

# **EU Platform on Diet, Physical Activity and Health**

## **First Monitoring Progress Report**

## Executive Summary

Monitoring ensures that Platform actions are done and seen to be done. The challenge for the Members in producing commitments that are relevant for the aim of the Platform must not be underestimated, bearing in mind the differing opinions, size and levels of stakeholders.

The monitoring of commitments has proven to be more difficult than expected. This is not surprising given the nature and novelty of the Platform process. For the first time retailers, food processors, the catering industry, the advertising business, consumer and health NGO's, the medical professions and the EU troika presidencies are sitting round a table discussing what are the best **voluntary actions** towards promoting a healthy lifestyle.

Monitoring is required for membership in the Platform. Commitments in the database can be updated or new can be added at any time

At this stage, it can be said that the Platform **has gone a long way in reaching its first objective** which is *“to provide a common forum for all interested actors at European level where they can explain their plans to contribute concretely to the pursuit of healthy nutrition, physical activity and the fight against obesity, and where those plans can be discussed”*.

Experience to date confirms that the Platform provides a process where Members take responsibility for change. **The European Economic and Social Committee have an informal Obesity Task Force that is actively supporting the work of the Platform. It has gathered and disseminates examples of ongoing actions/best practice, it promotes healthy diets and other related activities.** Many of the larger players are taking calculated risks in engaging with the process rather than resorting to traditional lobbying. Given the significant investments in resources which their commitments initiated for Members, they underline the importance of recognition of the effort from the Commission as a driver of more ambitious decision-making at high level.

A preliminary analysis provides a snapshot of the situation based on data gathered in May 2006. Questions in this interim report concerned the status of commitments, obstacles encountered and main indicators for monitoring.

The overall picture of the commitments is that they are progressing as planned, the majority have started, are ongoing and on target. To date 79 interim reports on actions have been submitted. The majority of the Members have provided the input asked for. However, there are four Member organisations of a total of 29 that for one reason or another have not responded (Association of Commercial Television (ACT), Confederation of National Associations of Hotels, Restaurants, cafes and similar establishments in the European Union and European Economic area (HOTREC), Family Associations (COFACE) and UNICE).

It is clear from the monitoring process that a significant number of actions are about to be rolled out. A major labelling initiative from CIAA and the private sector has been announced and implementation is under progress. . The European Modern Restaurants (EMRA) has a labelling initiative in place so far this year in about half the company operated stores or about 3000. The

labels with Guidelines for daily amount (GDA) will appear on 400 million packaging, year basis in only one of their food chains. A major salt reduction initiative in EMRA restaurants is also ready for launch. Already UNESDA (soft drinks) have invested 450.000 Euro in monitoring schemes and will deliver on their commitments on marketing to children/vending machines in schools, labelling and reformulation.

It is therefore important to draw lessons learnt from this new process and to consider how best it could develop:

- At this stage it remains difficult to complete a geographical mapping of what is ongoing at which level across the EU and to identify good practices at local/regional level.
- We know a lot more is ongoing than is visible at Platform level. Activities ongoing in Member States, regional and at company level need to become far more visible.
- There remains significant room for improvement in critical areas such as reformulation, portion size, or commercial communication.
- There is a weak contribution from some important actors in the food chain like retailers (EuroCommerce).
- Physical activity is among the fields for action identified in the Platform but its primary focus is undersized with only one member organisation having physical activity as its primary focus (European Non-Governmental Sport organisation).
- Commitments need to be more specific, more measurable, and easier to monitor in terms of relevance to the Platform goals. Monitoring will help to determine the value and credibility of these investments. Good practice should drive progress and replication, examples of good practice in individual companies and organisation need to surface to guide future progress.

#### Next steps:

The Monitoring Working Package has met regularly about every second month. Some Members have taken the process seriously and added resources by either engaging experts or bringing in the organisations own expertise.

However for the future effective working of the Monitoring Group there is a need to consider both the structure and the mechanisms by which the group operates.

Issues to be considered include:

- Are there sufficient resources available?
- Is more expertise needed?
- Do Platform Members need a “Help desk” for guidance on monitoring?
- To consider the membership and size of the Monitoring Group
- In what form should the discussion on the relevance of the commitments take place?
- What is the precise role of the Commission as Chair of the group?

For the end of the year monitoring report more concrete information is needed. A Monitoring Framework has been developed that gives guidelines for making clear commitments that include objectives and input and output indicators for monitoring. Commitments need to be more

specific, more measurable and easier to monitor in terms of relevance to the Platform goals. Simple tools like a scoreboard and a map showing geographical coverage needs to be presented.

