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Code of Conduct for Responsible Food Business and Marketing Practices

FoodServiceEurope 2023 Annual Report

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Step in the food chain represented: Contract catering

Members:

- 10 National Association Members: UBC, SNRC, VIMOSZ, ANGEM, AHRESP, Food Service Spain, VISITA, GVAUSTRIA, FEDIL Catering, NHOSH
- 4 Associate Members (e.g., companies): Compass, Elior, Sodexo, Trivalor

About FoodServiceEurope

FoodServiceEurope represents the European contract catering sector. Contract catering encompasses food and ancillary services provided to people working or living in communities – private and public undertakings, schools, universities, hospitals, retirement homes, prisons – under the terms of a contract with the client communities.

With an annual turnover of around €25 billion, the sector's 600,000-strong workforce delivers approximately 6 billion meals each year to workers, civil servants, pupils, students, hospital patients and care home residents in the EU.

Contract catering is a unique part of the food system and differs significantly from other forms of food service. Contract catering services are provided on the premises of the contracting party, which awards contracts through procurement tenders.

Contract catering plays a crucial social function. Its meals are regularly delivered to vulnerable consumers (e.g., children, patients), at a subsidised "social" price. Contract catering thereby guarantees access to nutrition to individuals that may not otherwise have it.

Endorsement of the aspirational objectives set out in the Code

FoodServiceEurope is committed to contributing to improving the sector's performance and providing clients and consumers with healthy and increasingly sustainable meals. We strongly endorse the

aspirational objectives and targets listed in the Code of Conduct for Responsible Business and Marketing Practices and are committed to support in the shift towards more sustainable food systems in the EU.

FoodServiceEurope was a member of the task force of middle-of-the-supply-chain associations that was mandated with developing the Code of Conduct in 2021 with the European Commission.

Following this process, FoodServiceEurope was among the first signatories of the Code in June 2021, highlighting our members support for the Code and its aspirational objectives.

FoodServiceEurope associate member Sodexo also [signed](#) the Code as a company signatory in June 2021 and put forward concrete commitments.

Promotion and dissemination of the Code with our members

Since members unanimously voted for FoodServiceEurope to sign the Code of Conduct in June 2021 General Assembly, we have been continuing efforts to promote and disseminate it with our members. These efforts have involved a variety of activities which are outlined below.

A dedicated taskforce

Following the approval at the November General Assembly 2021, a Farm to Fork taskforce was established in February 2022. The taskforce discusses the priorities for the association relating to the Farm to Fork strategy and the work related to the Code of Conduct.

In particular, the taskforce acts as a mechanism to gather information from members on how they are working towards to aspirational objectives and targets of the Code, to explore the possibility of developing sector-specific tools, to identify opportunities for collaboration, share best practices and potential partnerships and to contribute to the writing of the annual reports.

The taskforce brings together experts from members from national trade associations and companies.

A dedicated webpage

In order to promote the Code and highlight its importance to the association, not only to current members, but also to prospective members and those interested in the contract catering sector, a dedicated space was created on the FoodServiceEurope [website](#).

Regular updates

Members are regularly informed about updates on the Code of Conduct through our monthly newsletter, as well as through direct contact via email when appropriate.

Social media

Since the launch of the FoodServiceEurope [Twitter](#) and [LinkedIn](#) pages in April 2022, we have been actively promoting our activities relating to the Code of Conduct, as well as disseminating the information shared by the Commission. For example, on the occasion of the International Mother Earth Day, we explained our commitments under the Code. We also published our first annual report, shared a Commission's video explaining how the Code works, and shared the Commission's first report of the commitments submitted under the Code.

Encouraging members to align sustainability actions and business practices with the Code

At the November 2022 General Assembly, the Code of Conduct was included to the 2023 Work Programme, formalising it as a priority activity for the association. It had first been introduced to the 2022 Work Programme in November 2021 General Assembly.

Through the promotional activities that have been outlined above, members are regularly being encouraged to align their sustainability actions and business practices with the Code.

