



Official Participant

Report Template for EU Events at EXPO

Event Title :	Food Supply Chain & Responsible Business Conduct	Date:	3 July 2015
Event Organiser:	FoodDrinkEurope		
Event Target Group:	Decision-makers, stakeholders from the agri-food supply chain, academia, journalists, NGOs		
Panel Speakers:	Ken Ash Director of the OECD Trade and Agriculture Directorate Jim Clarken Chief Executive Oxfam Ireland Francesco Tramontin Director External Affairs Mondelez Europe Houtan Homayounpour Senior programme and operations officer for the Special Action Programme Combatting Forced Labour ILO Pedro Ortun Principal Adviser for CSR and Tourism DG Internal Market, Industry, Entrepreneurship and SMEs European Commission		
Rapporteur:	Mella Frewen	Email: m.frewen@fooddrinkeurope.eu	
Event Concept			
<p>Today many food and drink companies in Europe have made Responsible Business Conduct (RBC) a key component of their business strategy and are committed to managing their activities in a responsible way. RBC, as promoted by the OECD Guidelines for Multinational Enterprises (MNEs), is a key pillar of the global CSR architecture, covering all major areas of business ethics. Furthermore, recent initiatives such as the current drafting of an OECD/FAO “practical guidance on RBC along the agricultural supply chain”, highlight the need for both a global and a sector approach to address future global challenges in this area.</p>			
Expected Outcomes			
<p>To showcase the efforts carried out in the context of RBC by local, regional and global actors in the food and drink sector, and also in the public sector (e.g. the European Commission, Member State level, the OECD, FAO etc.) and by other stakeholders, in particular NGOs.</p> <p>More familiarity about how all operators can combine and share best practices to achieve the goals of RBC, and about how a holistic approach involving the whole agri-food chain, investors, governments, etc. can be successfully applied.</p>			
Main Conclusions			
<ul style="list-style-type: none">• CSR is an integral part of the food industry’s DNA• Whether termed CSR or RBC, it’s the same thing; the concept is clear• The key word is ‘responsibility’, all citizens are responsible and must play their role• Companies’ long-term viability depends on their actions today; it makes sense to act responsibly.• Companies need tools to help them achieve their CSR goals• Governments should support and improve incentives for responsible productivity and growth• Public Private Partnerships (PPPs) play an important role in CSR actions			

What follow-up actions emerged from this event?

No specific follow-up actions. All stakeholders agreed to continuous proactive engagement and partnerships to promote best practices on Responsible Business Conduct.