



**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, *unless* 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 SANTE-VISIO@ec.europa.eu (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:

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

Transition requires a collective approach

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



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

Research & innovation
Knowledge providers
Finance



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 bio-
based 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?

Question 1

- 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

Question 1

- 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

Question 2

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

Question 3

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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Slide 03: first visual, source: Image by Wokandapix from Pixabay

Slide 06: visual, source: Image by Gerd Altmann from Pixabay

