

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

05/07/2021

List of complementary instruments and policies for sustainability of the food supply chain

1. Legislation, strategies and policy initiatives

- Audio Visual Media Services Directive
- Biodiversity Strategy
- Circular Economy Action Plan
- Common Fisheries Policy
- Corporate Sustainability Reporting Directive
- EU Action Plan on Childhood Obesity
- EU Strategy on Rights of the Child and the European Child Guarantee
- EU Non-Financial Reporting Directive
- EU Taxonomy
- EU Youth Strategy
- European Pillar of Social Rights Action Plan
- Europe's Beating Cancer Plan
- European Strategy for a Better Internet for Children
- Farm to Fork Strategy
- Food 2030 Initiative
- Food Information Law
- Green Deal
- Green Paper on Ageing
- Long-term Vision for EU's Rural Areas
- Organic Action Plan
- Strategic Guidelines for Sustainable and Competitive EU Aquaculture
- Zero Pollution Action Plan

2. Funding Opportunities

- BlueInvest
- Common Agricultural Policy (CAP)
- EU4Health
- European Green Deal Investment Plan
- European Maritime Fisheries and Aquaculture Fund (EMFAF)
- European Regional Development Fund and European Agricultural Fund for Rural Development (EAFRD)
- European Social Fund Plus
- Horizon Europe

- InvestEU
- Life Program
- Platform on Sustainable Finance
- Recovery Assistance for Cohesion and the Territories of Europe (REACT-EU)
- Recovery and Resilience Facility
- Single Market Program

3. Capacity Building and Training

- Erasmus Fields
- Pact for Skills
- Responsible Research and Innovation (RRI)
- We Value Nature

4. Other resources

- Business@Biodiversity Platform
- Circular Economy Platform
- Circular Plastic Alliance
- Climate Pact
- Enterprise Europe Network (EEN)
- EU Climate Neutral Centre Data Pact
- EU Platform on Food Losses and Food Waste European
- European Clean Hydrogen Alliance
- European Cluster Collaboration Platform
- European Innovation Partnership (EIP-Agri)
- European Institute of Innovation and Technology - EIT Food
- European Resources Efficiency Knowledge (EREK)
- Food 2030 Platform
- Milan Urban Food
- Partnership on Food Systems for R&I Communities around Food Systems
- Public Health Best Practice Portal
- Smart Specialisation Platform for Industrial Modernization
- Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases (SGPP)
- Zero Pollution Platform

1. Legislation, strategies and policy initiatives

Audiovisual Media Services Directive	
Website	Audiovisual and Media Services Shaping Europe's digital future (europa.eu)
Initiative Description	<p>The EU's Audiovisual Media Services Directive (AVMSD) governs EU-wide coordination of national legislation on all audiovisual media — traditional TV broadcasts and on-demand services.</p> <p>Goals of EU coordination</p> <ul style="list-style-type: none"> • Providing rules to shape technological developments • Creating a level playing field for emerging audiovisual media • Preserving cultural diversity • Protecting children and consumers • Safeguarding media pluralism • Combating racial and religious hatred • Guaranteeing the independence of national media regulators
Timeline	Last review 2018

Biodiversity Strategy	
Website	EU Biodiversity strategy for 2030 European Commission (europa.eu)
Initiative Description	<p>Biodiversity is essential for life. Nature provides us with food, health and medicines, materials, recreation, and wellbeing. A healthy ecosystem filters our air and water, helps keep the climate in balance, converts waste back into resources, pollinates and fertilises crops and much more.</p> <p>Nature also provides for businesses: half of the world's Gross Domestic Product (GDP), €40 trillion, depends on nature.</p> <p>Restoring nature will be a central element of the EU's recovery plan from the coronavirus pandemic, providing immediate business and investment opportunities for restoring the EU's economy.</p> <p>3 key economic sectors:</p> <ul style="list-style-type: none"> • construction • agriculture • food and drink <p>These sectors are all highly dependent on nature, and they generate more than €7 trillion.</p>
Timeline	May 2030

Circular Economy Action Plan	
Website	Circular economy action plan (europa.eu)
Initiative Description	<p>It is one of the main building blocks of the European Green Deal, Europe's new agenda for sustainable growth. The EU's transition to a circular economy will reduce pressure on natural resources and will create sustainable growth and jobs. It is also a prerequisite to achieve the EU's 2050 climate neutrality target and to halt biodiversity loss.</p> <p>The new action plan announces initiatives along the entire life cycle of</p>

	<p>products. It targets how products are designed, promotes circular economy processes, encourages sustainable consumption, and aims to ensure that waste is prevented and the resources used are kept in the EU economy for as long as possible.</p> <p>It introduces legislative and non-legislative measures targeting areas where action at the EU level brings real added value.</p>
Timeline	March 2020

Common Fisheries Policy	
Website	Common fisheries policy (CFP) (europa.eu)
Initiative Description	<p>The CFP is a set of rules for sustainably managing European fishing fleets and conserving fish stocks.</p> <p>Originally part of the common agricultural policy (CAP), the common fisheries policy (CFP) started with the same objectives</p> <ul style="list-style-type: none"> • to increase productivity • to stabilise the markets • to provide a source of healthy food and • to ensure reasonable prices for consumers <p>In the course of time, the CFP obtained a separate identity: a specific legislation and structural policy for fisheries, in particular the common market organisation, was introduced in 1970.</p> <p>As more and more countries joined what is now the EU, some with important fisheries resources and fleets, it was also necessary to deal with specific fisheries problems such as the conservation of resources and international relations after the introduction of the exclusive economic zones (EEZ).</p> <p>With the latest reform from 2013, the common fisheries policy is the first comprehensive legal framework, featuring</p> <ul style="list-style-type: none"> • fish stock management at maximum sustainable yield by 2020 for all managed stocks • gradual introduction of a landing obligation by 2019 • continued application of the so-called multiannual plans (MAPs) to manage fisheries in different sea basins • regionalisation to allow EU countries with a management interest to propose detailed measures, which the Commission can then adopt as delegated or implementing act and transpose them into EU law • fleet capacity ceilings per EU country in combination with the obligation for EU countries to ensure a stable and enduring balance between fishing capacity and fishing opportunities over time. EU countries may need to develop action plans to reduce overcapacity (for which they can use scrapping money).
Timeline	

