



DIET, PHYSICAL ACTIVITY AND HEALTH - A EUROPEAN PLATFORM FOR ACTION

**28 NOVEMBER 2011
10.00 – 17.00**

CENTRE DE CONFERENCES ALBERT BORSCHETTE (CCAB)

ROOM : 1D, 36, rue Froissart, B - 1040 Brussels

CHAIR : Despina Spanou

Co-CHAIR: Philippe Roux

Draft MINUTES

1. INTRODUCTION BY THE COMMISSION

Mrs. Despina Spanou, Chair of the Platform welcomed all participants and opened the meeting in pointing out that the next day the Platform members will have an exchange with the HLG on their initiatives on food reformulation. She stressed that the Commission expects to see from Platform members more proposals for initiatives in this area. She also highlighted the opportunity for an exchange with the Commissioner for Health and Consumers, John Dalli, and the Director General of DG SANCO, Mrs. Paola Testori Coggi. She reminded that this is the 2nd gathering with the Commissioner. Last year, at the EU Belgian Presidency High Level Conference, Commissioner Dalli challenged both HLG and Platform to boost action and this year it will be an opportunity to take stock of the progress and discuss priorities for the future.

1.1. Adoption of the Agenda of the plenary meeting

The Chair outlined the meeting's agenda items.

The morning session started with presentations of the new stakeholders initiatives, a presentation of the “Mam, Dad, I prefer water” commitment from FoodDrinkEurope and a presentation of a new proposal on nutrient benchmarking to better frame the self-regulation initiatives in the field of food advertising by European Heart Network.

Following these presentations, the meeting was devoted to Platform commitments in the field of marketing and advertising. The Chair expressed her expectation that this session led to progressing towards a consolidated framework on the Self Regulation approach which could be announced during the joint meeting. She also mentioned that this work is very important as it will feed into the Commission report on the implementation of the Audio Visual Media Service Directive (AVMSI) foreseen for 2012. The plenary meeting closed with two presentations on other initiatives; one on the activities of the European Network on reducing marketing pressure on children consists of countries in the WHO European Region; and the other on the outcomes of the 'Standards for marketing to children' (STANMARK).

The Chair also referred to the questionnaire on the use of social media and called on the participants to fill it in. She said that it followed the communication aspects discussed in the last Platform plenary of 6th October 2011 and would provide information to the Communication Workshop, agreed in plenary and scheduled for the 25th January 2012.

The agenda was approved.

1.2. Adoption of the minutes of the Platform meeting of 6th October 2011

The Chair asked if the participants had any comments on the minutes of the Platform meeting of 6th October 2011.

The International Baby Food Action Network (IBFAN) organization commented regarding the point of the EU Action on Schools. IBFAN requested a clarification to the minutes that the majority of public health NGO members of the Platform are very uncomfortable about all food industry-related sponsorship of education materials in general.

European Cyclists' Federation (ECF) and European Public Health Alliance (EPHA) stated that the discussion and the interventions in the point of "Clever Naschen – education experience with the Turkish community in Germany" commitment were not adequately reflected.

The Chair called on the participants to send their comments by written for updating the minutes of the EU Platform plenary of 6th October within two days from the meeting.

1.3. State of Play of Active Commitments

The Chair gave an overview of the State of Play of Active Commitments as of 27/11/2011. Currently there are 229 commitments, of which 133 are active and 96 are non-active. So far Commission has received 14 new commitments for 2011. The Chair confirmed that these figures are good. The Commission brought attention to the fact that there is only one Platform Member without an active commitment. She reminded that having an active commitment is required to be an active member of the Platform and invited the concerned member to make concrete proposals by the 30 November 2011, which is the deadline for submitting new commitments for the current year. She also recalled the priorities set out in 2011 and called on Platform members to keep previous commitments active or to submit new ones especially regarding these priorities.

The Commission (Liam Durack) added that at end of 2011, there are 33 commitments foreseen to be completed (i.e. 26% of current active commitments). Concretely, this means that in 2012, 8

members will need to consider to prolonging them or to submitting a new commitment to remain active members. The Platform database had been updated and that "CIAA" is now registered as "FoodDrinkEurope" in both the Platform database and in the submission form. He also referred to the monitoring report foreseen for the 2012.

