

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

*A common aspirational path
 towards achieving sustainable food systems*

Annual Report - July 2024

Check list for EU associations

- General information**

Name in full + acronym	Comité Européen des Entreprises Vins (CEEV ¹)
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N° in the transparency register*	n°2663914841-28
Date of signature of the Code	19/06/2021
Step of the food chain represented (ex: primary production, production, processing, trade, retail, ...)	Producers and Traders
Who do you represent? (e.g. number of members, companies, SMEs)	25 national associations representing wine companies from 13 EU countries + Switzerland, United Kingdom and Ukraine + a consortium of 4 leading EU wine companies. CEEV members produce and market the vast majority of quality European wines, both with and without a geographical

¹ <https://www.ceev.eu/>

	indication, and account for over 90% of European wine exports
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* if available

European Associations pledge to:

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

CEEV endorsed the aspirational objectives applicable to the wine sector set out in the “Code of Conduct for Responsible Business and Marketing Practices”.

The triple approach towards sustainability – people, planet and profit – is at the heart of the European Union wine sector’s philosophy. Only by embracing the principles of sustainability, has the EU wine sector been able to maintain for centuries an activity that cannot be delocalised and to preserve its vineyards, rural areas and rural communities.

CEEV recognizes the important role that the code of conduct is playing in uniting EU food operators behind a common aspiration towards sustainable food systems and foster wine companies’ commitment to tangibly improve and communicate their sustainability performance and is therefore committed to tangibly contribute to the environmental, health, economic and social sustainability of the EU wine system and value chain.

CEEV’s Pledge to the Code of Conduct is made up by the following four specific sectoral commitments including:

- COMMITMENT 1: Provide digital information to consumer by means of an e-label Platform
- COMMITMENT 2: Promote consumer’s awareness of healthy, balanced and sustainable diets through the Wine in Moderation program
- COMMITMENT 3: Promote sustainable production practices
- COMMITMENT 4: Reinforce the resilience and competitiveness of the full wine supply chain

- **promote and disseminate this Code with(in) their constituency/ies;**

- ✓ Describe the dissemination and promotion activities taken. For ex.: Internal meetings (ex: working group, task force, board meeting, AGM), workshop, webinars, other events, communication, mailings, messages, documents, leaflets, website, newsletter, etc

A. CEEV is closely following the Code of Conduct initiative

CEEV closely followed the drafting and adoption of the Code of Conduct by the European Commission keeping close contacts with the Commission, other stakeholders and the Code of Conduct Task Force chaired by FoodDrinkEurope.

As a matter of facts, CEEV is actively following and contributing to the many initiatives taken within the Green Deal and the Farm to Fork initiative.

B. CEEV actively communication toward its members

CEEV Members are informed on a regular basis on the development of the Code of conduct and contributed to the drafting and adoption of CEEV Pledge to the Code of Conduct, CoC.

Communication focused on the role and the ambition of the CoC, its structure and the contribution of the wine sector to achieve the main objective to increase the availability and affordability of healthy sustainable food options and to improve the sustainability of the food system

- a. An update on the Code of conduct was given during the following CEEV internal meetings:
 - CEEV’s thematic Working Committees “Legislation” and “Wine& Society” in May 2023, October 2023 and February 2024. The ENV-RD Working Committee of January, May and September 2023
 - Those working committees gather experts representing CEEV’s member association -

- b. To promote the U-label platform, the tool initiated by CEEV and developed in collaboration with spirits Europe, to provide digital information to consumers CEEV Secretariat organized many presentation sessions. More information is available hereunder in the CEEV report on the implementation on its pledge commitments.

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

- ✓ Was it part of the messages delivered under the promotion activities?
 - ✓ Any specific action? Ex: inclusion of the CoC in the vision/mission, roadmap/working programme, ...
 - ✓ Any indication that the message has been considered by members? If relevant, please give examples.
 - ✓ Information transferred to the members
- Shift toward more sustainability is a long-standing topic of discussion among wine sector. CEEV and its members acknowledge the important role that the CoC is playing in fostering wine companies' commitment to further improve their sustainability performance.
 - **CEEV members endorsed the Code of conduct objectives** and contributed to draft CEEV specific sectoral commitments included in CEEV's pledge to the CoC. Those commitments include actions to be implemented by members at national level
 - **CEEV included in its 2023 – 2027 Strategic Action Plan** many key actions in line with objective of the Code of Conducts and CEEV's commitments included in its Pledge to the CoC to better deliver on sustainability.
 - CEEV and its members adopted a **roadmap on sustainability**. This Roadmap can be considered as a deliverable of the Code of Conduct and will guide the wine sector and its companies towards more sustainability. The roadmap was drafted in collaboration with members and adopted by CEEV General Assembly in March 2022.
 - In the light of the growing importance of sustainability CEEV decided to split its ENVI-RD working Committee meeting in 2 distinct CEEV working committee (ENVI WC and RD WC) to better focus of the topics.
 - CEEV initiated and developed, in collaboration with spiritsEUROPE **the U-Label platform**. This digital platform is contributing to CEEV's commitment included in its pledge to the Code of conduct to better inform consumers and provide digital information.
 - Research and Development. CEEV adopted a strategic approach structured around three levels, namely R&D Agenda, R&D Pitches and R&D Database in 2021. The first step of the CEEV R&D Action – i.e. the EU Wine R&D Agenda – partially inspired by The EU CoC was adopted by CEEV's General Assembly in March 2022.
 - CEEV is continuously calling on its member to strongly support the Wine in Moderation programme to fight harmful use of alcohol and promote responsible and moderated drinking patterns.
- ***explore the possibility of developing sector-specific tools and resources in support of this Code;***
- ✓ Did your EU association explore the possibility of developing sector-specific tools and resources in support of this Code?
 - ✓ How? Which type of tools? On which aspirational objective(s)? Any achievement?
- For example, did you collect best practices? did you allocate human resources? Budget? Etc

