

**EU CODE OF
CONDUCT FOR
RESPONSIBLE FOOD
BUSINESS AND
MARKETING
PRACTICES**



**State of play
29 March 2022**

**The EU Code of Conduct
on
Responsible Food Business &
Marketing Practices**



EU Farm2Fork #EUGreenDeal

Why a Code of Conduct?

- 1 of the 27 actions foreseen in the EU Farm to Fork Strategy
- Complementary to legislative actions
- Primarily aimed at 'middle part of the chain' (food industry, retail, food service, hospitality), but also open to other stakeholders in the food chain/system
- Opportunity to showcase Europe's food sustainability leadership through ambitious commitments (and progress made)



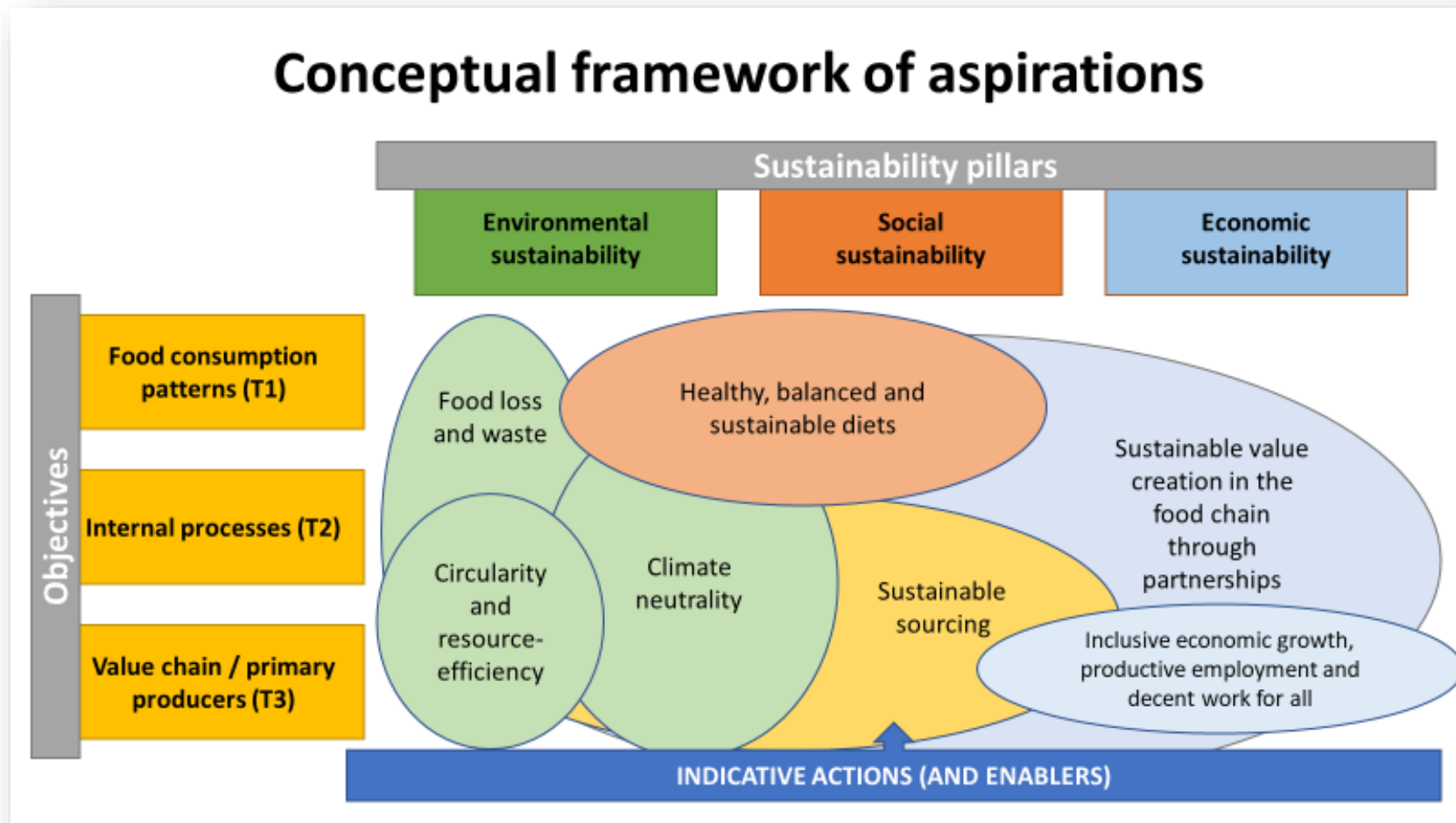
Multi-stakeholder process

- Task Force set-up beginning of 2021
- Weekly thematic meetings between end Feb and June 2021
- Food chain representatives ('from farm to fork'), international organisations, NGOs, consumer groups, trade unions, academics, European Commission
- Rich input and debates
- Launch on 5 July 2021



Code content (1)

1. Common aspirations (objectives and targets) and indicative actions for businesses towards sustainable food systems



Code content (2)

2. A framework for ambitious commitments by companies

