



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

**MEETING
3 APRIL 2009
10.00 – 17.00**

**CENTRE DE CONFERENCES ALBERT BORSCHETTE (CCAB)
Meeting Room AB 2 A
36, rue Froissart -B - 1040 Brussels**

Draft AGENDA

1. INTRODUCTION BY THE COMMISSION

2. COMMITMENTS /PLATFORM ANNUAL REPORT 2009

- 2.1. 2009 Commitments
- 2.2. Annual report 2009

3. CASE STUDY ON IMPACT OF THE EUROPEAN PLATFORM FOR ACTION ON DIET, PHYSICAL ACTIVITY AND HEALTH

Magda Rosenmöller, IESE Business School

4. EU STRATEGY 2010 PROGRESS REPORT

- 4.1. Information on progress
- 4.2. How to fit Platform commitments into the monitoring report?
- 4.3. Evaluation of Platform process.

5. PHYSICAL ACTIVITY

- 5.1. Physical activity members manifesto
Mogens Kirkeby ISCA
- 5.2. Fit@work video presentation
Hermann Rutgers EHFA
- 5.3. EU Physical Activity guidelines (new agenda point)
Jacob Kornbeck DG EAC

6. REFORMULATION – INCLUDING COMPOSITION OF FOODS, AVAILABILITY OF HEALTHIER FOOD OPTIONS, PORTION SIZES

- 6.1. Switch to olive oil for cooking in Goody's fast service restaurants.
Theo Kallitsis, chair of EMRA
- 6.2. Reformulation of recipes and new cooking methods in catering companies
Marie-Christine Lefebvre FERCO
- 6.3. Healthier option – vending machines with fruit and vegetables (experiment in Dijon, France).
Ms Myriam Decoeur-Michel NAVSA
- 6.4. Salt initiative, recent developments and Platform members follow up.
Commission
- 6.5. The Food-Pro Fit project (developing a new tool for small and medium-sized companies to reformulate processed foods and meals)
Antoni Colom
- 6.6. The **FOOD** project - Fighting Obesity through Offer and Demand
Nolwenn Bertrand
- 6.7. Discussion.

7. AOB