FOR INPUT

18 May 2022

Dear member,

In March, the FoodDrinkEurope Board approved the secretariat’s proposal to develop an industry ‘action plan’ for sustainable food systems. The action plan forms part of our commitment to the Code of Conduct, but will also be used for advocacy, stakeholder relations and reputation building.

Below you will find:

* Background information to explain the action plan
* Annex 1: an overview of the action plan
* Annex 2: the main body text of the action plan

You are kindly asked to provide your feedback on annex 1 and 2 below, by Tuesday May 24. A final round of comments will close on June 7. Please let me know if you have any questions.

Kind Regards,

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**Action plan for sustainable food systems**

**Background**

The action plan is in direct response to FoodDrinkEurope’s commitment to deliver on the objectives set out in the Code of Conduct on Responsible Food Business and Marketing Practices. It will also be used strategically, to engage proactively with policymakers in the context of the EU Green Deal and related policy proposals. Finally, it will build FoodDrinkEurope’s reputation and provide opportunities for positive engagement with influential stakeholders.

**Content outline**

* What are the topics?

The action plan is built around three core topics, as approved by the Board: 1: Climate change and the path to net zero, 2: Packaging and the circular economy, 3: Nutrition and healthier living.

These three topics are underpinned by three essential drivers: 1: Investment and economic sustainability, 2: Partnerships that are able to bring solutions at scale, 3: Innovation to speed the transition towards sustainable food systems.

A final chapter of the action plan is FoodDrinkEurope’s *More than Food* project with commitments for our Brussels office to cut carbon emissions and work in the local community.

* What are the targets?

For each of the three core topics (climate, packaging and nutrition) we have added targets that either reflect the objectives from the Code, are existing EU targets or are existing FoodDrinkEurope targets. The targets are aspirational in nature and reliant on multiple stakeholders and industry sectors to succeed (i.e., we cannot achieve them alone and do not say that we can).

* What are the commitments?

The action plan outlines 15 commitments that will be undertaken by FoodDrinkEurope (there are no commitments for members).

For each core topic – climate, packaging and nutrition – we commit to launch an ‘action project’ which is essentially a FoodDrinkEurope workstream to develop guidelines and webinars to help members move towards the targets set. The commitments also include a focus on developing new partnerships around sustainable food systems.

* What are the asks?

For each core topic FoodDrinkEurope has outlined high-level policy asks. Please note that detailed and technical advocacy on climate, packaging and nutrition topics will be *in addition to* the action plan. It is hoped that the action plan will prepare the ground for the more technical discussions.