Corporate Sustainability Reporting Directive	
Website	Corporate sustainability reporting European Commission (europa.eu)
Initiative Description	EU law requires certain large companies to disclose information on the

	<p>way they operate and manage social and environmental challenges. This helps investors, civil society organisations, consumers, policy makers and other stakeholders to evaluate the non-financial performance of large companies and encourages these companies to develop a responsible approach to business.</p> <p>Directive 2014/95/EU Directive 2014/95/EU – also called the Non-Financial Reporting Directive (NFRD) – lays down the rules on disclosure of non-financial and diversity information by certain large companies. This directive amends the Accounting Directive 2013/34/EU EU rules on non-financial reporting currently apply to large public-interest companies with more than 500 employees. This covers approximately 11 700 large companies and groups across the EU, including: listed companies, banks, insurance companies and other companies designated by national authorities as public-interest entities.</p>
Timeline	

EU Action Plan on Childhood Obesity	
Website	Obesity prevention Knowledge for policy (europa.eu)
Initiative Description	<p>The 2007 European Commission’s White Paper on Strategy for Europe on Nutrition, Overweight and Obesity-related Health issues recommends availing healthy choices such as promotion of fruits and vegetables in schools and promotes sustainable urban transport actions-encouragement of walking and cycling projects (EC 2007).</p> <p>Moreover, the revision and follow-up of the 2014-2020 EU Action Plan on Childhood Obesity, as well as raising awareness and working on the prevention of obesity among other factors that are related to cancer, is a significant part of Europe's Beating Cancer Plan.</p> <p>Primary Prevention programmes and policy recommendations related to the consumption of fats, fruit and vegetables, sugars and sweeteners, whole grain, and alcoholic beverages as well as to physical activity and sedentary behaviour are listed in the relevant chapters of this Health Promotion and Disease Prevention Knowledge Gateway.</p> <p>Best practices of obesity prevention can be obtained from the repository of the Best Practice Portal of the European Commission website.</p>
Timeline	2014-2020

EU Strategy on Rights of the Child and the European Child Guarantee	
Website	The EU Strategy on the Rights of the Child and the European Child Guarantee European Commission (europa.eu)
Initiative Description	<p>The 2021 comprehensive EU Strategy on the Rights of the Child and the European Child Guarantee are major policy initiatives to better protect all children, to help them fulfil their rights and to place them right at the centre of EU policy making. Disadvantage and exclusion at an early age have an impact on children’s ability to succeed later. It means they are more likely to drop out of school and have fewer chances to find decent jobs later. The European Child Guarantee aims at breaking this cycle. It</p>

	provides guidance and means to support children at risk of poverty or social exclusion. In particular, children should have effective access to healthy nutrition, including by developing best practices and a voluntary code of conduct to reduce online marketing to children of products high in sugar, fat and salt within the Joint Action on Implementation of Validated Best Practices in Nutrition.
Timeline	

EU Non-Financial Reporting Directive	
Website	Commission guidelines on non-financial reporting European Commission (europa.eu)
Initiative Description	The EU Non-Financial Reporting Directive requires large listed companies, banks and insurance companies with more than 500 employees to report information regarding the environment, social and employee issues, human rights, and bribery and corruption, on an annual basis, including information on due diligence processes implemented to manage risks linked to the companies' operations. Based on the Directive, the European Commission has issued non-binding Guidelines on non-financial reporting with the purpose to help companies disclose non-financial information in a relevant, useful, consistent and more comparable manner. The Directive is currently subject to review.
Timeline	Subject to review

EU Taxonomy	
Website	EU taxonomy for sustainable activities European Commission (europa.eu)
Initiative Description	<p>The EU taxonomy is a classification system, establishing a list of environmentally sustainable economic activities. The EU taxonomy is an important enabler to scale up sustainable investment and to implement the European Green Deal. Notably, by providing appropriate definitions to companies, investors and policymakers on which economic activities can be considered environmentally sustainable, it is expected to create security for investors, protect private investors from greenwashing, help companies to plan the transition, mitigate market fragmentation and eventually help shift investments where they are most needed.</p> <p>The Commission is currently preparing an IT tool that will facilitate the use of the taxonomy by allowing users to navigate easily through the taxonomy.</p>
Timeline	June 2020

EU Youth Strategy	
Website	EU Youth Strategy European Youth Portal (europa.eu)
Initiative Description	The EU Youth Strategy is the framework for EU youth policy cooperation for 2019-2027, based on the Council Resolution of 26 November 2018.

Website	European Strategy for a better Internet for children Shaping Europe's digital future (europa.eu)
Initiative Description	<p>Today, children in Europe are using multiple devices to go online, and they are doing so at younger and younger ages. Some children even start to use the Internet before being able to read or write. Despite this, many young children say there are not enough good things for them to do online.</p> <p>There is no doubt that in today's environment children need the skills and tools for using the Internet safely and responsibly.</p> <p>The European Commission set out a European Strategy for a better Internet for children. The strategy aims to give children the digital skills and tools they need to fully and safely benefit from what the Internet has to offer. It also aims to unlock the potential of the market for interactive, creative and educational online content.</p> <p>The strategy proposes a series of actions grouped towards the following goals:</p> <ul style="list-style-type: none"> • stimulating the production of creative and educational online content for children as well as promoting positive online experiences for young children; • scaling up awareness and empowerment including teaching of digital literacy and online safety in all EU schools; • creating a safe environment for children through age-appropriate privacy settings, wider use of parental controls and age rating and content classification; • combating child sexual abuse material online and child sexual exploitation. <p>The strategy brings together the European Commission, EU countries, mobile phone operators, handset manufacturers and providers of social networking services to deliver concrete solutions for a better Internet for children.</p>
Timeline	

Farm to Fork Strategy	
Website	Farm to Fork Strategy Food Safety (europa.eu)
Initiative Description	<p>The Farm to Fork Strategy is at the heart of the European Green Deal aiming to make food systems fair, healthy and environmentally-friendly. The Farm to Fork Strategy aims to accelerate our transition to a sustainable food system that should:</p> <ul style="list-style-type: none"> • have a neutral or positive environmental impact • help to mitigate climate change and adapt to its impacts • reverse the loss of biodiversity • ensure food security, nutrition and public health, making sure that everyone has access to sufficient, safe, nutritious, sustainable food • preserve affordability of food while generating fairer economic returns, fostering competitiveness of the EU supply sector and promoting fair trade