The end of the year report will be presented to the Platform Members in the first Plenary meeting in 2007. In order to allow sufficient time to prepare this report the Platform Members will have to update their commitments, according to the Monitoring Framework, and send in a report by the end of November.

## Introduction

Up to the end of May 2006 a total of 98 commitments have been submitted. This is the first report about the progress of the actions and about the monitoring procedures. The report should be considered as a representative sample of member's activities on the implementation of their respective commitments; more activities are going on but have not been reported yet. The report is based on a template for the interim report that was distributed in the Plenary Platform meeting 14<sup>th</sup> March 2006 with the 2<sup>nd</sup> May as deadline. Questions in this interim report concerned:

- *Current status of commitment? When started? What is time frame?*
- *What obstacles have been encountered?*
- *What are the main indicators for monitoring? What is the procedure?*

To date 79 interim reports on actions were submitted. This means that the overall response rate was about 80%. 4 Member organisations of 29 have not responded (Association of Commercial Television (ACT), Confederation of National Associations of Hotels, Restaurants, cafes and similar establishments in the European Union and European Economic area (HOTREC), Family Associations (COFACE), UNICE).

Based on the information provided, both in the database and the first monitoring report the main conclusions are:

- The majority of the monitoring will be done by the member organisations own secretariat.
- Few organisations have committed extra resources for monitoring.
- Only five commitments have reported on third party monitoring.
- The commitments are progressing as planned, the majority have started, are ongoing and on target.
- Funding is an issue for many and several of the commitments are based on the factor that others provide funding

The majority of the reports are based on envisioned obstacles for the future. A real obstacle for reporting on monitoring is the lack of clear objectives; this makes the reports vague and the monitoring difficult. The objectives need to be concrete and precise, it would be useful if all members applied the 'S.M.A.R.T.' – procedure when writing or describing the commitments. Please note that the database can be updated at any time.

Commitment put forward by an organisation should be done by the organisation itself. Here the trade organisations seem to have a great difficulty. They have to rely on the input they receive from member organisations. Here there is a great variety and some of the big trade organisations seem to struggle more than others.

Only a limited number of commitments have indicated concretely how monitoring will take place and which indicators will be used. For the next monitoring report more concrete information is needed. Commitments need to be more specific, more measurable and easier to monitor in terms of relevance to the Platform goals.

In order to keep the process open, transparent and participative all documents are available on the Circa web site.

# 1 Current status of the monitoring of commitments

The majority of the monitoring will be done by the member organisations own secretariat. According to information on the sheets few have committed extra resources for monitoring or evaluation of actions. Of the 79 received monitoring reports 5 commitments will have third party monitoring or peer review.

Based on the information in the reports it may be concluded that most of the reported commitments are progressing as planned. The majority have already started, are ongoing and on target.

About 3 commitments are finalised (two conferences and producing one logo), 22 commitments will be finalised during 2006, 6 will be finalised during 2007 and the majority are ongoing without a final closing date.

The European Economic and Social Committee are actively supporting the work of the Platform. They have engaged an informal Obesity Task Force called *Civil Society on the Move for a Healthier Europe* for the purpose of lobbying and encouraging all EESC members and their organisations to take up activities related to anti-obesity campaign. They are creating a database with contact details of institutions and organisations that should receive information about EESC documents and events relating to anti obesity fight or that could contribute to the work of EESC.

EGTA advertising/marketing campaign is a typical example of how the gathering of data will be done. For those campaigns run by its member sales houses, EGTA will collect the assessment of the campaigns and the data from its member's sales houses: number of GRP (gross rating points / measure of reach) based on the targeted audience. These assessments will be made available to all parties involved.

Freshfel Food Dude Programme is an example of a project where evaluation sheets are being assessed totally independently. The evaluation of the first 20 schools is already completed. Several organisations have web sites as a commitment and here the monitoring will consist of gathering data on visitors, which countries etc (no info on impact etc)

Media Smart monitors the penetration of the programme in schools and awareness of the programme among children in each country. This is done by the Media Smarts secretariat, which is responsible for distributing materials in schools. Awareness among children is measured via online panels organised by media smart partners. Media Smart has also commissioned an independent evaluation of its materials. Media Smarts expert group – composed of government, consumer, industry and academic stakeholders – is overseeing the evaluation to ensure that it is conducted in a transparent, participative and accountable way.

