Monitoring the European Platform for action on Diet, Physical Activity and Health activities


ANNUAL REPORT 2012

Prepared by:
Cristina Vladu
René Christensen
Adrian Pană

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EXECUTIVE SUMMARY

Every year a Report summarising the Platform’s activities is prepared on behalf of the European Commission’s Directorate General for Health and Consumers (DG SANCO). In line with the past reports, this Annual Report summarises the activities and achievements of the Platform over the last year and examines how members of the Platform have monitored the progress of their commitments.

The Report provides information on the Platform’s background, its evolution, mode of functioning, activity areas, and priority target groups (Chapter 1). Presents a list of current Platform members (Chapter 2) and gives an overview of the achievements of the Platform prior to 2011 with a particular focus on activities that have had a lasting effect on the Platform’s conceptual approach and mode of operation (Chapter 3). Finally, the activities undertaken by the Platform during last year are summarised in Chapter 4. The focus of these chapters is mainly on events, presentations, decisions and policy directions that have had an effect on the activities of the Platform.

Events demonstrating the links between the activities of this platform during the past year to work in other policy areas include presentations by DG Education and Culture and DG Agriculture and Rural Development of examples of initiatives in their policies relevant to the issues of healthy nutrition and physical activity. Good practice examples were presented in plenary meetings in areas such as fresh fruit and vegetable consumption, physical activity, education and communication, marketing and advertising. References were made to synergies and institutional innovations such as Public Private Partnerships, working with vulnerable groups and working through local communities. During 2011, Platform members were offered training in the Logical Framework Approach, with the aim of improving the quality of the monitoring of commitments. The Platform maintained its efforts to transpose the recommendations of the 2010 external evaluation into operative process.

Commitments are described, analysed and the main findings of this analysis are presented in Chapter 5. The chapter describes the changes in commitment categories that have been introduced as of this annual report. The Chapter is mainly divided into two sections: the first section presents the entire inventory of all active commitments by geographical distribution, strategic target groups addressed, inputs and output indicators, cross-cutting issues such as partnerships, input indicators and end users. This section concludes with a qualitative assessment of commitments. The second section of Chapter 5 looks at clusters of commitments grouped according to their main activity types. Each of the sections and sub sections of Chapter 5 were used to inform the conclusions and recommendations of this Report.

Chapter 6 provides an overview of Platform activities in 2012, and Chapter 7 presents the main conclusions and recommendations arising from the 2011 monitoring exercise.

1 As reported by the stakeholders in 2011
The main conclusions of the report are as follows:

- The number of people being reached by the active commitments in 2011 is impressive - more than 6.5 million children and adolescents, 7.5 million individuals in the general population, and 80 million virtual users.
- New commitments have a wider geographical coverage than the 2010 commitments and are mostly implemented in more than five Member States.
- Continuity of Platform activities highlights the added value brought by the Platform: It is proposed that 48 of the 123 active commitments in 2011 will be active beyond the year 2013 (209 commitment years of implementation are foreseen for the period 2014-2020).
- There is sustained focus on reformulation activities in the newly launched commitments.
- 20 active commitments are focusing on initiatives in the field of Physical Activity (15 commitments chose Physical Activity as main activity type and 5 more commitments address Physical activity as a secondary activity type).
- The analysis shows a positive and significant improvement in the quality of the monitoring, especially with regard to the processes of defining objectives (objectives are increasingly specific). Monitoring outcomes and developing indicators of impact are more often a consideration early on in the development of a commitment.

Overall, the report shows that, in general, there is a steady but constant shift towards addressing the priorities of the strategy. Further progress of the monitoring quality will be achieved by sharing a definition of indicators and increasing the standardisation of reporting.
Chronic disease prevention was high on the political agenda in 2011, culminating with the adoption of the political declaration at the UN General Assembly High Level Meeting on non-communicable diseases in September 2011. This declaration called for coordinated preventative action on the four risk factors that influence these diseases, two of which are the unhealthy diet and physical inactivity, the very substance of our work in the EU Platform for Diet, Physical Activity and Health.

The European Union has fought hard in the last years to create this political environment: Member States have been developing national strategies, and stakeholders have been engaging in efforts, while the European Commission has been leading the work for the implementation of the Strategy for Europe on Nutrition, Overweight and Obesity-related health issues.

This Annual report examines a total of 132 commitments which are ongoing in 2011, including 15 launched in that year. Developments meriting special attention are notably in the areas of marketing and advertising, physical activity promotion, and advocacy and information exchange.

The extension of the geographical coverage of commitments was one of the 2011 priorities following the 2010 EU Platform evaluation. In 2011, most actions were implemented either at national or European level, with a small increase of the percentage representing the European coverage.

While concluding the work of 2011, it is time to start assessing how far we have gone in achieving the objectives of the EU’s Strategy and what the impact of actions has been since we started this work. The European Commission committed to undertaking an evaluation an evaluation six years after the initial adoption of Strategy; this work has now started.

The present monitoring report demonstrates the continuous evolution and maturity of the Platform’s work. We need to strengthen our efforts in measuring the outcomes of commitments, and their impact on specifically identified objectives. The evaluation exercise will help Platform members in this respect.

At the 2011 joint meeting of the Platform and the High Level Group, Commissioner Dalli challenged all to "scale up and target efforts in support to the objectives of the Strategy for Europe on Nutrition, Overweight and Obesity-related health issues". The current report demonstrates the Platform members' commitment in this respect.