Timeline	May 2020
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Food 2030 Initiative	
Website	Food 2030 European Commission (europa.eu)
Initiative Description	<p>Food 2030 is the EU's research and innovation policy to transform food systems and ensure everyone has enough affordable, nutritious food to lead a healthy life.</p> <p>The ambition is to achieve a resilient food system that is fit for the future. Food systems need to also deliver co-benefits for people's health, our climate, planet and communities.</p> <p>Food 2030 provides the policy framework to accelerate this transition within safe planetary boundaries.</p>
Timeline	October 2016

Food Information to Consumers	
Website	Food information to consumers - legislation (europa.eu)
Initiative Description	<p>Regulation (EU) No 1169/2011 on the provision of food information to consumers entered into application on 13 December 2014. The obligation to provide nutrition information applies since 13 December 2016.</p> <p>This Regulation provides in particular clearer and harmonized presentation of allergens (e.g. soy, nuts, gluten, and lactose) for prepacked foods (emphasis by font, style or background colour) in the list of ingredients and mandatory allergen information for non-prepacked foods, including in restaurants and cafes. It also foresees certain nutrition information for the majority of prepacked processed foods, the mandatory origin information for fresh meat from pigs, sheep, goats and poultry and the same labelling requirements for online, distance selling or buying in a shop.</p> <p>The Regulation clarifies the responsibilities of food business operators with respect to food information.</p>
Timeline	2014

Green Deal	
Website	A European Green Deal European Commission (europa.eu)
Initiative Description	<p>Climate change and environmental degradation are an existential threat to Europe and the world. To overcome these challenges, Europe needs a new growth strategy that will transform the Union into a modern, resource-efficient and competitive economy, where:</p> <ul style="list-style-type: none"> • There are no net emissions of greenhouse gases by 2050 • Economic growth is decoupled from resource use • No person and no place is left behind <p>The European Green Deal is our plan to make the EU's economy sustainable. We can do this by turning climate and environmental challenges into opportunities, and making the transition just and</p>

	inclusive for all.
Timeline	December 2019

Green Paper on Ageing	
Website	Commission's debate on the ageing population (europa.eu)
Initiative Description	<p>The European Commission wants to tackle demography and ageing issues in rural areas. In June 2020, the European Commission published its Report on the Impact of Demographic Change in the EU, taking stock of the main challenges related to ageing in the EU.</p> <p>The Green Paper on Ageing aims at launching a political debate on ageing in Europe and discussing the different available options to cope with this challenge. As reminded by the European Commission in the Green Paper, the European Union does not have a competence on most of issues related to ageing, such as healthcare and pensions. Therefore, the Commission's document aims at proposing different working axes, which must be adapted according to national, regional and local contexts. These proposals include:</p> <ul style="list-style-type: none"> • Ensuring quality education opportunities in rural and remote areas for the youth in order to make the area attractive and to break the vicious circle of depopulation and ageing in some regions. • Promoting lifelong learning to ensure a large enough workforce in the healthcare and long-term care sectors for older adults. • Encouraging volunteering activities among older adults to facilitate their social inclusion and encourage cooperation, in particular between generations (including intergenerational learning, experience sharing and mentoring). • Combating old-age poverty by acting on older adults' pension schemes. • Promoting healthy ageing, for instance through the new EU4Health programme which can help to fight cancer and dementia.
Timeline	January 2021

Long-term Vision for the EU's Rural Areas	
Website	A long-term vision for the EU's rural areas European Commission (europa.eu)
Initiative Description	<p>The long-term vision for the EU's rural areas is a European Commission initiative to develop a common European vision for 2040.</p> <p>In shaping this long-term vision, the Commission gathered the views of rural communities and businesses via public consultations and stakeholder-led events. Through this collaborative process, the Commission created a wide-ranging vision and a comprehensive rural action plan to help rural communities and businesses reach their full potential in the coming decades.</p> <p>Four complementary areas of action emerged, embodying a long-term</p>

	<ul style="list-style-type: none"> • ensuring the participation of the EU aquaculture sector in the green transition • fostering social acceptance and improved consumer information on EU aquaculture activities and products • increasing knowledge and innovation in the EU aquaculture sector
Timeline	

Zero pollution action plan	
Website	Zero pollution action plan (europa.eu)
Initiative Description	<p>The Zero Pollution Action Plan sets out a 2050 vision for a zero pollution ambition, 2030 targets and a set of actions to help achieving these objectives.</p> <p>Overall, actions focus on preventing pollution. They cover three thematic areas, reducing health impacts, lowering pressures on ecosystems and biodiversity, and fostering sustainable (zero pollution) production and consumption.</p> <p>For production and consumption, the Action Plan links up to the sustainable products initiative as set out in the Circular Economy Action Plan. In relation to products, the Zero Pollution Action Plan calls for existing pledges and initiatives to also allow public and private operators to make ‘zero pollution pledges’, so as to encourage consumers to choose less polluting products and services, for instance those covered by the EU Ecolabel.</p> <p>The Commission will encourage public and private sector operators to make ‘zero pollution pledges’ to promote best available, ‘near-zero waste’ options, and in general products and services proven to be less polluting over their whole life cycle, with a focus on EU Ecolabel products and services, including tourist accommodations and less toxic chemicals and materials.</p>
Timeline	from 2022 onwards

2. Funding opportunities

BlueInvest	
Website	 Maritime Forum (europa.eu)
Initiative Description	BlueInvest aims to boost innovation and investment in sustainable technologies for the blue economy, by supporting readiness and access to finance for early-stage businesses, SMEs and scale-ups. It is enabled by the European Maritime and Fisheries Fund.
Timeline	

Common Agricultural Policy (CAP)	
Website	Common agricultural policy funds European Commission (europa.eu)
Initiative Description	<p>The EU's multiannual financial framework (MFF) for 2021-27, adopted on 17 December 2020, amounts to €1.21 trillion (in current prices) with an additional €808 billion from the next generation EU recovery instrument. The total allocation for the common agricultural policy (CAP) amounts to €386.6 billion, divided between two funds (often referred to as the "two pillars" of the CAP):</p> <p>European agricultural guarantee fund (EAGF) The EAGF (the "first pillar" of the CAP) has an allocation of €291.1 billion. Up to €270 billion will be provided for income support schemes, with the remainder dedicated to supporting agricultural markets.</p> <p>European agricultural fund for rural development (EAFRD) For the EAFRD (the CAP's "second pillar"), the total allocation amounts to €95.5 billion. This includes €8.1 billion from the next generation EU recovery instrument to help address the challenges posed by the COVID-19 pandemic. Around 30% of the recovery funds will become available in 2021, with the remaining 70% to be released in 2022.</p>
Timeline	2021-2027