CEEV and its members developed several specific tools to promote sustainability in the wine sector and achieve commitments taken in the framework of the CEEV pledge to the Code of Conduct signed in June 2021. While the tools have been inspired by the Code of conduct other already existing or in preparation have been adapted or enhanced to align to the CoC objectives.

A. Adoption of CEEV's Strategic plan 2023 - 2027

CEEV included in its 2023 – 2027 Strategic Plan many key actions in line with objectives of the Code of Conduct and CEEV's commitments included in its Pledge to the CoC to better deliver on sustainability.

B. Adoption of sustainability roadmap

The CEEV Roadmap on Sustainability was adopted by CEEV's General Assembly on 17th March 2022. As part of our Farm to Fork EU Code of Conduct commitments, it will guide the wine sector in their sustainability journey in line with the EU green commitments and consumers expectations, as well as positively improve communication on the EU wine sector's sustainability from the vineyard to consumer.

Adoption of the CEEV Strategic Action Plan 2023 – 2027 including many key actions aimed to increase sustainability of the EU wine sector.

Aspirational objective(s):

2. Prevention and reduction of food loss and waste
3. A climate neutral food chain in Europe by 2050
5. Sustained, inclusive and sustainable economic growth, employment and decent work for all
6. Sustainable value creation in the European food supply chain through partnership
7. Sustainable sourcing in food supply chains

C. Research

On 17 March CEEV adopted its EU Wine R&D Agenda. This will allow to better coordinate the research and innovation layer of CEEV work, respond to the wine companies' concerns and needs in the short- and long term, as well as to the EU policy-makers agenda.

Aspirational objective(s):

3. A climate neutral food chain in Europe by 2050
4. An optimized circular and resource-efficient food chain in Europe
6. Sustainable value creation in the European food supply chain through partnership
7. Sustainable sourcing in food supply chains

D. The U-label platform

CEEV has promoted the development of a digital platform for all wine companies also extended so far to spirits company to promote and facilitate the digital provision to consumers of transparent information on the characteristics of wine products, on their sustainability and on responsible wine consumption so that they could make informed choices.

Aspirational objective(s):

1. Healthy, balanced and sustainable diets for all European consumers

E. Wine in Moderation

The sector ranging from small family-owned wineries to multinational companies is strongly committed to continue its action through the Wine in Moderation movement to promote responsible wine consumption and contribute to reduce the harm related to excessive/irresponsible drinking. The mission to self-regulate commercial communication, to educate, inform and communicate on the topic of moderate and responsible wine drinking as part of a healthy diet and lifestyle is achieved through a variety of actions at local and international level targeting wine professionals as well as consumers.

Aspirational objective(s):

1. Healthy, balanced and sustainable diets for all European consumers

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

- ✓ Did you engage with other partners of the food chain?
- ✓ Can you give examples of engagements, which partners, on which aspirational objective(s), ...

- CEEV discussed the U-label digital platform with other European and non-European associations active in the wine supply chain,
- CEEV has presented the U-label digital platform to 3rd countries authorities in bilateral meetings and in the framework of the International Organisation of Vine and Wine (OIV) meetings.
- Contacts with associations representing other EU alcoholic beverages took place to discuss a future possible extension of the U-Label platform to further alcoholic beverages categories.
- CEEV is exchanging on a regular basis with other actor of the wine chain to discuss topics related to sustainability and enhance engagement towards Wine in Moderation programme

REPORT ON THE IMPLEMENTATION OF CEEV COMMITMENTS – July 2024

Please find hereunder a report on the implementation of CEEV commitments included in its pledge to the Code of Conduct signed in June 2021

COMMITMENT 1: PROVIDE DIGITAL INFORMATION TO CONSUMER BY MEANS OF AN E-LABEL PLATFORM

Action: Develop and contribute to the success of the U-label platform

CEEV continued to work on the improvement of the U-Label digital platform for all wine companies that will facilitate the digital provision to consumers of transparent information on the characteristics of wine and aromatised wine products, on their sustainability and on responsible wine consumption so that they could make informed choices.

