



ESSNA's application of the EU code of conduct on responsible business and marketing practices

Activity report 2024/25

Commitment

The European Specialist Sports Nutrition Alliance (ESSNA – transparency register number: 507122115709-49) signed the code of conduct on 28 September 2022. ESSNA represents the sports and active nutrition industry (brands, retailers, ingredients manufacturers). Our members are major manufacturers and distributors of sports nutrition products, smaller specialist brands, suppliers of ingredients, retailers, national associations as well as specialist scientific and legal consultants advising the sector. We have 26 members.

As underlined in our signatory document, ESSNA endorses the aspirational objectives of the code and have carried out activities to promote and disseminate it.

Promoting and disseminating the Code within our membership

Throughout the year, ESSNA hosts 4 quarterly meetings with members where we discuss sustainability issues and remind members of the objectives set out in the Code of Conduct.

We also actively promote the “[ESSNA Sustainability Pledge: Lifting the Planet](#)”. The Pledge sets out five voluntary commitments to ensure that the formulation, manufacturing, distribution and overall production of sports and active nutrition products is done in such a way that the economic, social, and environmental bases to generate food security and nutrition for future generations are not compromised. ESSNA's five pledges for a more sustainable planet are:

- Sustainable, transparent, and responsible sourcing of ingredients
- Improvement of animal welfare practices across product ranges
- Contribution to the energy transition
- Investment in innovative and circular packaging
- Efficient waste management practices for sports nutrition products

Over the last year, ESSNA has been a thought leader, contributing to the wider debate on sustainability with articles and op-eds ([example here](#)), social media posts to promote our members efforts towards the Code ([example here](#)) (as well as sharing expert insights on topics such as alternative proteins in trade titles ([link](#)) and during events such as FI Europe and Vitafoods.

ESSNA's Sustainability Working Groups

The two working group meetings of the Sustainability WG was an opportunity to collect the best practices for sustainability and reporting requirements from ESSNA members. Each member participating in the working group presented internal projects to contribute to a more sustainable food system. ESSNA will continue hosting its working groups to enhance efforts from the group in reaching the objectives set out in ESSNA's Sustainability Pledge. For example, in November 2024, our member, FrieslandCampina's provided an overview of their Corporate Responsibility



Programme and how it aims to promote genuine sustainability across dairy farming as an example of best practice.

The second WG meeting was an opportunity for members to also exchange barriers to the green transition and potential policy solutions, as well as to promote the launch of the EU Agri-food Platform as a new tool for members to use.

ESSNA is also working towards promoting our members' case studies and best practices on ESSNA's website and socials.

ESSNA's partnerships with trade events

ESSNA hosted its second quarter Members' Meeting in partnership with the trade show Vitafoods. As part of the partnership, an ESSNA vice-Chair provided a public [presentation](#) on "The political, policy and regulatory landscape in Europe: insights for the sports and active nutrition sector", which had a specific focus on the latest sustainability developments in the EU. The presentation was also an opportunity to promote ESSNA's Sustainability Pledge: Lifting the Planet.

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