The Austrian observer asked if it was possible to hold a workshop on commitments best practices. The Chair replied that this is partly covered by the systematic debates on the commitments per priority areas and that WHO Europe has developed a good practices database that can be a reference.

EPHA stated that they would like to see more on best practice in the Platform evaluation. IBFAN supported this EPHA point. The Federation of the European Play Industry (FEPI) asked about the strategic review and wanted more information for the future of the Platform.

The Chair confirmed that the evaluation of the Strategy which will start next year, would have to look at all these relevant aspects.

Update of recent developments

The Commission outlined recent developments in past weeks.

- The first results of the DG SANCO study of the 'functioning of the meat market for consumers in the EU' reveal that 32% of consumers would like to buy meat less often, and the majority of them (54% of people) indicated health as the main reason. However, only 3.4% consider the "low fat" option when buying meat. Furthermore, only 23% of consumers correctly understand the meaning of the "low fat" health claim on the label. (not yet published)

- The Johns Hopkins Bloomberg School of Public Health in the United States has been awarded \$16 million cooperative agreement from the National Institutes of Health to establish a global centre to address the child obesity epidemic.

(http://www.jhsph.edu/publichealthnews/press_releases/2011/wang_obesity_center.html)

- The European Heart Network had published a report on Diet, Physical Activity and Cardiovascular disease prevention in Europe.

(<http://www.ehnheart.org/publications/nutrition.html>)

From the scientific studies:

- factors such as sleep schedules and frequency of family meals might also impact childhood obesity rates;
- obesity during pregnancy might impact the mother's health and lifelong health of the child;
- longer afternoon/evening daylight may have a causal role in increasing child physical activity;

- US Department of Agriculture (USDA) officials have rejected a proposal from New York City Mayor to ban sugary drinks from the list of products that can be bought with food stamps;
- a study has shown that hyperprocessed food remains more expensive than food cooked at home;
- the French Assembly's Social Affairs Committee is proposing a label for foods directed to children under three years old in order to inform parents about the suitable foods with respect to their content of sugar, fat and salt;
- a study has shown that cuts in the schools budgets result in adding more processed foods to their menus while eliminating fresh foods.

After this presentation many participants, such as ECF, EPHA, Freshfel, BMA, referred to other scientific articles. The Commission asked them to send the relevant links.

2. NEW STAKEHOLDERS' INITIATIVES IN ALL AREAS

2.1. "MAM, DAD, I PREFER WATER", AGNIESZKA TOKAREK-NOWICKA, R&D ZONE DIRECTOR OF ZYWIEC ZDROJ S.A.

Mrs Agnieszka Tokarek-Nowicka, R&D Zone Director of Zywiec Zdroj S.A., presented the "Mam, Dad, I prefer water" **DANONE** initiative which is promoting water consumption in Polish schools; the programme has been implemented in kindergartens; there is no brand promoted within the commitment activities and materials; the bottled water of a competitor company has been used by providing tanks without brand; there is a partnership agreement with the Ministry of Health; recommendations on Fluid Intake for children have been published in collaboration with the pediatric association; Self monitoring results have shown an increase of the water intake among the children participated in the programme.

The presentation was followed by discussion. Comments / concerns were focused on issues as:

- The Chair asked a) in which specific areas of Poland the commitment was implemented b) how they have evaluated the impact c) how they implemented the commitment and what the link with the government was. The answer was that the commitment was implemented in big cities; a research project applied to measure during a defined period the liquid intake of children in certain places; in the beginning this commitment was not eligible, but later they established partnerships with the associations such as the 'Food & Nourishment Institute' and the 'Mother and Child Institute'; the ministry of health in Poland welcomed the commitment.
- Branding, advertising and competition issues have been reported by EPHA. Mrs. Agnieszka Tokarek-Nowicka replied that this was an educational programme and no brand has been used, except the rabbit as the commitment's logo; only the name of the commitment and the Ministry of Poland was communicated to children; if the 'rabbit' logo used is estimated to be a marketing brand the company would accept to review; the

company would also consider partnership with other water companies to increase the impact of this commitment.

