

**"Navigating  
the development of a  
Code of Conduct, flagship  
for the EU Farm to Fork Strategy"**

17 June 2021

Event Hosted by:

MEP Brando BENIFEI  
MEP Franc BOGOVIĆ  
MEP Salvatore DE MEO  
MEP Michaela ŠOIDROVÁ

**Moderator: Gerardo Fortuna (Journalist Euractiv)**

- 14:00 - 14:10                    **Opening remarks:** MEPs Benifei, Bogovič, De Meo,
- 14:10– 14:20                    **Keynote speech**  
**Mr. Lukas Visek**  
Member of Cabinet Executive Vice-President Frans Timmermans, European Green Deal
- 14:20- 14:45                    **Panel 1 – Launching Code of Conduct: what can we expect?**
- **Mrs. Nathalie Chaze or Mrs. Alexandra Nikolakopoulou, (head of unit responsible for Farm to Fork)**  
Director for 'food sustainability, international relations' - EU Commission DG Health and Food safety
  - **Mrs. Kristin Schreiber**  
Director for Ecosystems I: Chemicals, food, health & retail – EU Commission DG GROW
- Comments: Ms. Šoidrová MEP**  
Q&A
- 14:45-15:30                    **Panel 2 – Overview upcoming business commitment**
- **Mr. Todov Ivanov**  
Secretary General Eurocoop
  - **Mr. Alessandro Pasquale**  
Owner and CEO at Mattoni 1873
  - **Mr. Nicholas Hodac**  
Director General UNESDA – Soft Drinks Europe
  - **Ms. Eugenia Carrara**  
Secretary General of The World Union of Wholesale Markets (WUWM)
- 15:30– 15:55                    **Panel 3 – What's the benefit for the European consumers?**
- **Dr. Milka Sokolović**  
Director General European Public Health Alliance
  - **Mrs. Camille Perrin**  
Senior Food Policy Officer – BEUC the European Consumer Organization
- Q&A
- 15:55– 16:20                    **PANEL 4 – Reporting progress and demonstrating impact**
- **Ms. Stefanie Vandevijvere**  
Senior Scientist Nutrition and Health at Sciensano  
"The Business Impact Assessment on Obesity and Population Nutrition: Introduction, examples and future directions"
  - **Ms. Sanne Helderman**  
Lead Research Food & Agriculture Transformation - World Benchmarking Alliance  
"General importance of corporate reporting and demonstrating impact and how the Code can amplify this."
- Q&A
- 16:20- 16:30                    Conclusions by MEPs Benifei, Bogovič, De Meo, Šoidrová