Developing resources in support of the Code

Code of Conduct survey

In order to understand our members' ongoing sustainability actions or business practices that are aligned with the aspirational objectives of the Code, we have conducted a survey with our members. This exercise was first carried out in 2022, and members found it a useful tool to share best practices and provide inspiration to establish similar initiatives.

Therefore, we repeated the survey this year and the information provided below outlines the new initiatives that our members have introduced in the last year. For more information on other ongoing sustainability initiatives by our members, please see our [2022 report](#).

As in 2022, the majority of activities by members addressed healthy, balanced and sustainable diets, closely followed by actions to achieve a circular and resource-efficient food chain.

Healthy, balanced and sustainable diets

The majority of members have sustainability actions in place that align to aspirational objective 1 in the Code of Conduct: healthy, balanced and sustainable diets for all European consumers, contributing to reversing malnutrition and diet-related noncommunicable diseases (NCDs) in the EU and reducing the environmental footprint of food consumption by 2030.

Further to the existing actions to improve the nutritional composition and environmental footprint of food meals that our members VIMOSZ and Trivalor have in place, as reported on in our 2022 report, Trivalor has a new initiative promoting healthy diets for their clients with less sugar and salt, and promoting a balanced diet for their workers through sharing information about diabetes and cardiovascular diseases.

Members also have ongoing actions to provide and promote more sustainably produced meals. In addition to its ambition to have at least two out of every three purchases be plant based, as reported in 2022, Sodexo has this year launched a commitment to reduce the scope 3 carbon emissions by 27% (in absolute terms, compared to a 2017 baseline). Other new initiatives include AHRESP's programme '[Selecao Gastronomia e Vinhos](#)', which has sustainability criteria to be met in the verification checklist. Elior's one in five vegetarian menus and Trivalor's Meatless Monday initiatives are on-going.

Further to our 2022 report, many members have additional actions to offer healthy diets and a healthy lifestyle. CR Services, a member of FEDIL Catering, is certified with the label GIMB 'Gesond iessen, Mei beweegen' (Eat better, move more), which guarantees that the menus offered are balanced, healthy and varied. Menus are prepared by a dietician who checks the frequency of consumption of each type of food, in accordance with the recommendations of the Ministry of Health, "Healthy food in education and childcare services". Fruits and organic menus are included in menus as well. NHOSH, our Norwegian member signed an [agreement](#) with the Norwegian government on healthier diets. The agreement has concrete targets for a reduced intake of salt, added sugar and saturated fat, and targets for an increased intake of fruit and berries, vegetables, coarse grain products, fish and seafood in the

population. Sodexo has an engagement to provide the 100% of consumers with healthy lifestyle options by 2025 and offer 33% plant-based dishes in their menus. Sodexo has also updated their KPIs for the fiscal year 2022, it showed that 89.3% of consumers are offered healthy lifestyle options every day. Sodexo also publishes the percentage of their consumers with access to healthy lifestyle options. This indicator was collected at clients' sites level through Site Engagement Assessment (SEA), which is an innovative on-site environmental and societal performance management tool developed by Sodexo. During the fiscal year 2022, 4,284 sites participated in SEA which will continue to be rolled out to cover all relevant sites by 2025. Since 2016, our Belgian member, UBC is a signatory of the '[Balanced diet](#)' convention, its objective is to help [reduce caloric intake by 5%](#) by reducing the content of sugars and/or fats, and improving the composition of food products. Conversations are ongoing with a view to have a updating the convention. In Flanders, they have joined a regional protein strategy to reduce animal proteins in favour of vegetable-based proteins. In Hungary, VIMOSZ is a member of the PLAN'EAT consortium (in the framework of a HORIZON call), which is working on the transformation of food systems to achieve healthy and sustainable dietary behaviour. Various FoodServiceEurope members contribute to this consortium by collecting best practices, barriers, and enablers to shape better food environments. At the end of the project, improved dietary advice and communication strategies will be available to target populations at large. PLAN'EAT will allow the implementation of a transition of 58.500 consumers to healthier and sustainable dietary patterns by 2032.