- Portugal observer noticed that the results showed an increase of intake of bottled water and not the tap water and asked why only bottled water was promoted and not also tap water. Mrs. Agnieszka Tokarek-Nowicka replied that the consumption of tap water in Poland is not trusted by consumers due to quality concerns.
- WHO asked if this commitment was a national initiative which belonged to the Polish Platform and if the socially disadvantaged groups have access to safe drinking water. The answer was that the commitment does not belong to the Polish platform.
- The European Federation of the Associations of Dietitians (EFAD) asked if the children have been encouraged to drink water from the tap and what was the cost of the families to buy bottled water. The presenter said that the study estimated the total increase of water intake and not only that of the consumption of one brand. She didn't want to add anything to the water perception in Poland. The commitment encouraged children to drink water rather than beverages.
- United Kingdom observer asked about the mineral content of the company bottled water. The speaker pointed out the low sodium content of the company's water.
- ECF referred to the environmental impact because of the transportation of bottled water. IBFAN agreed with the environmental issue raised by ECF; and added that IBFAN consider that industry - should not engage in school and in the education process. In concluding the Chair referred to the EU sustainability strategy and took note of this disagreement in principle on interventions in schools environments and stressed that this was a campaign implemented with the approval of the Polish Ministry of Health, and that greening food industries is an objective of other working groups.

2.2. A PROPOSAL FOR THE DEVELOPMENT OF AN AGREED NUTRIENT PROFILE MODEL FOR THE MARKETING OF FOOD TO CHILDREN, DR MIKE RAYNER, EUROPEAN HEART NETWORK (EUROPEAN HEART NETWORK -EHN)

Dr. Rayner (EHN) presented a 'proposal for the development of an agreed nutrient profile model for the marketing of food to children' in view of feedback or possible joint action with other platform members on this issue. Dr. Rayner started with the proposed definition in nutrient profiling following a WHO manual; the general purpose of nutrient profiling is to develop descriptions linked directly to health effects and this could be useful to apply to restrictions, taxes on unhealthy foods; a new nutrient profile model and the overall methodology for developing such a new profile as well as the validation mechanism have been presented. Dr. Rayner called on the Platform to convene a working group consisting of representatives of interested Platform members in order to conduct a review of existing models, to select models which meet minimal standards for inclusion in a comparative study, to compare existing models

for strictness and agreement and finally to make recommendations for a) adaptation of an existing model or b) development of a new model.

The Chair opened the floor for discussion.

- Portugal stated that the mix of food on a plate is also important and not only the nutrient profile of each of the foods separately and asked how the nutrient profiles can absorb these differences. Dr Rayner replied that the combination of food and diets is important. The purpose of the proposal is to define which food should be eaten more or less in a healthy diet.
- The FoodDrinkEurope asked for more time to consider this proposal and added that Kellogg Europe have a commitment in this area.
- The FoodDrinkEurope (MARS) asked about the role of Oxford University in this proposed project. The presenter replied that Oxford University is working with WHO and will contribute to this research.
- The European Federation of the Associations of Dieticians (EFAD) asked how the proposal for the nutrient profile will deal with the requirements of different groups, such as children; what would be the role of groups that are not involved in nutrition to be of support? Such model would be a good benchmark for many of the platform activities. Dr Rayner acknowledged the need of the model to be targeted to a specific target audience and the present model is targeted to children. Thus, this could be applied in the case of advertising to children, for example to apply restrictions and the developing of a new model should be audience targeted.
- The European Consumers' Organisation (BEUC) stated that an independent leader is needed, a time limitation as well. ECF added that they try to work with EHN on that issue. ECF asked about the specialists needed for this project (nutritionist or mathematicians) and he asked if there is a need for an expression of interest. Dr. Rayner replied that it would be beneficial to have professionals other than nutritionists involved in this exercise (i.e. mathematicians, computer experts, etc), but may be other types of professionals should become involved at a later stage.
- IBFAN stated that IBFAN supports the proposal; however they would not like to see the industry involved in this project.
- EPHA stated that they will support and contribute to this project.