Today's consumers expect more transparency on the products they consume, and digital labelling can respond to this demand by boosting the information that wine companies share with their consumers. Digitalisation is a way to empower the consumer helping them to make better and more informed choice. In this context, one of the main assets of digital communication in general, and U-label in particular, is the capacity to inform the consumer in a language that can be easily understood by them.

The development U-label platform respond to three major objectives.

- Provide a service/support, primarily to National associations members of CEEV and in fine to all wine, aromatised wine and spirits companies wishing to use e-labels. In this scope, U-label collaborates with different actors in the digital world to facilitate the inter-connection between different platforms and simplify the life of companies and/or consumers
- Reinforce the concept and feasibility of e-labels by demonstrating that information can be and is already provided through electronic means and all the more important is easy to access. A fair, correct and harmonised system shall support this approach. On the other hand, by facilitating the development of e-labels, we could scale-up its use.
- Spread and reinforce CEEV expertise of how the labelling information should be provided for wines, aromatised wine products and spirit drinks in line with the Regulation(s), sparing them the hassle of finding relevant regulatory requirements and updates. In this context, the U-label is meant to be adapted to possible future regulatory requirements, whether at EU level, national level or global level

[Click here to know more about U-Label](#)

Aspirational objective(s):

1. Healthy, balanced and sustainable diets for all European consumers

Achievements. Updated in July 2024:

- The U-label platform has been operational since end of 2021, allowing all EU and non-EU wine, aromatised wine and spirits companies to create e-labels for their products. In March 2024, U-label has joined forces with Scantrust, a leading company active in QR code technology, to propose a new upgraded version of the platform now called "U-label by Scantrust".
- To this date, more than 800 companies have joined U-label, jointly creating more than 45.000 e-labels.
- The U-label by Scantrust platform is continuously updated and improved, in close collaboration with CEEV, to ensure full compliance with the EU legislation and cover, when possible, also national regulation (cf. Italian recycling labelling requirements).
- QR codes generated by the U-label by Scantrust platform are digital link ready
- Monthly webinars are organised by U-label, in cooperation with CEEV, to inform wine and aromatized wine companies on how to best implement the new EU labelling regulations.

COMMITMENT 2: PROMOTE CONSUMER'S AWARENESS OF HEALTHY, BALANCED AND SUSTAINABLE DIETS THROUGH THE WINE IN MODERATION PROGRAM

Actions:

- Support the implementation at national level of Wine in Moderation programme
- Promote the implementation of Wine Communication Standards

The Wine sector is strongly committed to continue and enhance its action through the Wine in Moderation movement to promote responsible wine consumption and contribute to reduce the harm related to excessive/irresponsible drinking. The mission to self-regulate commercial communication, to educate, inform and communicate on the topic of moderate and responsible wine drinking as part of a healthy diet and lifestyle is achieved through a variety of actions at local and international level targeting wine professionals as well as consumers.

CEEV is supporting the implementation at national level of the Wine in Moderation program and working to increase WIM visibility.

Aspirational objective(s):

1. Healthy, balanced and sustainable diets for all European consumers

Achievements. Updated in July 2024 concerning WIM 2023 activities:

- The use of WIM logo (limited to their e-label) is compulsory for all companies using the U-label platform, including those not supporting WIM. The objective is to increase the visibility of WIM. It was agreed to add a pop up with information on WIM. The visibility of WIM is increasing with the raising number of wine companies registering within U-Label.
- WIM released a Wine and Health Package.
- WIM took part in major wine fairs to promote moderate and responsible wine consumption from Germany to Italy, Portugal, The Netherlands and, France including the Pro-Wein international fair and Vinitaly.
- WIM launched the "WIM DAY" pilot project in several EU countries in 2023.
- WIM recently reviewed and launched in 2023 its responsible service training composed by 9 training modules (Content per each module has been developed & modules designed and translated) and 2 handbooks developed: one for the trainers & one for the students. The 1st "train the trainer" session will be hold in Brussels on 30th May.
- In parallel, training in wine, health and responsible business practices targeting wine professionals continued in countries where they were already active. The results are: 24896 Trained professionals and 10 198 "Art de Vivre" trainings.
- On the scientific topic WIM collaborated in the organisation of a scientific congress in Toledo in October 2023 on "Lifestyle diet wine and health" and is collaborating to the organisation of the next Congress that will take place in Rome in 2025.
- WIM update in 2023 the Wine Information Council website to better communicate. 73 new scientific abstracts were added to the database in 2023. 21 articles were published in 2023 and disseminated through the Wine in Moderation monthly newsletter. Factsheets presenting the latest information and data on specific topics with a summary of the available research and statistics, as well as interviews of scientific experts are also publicly available on the website. WIC organised 2 scientific events gathering around 250 experts.
- Today WIM counts on 2447 (31/12/2023) supporters from 43 different countries.

