of the commitments included in the Code and its impact beyond the EU.
- To exchange views on whether it can inspire similar processes in other regions.

Registration link:

https://ecconf.webex.com/ecconf/onstage/g.php?MTID=edb3a94c4d25f6a9196d9fd2d9e6d5b8c

Programme (27 July, 08:00 -08:50h CEST, Rome time)

This side event is moderated by **Ms. Claire BURY,** Deputy Director General at DG Health and Food Safety, European Commission

Welcome and opening remarks

- **Ms. Stella Kyriakides**, Commissioner for Health and Food Safety, European Commission
- **Ms. Mella Frewen**, Director General of FoodDrinkEurope

Panel discussion

Five panellists will share their views on how the Code of Conduct on responsible food business and marketing practices came about, what the Code covers, and what's in it for food businesses.

Join the discussion with our panellists:

- **Mr. Dirk Jacobs**, Deputy Director General, FoodDrinkEurope - Chair of the Code Task Force
- **Ms. Alexandra Nikolakopoulou**, Head of Unit, Farm to Fork Strategy, DG Health and Food Safety, European Commission
- **Mr. Pascal Liu**, Senior Economist, FAO
- **Ms. Hanneke Faber**, President, Foods and Refreshments, Unilever
- **Mr. Todor Ivanov**, Secretary General, Euro Coop – Vice-Chair of the Code Task Force

Questions and answers

- Questions from the audience to the panellists

Closing remarks

- **Ms. Claire BURY,** Deputy Director General at DG Health and Food Safety, European Commission

NB: Please note that this session will be held in English only

Contact details

FoodDrinkEurope: w.surman@fooddrinkeurope.eu

DG Health and Food Safety - European Commission:

sante-consult-d2@ec.europa.eu and SANTE-CODE-OF-CONDUCT@ec.europa.eu