The Chair noted the importance of this proposal; nutrient profiling is an important and complex task that should be followed up, especially in the context of the EU Pledge. The Commission will bring together any relevant useful information in order to help this work.

3. ACTIVE COMMITMENTS IN THE FIELD OF MARKETING AND ADVERTISING

3.1. Overview of Commitments in the field of marketing and advertising

Dr. Cristina Vladu, Team Leader, IBF International Consulting Monitoring Team gave an "Overview of Commitments in the field of marketing and advertising centered on children and adolescents". She showed that most of these commitments are undertaken by the private sector platform members (87% of the commitment in 2010); they benefit from a wide geographical implementation (58% being implemented at European level). The selling points used for the marketing and advertising activity are equally distributed amongst schools, shops, media reports, websites, and media campaigns. Most of the marketing strategies use integrated marketing, i.e. 58% focus on two target audiences, 16% - 3 target audiences and 7% concentrate on 4 target audiences. Some questionable practices had been identified and the need to adjust the formulation of the EU pledge with regard to the definition of the school setting/ environment has been highlighted. In order to increase the effectiveness in M&A area, it was proposed to continue to facilitate the process and attract more organizations to join the self regulatory membership; to continue the independent monitoring of the M&A activity; to include monitoring of social media; to monitor children's exposure to media; to follow up on research regarding development of resilience in children in stress (parents' divorce, neglect, poverty, etc); and to pay special attention to M&A in the school environment.

4. OTHER INITIATIVES (PART 1)

4.1. EUROPEAN NETWORK ON REDUCING MARKETING PRESSURE ON CHILDREN - WHO MRS. ARNHILD HAGA RIMESTAD, NORWEGIAN DIRECTORATE OF HEALTH.

Mrs. Arnhild Haga Rimestad from the Norwegian Directorate of Health presented the activities of the European Network on reducing marketing pressure on children consists of countries in the WHO European Region.

The Network has been established in January 2008 in order to follow up the recommendation for action in the area of marketing of food to children as spelled out in several WHO documents and also to support the implementation of the Second WHO European Action Plan for Food and Nutrition Policy 2007-2012 (Sep 2007). The overall goal is to protect children's health through sharing experiences and best practices in order to identify and implement specific actions which will substantially reduce the extent and impact of all marketing to children of high salt, energy-dense, micronutrient-poor foods and beverages. The 5th network meeting in March 2010 prolonged the mandate of the network for the period 2010-2012 and revised its objectives, which are the following:

- constitution of a coalition of committed countries who can identify and demonstrate specific actions to protect children against pressure from marketing;
- exchange of experience in relating regulation of food and beverage marketing to children and in approaches to control marketing of food and non-alcoholic beverage to children, such as statutory regulation, self-regulation, voluntary measures and co regulation;
- development of tools and share experiences to support monitoring of food and beverage marketing to children; the provision of advice on the use of systems of categorizing foods as a tool to control the marketing of food and beverages;

- following-up and identification how WHO HQ Recommendations and Network Code can be used to support member states in their work to protect children from food and beverage marketing; the reporting to various international meetings (WHA and WHO Euro).

5. PLATFORM COMMITMENTS IN THE AREA OF MARKETING AND ADVERTISING

5.1.1. UNESDA MONITORING ON PRESENCE IN SCHOOLS AND MARKETING TO CHILDREN, WOUTER VERMEULEN, COCA COLA EUROPE.

Mr. Wouter Vermeulen, Coca Cola Europe, presented the UNESDA commitment on 'Monitoring on presence in schools and marketing to children'.

Mr. Vermeulen presented a number of aspects related to the implementation of UNESDA commitments regarding marketing to children and presence in schools: the monitoring of commitment compliance in primary and secondary schools; the evolving commitments aiming to cover company owned websites during 2010; the websites review starting from objectively defined checking points, the follow up of corrective measures had been undertaken; the update of advertising commitments, specifically moving from 50% of children bellow 12 years old to 35% of children bellow 12 year old. Mr. Vermeulen stated that UNESDA supports the broadened EU Pledge and offered some copies of the monitoring report.