UNESDA is an example of best practice on how to develop and follow-up the commitments made. They are establishing an informal Monitoring Steering Committee consisting of some 'core' Platform members to 1) Follow up on monitoring activities to provide advice and direction 2) Receive data from external agencies, comment on interpretations, provide advice on final report. Third-party monitoring will be done to some selected key UNESDA commitments. Other

data and evidence will be provided by the involved companies. According to UNESDA proposal they will start with the following:

- Evidence in the marketplace of nutritional information (and specifically calorie information) provided on-pack, growth of no-calorie and low-calorie products and widening variety of package sizes. This can be provided by a market research company specialized in, or with particular knowledge of, the beverage sector, by adding new elements to their current research protocols (essentially consisting of scanning labels on all relevant products on supermarket shelves).
- Compliance rate by the nine companies with commitment not to place marketing communications in TV and programmes, websites and magazines targeted at children under 12 years old. This can be done by an external agency in collaboration with a European and/or national advertising self-regulatory bodies.
- Compliance rate by the nine companies with commitments related to commercial activities in primary and secondary schools. This will be done by an external agency, which will conduct a direct survey with a statistically-relevant sample of schools in the selected countries. The raw data would then be analysed and conclusions drawn.

## 2 What obstacles have been encountered?

The majority of actions have just started and it is still early to report real time obstacles. The reports are mainly based on envisioned obstacles for the future. Thirteen first monitoring reports state that for the moment no obstacles had been encountered.

The reported obstacles can be divided in the following categories;

### Funding

Lack of resources and funding is raised by seven reports. Examples here are Freshfel's report on their logo and the lack of economic support to make the logo known for the public. CIAA has actions like Shape Up and EPODE, healthy lifestyle weeks, advertising campaigns that all depend on funding from other sources. NGO's like International Federation of Diabetes lack funding for a campaign and have a small secretariat.

### Practical

Several mentioned practical obstacles like "challenging to get going" and "difficulties in monitoring such wide sectors". European Heart Network mentions "the moving marked" when they try to gather data for their report on signposting. Language and cultural differences in Member States were another, not unexpected challenge for several actions.

### Others behaviour

Twenty-nine of sixty-eight reports depend on others behaviour, outside contribution and deadlines outside the control of those making the commitment.

EACA have difficulty in assuring that delivered messages are further broadcasted within organisations. EACA and others mention lack of official recognition of effectiveness of self-regulation.

In Spain companies have difficulties to adapt to new procedures and requirements. Another obstacle that is mentioned is the revision of the Nutrition labelling directive that will change the rules.

IBFAN mentions inferior levels of implementation and compliance with the International Code of Marketing of Breast milk Substitutes, lack of pre-graduate education on breastfeeding, lack of EU guidance for health professionals.

EuroHealthNet states that many NGO's are put off by slow reimbursement procedures from the European Commission and its agencies.

FERCO state that the Contract Catering sectors face some very particular difficulties linked to the specificities of the sector that influence the way and pace such nutritional policies could be implementing necessity to gain the client approval on the project and budgetary constraints of the clients.

### Data

IBFAN mentions lack of consistency in data collection and use of indicators on infant feeding. Several others also mention slow gathering of data and the availability of statistics and studies. There is also a lack of regular national surveys on data related to obesity. Freshfel points towards the challenge of no real exchange of information due to diversity of actions, fragmentation of the sector and lack of organisation and reporting within the sector. European Vending Associations mention the difficulty in retrieving relevant information from private companies.

### 3. What are the main areas of action and the indicators?

Indicators are the key instruments to build credibility and confidence in the work of the Platform member's commitments. Indicators and data are needed to measure the achievement of the commitments, building trust and engender credibility to the Platform process and for deciding whether the actions should continue or not. Only a limited number of commitments indicated concretely how monitoring will take place and how it will be performed.

According to this first monitoring report the main indicators are still vague for many organisations. For most of the commitments/actions information is not available on what is the increased input the members are giving to move forward the suggested commitment in terms of resources like material, people, time and total cost.

The main output indicators mentioned by the majority of the members are for example;

- Leaflets - how many were printed and if and where they were distributed.
- Number of meetings prepared or participated in.
- Press releases, media briefings,
- Articles – how many and where.
- Questionnaires – number of answers
- Conferences on obesity - the monitoring are the satisfactory of the participants.

Other examples here are EUFIC that will launch a website, and will monitor statistical information like country of origin and user profile as well as area of interest. EASA provides a typical input with the main indicators being the publication of peer-reviewed studies, the number of users of the online launch of the SCOPE medical education programme, the number of media briefings and subsequent media coverage. European Snacks Association will have a “commitments manual” for members, explaining what respecting their commitments mean concretely – i.e. which activities are/are not in compliance.