- All businesses, large and small, active in food systems
- Commitments:
 - Ambitious, tangible, quantitative where possible and measurable
 - EU or global
 - Focus on largest societal and environmental impact
 - Contribute to international and EU goals
 - At least up to 2025-2030 (2040/2050 for environmental aspects)
- Annual reporting can be based on ESG/corp. sustainability reports
- Lighter requirements for SMEs



**Materiality analysis:
'internalising' food
sustainability in
business strategies**

What has happened since the launch?

- Code signed by nearly all major EU food chain associations + major companies (with concrete pledges) + collaborative supporters (**117 Signatories to date**)
- **Commission webpage** : Code translations in all EU languages, update pledges, SME support
- **Outreach activities:**
 - July '21: UN Food Systems Summit (UNFSS) pre-summit affiliated session
 - September '21: UNFSS
 - October '21: EU Farm to Fork Conference side-event
 - Oct-Dec '21: EESC, EP, Council, wide variety of stakeholder events
 - Feb '22: EU Industry Days dedicated session
- **First Signatories Group kick-off meeting** on 14 December 2021



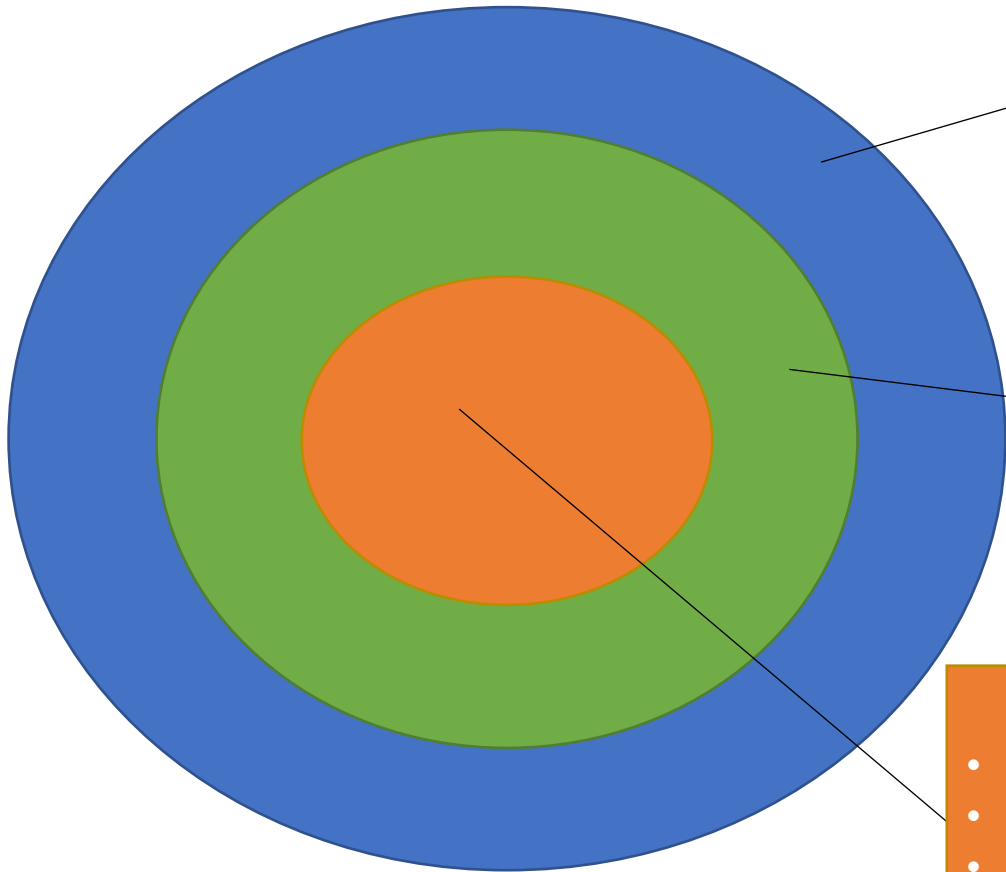
What has the Code brought about so far?



