

**Special Working Group on the** 

# Code of Conduct for responsible business and marketing practices

Advisory group of the food chain, animal and plant health

11 December 2020

### Housekeeping Rules

#### 1. Who are you?

Before joining the meeting, please enter the **organisation/country** that you represent, **first name** and **last name** (in this order). Eg: BE or Belgium – First Name Last Name

- 2. Please keep your video OFF during the meeting but do turn it ON when taking the floor.
- **3. Please keep your microphone muted,** <u>unless</u> you requested the floor and you are given the floor by the Chair.
  - **4. Request the floor:** use the **Chat** function > select **All Participants** or **Everyone** in the Send to or To drop-down list > enter your organisation/Member State and then write 'floor please' in the Chat text box > press Enter.
    - ! Wait for the Chair to give you the floor and then unmute your microphone to speak.
    - ! You can also send your question/comment in written directly via the Chat function without requesting the floor.
  - **6. Technical difficulties?** Please send an email at <a href="mailto:SANTE-VISIO@ec.europa.eu">SANTE-VISIO@ec.europa.eu</a> (mentioning the name of the meeting in the email subject: Advisory Group meeting on the Code of Conduct
  - **7.** The meeting is recorded.
  - 8. Written comments/feedback can be submitted to the Commission after this meeting until **11 January 2021** to both functional mailboxes:



## Transition requires a collective approach

Farmers, fishers and aquaculture producers; Input industry, Advisory services

Research & innovation Knowledge providers Finance



Food industry, processors, retail, food services and hospitality sector

Citizens, NGOs, social partners, educators, local, regional & national authorities



## Challenges to the EU food system

#### **SOCIAL SUSTAINABILITY**





Healthier diets
- reduce
overweight

Improve animal welfare





Social rights workers in food chain

Food affordability

#### **ENVIRONMENTAL SUSTAINABILITY**



Tackle climate change



Protect the environment



Preserve biodiversity



Reduce food losses and waste



Circular biobased economy

#### **ECONOMIC SUSTAINABILITY**





Fairer incomes for farmers, fishers & aquaculture producers

Just transition



New business & job opportunities



## Actions to stimulate sustainable practices by food industry and retail, hospitality and food service

Initiative to improve the corporate governance framework (integrate sustainability into corporate strategies) (2021)

Develop an EU code and monitoring framework for responsible business and marketing conduct in the food supply chain (2021)

Stimulate **reformulation** of processed food, including setting of **maximum levels for certain nutrients** (2021)



Set **nutrient profiles** to restrict promotion of food high in salt, sugar or fat (2022)

Proposal revision EU legislation on **Food Contact Materials** (food safety, environmental footprint) (2022)

Revision **EU marketing standards** for agricultural,
fishery and aquaculture products
(ensure uptake and supply of
sustainable products (2021-22)

Enhance coordination to tackle **Food Fraud** (2021-2022)



## Sustainable food systems: benefits & opportunities

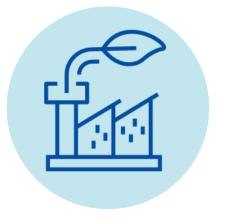
Healthy and sustainable diets: health and quality of life





Fairer prices – better livelihoods
Sustainable and healthy production practices

New, sustainable business opportunities





Contribute to global transition & protect future generations



#### Slido code and website

www.sli.do or www.slido.com

Code Slido: #F2FCode





How do you see the potential of this Code of Conduct to contribute to a more sustainable food system?



What are the prerequisites to make the initiative a success?



- 1) Which commitments should be included in the Code of Conduct to address the core objectives (as outlined in the Concept Note)?
- a) Stimulate the uptake of healthier and sustainable consumption patterns



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- a) Stimulate the uptake of healthier and sustainable consumption patterns
- b) Further improvement of internal processes, operations and organisation in food processing, retail and food service



- 1) Which commitments should be included in the Code of Conduct to address the core objectives (as outlined in the Concept Note)?
- a) Stimulate the uptake of healthier and sustainable consumption patterns
- b) Further improvement of internal processes, operations and organisation in food processing, retail and food service
- c) 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



Which of the above commitments are most important for your organisation to achieve a tangible impact on transforming food systems?



What are existing best practices in your area of work that can be of added value to the Code?



## **Next steps**

- 2nd special working group (tbc)

   mid January 2021
- Written feedback (optional) by 11 January 2021 to BOTH functional mailboxes:

GROW-CODE-OF-CONDUCT-FOOD@ec.europa.eu SANTE-Advisory-Group@ec.europa.eu

- High-Level Meeting with Commissioners on the Code of Conduct (date tbc)
- Further technical working group meetings to make progress on the Code
- Delivery date: June 2021



## Thank you



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