At this point only BEUC and EACA, report on one commitment each that monitoring is not applicable. BUT we are missing information on 29 commitments.

EuroCommerce as a retail trade organisation is committed to increase the number of its member federations taking steps to put in place, on national level, a policy on diet, physical activity and health based on the WHO recommendation. They expect the number of member federations to increase from 8 to 18. When asked for indicators the information provided is that “*Member federations have to send us a description of the actions they have put in place in the field of nutrition and health; who it involves and what is the time frame for these actions.*”

Eurocommerce is one of the big trade organisations that are struggling to provide input to the monitoring process. They are dependent on what member federations send of description of actions they have put in place, who it involves and what the timeframe for each action is. This is a good example of a Platform member providing little information; we know a lot more is ongoing within the retail sector.

The monitoring of the commitments has been divided into the following 5 main areas of action:

### **3.1 Promoting a Healthy Lifestyle/Education on Nutrition and Physical Activity**

This is the largest group of actions, with commitments received from practically all Platform members. The scale of these, and the focus, varies significantly but all have the common theme of trying to change consumer behaviour by providing information. Broadly speaking, the commitments can be split into those that are relatively general in nature yet try to reach a wide audience (via campaigns, websites, leaflets, etc.) and those that involve direct interaction with the consumer (promoting sports, access to dieticians, etc.).

The Confederation of food and drink Industries in the EU (CIAA) presented a proposal for a multi-stakeholder commitment for the development of a Healthy Lifestyles Public Information Campaign to the EU Platform. Support from the Platform and the European Commission was given to start with Phase I – Consumer Research. The main messages for the campaign, which will be focussed particularly at children, will be identified using consumer research, with the *input of* 80,000 euros being set aside for this work. These will then be used to design a series of public service announcements (PSA), for both TV and possibly other media, which could be adapted for use in different countries. The World Federation of Advertisers (WFA) and European Association of Communications Agencies (EACA) would provide *as input* free creative input and the Association of Television and Radio Sales Houses (EGTA) will *as input* co-ordinate the provision of free or reduced-rate television and radio time. EUFIC has also participated in the development of the proposal by providing in January 2006 with a European healthy lifestyles campaigns database.

Indicators: The research agency will be in charge to develop a monitoring system to assess the level of awareness of the messages delivered by the campaign in different Member States (geographical coverage, number of emitted PSA, etc.)

CIAA have also committed to exploring the idea of creating national ‘Food Weeks’. The intention being to consider what has been to date at a national level by the industry (such weeks occur in many Member States) and from this produce a common template which could be used for setting up ‘Food weeks’ across the EU.

Indicators: the number of national federations developing and implementing Food Weeks based on the CIAA framework (geographical coverage), the number of stakeholders involved at national level, the percentage of participants to the Food Weeks and financial resources invested.

The European Food Information Council (EUFIC) is one of a number of organisations who have committed to promote a healthy lifestyle via the use of the internet. Their approach can be singled out as their website is already multi-lingual and they have committed to increasing further the number of languages in which the various educational materials are available.

Indicators: The launch of the revised website in June 2006 and user statistic information that will detail users’ country of origin, user profile as well as areas of interest. However, many other Platform members have also committed to setting up or improving their websites.

The production of printed media is mentioned in a number of commitments, generally as one part of a healthy lifestyles campaign. The range of such media is wide, including healthy recipe books and alongside the production of leaflets/booklets on many aspects of lifestyles.

Indicators: Is often how many leaflets are printed – what would be far more interesting is: What is the target group? How do you reach them? How many read them? How many change behaviour after reading?

In relation to food categories and healthy lifestyles, there are commitments specifically on fruit and vegetables. The *Food Dude Healthy Eating Scheme*, which is partly industry financed, is being introduced to 30,000 primary school children across Ireland and is hoping to positively change children's long term behaviour in the consumption of fruit and vegetables. The project follows on from a successful pilot study in parts of the UK.

Indicators: for monitoring are via evaluation sheets from in-school co-ordinators, teachers and parents. These evaluation sheets are being assessed totally independently of the programme's implementation by the Geary Institute for the Study of Social Change and the School of Public Health and Population Science at University College Dublin. The evaluation of the first 20 schools has been completed.

The European Heart Network, via its national associations, also offers consumers direct interaction, with the focus mainly on children. In the Netherlands, free-lance dieticians visit schools to tell parents about diet and physical activity for their children; in Slovenia there will be healthy nutrition workshops in primary and secondary schools; in Austria there is interaction with medical practitioners in schools; a project in primary schools is being planned in Italy. The German Heart foundation launched a information campaign on healthy diets and healthy eating habits in 282 supermarkets. The brochure had a circulation of 250.000 and additional information was printed and distributed on a weekly basis. More than 10.000 replied to the added quiz. In addition a booth was posted in 41 supermarkets; these were sometimes located in less favourable corners, due to different local managers.