Despina Spanou
Principal Adviser, European Commission
Chair of the Platform for Action on Diet, Physical Activity and Health
## Definition of Key Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Description</th>
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<tbody>
<tr>
<td>Commitment</td>
<td>To become a member of the EU Platform on Diet, Physical Activity and Health, an organisation must undertake a ‘commitment’. These commitments are promises to take action to achieve a particular goal that advances the Platform’s aims.</td>
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<tr>
<td>Platform member</td>
<td>Platform members are umbrella organisations operating at the European level that have agreed to monitor and evaluate the performance of their commitments in a transparent, participative and accountable way, as set out in the Platform’s Monitoring Framework².</td>
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<tr>
<td>Commitment holder</td>
<td>The commitment holder for a given commitment can either be the same as the Platform member for that commitment or a different organisation. As all member organisations of the Platform are umbrella organisations operating at the European level, they each encompass many member organisations in a given sector. Each Platform member may submit commitments that encompass all of their members, or one or more of their individual members may submit their own commitment under their umbrella organisation’s membership of the Platform. In the latter cases, the Platform member for a commitment would be a given umbrella organisation and the commitment holder would be one or more of its members submitting this commitment.</td>
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<tr>
<td>Monitoring report/commitment form</td>
<td>In order to monitor the progress of their commitments, Platform members/commitment holders are requested to submit a monitoring report for each commitment they make. These monitoring reports are organised into sections that enable Platform members to state the ‘objectives’ of their commitment, ‘inputs’, ‘outputs’, ‘outcomes’, ‘means of verification’, and so on.</td>
</tr>
<tr>
<td>Achievements of the Platform</td>
<td>The term ‘achievement’ is used throughout this report to refer to the outputs and outcomes produced by the different commitments submitted by commitment holders as part of the Platform’s activities. The description of these ‘achievements’ is based entirely on the information reported by commitment holders in their monitoring reports and does not constitute an assessment of the effectiveness of commitments or their activities in reducing obesity, improving diet and/or increasing physical activity amongst the different target groups of these commitments.</td>
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<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tr>
<td>ACT</td>
<td>Association of Commercial Television in Europe</td>
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<tr>
<td>AREFLH</td>
<td>Fruit Vegetable and Horticultural European Regions Assembly</td>
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<td>ASA</td>
<td>Amateur Swimming Association</td>
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<td>BEUC</td>
<td>European Consumer’s Organisation</td>
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<td>BFARU</td>
<td>Bangor Food and Activity Research Unit</td>
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<td>BiB</td>
<td>Breakfast is Best</td>
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<td>BOP</td>
<td>Back of Pack</td>
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<td>BMI</td>
<td>Body Mass Index</td>
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<td>CAP</td>
<td>Common Agricultural Policy</td>
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<td>CCPR</td>
<td>Central Council of Physical Recreation</td>
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<td>CCEREA</td>
<td>European Breakfast Cereal Association</td>
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<td>CESS</td>
<td>Confédération Européenne Sport Santé</td>
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<td>COFACE</td>
<td>Family Associations</td>
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<td>COPA-COGECA</td>
<td>Agricultural organisations and cooperatives</td>
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<td>CPME</td>
<td>Standing Committee of European Doctors</td>
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<td>DAFC</td>
<td>Danish Agriculture and Food Council</td>
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<td>DALY</td>
<td>Disability Adjusted Life Years</td>
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<td>DHF</td>
<td>Danish Heart Foundation</td>
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<td>DIET(S)</td>
<td>Dietitians Improving Education and Training (Standards)</td>
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<td>DPF</td>
<td>Diabetes Prevention Forum</td>
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<td>EACA</td>
<td>European Association of Communications Agencies</td>
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<td>EACEA</td>
<td>Education, Audiovisual and Culture Executive Agency</td>
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<td>EASA</td>
<td>European Advertising Standards</td>
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<td>EASO</td>
<td>European Association for the Study of Obesity</td>
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<td>ECF</td>
<td>European Cyclist Federation</td>
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<td>ECSS</td>
<td>European College of Sport Science</td>
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<td>EFAD</td>
<td>European Federation of the Associations of Dietitians</td>
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<td>EFFAT</td>
<td>European Federation of Trade Unions in the Food, Agricultural and Tourism Sectors</td>
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<td>EFSA</td>
<td>European Food Safety Authority</td>
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<td>EGTA</td>
<td>European Group of Television Advertising</td>
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<td>EHFA</td>
<td>European Health and Fitness Association</td>
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<td>EHN</td>
<td>European Heart Network</td>
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<td>EMRA</td>
<td>European Modern Restaurants Association</td>
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<td>ENGSO</td>
<td>European Non-Governmental Sports Organisation</td>
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<td>EPHA</td>
<td>European Public Health Alliance</td>
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<td>ESA</td>
<td>European Snacks Association</td>
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ESPGHAN  European Society of Paediatric Gastroenterology, Hepatology and Nutrition
EUFIC  European Food Information Council
EuroCoop  European Community of Consumer Cooperatives
EUROPREV  European Network for Prevention and Health Promotion in Family Medicine and General Practice
EVA  European Vending Association
FEPI  Federation of the European Play Industry
FERCO  European Federation of Contracting Catering Organisations
FEVIA  Belgian Federation of the Food and Drink Industry
FoodDrinkEurope  Until 2011 the Confederation of the Food and Drink Industries of the EU (CIAA)
FOP  Front of Pack
Freshfel  European Fresh Produce Association
FSA  Food Standards Agency UK
GDA  Guideline Daily Amounts
GP  General Practitioner
HDE  German Retailers’ Association
HFSS  High Fat, Salt and/or Sugar
HLG  High Level Group
HRA  Health Risk Assessment
IASO  International Association for the Study of Obesity
IBFAN  International Baby Food Action Network
ICC  International Chamber of Commerce
IDF  International Diabetes Federation
IMAGE  Development and Implementation of a European Guideline and Training Standards for Diabetes Prevention
IOTF  International Obesity Task Force
ISCA  International Sport and Culture Association
JEP  Jury for Ethical Practice in Advertising
NICE  National Institute for Health and Clinical Excellence
NPA  Network on Nutrition and Physical Activity
NUBEL  Nutrition Belgium
PATHE  Physical Activity Towards a Healthy Europe
PCM  Policy Coordination Meeting
PolMark  Policies on marketing food and beverages to children
PPP  Public-Private Partnerships
SFA  Saturated Fats
SFS  School Fruit Scheme
SIG  Special Interest Group
SRO  Self-Regulating Authorities
TEP  The Evaluation Partnership
<table>
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<tr>
<th>Acronym</th>
<th>Description</th>
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<tr>
<td>TFA</td>
<td>Trans Fatty Acids</td>
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<tr>
<td>UNESDA</td>
<td>Union of European Beverages Association</td>
</tr>
<tr>
<td>WFA</td>
<td>World Federation of Advertisers</td>
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<tr>
<td>YHCP</td>
<td>Youth Health Care Professionals</td>
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<td>YIA</td>
<td>Young Investigators Award</td>
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CHAPTER 1: BACKGROUND

Obesity is one of the greatest public health challenges of the 21st century. Globally, the prevalence of overweight and obesity has more than doubled since 1980 and is now estimated to affect 1.5 billion adults (20 years or older) and more than 43 million children under the age of five. While they were once predominantly problems affecting the populations of high-income countries, the incidence of overweight and obesity is now increasing in low and middle-income countries, contributing to rapidly growing rates of non-communicable diseases (NCDs) in these countries.

In the World Health Organization (WHO) European Region the prevalence of obesity has tripled in the last two decades and has now reached epidemic proportions, affecting an estimated 150 million adults, with perhaps 400 million people with problems of overweight. The evolution of childhood and adolescent prevalence of overweight and obesity is particularly worrying, with 15 million children affected in the Region in the year 2010 alone. Across Europe, the proportion of overweight and obese 11 to 13-year-olds ranges from 5% in some countries to more than 25% in other countries.