5.1.2. EU PLEDGE LATEST MONITORING RESULTS , ROCCO RENALDI, EU PLEDGE SECRETARIAT

Mr. Rocco Renaldi, EU Pledge Secretariat, presented the next platform commitment on 'EU Pledge Latest Monitoring Results'

Mr. Renaldi presented the third EU Pledge monitoring exercise after the EU Pledge implementation started up in 2005; the number of member companies has grown from 11 founding members (2005) to 19 member companies (2011). The objectives of this monitoring exercise were to monitor compliance with the objectives of the EU Pledge and to assess the trends within Europe between the 2005 starting point and the 2011 assessment. Two central commitments that are implemented at the level of the 19 member companies were specifically looked upon:

- No advertising of products to children under 12, except those that fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines. “Advertising to children under 12 years” means advertising to media audiences with a minimum of 50% of children under 12”
- No communication related to products in primary schools, except where specifically requested by or agreed with the school administration for educational purposes.

Amongst the difficulties encountered are the media fragmentation and the presence of smaller audiences, low response from the schools, although financial incentives had been provided. Among the key achievements the report identified high levels of compliance; in the cases of non-compliance, corrective measures had been taken. The report recorded a continuing downward trend in the exposure of children <12 to Food & Beverages advertising, particularly for products that do not meet nutritional criteria. The expansion of the initiative through new members shows 75% market coverage to date. There is an extended monitoring to new Member States. Mr. Renaldi added that the next challenges are to improve results in some markets, to continue expanding membership and to strengthen further commitments.

The Chair thanked for the comprehensive report, noted the recorded less impact in 2010 and pointed out some difference between the UNESDA figures and the ones measured in this EU Pledge Monitoring Report. Mr. Renaldi highlighted that the compliance figures are very similar despite the different contractors being used.

- EPHA asked what companies' specific criteria were. The answer was that each company has its own policy that has its scientific ground.
- The Netherlands observer asked about the schools response rate. Mr. Renaldi replied that they received replies from 10 % of the schools that had been approached.
- WHO asked to what extent the gaps identified by the study undertaken by 2 students – presented in the WHO conference – could be / can be taken forward from the Pledge. WHO also asked if there is any progress recorded. The answer given was that the companies have taken measures.

5.1.3. EU PLEDGE NEXT STEPS, STEPHAN LOERKE, WFA MANAGING DIRECTOR

Mr. Stephan Loerke from WFA Managing Director presented the 'EU Pledge Next Steps':

1. a tougher definition of advertising to children: audiences with >35% children under 12 off limits, instead of 50%;
2. the extension of the commitment to cover company-owned websites. Specific note is made that websites for products that do not meet nutritional criteria shall not be designed to appeal primarily to children under 12. Mr. Loerke acknowledges that there is a need for a significant shift on the way to monitor this commitment which represents a premiere for the industry and a need to learn on the way.
3. the increase of the number of companies that would join the EU Pledge (a major food marketer joining as of 1 January 2012 that will mean an increase of impact from 75% coverage to >80%);
4. work towards the establishment of more uniform nutritional criteria. In that area EU Pledge member companies follow up of recent US developments in this field / currently exploring whether common nutritional criteria might be suitable in Europe.

The Chair welcomed the comprehensive report, highlighting particularly the interest for the extension of the commitment to company-owned websites which has always been a challenge

and where the Platform had noted shortcomings in the past. The Commission welcomes the development of stricter definitions.

The Chair also inquired if there is information regarding the impact when talking about shifting the thresholds from audiences with less than 50 % to less than 35 % children under 12 years old. Mr. Loerke replied that a programme is measured on the audience. Reducing to 35% has as a consequence to increase the coverage to other programmes not covered so far. About the branding internet, the industry has complied so far with the commitments. However, monitoring the company branding on websites would need a very complex methodology (a world premiere) as one of the main characteristics is the lack of data; a number of strict criteria to see if items are targeted on children or not need to have a shared definition; the need to use qualitative data, to make judgments may be the solution. In order to be objective, there is a need to come up with objectively agreed criteria. . Mr. Loerke proposed to have a separate session on this issue in order to reach/establish/come up with an agreement on these criteria.