There are few commitments focussed specifically on physical activity – but they have not provided a monitoring report. For example the Finnish Heart Association is involved in a 3 week sports campaign aimed at schoolchildren aged 6-12. In Germany, a member of ESA has initiated football centred project aimed at girls and boys aged 8-12. It will be extended (from 200 schools in 2005) to 1000 schools nationwide in 2006, involving 35.000 children. Intersnack also committed to organise a big final as well as a conference to evaluate the strengths and weaknesses of the program. *Main indicator* is all info given at [www.fitamball.de](http://www.fitamball.de) (including a detailed project description, a list of involved schools, etc). The Slovenian Heart Association will open several 'Heart Walks' (paths for simple walking – accessible at any time). The German Heart Association will promote rope skipping in schools. In Denmark, FDB (a EuroCoop member) promotes a 2 month programme that sees schoolchildren competing to make the best combination between the healthiest food package and the best game from a physical activity point of view.

Other actions include; the International Baby Food Action Network (IBFAN) who will continue its work to protect, promote and support breast feeding.

Indicators: *being* number of countries enacting the Code: information collected by the members of the network and compiled by the International Code Documentation Center. Number of BFHIs

– data collected by the members of the network and in collaboration with UNICEF. Instances of Code violations – collected by the members of the network and cleared by trained professionals. Increases of breastfeeding rates: have to rely on government statistics.

CIAA has committed to institutionally support the development of both EPODE and SHAPE-UP programmes (which seek prevent childhood obesity). Kraft Foods, member of CIAA is committed to provide 600 000 euros for funding over 3 years to support the development and implementation of Shape Up. Both of these have their own monitoring methodologies (output indicators being: brochures, leaflets, meetings with health professionals. Degree of involvement of relevant stakeholders in the community;

Indicators: percentage of involved children, rates of obesity and overweight, etc..) CIAA will in addition provide regular updates of CIAA members involvement (dissemination and funding) of both projects (output indicators: percentage of members supporting both programmes, geographical coverage etc).

The Standing Committee of European Doctors have as a commitment that doctors should act as role-models and slim down when needed.

Indicators: will be number of answers received. The gathering and reporting will be done through the Brussels Secretariat.

EuroCoop Spain has launched in collaboration with the Spanish Heart foundation, the national campaign “Preventing obesity is a healthy idea”, whose goal is to raise awareness amongst the Spanish consumers about the benefits of a balanced diets and physical activity. They have also in cooperation with INC-National Consumer Institute, the on-line school for the prevention of childhood obesity, with more than 19.000.000 visits pr year.

### **3.2 Advertising/Marketing**

The marketing industry has focused on strengthening advertising self-regulatory mechanisms across the EU25 and drafting and implementing codes of conduct, concerning food marketing with a particular emphasis on children.

Furthermore, The World Federation of Advertisers (WFA) and the European Advertising Standards Alliance (EASA) have engaged in the *Advertising Roundtable*<sup>1</sup>, initiated and led by the European Commission and bringing together a wide range of stakeholders, including the European Consumers Organisation (BEUC), the European confederation of Family Organisations (COFACE), The European Public Health Alliance (EPHA) and EuroCoop. This process has gone a long way to successfully identifying a best practice model for advertising self-regulation, a model that the advertising industry is in the process of implementing across Europe.

With the enlargement of the EU from fifteen to twenty-five member states, the marketing industry recognised the need to put in place a better system of marketing self-regulation for a bigger Europe, on the basis of criteria drawn up by EASA as a vision for effective advertising

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<sup>1</sup> <http://ec.europa.eu/consumers/index.en.htm>

self-regulation and criteria submitted to and consulted upon with a wider stakeholder audience under the auspices of the *Advertising Roundtable*.

WFA has committed to strengthening advertising self-regulatory mechanisms across the EU 25 and will do so by monitoring the SROs and the codes, which they govern (through independent compliance monitoring), copy advice (details on availability of service), complaint handling, enforcement and compliance (details on complaints services, national compliance rates), stakeholder involvement (details on code consultations and jury compositions) and national awareness raising of the self-regulatory system (examples of creative and media plans)

Best practice guidance on complaint handling is being developed. WFA will seek to have this system operational in a representative group of EU member states by the end of 2006. EASA will also establish best practice guidance on the publication of decisions and drive their implementation by 80% of EASA members in the EU-25 by the end of 2006. In terms of stakeholder involvement in the self-regulatory process, WFA and EASA will aim to ensure that 80% of EU Member States include a means for stakeholder consultation in code drafting and non-industry, independent experts in complaint adjudication as part of the national self-regulatory process by the end of 2006.