Obesity is a known risk factor for numerous health problems, and mortality increases sharply once the overweight threshold is crossed. In children and young people, overweight and obesity are major risk factors that reduce the average age at which chronic non-communicable diseases set in. The association with a higher risk of chronic illness makes obesity one of the factors contributing to premature morbidity and mortality, thus contributing to increase in healthcare costs. It is estimated that up to 6% of total healthcare expenditures (excluding indirect costs, e.g. lost productivity) is spent treating illnesses linked to overweight - such as type 2 diabetes, certain types of cancer and cardiovascular diseases.

The year 2011 provided little consolation vis-à-vis the global economic climate, with austerity measures widening already existing social and economic disparities within and between EU Member States. As the correlation between poverty and poor health status is commonly agreed, the resulting long-term consequences on social cohesion and public health are likely to be negative. Despite the efforts that have been made to promote awareness and to develop preventive measures both at national and international levels, prevalence of these diseases continued to increase in most countries. Thus, new approaches are needed, anchored in an evidence-based, coherent, international strategy and involving comprehensive, multi-sectoral changes in the short, medium and long term.

In light of this and given its public health mandate, the European Commission in 2003 established a “Network on Nutrition and Physical Activity” composed of experts nominated by the Member States, the WHO and representatives of consumer and health NGOs and with the objective of stimulating

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1 Definitions of overweight and obesity are based on the percentile values of body mass index (BMI), adjusted for age and gender, corresponding to a BMI of ≥25.0 and ≥30.0 kg/m², respectively, at age 18 years.
2 The challenge of Obesity in the WHO European Region and strategies for Response. WHO Copenhagen 2007
discussion and providing suggestions on the development of an EU strategy on obesity. In 2004-2005, the Commission convened an ‘Obesity Roundtable’ – in which Member States, the WHO, key NGOs and economic operators explored different aspects of the problem and established a general consensus on the main drivers of overweight and obesity in Europe.

Based on this preliminary work, in 2005 the Commission set up the “EU Platform for action on Diet, Physical Activity and Health”, aiming to contribute to containing or reversing the current trends by developing best practices and encouraging voluntary actions in the fields of consumer information, labelling, advertising, marketing and food composition, education, promotion of healthy nutrition and physical activity. As an important element of the European Commission’s overall strategy on nutrition and physical activity, the Platform brings together food manufacturers, retailers, the catering industry, advertisers, consumer and health NGOs, health professionals and public authorities, serving as a Europe-wide catalyst of multi-sectoral actions and as a resource base through which good practices can be rapidly disseminated and replicated.

The Platform seeks to foster a mutual understanding of the challenges of obesity and diet-related chronic diseases, to jointly develop and test effective tools to mitigate the obesity challenge, to integrate and mainstream responses to these challenges into the wide range of EU policy areas (such as agriculture, environment, sports, education and research) and to contribute to the future development of fields of action. Complementing other initiatives at Member State level, the Platform’s work process includes an open and informal dialectic examination of how binding commitment tackling the obesity epidemic and addressing diet-related chronic diseases may be achieved, and where:

- plans to contribute concretely to the pursuit of healthy nutrition, physical activity and the fight against obesity can be discussed;
- outcomes and experience from actors’ performance can be reported and reviewed, so that over time better evidence on Best Practice is assembled and more clearly defined⁶.

To keep the size of the Platform manageable, the list of members mainly includes umbrella organisations operating at European/International levels. The other criterion for membership is that each member must annually propose and commit to specific activities designed to halt and reverse the obesity trend. Commitments are recorded and outcomes monitored, measured in a way that can be fed back to the Platform.

The Platform is one of the ‘instruments’ anticipated by the European Commission “Strategy on Nutrition, Overweight and Obesity related health issues⁷”. Setting out an EU approach to help reduce ill health due to poor nutrition, overweight and obesity, the Strategy emphasises the value of working in partnerships and aims to support efforts by actors at all levels. The Strategy identifies monitoring and evaluation of the impact of initiatives as main contributors to its achievement.

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⁶Platform Founding Charter, March 15th 2005
An external evaluation of the Platform was carried out in 2010. Its recommendations and the subsequent work undertaken by the Platform are further discussed in chapters 3 and 4 of this report. One of the decisions that resulted from the evaluation process was to add a sixth field of action to the five already existing\(^8\); thus, as from 2011, members can make commitments under the following six headings:

1. Marketing and advertising;
2. Reformulation/Composition of foods, availability of healthy options, portion sizes;
3. Consumer information, including labelling;
4. Education, including lifestyle modification;
5. Physical activity promotion;
6. Advocacy and information exchange.

Another relevant decision was that, for the period 2011-2013, children and adolescents and groups of low socio-economic status are identified as main target groups and the following areas are recognized as priority ones:

- improvements to existing commitments in the area of advertising and marketing to children;
- improvements to existing commitments in the area of reformulation;
- physical activity and sports;
- reaching out to schools with the aim of increasing physical activity and making healthy options available.

The European Commission remains committed to help reducing the health problems related to nutrition, overweight and obesity by promoting healthier diets and increased physical activity\(^9\). The Commission cites the Platform as a key mechanism in this context, noting that this can only be achieved through a sustained collaborative effort by the national governments and stakeholders that have already demonstrated a commitment to the Strategy.

The amendments to the Platform’s monitoring system proposed in the wake of the 2010 evaluation have been gradually introduced with the assistance of a team of experts contracted with IBF International Consulting, a Belgian consulting firm.

The term of the mandate of the Strategy for Europe on Nutrition, Overweight and Obesity related Health issues, including the Platform, is approaching its conclusion in 2013. However, the evolution of the issues which led to its adoption in 2007 would strongly support a renewal of the Strategy, and for some of the policy initiatives and instruments which have been identified by the current mandate as being inadequate relative to the stated goals to be reinforced and strengthened.

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\(^8\) In fact, the former ‘Others’ category has been replaced by two categories: ‘Physical Activity Promotion’ and ‘Advocacy and Information Exchange’.