- A common, positive mindset – aligning business and F2F agendas
- Increased awareness on sustainability ambitions (incl. concrete, indicative actions) across food chain actors
- New pledges and actions (e.g. sector roadmaps)
- New collaborations among stakeholders (e.g. Pact for Skills)
- Recognition of the EU's leading role to drive food sustainability



Governance of the Code



Collaborative Platform

- All interested stakeholders (Signatories and non-Signatories) and public authorities
- Advisory/consultative
- Meets at least once a year (around EU F2F Conference)
- Discuss progress on commitments (based on reports), stimulate interaction and partnerships, new projects and studies, etc.
- Facilitated by the EC, supported by Liaison Group

Signatories Group

- Signatories of the Code
- Code decision-making
- Organise meetings (joint events, workshops) to promote and advance the Code
- May put forward suggestions and ideas for initiatives/topics

Liaison Group

- Preparatory/co-ordination role
- Nominated individuals from Signatories Group and EC
- Prepares proposals to Signatories Group, helps organising the Collaborative Platform meetings, acts as interlocutor between EC and Signatories Group

Signatories Group

- **Organisational continuity**
 - Liaison Group = FoodDrinkEurope (Chair), EuroCoop (VC), EuroCommerce, Independent Retail Europe, UECEBV/CELCAA, Copa-Cogeca
- **Participatory opportunities** for all Signatories
 - E.g. co-organisation of events/meetings
- **Pragmatic decision-making by majority**
 - Except for fundamental modifications to the Code
- **Evaluation/review** after 1 year



Reporting requirements 2022 for Signatories

	Large companies	SMEs	European Associations	Associations which have put forward (a) commitment(s) on behalf of their members
What?	<p>Report on progress of commitment(s)</p> <p>Preferably a <u>summary with relevant extracts</u> of the company's <u>latest available</u> Environmental, Social and Governance (ESG) report or Non-Financial or Corporate Sustainability Report (NFRD / CSRD) and/or any other relevant information</p>	<p>Simplified report on commitments and data corresponding to their activities</p>	<p>Report of activities in support of this Code</p>	<p>Report on the implementation of commitment(s)</p>
By when?	End of April 2022	End of April 2022 (if not possible: end of April 2023)	End of April 2022	End of April 2022 (except if a reasonable justification is provided as to why a different timing is required, in any case not exceeding 2 years)
To whom?	SANTE-CODE-OF-CONDUCT@ec.europa.eu			
Good to know	<ul style="list-style-type: none"> • Reports will be made public on the Code's website • Template/guiding instructions for Signatories to follow shortly 			

Signatories Group Programme 2022

Themes

- 4 themes (e.g May/June, September, ..., December - TBC)
- **Packaging**
- **Food security**
- **Climate change (net zero, sustainable agriculture, waste)**
- **Balanced diets/nutrition**

Proposed structure

- Presentation by EC on policy state of play
- Presentation by external speaker (if relevant)
- Presentation by selected signatories (1-2 topic leader)
- Exchange on enablers (link to current & upcoming policy) and potential for collaboration

Organisation

- Identification of 1-2 volunteering topic leads to help organise a thematic session with the Liaison Group

Why join the Code?

- **Be part of the food sustainability transition**
- **Get visibility and recognition at national and EU level**
- **Expand your network and/or build alliances**
- **Share expertise and learn from others' experience**
- **...**

https://ec.europa.eu/food/horizontal-topics/farm-fork-strategy/sustainable-food-processing/code-conduct_en