- Dr Lobstein welcomed the open group discussion on establishing these criteria and said that his presentation is close to this problem and will help the discussion.
- Dr. Mike Rayner inquired if there had been any modeling to assess the impact. The answer was negative.

6. OTHER INITIATIVES (PART 2)

6.1. STANDARDS FOR MARKETING TO CHILDREN (STANMARK) PROJECT, DR TIM LOBSTEIN, INTERNATIONAL ASSOCIATION FOR THE STUDY OF OBESITY / INTERNATIONAL OBESITY TASK FORCE (IASO-IOTF)

Dr.Tim Lobstein, from the International Association for the Study of Obesity / International Obesity Task Force presented 'Standards for marketing to children'.

Dr.Tim Lobstein said that there is high variation on how you assess which food should or should not be marketed; each company seems to allow itself to market some of the products that other company nutrient criteria might not have allowed. For example, it was shown the nutrition criteria applied to some products of multinational companies are in incompliance with the policy criteria for instance in the following 3 states: U.K, Norway and U.S.A. Hence, promoted government criteria would reject most of the food that would be allowed by the pledges. Besides this section which analyses the high variation of the company criteria for products definition, Dr. Lobstein further illustrates other shortcomings identified in the area of food advertising to children (i.e. different forms of marketing identified, the use of social media and the age groups having access to social networks, etc). A strategy to reduce risk should:

- recognize the need to bring about a more uniform approach that would make things more measurable
- promote only those products which conform to national and international dietary guidelines supporting WHO's Global Strategy to prevent obesity and chronic disease.

The STANMARK transatlantic project, funded by the EC and managed by IASO, has reviewed policy and research in the area of food advertising to children, developed advocacy tools and proposed high standards for cross-border marketing EU-US.

General discussion:

- EPHA welcomed the WFA' intention to extend the content of the Pledge; EPHA would like to see more in the content on what is the meaning and the impact of the presented figures; Companies web sites addressed to children should be explored; EPHA would like to see WFA recommendations within the new form of the Pledge. Regarding the age, EPHA is not convinced of an increase of age and asked for data and scientific evidence about the newly proposed developments; EPHA also asked for suggestions or recommendations about the companies' websites and data on the EU Pledge coverage per country; EHPA asked which part of the research presented by Mr Lobstein WFA could be taken on board.
- Mr. Tim Lobstein asked a technical question on how the EU Pledge has taken other established nutrient profile such as the one in the US. He commented on the EU Pledge having global rather than only European coverage and brought attention to the fact that member companies have different commitments for example in the US. He raised concern over fragmentation.
- FOODDRINKEUROPE referred to the complexity of the issue and explained that the actions in the US are based on different criteria such as portion sizes but there is a need to adapt.
- Germany asked for the choice of the threshold 35% or 50% instead to cover total children watching TV; Germany also asked WFA why they do not give numbers instead of percentage data; how WFA explains that the figures for funding invested in children and advertising is not going down; the number of schools that have been proposed to have commercials in their settings, what is the proportion of schools that have agreed to have commercial in their schools, how many refused; how much of the advertising is shifting towards lighter products dedicated to children; what shall be the methodology for drawing the line/ how shall suggestions be made to companies to review their own policies;
- Ireland noticed that schools are protected from advertising areas and asked how WFA are making sure that the school remains a protected environment, as the strategy is emphasizing.
- IBFAN asked if UNESDA's evaluation was conducted by an independent monitoring evaluator. IBFAN believes that the way that the Pledge is presented is the most problematic thing and a lot of work needs to be done in order to get the Pledge content right.
- ECF would also be in favor of a stricter approach to be taken forward. Website advertising is potentially more dangerous than TV, as it may attract more children's attention.
- WHO referred to the global recommendations on nutrient profiles; the next step is to develop guidelines. This could contribute to this work.
- "WHICH?" of the European Consumers' Organization (BEUC) stressed that progress should be done in order to solve the existing gap on nutrient profile as represented by Mr. Lobstein.
- Mr. Loerke said that it is difficult to know the age of the child behind the screen. Mr. Loerke described part of the monitoring work (i.e. 50000 TV adds have been monitored this year) followed by corrective action. The policy followed was that companies which are not in line