EU4Health	
Website	EU4Health 2021-2027 – a vision for a healthier European Union Public Health (europa.eu)
Initiative Description	EU4Health is the EU's ambitious response to COVID-19, which will provide funding to eligible entities, health organisations and NGOs from EU countries, or non-EU countries associated to the programme. Within the EU4Health, the EU will invest €5.3 billion in current prices in actions with an EU added value, complementing EU countries' policies and pursuing one or several of EU4Health's objectives including disease prevention, health promotion and other initiatives aiming to foster health in the Union.
Timeline	2021-2027

European Green Deal Investment Plan	
Website	The European Green Deal Investment Plan and JTM explained

	europea.eu
Initiative Description	<p>The European Green Deal Investment Plan (EGDIP), also referred to as Sustainable Europe Investment Plan (SEIP), is the investment pillar of the Green Deal. To achieve the goals set by the European Green Deal, the Plan will mobilise at least €1 trillion in sustainable investments over the next decade. Part of the plan, the Just Transition Mechanism, will be targeted to a fair and just green transition. It will mobilise at least €100 billion in investments over the period 2021-2027 to support workers and citizens of the regions most impacted by the transition.</p> <p>The European Green Deal Investment Plan has three main objectives: First, it will increase funding for the transition, and mobilise at least €1 trillion to support sustainable investments over the next decade through the EU budget and associated instruments, in particular InvestEU; Second, it will create an enabling framework for private investors and the public sector to facilitate sustainable investments; Third, it will provide support to public administrations and project promoters in identifying, structuring and executing sustainable projects.</p>
Timeline	2021-2027

European Maritime Fisheries and Aquaculture Fund	
Website	emfaf.europa.eu
Initiative Description	<p>The EMFAF runs from 2021 to 2027 and supports the EU common fisheries policy (CFP), the EU maritime policy and the EU agenda for international ocean governance.</p> <p>It provides support for developing innovative projects ensuring that aquatic and maritime resources are used sustainably.</p> <p>As a global ocean actor and a major producer of seafood, the EU has a responsibility to protect and sustainably use the oceans and their resources. It is also in the EU's socio-economic interest to guarantee the availability of food supplies, the competitiveness of the maritime economy and the livelihood of coastal communities.</p> <p>The fund helps achieve sustainable fisheries and conserve marine biological resources. This leads to</p> <ul style="list-style-type: none"> • food security through the supply of seafood products • growth of a sustainable blue economy • healthy, safe and sustainably managed seas and oceans
Timeline	2021-2027

European Regional Development Fund and European Agricultural Fund for Rural Development (EAFRD)	
Website	European Agricultural Fund for Rural Development Internal Market, Industry, Entrepreneurship and SMEs.europa.eu
Initiative Description	<p>The Common Agricultural Policy (CAP) under the European Agricultural Fund for Rural Development (EAFRD or so-called Second Pillar) supports the vibrancy and economic viability of rural communities through rural development measures. These reinforce the market measures and income supports of the CAP with strategies and funding to strengthen</p>

	<p>the EU's agri-food and forestry sectors, environmental sustainability, and the wellbeing of rural areas in general.</p> <p>The three long-term rural development objectives for the EU include</p> <ul style="list-style-type: none"> • fostering the competitiveness of agriculture • ensuring the sustainable management of natural resources, and climate action • achieving a balanced territorial development of rural economies and communities, including the creation and maintenance of employment <p>The EAFRD is the funding instrument of the Common Agricultural Policy that supports rural development strategies and projects. For the CAP, the allocations for the 2021-2027 MFF and 2021-2022 EURI (EAFRD - Next Generation EU) amount to around €387 billion in current prices. The EURI (EAFRD-Next Generation EU) budget will be spent on the implementation of the current Rural Development Programmes, at the latest by the end of 2025 (n+3). The 2023-2027 CAP allocation will mainly be spent on the implementation of the CAP strategic plans. Its rural development component (EAFRD) can be implemented at the latest by the end of 2029 (n+2 rule is applicable). While the European Commission approves and monitors rural-development programmes (RDPs), decisions regarding the selection of projects and the granting of payments are handled at national or regional levels.</p>
Timeline	

European Social Funds	
Website	A new, stronger European Social Fund Plus (europa.eu)
Initiative Description	<p>The European Social Fund Plus (ESF+) is the EU's main instrument for investing in people with the aim of building a more social and inclusive Europe.</p> <p>The ESF Plus aims at supporting Member States to tackle the crisis caused by the coronavirus pandemic, achieve high employment levels, fair social protection and a skilled and resilient workforce ready for the transition to a green and digital economy.</p> <p>The ESF Plus finances the implementation of the principles from the European Pillar for Social Rights through actions in the area of employment, education & skills and social inclusion.</p>
Timeline	2021-2027

Horizon Europe	
Website	HORIZON EUROPE (horizon-eu.eu)
Initiative Description	<p>Horizon Europe is the European Union's flagship Research and Innovation programme, part of the EU-long-term Multiannual Financial Framework (MFF) with a budget of €95,5bn (including €75,9bn from the MFF and €5bn from the Next Generation Europe) to spend over a seven-year period (2021-2027).</p>
Timeline	2021-2027

Invest EU	
Website	InvestEU InvestEU (europa.eu)
Initiative Description	The InvestEU Programme builds on the successful model of the Investment Plan for Europe, the Juncker Plan which mobilised more than €500 billion in the period 2015-20. With the aim of triggering a new wave – more than €372 billion - in investments using an EU budget guarantee, the InvestEU Programme aims to give an additional boost to investment, innovation and job creation in Europe over the period 2021-27.
Timeline	2021-2027

LIFE Program	
Website	LIFE (europa.eu)
Initiative Description	The LIFE programme (French: L'Instrument Financier pour l'Environnement) is the European Union's funding instrument for the environment and climate action. The general objective of LIFE is to contribute to the implementation, updating and development of EU environmental and climate policy and legislation by co-financing.
Timeline	From 2012

Platform on Sustainable Finance	
Website	Platform on sustainable finance European Commission (europa.eu)
Initiative Description	Dialogue and close cooperation among a wide range of stakeholders from the public and private sector will be crucial to deliver on the aims of the EU Taxonomy Regulation and ultimately of the European Green Deal and the EU climate targets for 2030 and 2050. The Platform on Sustainable Finance plays a key role in enabling such cooperation by bringing together the best expertise on sustainability from the corporate and public sector, from industry as well as academia, civil society and the financial industry join forces. As a permanent expert group of the European Commission that has been established under Article 20 of the Taxonomy Regulation, the Platform will assist the Commission in developing its sustainable finance policies, notably the further development of the EU taxonomy.
Timeline	From May 2021

Recovery Assistance for Cohesion and the Territories of Europe (REACT-EU)	
Website	REACT-EU, cohesion policy post-2020 and ESF+ (europa.eu)
Initiative Description	REACT-EU stands for Recovery Assistance for Cohesion and the Territories of Europe and is an initiative that continues and extends the crisis response and crisis repair measures delivered through the Coronavirus Response Investment Initiative and the Coronavirus Response Investment Initiative Plus. It will contribute to a green, digital and resilient recovery of the economy.

	The REACT-EU package includes €55 billion of additional funds that will be made available to the 2014-2020 European Regional Development Fund (ERDF) and the European Social Fund (ESF) as well as the European Fund for Aid to the Most Deprived (FEAD). These additional funds will be provided in 2021-2022 from Next Generation EU and already in 2020 through a targeted revision to the current financial framework.
Timeline	2021-2027

Recovery and Resilience Facility	
Website	Recovery and Resilience Facility European Commission (europa.eu)
Initiative Description	The Recovery and Resilience Facility (the Facility) will make €672.5 billion in loans and grants available to support reforms and investments undertaken by Member States. The aim is to mitigate the economic and social impact of the coronavirus pandemic and make European economies and societies more sustainable, resilient and better prepared for the challenges and opportunities of the green and digital transitions.
Timeline	From February 2021

Single Market Programme	
Website	The Single Market Programme (SMP) (europa.eu)
Initiative Description	The Single Market Programme (SMP) was adopted on 28 April 2021. With EUR 4,208 million over the period 2021-2027, the SMP provides an integrated package to support and strengthen the governance and functioning of the Single Market. The SMP includes a budget dedicated to actions in support of competition policy. This Competition Programme will enable the Commission to directly support competition policy development and to ensure efficient, effective and relevant competition enforcement.
Timeline	2021-2027

3. Capacity Building and Training

Erasmus Fields	
Website	Home - Erasmus Fields (erasmus-fields.eu)
Initiative Description	FIELDs will rely on previous activities and competences represented in the large consortium to define a sectoral skills strategy. FIELDs project will also rely on two on-going activities led by BIC (Bio-Based Industries Consortium) and CEPI (Confederation of European Paper Industrie), which aim at identifying skills needs and skill gaps in the bio-economy sector and the forestry sector as well as soft skills, sustainability and digitalization.
Timeline	

Pact for Skills	
Website	Pact for Skills - Employment, Social Affairs & Inclusion - European Commission (europa.eu)
Initiative Description	<p>The European Commission is launching a Pact for Skills, a shared engagement model for skills development in Europe. Companies, workers, national, regional and local authorities, social partners, cross-industry and sectoral organisations, education and training providers, chambers of commerce and employment services all have a key role to play.</p> <p>To support a fair and resilient recovery and deliver on the ambitions of the green and digital transitions and of the EU Industrial and SME Strategies, the Commission invites public and private organisations to join forces and take concrete action to upskill and reskill people in Europe.</p> <p>The Pact is the first of the flagship actions under the European Skills Agenda and is firmly anchored in the European Pillar of Social Rights.</p>
Timeline	From 2020

Responsible research and innovation (RRI)	
Website	No website (is a concept), but many initiatives are applying RRI to various fields
Initiative Description	<p>Promote and adopt Responsible Research and Innovation (RRI) as an integral part of governance and operations.</p> <p>Responsible Research and Innovation involves working with societal actors to align the processes and outcomes of research and innovation with the values, needs and expectations of society. Through this, innovation actors become mutually responsive to each other and committed to socially desirable innovation objectives.</p> <p>This involves, as far as possible and relevant, quadruple helix collaboration (i.e. including public authorities, research organisations, SMEs/industry including business associations, and civil society/citizens) through all stages of R&D to promote systemic solutions that provide co-benefits (e.g. climate, nutrition, circularity). As</p>

	<p>far as possible, suppliers and other value chain actors should be involved, and larger businesses may collaborate closely with public authorities around long-term objectives and strategies. As such public-private partnerships may be established with codes of conduct within and between partnership actors. Businesses should look beyond competition and towards innovation co-operation, within and beyond their respective sectors, so as to increase the credibility of the sustainable business sector as a whole.</p> <p>Specific attention may be paid to open and transparent approaches to data and data sharing to benefit coalitions of actors, consideration of factors related to gender and diversity (age, ethnicity, socio-economic) in development processes, making efforts to anticipate potential ethical issues and negative externalities through broad-based deliberation exercises, outreach in formal and informal educational settings to raise awareness and scientific literacy regarding the challenges being tackled and promote positive consumer change, engaging citizens and end-users in development processes, and alignment with the EU taxonomy including the “do no significant harm” principle.</p>
Timeline	

We Value Nature	
Website	Home We Value Nature
Initiative Description	<p>We Value Nature is an EU Horizon 2020-funded three-year campaign. The campaign is supporting businesses and the natural capital community to make valuing nature the new normal for businesses across Europe.</p> <p>We Value Nature is:</p> <ul style="list-style-type: none"> • Supporting the natural capital community and sharing research, resources and best practice. • Helping businesses improve their risk management, communication with investors, stakeholder engagement and anticipation of future legislation. • Making a difference by targeting businesses and barriers where we expect to make the greatest impact.
Timeline	November 2018 –October 2021

4. Other Resources

Business@Biodiversity Platform	
Website	The EU Business @ Biodiversity Platform Home (europa.eu)
Initiative Description	The EU Business @ Biodiversity Platform provides a unique forum for dialogue and policy interface to discuss the links between business and biodiversity at EU level. It was set up by the European Commission with the aim to work with and help businesses integrate natural capital and biodiversity considerations into business practices.
Timeline	

Circular Economy Platform	
Website	About the Platform European Circular Economy Stakeholder Platform (europa.eu)
Initiative Description	A joint initiative by the European Commission and the European Economic and Social Committee, the European Circular Economy Stakeholder Platform brings together stakeholders active in the broad field of the circular economy in Europe. As a "network of networks", it goes beyond sectorial activities and highlights cross-sector opportunities. It also provides a meeting place for stakeholders to share and scale up effective solutions and address specific challenges. The Platform bridges existing initiatives at local, regional and national level, and supports the implementation of the circular economy.
Timeline	From 2017

Circular Plastic Alliance	
Website	Circular Plastics Alliance Internal Market, Industry, Entrepreneurship and SMEs (europa.eu)
Functional mailbox	grow-env-rplastics-pledge@ec.europa.eu
Initiative Description	The Circular Plastics Alliance (CPA) is an open platform for public and private actors in the European plastics value chain that want to help increase the EU market for recycled plastics to 10 million tonnes by 2025. Companies and business associations are encouraged to submit their voluntary pledge here. Voluntary pledges consist of a quantity of recycled polymer(s) to be produced or used by your organisation by 2025. The CPA is an initiative under the European Strategy for Plastics. 240 signatories work together to implement the content of the CPA declaration.
Timeline	From 2019

Climate Pact	
Website	Become an Ambassador (europa.eu)

Functional mailbox	Ambassadors@euclimatepact.eu CLIMA-EUROPEAN-CLIMATE-PACT@ec.europa.eu
Initiative Description	<p>Active public participation and trust in the green transition process is paramount to the success of the European Green Deal.</p> <p>The Pact wants to send a clear message to the European citizens: every action counts and together, we can make it.</p> <p>The Pact's mission is to raise <u>awareness</u> on climate change threats and opportunities, to listen to people's hope and fears, to provide space and tools for learning and debate, to boost motivation and energy for <u>action</u>, to support European climate movement</p> <p>The Pact acknowledges the multitude of initiatives that are already going on in all corners of Europe – it aims to be the fertile ground for the European green movement to grow and consolidate. The Pact wants to support existing initiatives – smaller and bigger, help spread energy and enthusiasm, accelerate changes and to foster action where it is still missing.</p> <p>The Pact is about shared leadership: policy will not succeed without people's engagement and support.</p> <p>The first ways to join the Pact today:</p> <ul style="list-style-type: none"> - Becoming Pact Ambassador - Making a pledge - Organising a satellite event - Taking a step on Count Us In <p>Taking part/organising a Peer Parliament (to be launched in Sept)</p>
Timeline	The initial pilot phase for the Pact will be two years (Dec 2020 - Dec 2022), it was kicked-off by a launch event in December 2020 . The next milestones will be a dissemination event in June 2021 and the annual event around COP26 .

Enterprise Europe Network (EEN)	
Website	Enterprise Europe Network (europa.eu)
Initiative Description	<p>The Enterprise Europe Network provides support for Small and Medium-sized Enterprises (SMEs) with international ambitions. Co-funded by the European Union's COSME and Horizon 2020 programmes, the Network's aim is to help businesses innovate and grow internationally.</p> <p>The Network is active in more than 60 countries worldwide. It brings together 3,000 experts from more than 600 member organisations, including:</p> <ul style="list-style-type: none"> • chambers of commerce and industry • technology poles • innovation support organisations • universities and research institutes • regional development organisations
Timeline	

EU Climate Neutral Data Centre Pact	
Website	Climate Neutral Data Centre Pact – The Green Deal need Green Infrastructure
Initiative Description	<p>The EU Climate Neutral Data Centre Pact was signed end 2020 and has now 40 signatories from trade associations representing data centre operators or companies that own or operate data centres within the European Union. Data centre operators and trade associations are committed to the European Green Deal. They have committed to make data centres climate neutral by 2030.</p> <p>The signatories commit to the following goals:</p> <ul style="list-style-type: none"> - Energy efficiency: reducing the Power Use Effectiveness (PUE) indicator to 1.3 (1.4 in warmer climate zones) by 2025. - Renewables: aim to match electricity demand by 75% renewable energy or hourly carbon-free energy by December 31, 2025 and 100% by December 31, 2030. - Water: by 2022, data centre operators will set an annual target for water usage effectiveness (WUE), or another water conservation metric, which will be met by new data centres by 2025, and by existing data centres by 2030. - Circularity: data centres will assess for reuse, repair, or recycling 100% of their used server equipment. Data centre operators will increase the quantity of server materials repaired or reused and will create a target percentage for repair and reuse by 2025. - Re-use of waste heat: Data centre operators will explore possibilities to interconnect with district heating systems and other users of heat to determine if opportunities to feed captured heat from new data centres into nearby systems are practical, environmentally sound and cost effective.
Timeline	2020-2030, with milestone assessment at 2025. The Pact includes two meetings per year with the EC to inform of the status of the progress in achieving different targets.

EU Platform on Food Losses and Food Waste	
Website	EU Platform on Food Losses and Food Waste (europa.eu)
Functional mailbox	SANTE-FOOD-WASTE@ec.europa.eu
Initiative Description	<p>The EU Platform on Food Losses and Food Waste, established in 2016 as part of the Circular Economy Action Plan, is a multi-stakeholder platform bringing together both public and private entities in order to support achievement of the Sustainable Development Goal Target 12.3 on food loss and waste and maximise the contribution of all actors.</p> <p>Platform members include: EU institutions, experts from the EU Member States, international organisations and actors in the food value chain including consumer and other non-governmental organisations.</p> <p>The Platform aids the Commission in identifying and prioritising actions to be taken at EU level in order to prevent food losses and food waste and supports all actors in identifying and implementing appropriate</p>

	<p>actions to take at national, regional and local levels. Its work is of a horizontal nature, aiming to identify opportunities for food waste prevention across the food production and consumption chain and facilitate inter-sector cooperation.</p> <p>The most recent estimates of European food waste levels (FUSIONS, 2016) reveal that 70% of EU food waste arises in the household, food service and retail sectors, with production and processing sectors contributing the remaining 30%.</p> <p>The Platform supports all actors in: defining measures needed to prevent and reduce food waste; sharing best practice; and evaluating progress made over time. The Platform adopted, in 2019, Recommendations for Action in Food Waste Prevention to help guide and scale up food waste reduction at each stage of the food supply chain.</p>
Timeline	<p>2016-2021, 2022-2026</p> <p>The Farm to Fork Strategy includes key deliverables to reduce food waste on which the Platform will be consulted: Commission proposals to establish EU-level targets for food waste reduction (by end 2023) and to revise EU rules related to date marking (by end 2022).</p>

European Clean Hydrogen Alliance	
Website	European Clean Hydrogen Alliance Internal Market, Industry, Entrepreneurship and SMEs (europa.eu) European Clean Hydrogen Alliance (ech2a.eu)
Functional mailbox	GROW-HYDROGEN-PLATFORM@ec.europa.eu
Initiative Description	<p>The European Clean Hydrogen Alliance aims at an ambitious deployment of hydrogen technologies by 2030, bringing together renewable and low-carbon hydrogen production, demand in industry, mobility and other sectors, and hydrogen transmission and distribution. With the alliance, the EU wants to build its global leadership in this domain, to support the EU's commitment to reach carbon neutrality by 2050.</p> <p>Hydrogen is a key enabler to achieve the objectives of the European Green Deal and Europe's clean energy transition. Hydrogen has several energy and non-energy uses, from storing renewable energy to fuelling heavy transport, and as energy and feedstock in energy-intensive industry, such as in the steel or chemical sectors.</p> <p>Most importantly, hydrogen is climate-friendly as it does not emit any carbon dioxide when used. It thus offers a solution to decarbonise industrial processes and economic sectors where reducing carbon emissions is both urgent and hard to achieve.</p>
Timeline	From July 2020

European Cluster Collaboration Platform	
Website	Homepage European Cluster Collaboration Platform
Functional mailbox	contact@clustercollaboration.eu
Initiative Description	The European Cluster Collaboration Platform (ECCP) is a vibrant online community helping cluster organisations across Europe and beyond to

	<p>connect, communicate and collaborate.</p> <p>It provides a unique one-stop shop for news, opportunities and collaboration for industrial clusters across Europe, boosting the visibility and showcasing the impact of European clusters in cutting-edge industries and expanding markets throughout the world. Being part of the ECCP community will give your cluster organisation access to a vast wealth of knowledge, information and opportunities from clusters and ecosystems in a wide range of countries, sectors and industries.</p> <p>Companies are able to put their organisation on the map, via the easily searchable, interactive clusters mapping tool; request and find partners through online tools and exclusive matchmaking events; keep up to date with all the latest cluster trends and policy developments; and build knowledge and capacity by accessing a range of funded initiatives, guides, tools and best practice reports.</p>
Timeline	

European Innovation Partnership (EIP-Agri)	
Website	European Innovation Partnership 'Agricultural Productivity and Sustainability' EIP-AGRI (europa.eu)
Functional mailbox	servicepoint@eip-agri.eu
Initiative Description	<p>The European Innovation Partnership for Agricultural productivity and Sustainability (EIP-AGRI) has been launched in 2012 to contribute to the European Union's strategy 'Europe 2020' for smart, sustainable and inclusive growth. This strategy sets the strengthening of research and innovation as one of its five main objectives and supports a new interactive approach to innovation: European Innovation Partnerships. The EIP-AGRI pools funding streams to boost interactive innovation. Having an idea is one thing, turning it into an innovation action is another. Different types of available funding sources can help get an agricultural innovation project started, such as the European Rural Development policy or the EU's research and innovation programme Horizon 2020. The EIP-AGRI contributes to integrating different funding streams so that they contribute together to a same goal and duplicate results.</p> <p>Rural Development will in particular support Operational Groups and Innovation Support Services within a country or region. Horizon 2020 will fund multi-actor projects and thematic networks involving partners from at least three EU countries. Other policies may offer additional opportunities.</p>
Timeline	From 2012

European Institute of Innovation and Technology - EIT Food	
Website	EIT Food is Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted EIT Food
Functional mailbox	https://eit.europa.eu/contact
Initiative Description	The European Institute of Innovation & Technology (EIT) is an

	<p>independent body of the European Union set up in 2008 to deliver innovation across Europe. The EIT brings together leading business, education and research organisations to form dynamic cross-border partnerships. These are called Innovation Communities and each is dedicated to finding solutions to a specific global challenge. EIT Innovation Communities develop innovative products and services, start new companies, and train a new generation of entrepreneurs. Together, EIT empower innovators and entrepreneurs across Europe to turn their best ideas into products, services, jobs and growth.</p> <p>EIT Food brings all players together, guiding and accelerating the innovation process that will transform the food system by:</p> <ul style="list-style-type: none"> • Creating and scaling-up agrifood startups to deliver new food innovations and businesses • Developing talents and leaders to transform the food system • Launching new innovative products, ingredients and solutions to deliver healthier and more sustainable food • Engaging the public so they can become the agents of change in the food system
Timeline	Since 2008

European Resources Efficiency Knowledge (EREK)	
Website	Home EREK - European Resource Efficiency Knowledge Center (resourceefficient.eu)
Initiative Description	<p>The European Resource Efficiency Knowledge Centre (EREK for short) is here to help European companies, especially SMEs, save energy, material and water costs. We provide tools, information and business opportunities that show you new and better ways to be resource efficient and benefit from circular economy business models which turn waste into an asset. EREK also supports national, regional and local organisations across Europe that work with SMEs to improve their environmental performance, helping them to become more resource efficient.</p> <p>SMEs can get the following benefits thanks to EREK’s tools and services:</p> <ul style="list-style-type: none"> • Access to knowledge on best available technologies and business models • Better control of energy, water and material costs • Compliance checks for upcoming regulations • Become less dependent on suppliers • Demonstrate return on investment when adopting resource efficient measures Information on funding sources and technology providers • Help building a green image which enables the targeting of new customer segments <p>EREK offers the following to SME intermediaries:</p> <ul style="list-style-type: none"> • Tools and instruments for businesses to assess their saving potentials • Access to top international knowledge, technical expertise and

	<p>practices on resource efficiency</p> <ul style="list-style-type: none"> • Capacity-building workshops and networking events • Online training opportunities to learn from resource efficiency experts • Overview of relevant support programmes available on European, national and regional levels • Updates on professional events within the community
Timeline	