In an effort to create a food environment that makes it easier to choose healthy and sustainable diets, many members are providing transparent and voluntary information to consumers. Additional initiatives since our 2022 report include an initiative by our Belgian member, UBC to display a label developed by the government of Wallonia in the context of the regional '[Green Deal: Canteens Durables](#)' programme, that includes sustainability criteria. UBC has also signed the Charter for sustainable, healthy and balanced school meals in Flanders. Additionally, UBC is a member of the Belgian Pledge on responsible child marketing, which aims at reducing child-oriented publicity of unhealthy food and snacks.

Food loss and food waste

Regarding food loss and food waste, all members who responded to the survey in 2023 continue to have activities which align with the aspiration objective to prevent and reduce food loss and waste and will contribute to the aspirational target of a 50% reduction of per capita food waste at the retail and consumer level by 2030 and reduced food losses along the food production and supply chains in the EU. Some associate members have similar targets in place, such as Sodexo and Compass that both have committed to reducing food loss and food waste by 50% by 2030.

As reported last year, Sodexo's [WasteWatch](#) programme uses waste measurement technology in kitchens to collect data on food waste and implement operational and behavioural changes needed to eliminate food waste. During the fiscal year 2022, 41.5% of food waste reduction on sites have already deployed the WasteWatch programme. Compass and Elior continue to implement their measurement technologies in their kitchens outlined in our [2022 report](#).

Among national associations, the 'Wasteless' initiative (a HORIZON research project), which VIMOSZ are members of, and which we reported on in our 2022 report, has been launched in 14 EU countries to develop and refine the measurement of food waste. FoodServiceEurope members will participate in the tests and the utilisation of the developed solutions of this project. Additionally in 2022, a member of VIMOSZ has concluded an agreement with a national conservation association to help promote healthy, environmentally friendly and socially beneficial ways of eating in and out. They also raise awareness of the benefits of reducing meat consumption, introducing weekly meat-free days in

public catering and working together to find ways to reduce food waste. CR Services (a member of FEDIL Catering) prepares the meals in kitchens that are as close as possible to consumers to adjust as much as possible the demand and avoid food waste. Furthermore, once a month a chef in every kitchen prepares a 'anti-waste' menu to optimise their food stocks.

Among associate members, Compass Belgium continues its engagement with Too Good To Go's [Waste Warrior Brands](#). Additional initiatives in 2022 include Trivalor efforts to prevent and reduce food loss, such as, 'Dose Certa', '[Selo producao Sustentavel, Consumo Responsavel](#)'.

For more initiatives of our members regarding the development of guidelines on food waste prevention and reduction see our [2022 report](#).

Climate neutral food chain

All our associate members continue to have sustainability initiatives in place that are contributing the third aspirational objective of the Code: a climate neutral food chain in Europe by 2050. Under this objective, the aspirational target is a reduction in net emission from own operators, contributing to a 55% GHG emission reduction target in the EU food chain by 2030, which mirrors many associate member's own targets.

Sodexo is in track of meeting their worldwide [target](#) to reduce carbon emissions by 34% by 2025 on scope 1, 2 and 3 emissions, which we first reported on in our 2022 report. During the fiscal year 2022 Sodexo achieved a reduction by 24% on absolute scope 1 and 2 emissions, and a reduction by 27% on scope 3 emissions. Further to what was reported last year, Trivalor are currently calculating their scope 1 and 2 emissions to establish targets to reduce emissions. They already have incorporated electric and plug in vehicles in their fleet. Additionally, one of their companies is in the process of joining the [UN Global Compact](#), a global corporate sustainability initiative for companies to align strategies and operations with universal principles on human rights.

Regarding updates from our national associations, in Sweden, VISITA is working to enable the hospitality industry to make sustainable choices and encouraging the hospitality industry to choose more climate-smart and sustainable food in the operations with a particular focus on transport and fossil free alternatives. In Norway, NHOSH has developed a [guide](#) for foodservice companies to set up and run a sustainability strategy aligned with the UN SDG goals. In Luxembourg, CR Services' menus are prepared with seasonal fruits and vegetables. They meet the requirements of the '[Sou schmaacht Lëtzebuerg SSL](#)' label, and thus two menus a week must be composed of national products. The rest of the days, the food products must come from the EU to avoid long distances.