\(^9\) Implementation Progress Report (Dec. 2010)
Although too early to predict how this will affect the Platform’s mode of operation, the relevance of commitments and how proportional they are to the aims of the platform, as recommended by the 2010 evaluation, likely to receive greater attention, and may be subject to independent verification. Intensified collaboration with Member State platforms or similar entities may also become a more significant issue for the Platform.
CHAPTER 2: MEMBERSHIP UPDATE AND LIST OF PLATFORM MEMBERS

1. ACT – Association of Commercial Television
2. AREFHL – Fruit Vegetable and Horticultural Producers European Regions
3. BEUC – European Consumers’ Organisation
4. CESS – Confédération Européenne Sport et Santé
5. COFACE – Confédération des organisations familiales de la Communauté européenne
6. COPA-COGECA – Agricultural Organizations and Cooperatives.
7. CPME – Standing Committee of European Doctors
8. EACA – European Association of Communications Agencies
9. EASO – European Association for the Study of Obesity
10. ECF – European Cyclists' Federation
11. EFAD – European Federation of the Associations of Dietitians
12. EGTA – Association of TV and radio sales houses
13. EHFA – European Health and Fitness Association
14. EHN – European Heart Network
15. EMRA – European Modern Restaurant Association
16. ENGSO – European Non-Governmental Sports Organisation
17. EPHA – European Public Health Alliance
18. ESPGHAN – European Society of Paediatric Gastroenterology, Hepatology and Nutrition
19. EUFIC – European Food Information Council
20. EuroCommerce
21. Euro Coop
22. EuroHealthNet - a not for-profit network of European public health agencies
23. EUROPREV - European Network for prevention and Health Promotion in general practice
24. EVA – European Vending Association
25. FERCO – European Federation of Contracting Catering Organisations
26. FoodDrinkEurope (formerly CIAA)
27. Freshfel Europe
28. IBFAN - International Baby Food Action Network
29. IDF Europe – The International Diabetes Federation – European Region
30. IOTF – International Obesity Task Force
31. ISCA - International Sport and Culture Association
32. WFA – World Federation of Advertisers

WHO, EU Presidencies, the European Parliament, the European Committee of Regions, the European Economic and Social Committee, Member States, the European Food Safety Agency, have observer status at the Platform. Further information, including a contact person for each organisation, is available at: http://ec.europa.eu/health/nutrition_physical_activity/docs/platform_members.pdf
CHAPTER 3: ACHIEVEMENTS OF THE PLATFORM

Since its launch in 2005, the Platform has more than doubled its size from the initial group of 15 founding members to the current 33 members. Participation now encompasses food manufacturers and retailers, catering and vending sectors, advertisers and media companies, NGOs and health practitioners, as well as organisations that work in the field of physical activity and sports. Platform members’ commitments have generated considerable momentum: about 300 commitments for action have been drawn up, representing in a much larger number of initiatives implemented at local, regional and national levels. As part of their engagement with the Platform process, members monitor their activities and report in a transparent manner on how they deliver on their commitment.

With its broad membership base, opportunities for debate, and sharing of best practice, the Platform has contributed to the raised visibility of issues related to overweight, obesity and physical activity, providing a constant impetus for action, together with a framework for measuring success. The Platform has featured discussions on issues like public-private partnerships, product reformulation, marketing and advertising of food and beverages to children, increasing physical activity and behavioural change.

The Platform’s significance also lies in the creative nature of this type of mobilisation. The Platform’s integrated multi-sectoral approach, involving both public and private stakeholders inspired similar initiatives such as the EU Alcohol and Health Forum.

In 2010, the Platform underwent a comprehensive external evaluation, which sought to assess the extent to which its pursuits had been effective, (i.e. had the Platform’s goal been met; had members’ commitments been proportionate to the goal; had policy impact been generated at national and European levels; and had the Platform been conducive to dialogue between different stakeholders – and to the satisfaction of stakeholders). Structured around four key themes, i.e. Dialogue, Action, Impact and the Future, the evaluation recommended that the Platform strategy be pursued under a renewed mandate that recognised achievements, set priorities for the future and established joint medium-term goals, and renewed objectives that would be clearer, more operational and give more guidance to Platform members in defining their actions. A greater focus on content, relevance, level of ambition and scope of commitments would be integral to a new mandate, which would equally consider whether certain sectors (e.g. education) were under-represented or how monitoring might be improved to better assess effectiveness of commitments’ implementation and enhance learning. Further recommendations included the development of a communication strategy, strengthening ties with Member States and national platforms to increase policy impact and to create a means of rewarding members to boost motivation and avoid Platform fatigue.

Preparations to translate the evaluation’s recommendations into policy, process and operations started towards the end of 2010. Among the actions taken was the establishment of two working groups which were to consider, respectively, the renewed objectives, and the monitoring process. Recommendations were brought to effect throughout 2011.
More information regarding the “EU Platform on Diet, Physical Activity and Health” is available on the Directorate General Health and Consumers’ section of the European Commission website:

http://ec.europa.eu/health/nutrition_physical_activity/platform/index_en.htm
4.1 Policy direction of platform meetings 2011

The year 2011 allowed an exchange on EU policy development in several fields such as agriculture, education, sport, etc.

The presence of Mrs. Paola Testori Coggi, Director General for Health and Consumers at the first Platform meeting of the year demonstrated the strategic importance given to the Platform as a policy instrument to fight overweight and obesity. Mrs. Testori Coggi used the occasion to renew the focus on non-communicable diseases and to underline Platform priorities such as working with children and vulnerable groups. She has also emphasized the need for commitments to be stronger in terms of impact, wider in terms of geographical coverage, but more focussed in terms of objectives.

During the 2011 Platform meetings, a number of policy examples have been presented to Platform members as leading/key presentations. Chairing all these Platform meetings, Mrs. Despina Spanou has suggested that there is a need to bring about a common understanding of the key issues of the Platform between different stakeholders, and has emphasised throughout the most salient aspects of the policies presented. This has informed new and existing commitments about the potential benefits to be gained through policy developments, and has demonstrated ways to disseminate the best practices.

A first example of a policy area with relevance for the work of the Platform was presented by Mr. Krejza, the Head of Sport Unit, Directorate General of Education and Culture (DG EAC) during the Platform meeting of 15 February 2011. Mr. Krejza introduced the Platform members to the activities in the field of sport, and notably the promotion of health-enhancing physical activity (HEPA) in line with the main strategic document in this field, i.e. the “Communication on Developing the European Dimension in Sport”\(^{10}\) He highlighted relevant policy actions related to physical activity promotion, such as ongoing and planned work to follow-up on the EU Physical Activity Guidelines\(^{11}\). Mr. Krejza emphasised that these Guidelines were based on a cross-sectoral approach and that the Commission was considering a proposal for a Council Recommendation to encourage their effective implementation at national level. Mr. Krejza also mentioned the ongoing work in the Council to prepare a multiannual EU Work Plan for Sport, which was likely to include HEPA as a priority. He finally informed that 9 trans-national HEPA projects received financial support under the 2009 Preparatory Action in the field of Sport.

The DG AGRI policy was presented and discussed during the second platform meeting of the year, on May the 13\(^{\text{th}}\), when Mr. Lars Hoelgaard, DG Agriculture and Rural Development presented the relationship between the Common Agricultural Policy (CAP) and nutrition recalling the important changes that CAP has undergone over time. Whereas the ‘Scrap the CAP’ notion might have been relevant in the past, giving up the current system would have been harmful to agriculture, the

\(^{10}\) COM(2011) 12 final, 18.1.2011

environment and animal welfare. The two pillars of the CAP concern direct payment market support and rural development. They aim to promote transparency, informed choice and market orientation, and to maintain a high level of production. The aspiration is to adapt to a rapidly changing global demand-supply situation. Mr. Lars Hoelgaard presented the three CAP programmes that are of relevance to the Platform (one with special relevance the strategic direction of the Platform- addressing vulnerable groups): the EU School Fruit Scheme, the school milk programme, and the food aid programme for the most deprived persons in the EU. The School Milk Programme provides a 10-15% subsidy for low fat dairy products. The EU School Fruit Scheme (SFS) aims to introduce nutrition and health, environment and agriculture into schools. The food aid programme for the most deprived persons in the EU is a social policy scheme with an annual expenditure of 500 million Euros and about 25 million beneficiaries.

Another policy area, namely ‘School Policy – Comenius’ from DG EAC, was presented during the third Platform meeting, on October the 6th by Mr. Eugenio Riviere Gomez. Mr. Riviere Gomez outlined the possibilities and limitations of working with schools in Europe, whilst reflecting the focus on children and education in the Commission’s strategy with a view to reducing overweight and obesity, encouraging healthy eating habits, and physical activity and physical education at school. The subsidiarity principle, and the policy’s co-operation with Member States and the action programmes Life Long Learning and Comenius/e-Twinning were particularly outlined.

The Chair referred to the discussion on the enhanced collaboration amongst the three Commissioners Dalli, Vassiliou and Cioloş with a view to strengthening collaboration at school level. Mr Eugenio Riviere Gomez also mentioned the EST database (European Shared Treasury, see www.etwinning.net), and highlighted the increasing trend for participation in international programmes. He particularly pointed out that a new programme would be adopted for 2014, integrating teachers’ activities in the school strategy. The opportunity for Comenius programmes to take on board organizations was also mentioned as was potential synergic action with the Platform members.

The Chair focused on the use of twinning programmes for the Platform’s projects and noted that, to date, school associations had not been invited to the Platform making the case that such invitation should be envisaged for the future. It was emphasised that schools should be the first place where children learn about food. The Chair concluded that, after the evaluation of the Health Strategy and of Comenius, the Commission would be in a position to address the issue of EU Action in Schools and related activities at ministerial level.
4.2 Other presentations in Platform meetings 2011

The Platform meeting\textsuperscript{12} of February 15\textsuperscript{th} was mainly focused on the renewed objectives of the Platform and the new monitoring system, and the debate on commitments was focussed on fresh fruit and vegetable consumption.

IBF International Consulting, was introduced as the new contractor responsible for implementing an improved monitoring system was introduced.

An overview of the currently active commitments indicated that the Platform had received almost 300 commitments since its commencement. Of these, 215 remained visible in the database and 145 were considered active. The number of new commitments had remained fairly constant over time; the Platform had 33 members, with 78 active actors, and with 47 commitments foreseen to finish by end-2010. Twelve members would need to submit at least one new commitment during 2011.

Recalling that the Platform charter’s five activity areas remained valid and another action area (i.e. on Advocacy and information exchange ) had been added, the Chair underlined the need for commitments to become more relevant. Furthermore, it was stressed that operational objectives should become more concrete. Following a discussion of the requirements for applying to commitments\textsuperscript{13}, i.e. of the need for commitments to be designed to contribute to the goals of the nutrition strategy, to be proportionate and relevant to Platform objectives, for better data and evidence, and for baselines against which to measure success, a rephrasing of the minimum requirements for commitments was agreed upon. The agreement now implies that commitments should focus on the strategy to allow achievement of its 2012 goals.

Following a presentation of a working paper\textsuperscript{14} on the improvement of the monitoring system, it was proposed that the current system of marking, which was perceived to be counterproductive, be disregarded. Instead, the system would assess relevance, proportionality and impact. Also, a process of continuous monitoring through Platform meetings would henceforth be used to a larger extent.

Another presentation during this Platform meeting was made by the PRO GREENS project, a Public-Private Partnership (PPP) together with Freshfel. Pro Greens builds on another project funded by DG RTD. The Pro Green intervention consisted of teacher training, an intervention manual and collaboration with food industry/retailers. The focus of the project was sustainability, PPP’s, Buddy with your body, and 5-a-day. The relation with Freshfel consisted of assistance to operate on European level, informing Pro Greens on developments in the school fruit scheme, dissemination of information from the project, and taking part in the Platform activities.

Barilla Center for Food and Nutrition presented their work, focussing on social impact and prevention, quality of life. The work of the Centre is organised in macro areas: food for all; food for sustainable growth; food and health, and food and culture.

\textsuperscript{12} Meeting agenda at: http://ec.europa.eu/health/nutrition_physical_activity/events/index_en.htm#anchor2_more
\textsuperscript{13} Based on the ‘Renewed objectives working paper Version 150211’
\textsuperscript{14} ‘Monitoring Platform members’ commitments. Working paper 150211
Centro Servizi Ortofrutticolo presented the implementation of the school fruit scheme in two AREFLH regions. The main focus of this presentation was the promotion of the learning to other parts of Europe.

The Platform meeting of May 13th was mainly focused on the new monitoring system and on physical activity.

IBF International Consulting presented its proposals for a renewal of the monitoring process aiming to reduce discrepancies and improve indicators. To facilitate this, the IBF team put forward the idea to Platform members of having individual written feedback on the monitoring forms, mail-based coaching, and an annual training session on the ‘logical framework approach’.

IBF International Consulting also gave an overview of the policy evidence in the area of physical activity and health, made an analysis of the Platform commitments in the field of physical activity, gave examples of good practice.

Freshfel Europe highlighted the existent consumption deficit of fresh fruit and vegetables in the EU, with stagnating or even declining trends. Several MS have a fruit and vegetable supply below WHO's minimum intake recommendation of 400 grams/day. However, a recent Eurobarometer study shows that consumers are willing to eat more fruit and vegetables. In response to this recent finding, Freshfel have introduced a new web-site, "Enjoy Fresh" to promote the consumption of fresh fruit and vegetables.

The Federation of the European Play Industry (FEPI) presented “Promoting Children’s physical activity” highlighting that the EU Market in this area is dropping, and expenditure is decreasing. Differences between countries showed that Nordic countries spend more money per child than other EU Nations and cultural norms in Nordic countries allow for more children to be roaming freely. In this context FEPI promoted “The Practical Guidelines for European Cities to promote children's physical activity”.

The International Sport and Culture Association ([ISCA) presented lessons learned from PATHE, a project of 23 not-for profit partners/voluntary organizations, aiming to develop effective national physical activity programs, focusing at present on transnational policy development. A new ISCA commitment was also presented: “MOVE –European Physical Activity Promotion Forum” which runs from March 2011 – February 2014.

ECF presented their “LIFE CYCLE Gets Babies on Bikes & Grampas on Trikes” commitment. Its key marketing strategy is to approach parents before giving birth to their first child. The importance of existing policies at the level of the local governments is underlined.

The Finnish Sport for All Association presented “SPORTS CLUB FOR HEALTH GUIDELINES”, a project funded by DG Education and Culture 2/2010 – 5/2011 which aimed to update and develop the initial guidelines, and to develop networking in the area of health-enhancing physical activity with a special focus on sports. The guidelines are mainly aimed for local sports clubs (members, coaches, instructors) and can be used as a tool to bring health and sports closer together.

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The Fitness Industry Association (FIA) from the UK presented “Let’s Dance” – a commitment aimed at encouraging more people to be more active, more often. FIA has worked in close partnership with Government, commercial, and community organizations. “Let’s Dance with Change4Life” promoted physical activity within the community and made dance more accessible for all by promoting different types of dances in local community clubs.

Mars Chocolate from France presented the “Bielic Run in Poland: the way to include disabled children in physical activity”, which started in 1993 as a programme promoting physical activity among children in Poland. Today it is the biggest sport event dedicated to children in Poland. The program concentrates on educating and prompting disabled youth so that they can be as active as their abilities allow them to be. The program has developed a coalition of various public and private entities in order to be successful.

The Platform meeting of 6 October 2011 focused on two main themes:

- **Education**, as a component of platform commitments and a key focus of the objectives of the EU strategy on nutrition, overweight and obesity health related issues in this context and
- **Communication**, as an element of the Platform's operation and as an aspect of outreach on its commitments.

On education, the Platform members looked at the progress of commitments so far and examined the opportunities presented by the European Commission’s education policy and programmes. A number of commitments and initiatives were presented, in particular an education experience with the Turkish community in Germany, by Mars Holding; the Media Smart programme for media literate children – the Dutch example; the Dutch Healthy School Canteen Programme by The Netherlands Nutrition Centre; ADOS, an educational primary prevention program for preventing excess body fat in adolescents, from the European Network for Prevention and Health Promotion in general practice/family medicine (EUOPREV); Healthy Children in Sound Communities, a physical activity outreach project financed under the 2009 Preparatory Action in the field of sport in six Member States.

Discussions demonstrated the need for more joint working from Platform members on the content of commitments. The extent of private stakeholder involvement in school based initiatives and the role of media literacy the challenges that presents were also discussed.

Regarding communication, after a presentation from the European Food Information Council (EUFIC) detailing the actions they had taken with respect to their commitment to raise awareness of the EU Platform via their communication channels, two main issues were identified for discussion:

- communicating that the Platform is a process for action within the EU strategy;
- communicating the content of the commitments from Platform members.

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The tools used for communicating internally in the Platform and externally should be considered in this context. More specifically, Platform members need to reflect upon:

- the best means to exchange information between Platform members (i.e. social media tools);
- how to modernise the Platform’s webpage (including a database for commitments) and make it more user friendly;
- enhancing the level of Platform information on the EU Health portal.

A seminar to address the issues on communication and information was proposed for January 2012.

The Chair gave a general overview of the conclusions and the EU Statement on the United Nations Political Declaration on Non Communicable Diseases (UN General Assembly 20-21 Sept. 2011). Platform members were informed that Commissioner Dalli would present his vision of the implications of the NCDs declaration at the joint HLG/Platform meeting in November 2011.

The European Health and Fitness Association presented ‘Our Greatest Team campaign’ which invites members of the public to make a pledge to improve their health and wellbeing and takes advantage of the 2012 London Games. A new commitment aimed at promoting active commuting, developed by the European Association of Communication Agencies (EACA) together with the European Cycling Federation (ECF), was also presented.

An analysis of commitments in the field of education, presented by Dr. Cristina Vladu, IBF International Consulting, indicated that 92% of commitments on education for children and adolescents had been undertaken by the private sector Platform members. Reaching about 1.5m children and adolescents, their wide geographical coverage involves a variety of educational approaches.

International Baby Food Action Network (IBFAN), presented a review of WHO, UN, EC policies, directives and recommendations related to prevention of NCDs.
4.3 Platform Plenary & High Level Group Meetings, 28-29 November 2011

**Platform Plenary meeting, 28 November**

The plenary session focused on marketing and advertising, an area of increasing interest with regard to both children and to foods high in fat, sugar and salt\(^\text{17}\). Chairing the meeting, Mrs. Despina Spanou stressed that the Commission expected Platform members to propose initiatives on food reformulation and pointed out that the next day’s joint meeting with the HLG would provide an occasion for a discussion on such initiatives. The Commission then updated Platform Members of recent developments\(^\text{18}\).

The education program "Mum, Dad, I prefer water" which intends to promote healthy drinking among children in Poland was presented. The program, a commitment of FoodDrinkEurope, reached more than 100,000 children and led to an increase of 8% in water consumption within 4 years. The subsequent discussion focused on the importance of de-coupling branding from campaigns.

The European Heart Network (EHN) presented a model for benchmarking nutrients aimed at self-regulation initiatives in the field of food advertising. EHN invited relevant Platform members to create a working group to discuss possible application of the criteria. Stakeholders committed to consider the proposal.

An overview of commitments indicated that of a total of 229 commitments, 133 were active and 96 non-active, with 15 new commitments received for 2011. An outline of commitments in the field of marketing and advertising was then made by Dr. Cristina Vladu, Team Leader of IBF International Consulting.

Informing about the progress of their members’ compliance with commitments, the Union of European Soft Drinks Associations (UNESDA) noted a 95% compliance rate in the commitment not to make products available in vending machines in primary schools and up to 100% compliance in the commitment not to advertise to children under the age of 12 (on TV, in print and online).

The presentation of the 2011 EU Pledge on monitoring results\(^\text{19}\) by the World Federation of Advertisers (WFA) underlined the existence of a continuous downward trend of “under 12 children” exposure to advertising, a 99.1% compliance rate for TV, while for print and online it reached 100% compliance. WFA also announced the strengthening of the EU Pledge as of 2012 by including:

- a stricter definition of advertising to children: audiences with >35% children under the age of 12 will be off limits, instead of 50%;
- extension of the commitment to cover company-owned websites. Websites for products that do not meet nutritional criteria shall not be designed to appeal to children under the age of 12;
- increase of member companies from 11 in 2008 to 20 in 2012.


\(^{18}\) Recent developments and articles. Philippe Roux, European Commission

\(^{19}\) EU Pledge monitoring Report September 2011
Acknowledging this as a positive and noteworthy improvement of the existing EU Pledge, the Chair asked for specific examples of the estimated impact of the commitments (especially expected increase in number of programs), to be presented to the Platform.

The International Association for the Study of Obesity/International Obesity Task Force (IASO-IOTF) outlined their work on possible 'Standards for marketing to children' developed together with the STANMARK project funded by DG External Relation.

Joint meeting of the High Level Group on Nutrition and Physical Activity & the EU Platform on Diet, Physical Activity and Health – 29 November 2011

Commissioner for Health and Consumer Policy John Dalli took part in the Joint Meeting to take stock of progress since 2010. The Commissioner commended the achievements of governments and Platform members in addressing unhealthy diets and physical activity in implementing the 2007 EU Strategy. He further underlined the need to build on the momentum created by the UN High Level Meeting Declaration on non-communicable diseases. Highlighting areas where results can be improved on and delivered in the short term (e.g. reformulation and advertising), he urged MS governments and stakeholders to step up efforts to make healthy options available and promote physical activity for all ages20.

Director General for Health and Consumer Affairs, Paola Testori Coggi, addressed the meeting, assessing progress and presenting upcoming developments relevant to the Strategy.

Progress on and outcomes of the Commission’s work on targets for nutrients (e.g. total fat, saturated fat, trans-fat and added sugars), was next on the agenda. The High Level Group had reached a number of conclusions and made an inventory of national activities on nutrients, frequency of consumption and on portion size. The Commission also reported on Member States' progress on the salt reduction initiative. Noting that the current Strategy is reaching its term, the Chair underlined the need to move towards and focus on delivery. Commenting on this, the director of the UK National Obesity Observatory noted that a "cross policy" approach was needed to achieve results.

The French Observatory of Food Quality presented the OQALI as a useful tool for public authorities to evaluate the impact of nutritional quality of food products in France.

Representatives of several MS informed the meeting of ongoing and future initiatives.

Poland presented the Diet and Physical Activity Charter for School Children and Adolescents, an initiative, which includes a salt reduction programme and initiatives on physical activity. Taking over the EU Presidency in January 2012, Denmark highlighted four areas for consideration: public-private partnership, targeting children and young people, information for citizens, and legislative measures. Experiencing growing rates of childhood obesity, Cyprus presented its initiative to promote a return to the Mediterranean diet for children and their parents, and its progress in the national salt reduction...

20Flash report at: [http://ec.europa.eu/health/nutrition_physical_activity/events/ev_20111129_en.htm](http://ec.europa.eu/health/nutrition_physical_activity/events/ev_20111129_en.htm)
initiative. Romania presented its national ‘I am living healthy too!’ movement, a public private partnership aiming to improve healthy habits among children and their parents. WHO announced the imminent release of guidelines for public-private partnerships.

Concluding the event, the European Commission's representatives informed the participants that the preparatory work for the evaluation of the Strategy will start in the first quarter of 2012 and invited Member States' representatives to join the evaluation steering group.

### 4.4 Logical Framework Approach (LFA) training sessions - 5 October and 30 November 2011

The assessment of the Platform’s monitoring reports in 2010 had concluded that there was scope for enhancing the understanding among commitment holders of how to structure their commitments in a ‘project logic’, to define, align and better quantify objectives, inputs, outputs and outcome indicators. In light of this, the IBF team proposed face to face LFA training. Two training sessions had been organized: one on October the 5th (trainers were Rene Christensen and Cristina Vladu; observed by Mr. Philippe Roux, Deputy Head of Unit, DG SANCO) and the second one on November the 30th (trainers were Cristina Vladu and Adrian Pană; observed by Mrs Marina Koussathana from DG SANCO).

Promoted by DG SANCO, the 2 training sessions were attended by 25 commitment holders. The sessions were structured into two main parts: a first one that has introduced participants to the Logical Framework Approach (LFA), and reviewed definitions of objectives, input, output and outcome indicators; a second part that focused on practical exercises to apply this approach to real commitments.

Participants found the training sessions very useful and were of the opinion that more time needed to be dedicated to such exercises.
5.1 Overall mapping of 2011 commitments

5.1.1 Introduction
This chapter provides a description of the commitments undertaken by members of the Platform in 2011, including an overview of their outputs during this period.

Out of the 123 commitments for which monitoring forms were received this year (from a total of 132 active Platform commitments), 109 were continuing commitments from 2010 and 15 were new, starting in 2011.

<table>
<thead>
<tr>
<th>Status of commitments</th>
<th>Number of commitments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Platform commitments</td>
<td>132</td>
</tr>
<tr>
<td>Monitoring forms submitted in 2011</td>
<td>123(^{21})</td>
</tr>
<tr>
<td>Continuing commitments from 2010</td>
<td>115</td>
</tr>
<tr>
<td>New commitments in 2011</td>
<td>17</td>
</tr>
<tr>
<td>No monitoring reports received by deadline</td>
<td>9, of which 2 were new</td>
</tr>
</tbody>
</table>

Electronic files of all active 2011 commitments were received from Platform members and were sent by DG SANCO to the IBF monitoring team in March 2012. IBF analysts analysed all the new monitoring forms in order to produce a comprehensive and accurate account of the activities outlined in each. This section is based exclusively on the information included in the commitment forms.

The IBF team endeavoured to treat each monitoring form objectively, and the aim of this section is simply to communicate the information contained in the forms in an unambiguous manner, and one that is easily accessible to readers. No independent verification has been carried out to assess whether the results reported are attributable to the commitments themselves or are the results of other initiatives; nor has the accuracy of these reports been independently verified. The presentation includes no judgement - by the contractor or by Platform members - about the commitments’ relevance to the aims of the Platform.

\(^{21}\) Reminders regarding the failure to submit monitoring reports for nine actions were sent to Platform members in February 2012. Five replied that no report would be submitted for 2011 and four had not replied at the time of writing.
The commitment categories were reorganized in order to draw out and better reflect not only the key activities undertaken by commitments but also how they align with main Strategy priorities. Six core categories replace the five categories of the previous year in an attempt to better highlight priority activities such as physical activity, advocacy and information exchange\textsuperscript{22}.

Thus, when submitting a commitment form to the Platform, members now select the category most appropriate to their commitment from the categories listed below:

1. Marketing and advertising – Proposing and/or implementing limits or codes of practice for advertising, often focused on curbing the advertising of high-fat, sugary or salty foods to certain populations;
2. Composition of foods (reformulation), availability of healthy food options, portion sizes – Food producers and manufacturers altering the nutritional composition of food products, usually to modify levels of fat, sugar or salt, to make more healthy food options and portion sizes available;
3. Consumer information/labelling – Modifying food product labels and/or labelling policies (both label design and label information content);
4. Education including lifestyle modification – This category includes attempts to educate the public about nutritional values or healthy diets in order to change behaviour;
5. Physical activity promotion;
6. Advocacy and information exchange.