Industry has encouraged national SRO's to complete implementation of the ICC Framework for Responsible Food and Non-alcoholic Beverage Communications in 23 out of 25 Member States by the end of 2006, adopted to ensure minimum requirements for food marketers were implemented, policed and enforced throughout the wider EU. This increases EU coverage in terms of countries of the new food and beverage advertising code by 60% - for the benefit of 120 million consumers and meaning that by end of 2006, 99.9% of broadcast advertising in the EU is covered by the code. The code is currently being updated to cover all forms of marketing communications<sup>2</sup> and is in the process of being adopted by the International Chamber of Commerce (ICC). These Food Marketing Communications guidelines will be adopted in 20 out of 25 Member States by the end of 2007.

WFA and EASA will monitor the compliance rates of TV advertisements<sup>3</sup> for food and beverage products with the *ICC Framework for Responsible food and Beverage Communications* and national self-regulatory codes (many national codes go beyond the baseline set by the Framework, according to national and cultural specificities). The monitoring exercise will monitor the compliance of TV adverts for all food/drink categories over a three-month period in a representative sample (14) of Member States. It will measure compliance in terms of both the letter and the spirit of the codes. Furthermore, the monitoring process and data analysis and compilation will be overseen by an independent, non-industry expert with experience on both consumer protection and advertising self-regulation. The overall national results of the monitoring exercise will be shared with the *EU Platform*.

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<sup>2</sup> Any paid marketing communication using the following media vehicles: telephone, TV, radio, press, cinema, Internet, DVD/CD-rom, direct marketing, outdoor marketing, sales promotions, and sponsorships.

<sup>3</sup> The rationale for choosing to monitor the compliance of only television advertisements lies in the fact that the vast majority of food and beverage advertising is on television (between 65% and 80% depending on member state).

Furthermore, the marketing industry funds media literacy for children aged 6-11 with the intention that children obtain better critical capacities faced with a world of commercial communications. Media Smart was conceived in the UK but, in the framework of the advertising industry's involvement in the Obesity Platform, the European advertising industry is rolling it out into the rest of Europe. Media Smart is an example of a public/private partnership. In the UK, Media Smart in-school materials are now in nearly 9,000 schools – 35% of all UK primary schools. Over 1 million children have been taught using Media Smart materials in UK alone. More than 50% of UK children are aware of the programme. Nearly £3 million worth of free airtime has been offered by broadcaster in UK. In total, the UK ad industry has invested around £4 million in the programme.

Since the Platform was founded, Media Smart has been launched in Belgium, the Netherlands and Germany. The uptake has been rapid: already 5,300 schools in Germany, 4,200 schools in the Netherlands and 271 in Belgium have requested the in-school packs. Media Smart materials therefore are in 32% of primary schools across these four EU member States. By the end of 2006, Media Smart will launch in Sweden and Finland.

Media Smart measures the success of the programme by a number of key outputs, including the number of packs distributed, number of hits on the website, volume of broadcast airtime received, feedback/research amongst teachers, and levels of awareness of Media Smart. Independent, third party evaluation allows the programme to monitor its success in increasing children's advertising/media literacy skills following the use of its pack using rigorous research techniques including in-class observation, qualitative and quantitative research amongst teachers and interviews with children

In relation to children, the Union of Beverage Manufacturers (UNESDA - which represents all the major soft drink companies) has made a range of commitments, covering the whole of the EU, on marketing, advertising, commercial practices and promotions. These cover the avoidance of commercial communications to children under 12 in television, printed media and websites and extend to commercial practices in schools. These commitments are accompanied by proposals for a range of key performance indicators to enable monitoring of the actions that UNESDA are taking. See earlier remarks

EuroCoop's Co-op UK retailer, will maintain its policy on marketing and advertising to children of HFSS foods.

The European Snacks Association (ESA) have listed 9 commitments among them they will be implementing guidelines on commercial communication in 2006 which includes commitments by their members to not directly advertise to children less than 6 years of age or to undertake direct commercial activities in primary schools. ESA is currently discussing internally and seeking external guidance on how best to implement and measure compliance with these guidelines across the savoury snacks industry.

### 3.3 Nutrition Information/Nutrition Labelling

There are a number of commitments by companies to voluntarily include nutrition information on their products. UNESDA have undertaken to have this on all their products CIAA in a consumer-noticeable way, as well as to start market testing of an on-pack GDA approach. ESA expect to increase voluntary labelling beyond the 90% of Member's products. Indicators will be an internal survey at the end of the year on nutrition labelling practice in the industry.

BEUC, EUFIC and the European Heart Network are all intending to undertake work on nutrition labelling and/or signposting schemes. This will include discussion groups, consumer research and reviews of existing signposting schemes. Indicators for EHN is that they have commissioned a researcher to do the desk research and gather together all information obtained through the research and consultation with EHN members and expert advisers to include this in a report to be shared with all members of the EU Platform on Diet, Physical Activity and Health.

Freshfel will launch a pan-European logo to encourage people to increase consumption of fruit and vegetables, as they believe that the many different logos used across the EU might create consumer confusion. Indicators being that during the first year Freshfel aims at making as much publicity of the logo as possible (through contacts with specialised press, press releases), mainly through direct contacts and discussions with potential users. As mentioned above, that is already happening quite satisfactorily. However, concrete results are unlikely to be delivered within a short period of time. The gathering and reporting of data will be done by Freshfel Secretariat. Data will provide an evaluation of the first year reaction, reception and experience to foster the use of the logo in the medium term.

The CIAA BOARD endorsed by end of June a recommendation on nutrition labelling to provide nutrition information in a consistent manner in relation to foods and beverages marketed in the European Union. The CIAA recommendation, which includes front-of-pack and back-of-pack nutrition labelling, is based on a uniform list of nutrients, nutrition information per serving and the introduction of Guideline Daily Amounts (GDAs).

CIAA intend to develop a common framework, suitable for further adoption at national level, for an information/education brochure aimed at informing consumers on how to interpret nutritional information. Indicators here being the number of National federations developing a national brochure based on the CIAA framework (geographical coverage), the number of stakeholders involved at national level for its dissemination, the number of printed copies and the dissemination ways.

Members of the European Modern Restaurants Association (EMRA) will with regard to *Commitment on 'Consumer Information'* provide the number of company-owned restaurants giving nutritional information in an easy to read GDA format (Guidance Daily Allowance) to consumers using innovative ways of doing like by web, tray-liners, brochures, on pack information, training, etc. Fast track telephone surveys carried out by independent suppliers will provide ongoing tracking information in selected markets around the globe to measure consumer awareness levels of the nutrition information initiative.

CIAA – Ferrero who intend to test consumer understanding of nutritional labelling, starting in Nov/Dec 2006 – this can be very interesting – depending on how information is gathered.

### 3.4 Product Development/Reformulation/Portion Sizes

For the catering industry there are commitments from EMRA like all members are adding new balanced items to the menu, such as greater salad choices across Europe. Some have created a website based Nutritive Data Calculator so that component choices are translated to nutritive data that in turn help consumers to make informed choices. Several members are expecting to implement a total salt ban on fries by the end of the first semester of 2006. This program will enable consumers to add salt to fries only if they want to. As indicators EMRA will provide figures showing the reductions (in i.e. salt, fat or sugar) and number of new and ‘healthier’ products that members have generated collectively in one year.

The European Federation of Contracting Catering Organisations (FERCO) in relation to their members offering balanced menu choices and to endeavour to reduce levels of fat, salt and sugar in products. As indicators they have to all 5 commitments said: The FERCO Food Experts will meet on Mai 18<sup>th</sup> to decide on an appropriate monitoring system and to proceed to a first evaluation of the “FERCO 2006 Commitments”.

Several of EuroCoop’s national members like UK and Italy are continuing the reduction of salt and fat across Co-op brands products.

UNESDA members have committed to increasing the number of new beverages with low or no-calorie and of light versions of existing beverages. They will also look at the choice and availability of individual packaging sizes and pursue, where appropriate, cup downsizing to help reduce individual over-consumption.

ESA members have committed to continue investing in research for new products and the number of available savoury snack products reduced in calories, fat, saturated fats and/or salt will measurably increase over the year 2006 as will the availability of different packaging sizes.

At the individual company level, United Biscuits (a member of ESA) commits to provide further products reduced in salt and fat. CIAA – Ferrero will provide the % of sugar reduction that can be obtained in certain products CIAA without compromising taste and self-life as well as with an acceptable level of technological changes and costs, and Ferrero will provide the total elimination of hydrogenated fats from all products by the end of 2006.

With regard to the *Commitment on ‘Product Composition’* they will provide figures showing the reductions (in i.e. salt, fat or sugar) that EMRA members have generated collectively in one year.

## 2.5 Other Areas

### *Dissemination*

For a relatively large number of the commitments, dissemination is listed as one of the areas of action. Often it is not clear why this has been highlighted, although it is likely to be the Platform member wishing to make clear that they wish to be open about their commitments and, when relevant, to make share their work with a wider audience.

There is one commitment specific to dissemination, from Standing Committee of European Doctors (CPME) have undertaken to have similar articles on obesity regularly published in national medical association journals. The aim is to supply health professionals in Europe with a constant flow of information concerning obesity and to draw attention on this emerging major health threat.

### *Research and Surveillance*

Under the auspices of the European Technology Platform ‘Food for Life’, CIAA will work on a strategic research agenda to enable the development of innovative food products and processes that will contribute to the well-being of European consumers. CIAA will also explore the idea of involving relevant stakeholders in a study of the diverse causes related to obesity.

### *Policy Development*

A number of commitments, especially from the non-industry members of the Platform, have the focus of influencing policy makers. Examples include organising conferences, lobbying activities, responding to consultations, etc.

EU Platform on Diet, Physical activity and Health  
Updated situation August 2006

Platform member	Baseline 2004/05	Commitments 2006	1. Progress Report
Agricultural Organizations and Cooperatives (COPA-COGECA)	15	1 <sup>(a)4</sup>	1
Association of Commercial Television (ACT)	5 <sup>(a)</sup>	0	
Confederation of National Associations of Hotels, Restaurants, Cafes and Similar Establishments in the European Union and the European Economic Area (HOTREC)	0 <sup>(b)5</sup>	0 <sup>(b)</sup>	
Confederation of the Food and Drink Industries of the EU (CIAA)	41 <sup>(a)</sup>	26 <sup>(a)</sup> CIAA 3 UNESDA 5 ESA	7 CIAA 3 UNESDA 2 ESA 2 Kraft 4 FERRERO
Eurocommerce	22 <sup>(a)</sup>	4 <sup>(a)</sup>	1
Eurocoop	8 <sup>(a)</sup>	8 <sup>(a)</sup>	9
Eurohealthnet	34	2	1
European Association for the Study of Obesity (EASO)	1 <sup>(a)</sup>	1	1
European Association of Communications Agencies (EACA)	6 <sup>(a)</sup>	1	5
European Broadcasting Union	0	1	
European Consumer Organisation (BEUC)	18 <sup>(a)</sup>	3	3
European Federation of Contracting Catering Organizations (FERCO)	44 <sup>(a)</sup>	5 <sup>(a)</sup>	5 (same)

<sup>4</sup> Supplementary information on actions available via CIRCA site

<sup>5</sup> No actions in the database, but baseline or commitments have been submitted as a textual document via the CIRCA site.

European Federation of the Associations of Dietitians (EFAD)	1	0	1
European Food Information Council (EUFIC)	4 <sup>(a)</sup>	4	4
European Group of Television Advertising (EGTA)	1	1	1
European Heart Network (EHN)	51 <sup>(a)</sup>	20 <sup>(a)</sup>	4
European Modern Restaurants Association (EMRA)	32 <sup>(a)</sup>	3 <sup>(a)</sup>	3
European Non-Governmental Sports Organisation (ENGSO)	1 <sup>(a)</sup>	1	
European Public Health Alliance (EPHA)	3 <sup>(a)</sup>	3	3
European Society of Paediatric Gastroenterology and Nutrition (ESPGAN)	0 <sup>(b)</sup>	0 <sup>(b)</sup>	
European Vending Association (EVA)	1 <sup>(a)</sup>	1 <sup>(a)</sup>	1
Family Associations (COFACE)	0	2	
Freshfel Europe	7	4	4
International Baby Food Action Network (IBFAN)	1 <sup>(a)</sup>	1	1
International Diabetes Foundation (IDF)	1	1	1
International Obesity Task Force (IOTF)	1	1	1
International Osteoporosis Foundation (IOF)	0	0	
Standing Committee of European Doctors (CPME)	11 <sup>(a)</sup>	6 <sup>(a)</sup>	6
UK government	2	1	

UNICE	0	0	
Union Européenne de l'Artisanat et des Petites et Moyennes Entreprises (UEAPME)	0	0	
Union National of European Paediatric Societies and Associations (UNEPSA)	0	0	
World Federation of Advertisers (WFA)	4 <sup>(a)</sup>	5 <sup>(a)</sup>	5
<b>TOTAL ACTIONS</b>	<b>315</b>	<b>114</b>	<b>79</b>