Circular and resource-efficient food chain

Regarding the aspiration target to improve the sustainability of food and drink packaging and striving for all packaging towards circularity by 2030, some members have initiatives in place regarding reducing the use of plastic. In Portugal for example, as mentioned in our 2022 report, AHRESP is in the Working Group of the [Pacto Português para os Plásticos](#).

Additionally in 2022, AHRESP has conducted a survey on recycling in the HORECA sector to diagnose the state of recycling in the sector and better understand the current situation and needs. AHRESP also joined a project developed with ERSE (Energy Services Regulatory Entity) that is working on a platform for monitoring, analysis and support regarding energy consumption in restaurants. Its goals are implementing measures to mitigate the energy performance problems identified in the catering sector. It also aims at implementing energy efficiency measures, mostly of a behavioural nature, in the use of electricity and natural gas. FEDIL Catering's member CR Services have some of their sites

certified with the '[SICONA](#)' label that supports regional agriculture through regionality, seasonality and sustainability. The label specifications also include information on healthy and sustainable food. Priority is given to regional products, whether conventionally grown or organic, when purchasing. The purchase of products of Luxembourg origin is prescribed for certain products that are produced in Luxembourg in sufficient quantities, such as beef, chicken and dairy products. In addition, at least 30% of the total market value of food is spent on organic products. As far as purchases are concerned, whenever possible, purchase of bulk to limit packaging (plastic, cardboard) of foodstuffs is done and biodegradable or reusable disposable items are preferred.

Regarding our associate members, Sodexo is engaged to reach 100% employees trained on sustainable practices and 100% renewable electricity in their direct operations. Their actualised KPI for the fiscal year 2022 showed that 83.285 employees are trained on sustainable practices and 26.2% of electricity comes from renewable sources in their direct operations. Trivalor is in touch with their partners to provide circular workers uniforms. They also have photovoltaic panels, installed flow water reducers, and improved their building's good practices towards an efficient use of energy, for example by limiting the air conditioner temperature. End-of-life products are recycled too.

Sustained, inclusive and sustainable economic growth, employment and decent work for all

Since our last report in 2022, there has been increase in members' initiatives aimed at supporting a skilled workforce and providing safe and inclusive workplaces for all. For example, CR Services, a member of FEDIL catering, offers community service jobs (TUC) in their sites to improve the employability of the beneficiaries. Our Norwegian member NHOSH carries out several activities under the label '[serious working life](#)', which also tackles sustainable framework conditions for workers.

Associate member Trivalor has a health and safety programme in place through which they disseminate content to promote health and safe workplaces. They also promote the training and literacy of their employees on an ongoing basis. VIMOSZ completed the [project](#) 'Demonstration of complex work-life balance employment programmes for hospitality and hotel workers and related atypical employment practices', which aimed to increasing the uptake of atypical forms of employment in the hospitality (and some other relevant) sectors, particularly targeting inactive elderly people, pensioners, students, women with young children and unemployed people. The results of the project are being disseminated and exploited among their members. Another example is VISITA's 'Everyday Fairness' web course on basic work environment focusing on community and cooperation, and how everyone can work together to foster a good work environment.

Many members also have initiatives aimed at strengthening diversity, equality and inclusion in the workplace. For instance, Sodexo is committed to having 100% of its employees under a gender balanced management. In the fiscal year 2022, currently 57.7% of their employees work in countries which have gender balance in their management.

Members also continue their support training and upskilling activities included in our [2022 report](#).

Sustainable value creation in the European food supply chain through partnership

Members initiatives are aligned with the aspirational objective to progress towards sustainable production, to contribute to sustainable management and efficient use of natural resources by 2030 and to improve animal welfare.

Further to our 2022 report, where we presented several actions by our members on improving animal welfare, some members reported this year additional actions establishing additional partnerships in

the food supply chain. In this way, as part of Sodexo's partnership with the SME sector, they have committed to reaching €10bn in business value benefiting SMEs. In the fiscal year 2022 Sodexo reached €7.8 bn benefiting SMEs. Trivalor has implemented a supplier policy by which they buy raw materials with several seals or organic production ([Dolphin Safe](#), [FSC](#), [ASC](#) and [MSC](#)).

