



Serving Europe

Transparency Register: 36538072001-07

Date of signature: 26 July 2021

Serving Europe 2022 reporting on activities in relation to the EU Code of Conduct for Responsible Food Business and Marketing Practices

Serving Europe represents the food and beverage branded chains in Europe. Our members run more than 20,000 outlets, employ more than a million employees and serve more than 20 million customers a day.

Our association takes the opportunity of this yearly report to reaffirm its *full support to the aspirational objectives set out in the Code.*

Over the past year, Serving Europe organised two webinars, including one with the presence of the European Commission, to actively encouraged our company members to join the Code of Conduct. We have also provided one-to-one support to answer specific questions from our members. This has resulted in one member taking steps to join the Code while others still need to translate their current/future actions, projects and vision into commitments for the purpose of the Code. Regrettably this activity could not be prioritised over the past two years on account of the severe pressure on all food service companies during the Coronavirus pandemic and, latterly, the extended impact of the conflict in Ukraine.

It must be noted that our association is relatively small in comparison to other actors in the food chain and runs on a reduced budget, limiting the scope of potential activities that can be developed and coordinated centrally with the support of the Secretariat, such as “sector specific tools and resources”. We have nonetheless started preparatory work to identify and share best practices on some topics related to sustainability. This work should come to fruition later this year.

Serving Europe has continued to engage in a dialogue with other food chain/system actors and EU and international policymakers to discuss how to better progress towards our common aspirations.

Addressing the environmental emergency is the biggest challenge of our time, and Serving Europe and its members are ready to do their part. With the European Commission’s help and under its leadership, we are looking forward to striving for a more sustainable society.

Yours sincerely,

Arnaud Dufour,

Secretary General

adufour@servingeurope.com

Serving Europe is:

