

Task Force on the “Code of Conduct on responsible business and marketing practices”

T1 - Food consumption patterns (for healthy and sustainable diets)

8 April 2021, 10.00 -13.00, virtual via WEBEX Meetings

Agenda

10.00 – 10.10 – Anti-trust statement and introduction

10.10 – 10.20 - Presentation of replies to the homework questions*

10.20 – 11.00 - Discussion on aspirational objectives identified, potential subtopics, common denominators and prioritization (taking into account the comments made at the General Meeting of 30 March)

11.00 – 11.10 – **Break**

11.10 – 12.50 – Discussion on inclusion of concrete actions identified for potential T1 building blocks

12.50 – 13.00 – Follow-up homework questions

*** HOMEWORK QUESTIONS**

1. Following the first meeting, is there any information you want to share additionally in relation to the aspirational objectives?
2. On the basis of the identified aspirational objectives, please provide what in your opinion are the concrete actions able to materialize each of them, on the basis of:
 - Which one has the largest potential impact?
 - Can these specific actions be adopted by a broad range of stakeholders?
 - Is it SME-friendly? Do actions aim to minimize administrative burden for them? What incentives can work?
 - Is it politically relevant (link to F2F/Green Deal agenda)?
 - Do actions go beyond current legal obligations and existing voluntary Codes?
3. On the basis of the above identified actions, please provide a prioritisation, keeping in mind that actions may be crosscutting and not only linked to health
4. The set objectives may help to build an intervention logic and show which actor can contribute: please reflect on how such intervention logic can materialise, on the basis of your replies in the above questions