Food 2030 Platform	
Website	FOOD 2030 Platform - FIT4FOOD2030
Functional mailbox	fit4food2030.beta@vu.nl
Initiative Description	<p>The FIT4FOOD2030 project supports the implementation of the European Commission's FOOD 2030 R&I (research and innovation) policy framework, emphasizing the need for double transformation of both food system and R&I practices. To achieve its goals, the FIT4FOOD2030 project has brought together several different food system actors at the level of cities, regions, countries, and Europe. The FOOD 2030 Platform was created with an intent to facilitate their communication and cooperation.</p> <p>The FOOD 2030 Platform is project's multi-stakeholder platform. As the key part of the project the FOOD 2030 Platform consists of three separate interlinked structures, the City Labs, Policy Labs and the EU Think Tank. These multi-level structures have communicated regularly and informed the European Commission in deciding on research priorities for a sustainable food system, considering the values, needs and expectations of society.</p>
Timeline	

Milan Urban Food Policy Pact	
Website	The Milan Pact - Milan Urban Food Policy Pact
Functional mailbox	mufpp.secretariat@comune.milano.it
Initiative Description	<p>The Milan Urban Food Policy Pact is an international agreement of Mayors. It is more than a declaration, it is a concrete working tool for cities. It is composed by a preamble and a Framework for Action listing 37 recommended actions, clustered in 6 categories. For each recommended action there are specific indicators to monitor progresses in implementing the Pact. The Milan Pact Awards offer concrete examples of the food policies that cities are implementing in each of the 6 Pact categories.</p> <p>More and more cities choose to join forces with other like-minded actors in working on sustainable food systems and urban food policies. The Milan Pact can be signed by local governments -cities and metropolitan areas- only. Signing the Milan Pact is a fairly simple procedure, and no fees are applied at any stage of the process.</p>
Timeline	2014

Partnership on Food Systems for R&I Communities Around Food Systems	
Website	Food systems European Commission (europa.eu)
Initiative Description	<p>Business as usual is no longer an option in the way we produce, distribute and consume our food.</p> <p>Population growth, urbanisation, migration, resource scarcity, climate change and environmental degradation are creating urgent and complex challenges.</p> <p>Sustainable food systems are about making our food production system fairer, more sustainable and respectful to the environment and reconciling what we eat with the needs of the planet.</p> <p>Research and innovation are key to making food systems more sustainable, resilient, inclusive and healthy. They are essential to reaching the United Nations' Sustainable Development Goals and to achieving the policy objectives of the Farm-to-Fork Strategy and the EU Green Deal.</p> <p>Research and innovation accelerate the transformation of food systems, and contribute to the evidence-base for strengthening their governance. They also help develop and test solutions, overcome barriers and uncover new market opportunities.</p>
Timeline	

Public Health Best Practices Portal	
Website	pb-portal (europa.eu)
Initiative Description	<p>The Best Practice Portal is designed to help to find reliable and practical information on implemented practices recognized as the best in the area of health promotion, disease prevention, and the management of non-communicable diseases. It also provides an overview of practices collected and transmitted in actions co-funded under the Health Programmes.</p> <p>Practices can be submitted for assessment through this portal. Every practice, as long as evaluated as "best" against the criteria adopted by the Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases (Steering Group), will be published in the portal and might be brought to the attention of Member State representatives for further transfer and broader implementation.</p> <p>DG SANTE has made it a priority to identify, disseminate and transfer best practices in order to make progress in health promotion and in disease prevention in Europe. DG SANTE also hopes these efforts will help reach the Sustainable Development Goal 3.4 to reduce premature mortality from non-communicable diseases by one-third by 2030, through prevention and treatment, and to also help reach the nine UN/WHO global voluntary targets for health.</p>
Timeline	

Smart Specialisation Platform for Industrial Modernisation	
Website	Agri-Food - Smart Specialisation Platform (europa.eu)

Initiative Description	<p>The Smart Specialisation Platform for Agri-Food (S3P Agri-Food) established at EU level aims to accelerate the development of joint investment projects in the EU by encouraging and supporting interregional cooperation in thematic areas based on smart specialisation priorities defined by regional and national government linked to agriculture and food. Through the S3P Agri-Food, EU regions and member states are able to implement more efficiently their smart specialisation strategies, and regional stakeholders benefit from the new cooperation opportunities with partners from other regions.</p> <p>The key objective of the S3P Agri-Food is to orchestrate and support the efforts of EU regions committed to work together for developing a pipeline of investment projects connected to specific thematic areas of smart specialisation priorities through interregional cooperation. The S3P Agri-Food will be co-developed and co-led by the regions themselves ensuring an active participation and commitment of industry and related business organisations and clusters as well as research institutions, academia and civil society.</p>
Timeline	

Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases (SGPP)	
Website	Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases Public Health (europa.eu)
Initiative Description	<p>To support countries in reaching the health targets of the Sustainable Development Goals, the Commission has established a Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases (“the Steering Group”).</p> <p>The Steering Group provides advice and expertise to the Commission on developing and implementing activities in the field of health promotion, disease prevention and the management of non-communicable diseases. It also fosters exchanges of relevant experience, policies and practices between the Member States.</p> <p>Work has been carried out in a number of areas, in particular on: mental health, rare diseases, cancer, nutrition and physical activity.</p> <p>The Steering Group has already selected an initial set of policy interventions that will be implemented by multiple EU countries, and is selecting the next priority areas for the implementation of best practices. Its activities will also be linked to the ongoing work of the WHO and the OECD.</p> <p>Interested parties in the field can actively participate in discussions via the Health Policy Platform, in particular the Non-Communicable Diseases Network.</p>
Timeline	

Zero Pollution Platform	
Website	

Functional mailbox	ENV-ZERO-POLLUTION@ec.europa.eu
Initiative Description	<p>The Commission will encourage public and private sector operators to make 'zero pollution pledges' to promote best available, 'near-zero waste' options, and in general products and services proven to be less polluting over their whole life cycle, with a focus on EU Ecolabel products and services, including tourist accommodations and less toxic chemicals and materials.</p> <p>This will provide people with more offers and information on cleaner options. These pledges will be for brick-and-mortar stores and online marketplaces and will be based on verifiable and transparent claims to which also the future Green Claims initiative will contribute. They will be designed in synergy with pledges under related initiatives, in particular the European Climate Pact and the Green Consumption pledges as well as under the Circular Economy Action Plan.</p>
Timeline	from 2022 onwards