

SUPPLY CHANGE IN EUROPEAN FOOD CHAINS



BUSINESS FORUM AT
HOST MILAN EXHIBITION*
OCT 23 -24, 2015

An integrated, multi-stakeholder approach to leveraging sustainable food consumption and production patterns



*official partner of the EXPO

As part of the SUPPLY CHANGE project, the business forum will bring together key experts, including suppliers, retailers, CSOs, policy makers and consumers, to share best practices and knowledge in order to align strategies, and create collaborative solutions among the different actors in the supermarket supply chain.

Thanks to the financial assistance of the European Union participation in the forum is free but places are limited. Some financial support for accommodation for experts and participants from non-profit organisations may be available on request.

OVERALL BENEFITS OF THE FORUM

Exchange knowledge and perspectives along the value chain and improve understanding | Engage in innovative dialogue with other key experts | Find concrete examples of good practices and identify business solutions | Forge partnerships and engage in a regional network.

FIND OUT MORE!

For further details on attending, please contact neil.coles@scp-centre.org

For latest updates on the forum and speaker programme please check www.scbusinessforum.scp-centre.org



THE SUPPLY CHA!NGE PROJECT

Through their strong buying power and dual role as both buyer and provider to end consumer, supermarkets exert major influence over the global food supply chain. As well as sourcing third party brands, supermarkets have become brands in their own right, with offerings ranging from discounting to premium labels across a huge range of categories. But ecological and social standards for these vary greatly and provide little navigation to consumers on responsible choice.

Increasing the transparency of supermarkets supply chains enables fairer, more sustainable production and consumption patterns and recognition of best performance To this end, the EU-funded SUPPLY CHA!NGE project gathers 22 civil society and research organisations in the aim of providing better information on supermarkets' store brands in all 28 European member states. The project also facilitates cooperation between stakeholders in order to identify practical actions towards fairer and more sustainable store-brand food products.



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POLICY MAKERS

Increase understanding of other key stakeholders in order to better target policies.



RETAILERS

Identify practical levers to meet future consumer needs, mitigate risks, and engage on legislative topics.



SUPPLIERS

Understand future requirements, best practices and sustainable innovation opportunities.



CIVIL SOCIETY

Represent societal perspectives in joint pathways to sustainable food consumption.