In Sweden, VISITA keeps its members informed of actors working towards sustainable production, such as the [Axfoundation](#), which addresses the challenge of antibiotic resistance by bringing together a broad constellation of companies, researchers, experts, authorities, NGOs, trade associations etc. They have developed a tool (criteria, question battery and simpler training material) that can be used when purchasing meat, dairy and seafood.

Sustainable sourcing in supply chains

Many associate members have commitments in place linked to the aspirational objective to transform commodity supply chains which do not contribute to deforestation, forest degradation and destruction of natural habitat and which preserve and protect high value ecosystems and biodiversity.

Further to Sodexo's [commitment](#) to a deforestation and conversion-free supply chain globally by 2030 for palm oil, soy, beef, bananas and paper products. In the fiscal year 2022, Sodexo achieved 85.3% sustainable fish and sea food sourcing, 42.3% cage free shell eggs, 68.3% cage free liquid eggs and 100% certified sustainable palm oil (including RSPO credits).

Among national associations, CS Luxembourg (a member of FEDIL catering) has a policy that when products are not available in the region or in Europe and have to be sourced from Central and South America, Africa and Asia, these must meet Fair Trade criteria, including environmental standards and sustainable development and social criteria by improving the working conditions of small farmers. Additionally, all their fish bears the MSC label, which guarantees that the fish has been caught in a responsible way leaving enough fish in the ocean and respecting the marine environment. Pastry containing palm oil is avoided and more sustainable alternatives are prioritised. In Hungary, VIMOSZ members are complying with a government decree that regulates the application of the short supply chain in public catering. As of 2023, at least 80% of the food used in public catering must be from short supply chains or from local producers.

Strong alignment already exists but there are opportunities for further action

Overall, the results of the survey conducted in 2023 indicated that already there is a large amount of alignment between our members' sustainability actions and business practices and the aspirational objectives and targets of the Code of Conduct. While our associate members have actions in place that meet all of the seven objectives of the Code, the survey highlights that there are still opportunities for our national association members to undertake initiatives that would align to objective 3, regarding achieving a climate neutral food chain in Europe by 2050 and objective 6, regarding creating sustainable value in the food supply chain through partnership. We will continue to work with our members towards the aspirational objectives of the Code.

Engaging with other partners in the food chain

As signatories of the Code, we attended the Collaborative platform meetings that took place in March and November 2022 bringing together a wide range of stakeholders, including both signatories and other interested parties (e.g., NGO & civil society). Further to this, we also participated in the Inaugural Thematic Session "Mitigating Climate Change" of the Code that took place on 25 September 2022.

FoodServiceEurope is an active member of the Platform for Food Waste and Food Loss and two of its subgroups (Food donation sub-group and Food loss and waste monitoring sub-group), where we have the opportunity to engage with other actors in the food chain and EU and international policy makers to exchange good practices, discuss challenges encountered, learn from each other and create better mutual understanding on the topic of food loss and food waste.

In 2022 and 2023 we have attended the Plenary meeting of the Platform on 20 October 2022 where the subgroups gave an update on their ongoing work. We also attended the meetings of the Food donation subgroup in July and November 2022 and the meeting in June 2022 of the Food loss and waste monitoring sub-group. Additionally, we joined as observers the meeting of the Consumer food waste prevention sub-group in February 2023.

FoodServiceEurope is also a member of the Advisory Group on the Food Chain and Animal and Plant Health, where we have the opportunity to exchange with other food chain stakeholders and EU officials on policy topics related to food and sustainability. We attended the joint meeting of the Advisory Group with the Platform for Food Waste and Food Loss on 13 March 2023 to discuss the data on food waste reported by Member States, and the Plenary meeting of the Advisory group on 19 October 2022, where there was a dedicated agenda point to the Code of Conduct.

FoodServiceEurope will continue our active engage in these platforms.