with the EU Pledge or do not correct their actions were not accepted. Marketing in schools is a cultural issue. Mr. Loerke proposed to have a separate meeting on the EU Pledge in order to have a common agreement on the new challenges, for instance the digital environment, the supervision by third parties etc. Also, Mr. Loerke made the point that a good strategy may encourage local pledges/ local coalitions/ reaching out local food producers; he gave the example of the Romanian Pledge in this case – with complementing local actors.

- WFA, Mr. Will Gilroy, welcomed the public scrutiny and dialogue on how EU Pledge initiative can be improved and stressed that WFA is absolutely open to this concept of “monitoring in meetings.” The today's announcement of strengthening the initiative with enhanced commitments as of 2012 is testimony of this willingness to take on board stakeholder views. He said that for the age of the child, an evidence based approach is followed by the EU Pledge. The age of 12 is an appropriate cut off based on the reviews by Ofcom (2003 & 2004), the FSA-commissioned “Hastings” report and the Institute of Medicine report. With respect to the nutrient criteria the EU Pledge is fully aware of the criticism of company-specific nutritional criteria and of the precedent set by the common industry criteria developed by the Children’s Food and Beverage Advertising Initiative in the US. The EU Pledge established a small subgroup which is exploring whether a suitable approach might be appropriate in Europe. In regards the digital marketing coverage, the EU Pledge is aware of the growing importance of digital marketing communications, in particular company-owned websites. That’s why these will be covered by EU pledge commitments as of January 2012. WFA stressed the challenge of this coverage as data for online simply do not yet exist like they do for TV for example. Therefore EU Pledge will create and put in place a brand new methodology to monitor this new commitment; this has taken time, money, considerable effort and the buy-in and support of a wide range of players. With regard to the cross border marketing, WFA expressed the appreciation on Dr Lobstein’s efforts to develop high standards for cross-border marketing through “StanMark”. WFA added the EU Pledge reflects commitments that are global. The International Food and Beverage Alliance (bringing together leading international food and beverage companies, all of whom are pledge signatories) have signed up to a global policy, which totally reflects the EU Pledge commitments. The EU Pledge made public the absolute support for the WHO set of recommendations on food and non-alcoholic beverage marketing to children and their policy objective of reducing the impact of marketing certain foods to children. Both the IFBA global policy and the EU pledge seek to achieve this same policy objective not just in the EU but globally.
- The Commission concluded in underlining that the increase of the level of coverage of the EU Pledge was going in the right direction. The Commission is interested in the expansion of the Pledge initiative to the internet. Next year, more bilateral discussions and debates on this issues pointed at in the afternoon session as well on the sponsoring and the content of the EU Pledge should be organized. The Commission will report on the implementation of the media directive (DG INFOS) in 2012 and the EU Pledge monitoring results will feed the evaluation report.

Conclusion of the plenary meeting

- The Workshop on Communication which was decided in the previous meeting of the 6th October is scheduled for the 25th of January 2012; the secretariat would propose rapidly a draft agenda. The participants to send input for discussion issues to the Platform secretariat before the end of the year
- The first Platform meeting in 2012 will take place on 9 February 2012. The confirmed dates for the remaining meetings in 2012 are 24 May, 20 September and again, a joint meeting foreseen together with the High Level Group on 15-16 November 2012.
- The Commitments area discussed at the Platform of 9th February meeting will be on "Food Reformulation". Members must propose presentations to the secretariat before the end of the year.
- Written proposals for revising the minutes of the 6th October meeting within two days from this session must be submitted.

END