COMMITMENT 3: PROMOTE SUSTAINABLE PRODUCTION PRACTICES

Action:

- Support the implementation of more sustainable production system (including GHG emissions)
- Encourage wine companies to take up sustainable certification schemes

Sustainability is a key priority for Europe's wine sector and has become a central focus at CEEV in light of the latest EU strategies and action plans and consumers expectations.

Aspirational objective(s):

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7. Sustainable sourcing in food supply chains

Achievements - Updated in July 2024:

Adoption of sustainability roadmap. Following the adoption of CEEV's Roadmap on Sustainability during CEEV's General Assembly on 17th March 2022, CEEV continued to promote its commitments that guide the wine sector in their sustainability journey in line with the EU green commitments and consumers expectations, as well as positively improve communication on the EU wine sector's sustainability from the vineyard to consumer.

The roadmap clearly sets sustainability as a key priority. It states that for the EU wine sector, sustainability is most often linked to the protection and maintenance of our vineyards, our communities, our qualitative products and our wine companies, and actually impacts traditional rules and practices in production facilities, processes, packaging, distribution and information to consumers across the whole supply chain. CEEV will always proactively promote the balance between all 3 pillars that make up sustainability – economic, social and environmental – towards policymakers and consumers, as there is the risk of jeopardizing the global sustainability of the wine sector by addressing or valuing only one of them – the environmental one which seems to be the main priority in the political agenda.

The roadmaps states CEEV's support of the final objectives of the EU Green Deal as well as the EU Circular Economy Action Plan and acknowledges its commitment to work to secure that actions and initiatives adopted to reach these objectives are efficient, relevant, science based and do not put at risk the global sustainability of the EU wine sector.

CEEV launched a reflection on the possibility to establish specific sustainability principles for wine production building on existing national initiatives. The identified sustainability principles should be linked to EU legislation.

It is worth to mention the recent publication in March 2024 of the report prepared for CEEV on the Economic, social and environmental importance of the EU wine sector highlighting that the wine sector contributes to the sustainability of the EU environment by boosting biodiversity, limiting soil erosion, improving water management and proving fire protection.

COMMITMENT 4: REINFORCE THE RESILIENCE AND COMPETITIVENESS OF THE FULL WINE SUPPLY CHAIN

Action:

- Strengthening supply chain relations to support resilience and competitiveness of wine operators
- Support research and innovation programmes on wine sustainability and disseminate results

CEEV supports the creation of partnerships and fostering the transfer of know-how and supports the resilience and competitiveness of all EU wine operators.

CEEV also supports and is engaged in the development of research and innovation programmes on wine sustainability and disseminates the results.

Aspirational objective(s):

3. A climate neutral food chain in Europe by 2050
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6. Sustainable value creation in the European food supply chain through partnership
7. Sustainable sourcing in food supply chains

Achievements - Updated in July 2024:

On 17 March 2022 CEEV adopted its EU Wine R&D Agenda. This made it possible to better coordinate the research and innovation layer of CEEV work, respond to the wine companies' concerns and needs as well as to the EU policy-makers agenda. CEEV will continue to implement its R&D agenda.

The CEEV agenda is divided in two types of priorities, short term and long term.

- Short term priorities focusing calls for projects already planned for the next three years. Including adaptation and mitigation to climate change, biodiversity, soil and genetic resources, plant protection, circular economy and sustainability of production process, quality and sustainability of food system, digitalisation in wine sector value chain.
- Long-term priorities to address emerging technologies and knowledge in line with perceived future challenges. Including quality and sustainability of food system, consumer focused information and innovation in new products, social and economic sustainability, energy, mobility, digital advanced technologies for data management in wine sector.

In 2024 CEEV decided to split the ENV-RD Working Committee in two distinct WC to better focus on Sustainable/environment and Research issues. CEEV's new Working Committee on research adopted guidelines to increase participation of CEEV in research activities and is working on the establishments of two e-Working Groups to potentially create consortia to develop concrete research projects on "Copper in organic viticulture" and "Agroecology in the viticultural sector".

It is worth mentioning the recent publication in 2024 of the report prepared for CEEV on the Economic, social and environmental importance of the EU wine sector highlighting that the wine sector contributes over 1.1 billion euros to Research and Development (R&D) investment in the EU, equivalent to 0.3% of the total EU's R&D