\textbf{5.1.2 Overview of the overall active commitments in 2011}

During 2011, Platform members submitted monitoring reports for 123 commitments. The present section presents an in-depth analysis of these 123 commitments looking at different characteristics of the commitments, such as their distribution by type of organization, by geographical coverage, by type of activity that they are undertaking, by their target audiences, by new and old commitments, etc.

In this section the IBF International Consulting monitoring team also provide commentary on the quality of the monitoring reports. To this end, the analysis not only looks at the self-report documents (the monitoring reports), but compares this with the results of the consultant’s assessment. Along with an overview of the scope and scale of active Platform commitments, this section also provides insights into their richness - aspects captured by the qualitative assessment of the monitoring reports.

\textsuperscript{22} The ‘Others’ category in former reports has been replaced by Physical Activity Promotion, and Advocacy and Information exchange
5.1.2.1 Geographical distribution of commitments

For consistency reasons, IBF International Consulting will apply the criteria used in the last years’ monitoring reports. Thus, the following three categories will be maintained for geographical coverage: National, Regional and European, defined as follows:

- **National** refers to commitments covering one country or a region within a country;
- **Regional** includes commitments operating in two to five Member States and
- **European** level includes commitments that are active in more than five Member States.

Extension of geographical coverage is one of the Platform’s priorities. Figure 5.8 shows that in 2011, most commitments were either National or European. In 2011, in total, 56% of commitments (69 out of 123 commitments) were European, covering more than five Member States, and 38% (47 out of 123 commitments) were implemented at National level. Only 6% of commitments (7 out of 123 commitments) were active in between two and five Member States.

![Figure 5.1 Percentage of commitments by geographical coverage, 2011; N=123](image-url)
However, the distribution of the 15 new commitments introduced in 2011 follows the strategic direction of the EC and covers broader geographical areas: 73% of the new commitments are effective at European level, 20% at national level and 7% at regional level.
All 6 new advocacy and information exchange commitments as well as 3 education, including lifestyle modification commitments are implemented at a European level as shown in the figure below.

**Fig 5.4 Distribution of new commitments by geographical distribution and type of action**
5.1.2.2 Addressing strategic target groups (children, vulnerable groups)

As proactive outreach to children and adolescents as priority group is a key strategic policy direction of the Platform (see Plenary minutes in February 2011), attention has been dedicated to following up on commitments reporting to address this issue. With almost half of the commitments (45%) doing so, the distribution by type of action shows the leading commitments to be Marketing and Advertising (69%) followed by Education, including lifestyle modification (60%). The commitments least active in addressing children and adolescents are the Advocacy and information exchange ones (18%) followed by the Consumer Information and Labelling commitments (23%).

Figure 5.5 Number of commitments per activity type (N=123) addressing target audiences of children and adolescents (N=55)

![Figure 5.5 Number of commitments per activity type (N=123) addressing target audiences of children and adolescents (N=55)](image)

Although they represent a strategic priority, vulnerable groups are only marginally addressed by commitments; a number of commitments approach the issue of vulnerable groups at policy level (commitment numbers 1105, 630, 1050), some other show awareness of vulnerable groups and are defining objectives to address them but no clear action has yet been taken to follow up on these
objectives (commitments 1003, 1118). Another specific commitment is including the dimension of deprived areas when researching child obesity (commitment 1001), and another is adapting guidelines to match the characteristics of remote areas (commitment 1301). Very few commitments are explicitly targeting vulnerable groups. There are however, some exception: commitment number 1009 working with Turkish communities in Germany; commitment 1115 developing breakfast clubs in UK deprived communities; commitment 1116 promoting swimming to children in rural UK communities; commitment 1065 providing Ethnic food in nutrition camps in Denmark; commitment 1303 creating partnerships at a community level to promote physical activity within multiple socially disadvantaged groups.

5.1.2.3 Partnerships

Working in partnership in order to synergize efforts to achieve higher goals, and to bridge gaps in understanding represents another key feature of the Platform.

The type of partnerships formed within project commitments are developed either between 2 NGOs or as a Public Private Partnerships. They mostly involve local communities and/or schools, but are sometimes networks or platforms of public and private organizations created at national level. The following figure lists all types of partnerships encountered. As observed below, more than half of the commitments (54%) work through partnerships. Physical activity promotion commitments are leading the “partnership” criteria with almost all commitments involving partnerships (14 out of 15; 93%).

Figure 5.6 Number of partnerships developed per type of action 2011 (N=123)
5.1.2.4 Summary of inputs and output indicators

The most commonly reported resource inputs required to implement commitments are that of personnel and financial. The analysis of commitments reporting on these inputs is presented in the figures below.

More than half (57%) of all commitments state human resources inputs are needed for the implementation of their action. This is particularly the case for commitments in the category of advocacy and information exchange (77% of these commitments report on this indicator).

Figure 5.7 Number of commitments per activity type having/not having mentioned human resources input (N=123)

Reported inputs in human resources lack homogeneity; some are reporting staff working on a full time or part time equivalent, some report monthly or daily, occasional contributions; for some others, there is a mention of number of persons involved in delivering the commitment, but lack clarity over the workload incurred.

The financial contribution to Platform commitments is reported by 75 (61%) of the 123 active commitments in 2011. Commitments in the categories of Education including lifestyle modification commitments (74% of these commitments are reporting their financial contributions) most commonly report the financial contributions that were necessary to act on their commitment.
Figure 5.8: Number of commitments per activity type reporting on financial resources 2011 (N=123)

Table 5.2: Reported financial contributions per activity type in 2010 and 2011

<table>
<thead>
<tr>
<th>Activity Type</th>
<th>Input EUR 2010</th>
<th>Input EUR 2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>M&amp;A</td>
<td>3,174,645</td>
<td>1,343,165</td>
</tr>
<tr>
<td>Reformulation</td>
<td>13,614,000</td>
<td>7,350,744</td>
</tr>
<tr>
<td>Consumer information/labelling</td>
<td>20,186,000</td>
<td>17,678,900</td>
</tr>
<tr>
<td>Education/lifestyle modification</td>
<td>30,038,225</td>
<td>7,109,363</td>
</tr>
<tr>
<td>Physical activity promotion*</td>
<td>-</td>
<td>18,586,423</td>
</tr>
<tr>
<td>Advocacy/information exchange*</td>
<td>-</td>
<td>1,566,166</td>
</tr>
<tr>
<td>Others**</td>
<td>1,782,150</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td><strong>68,795,020</strong></td>
<td><strong>53,634,761</strong></td>
</tr>
</tbody>
</table>

* Types of action introduced in 2011
** Type of action existent only in 2010
In 2011, the overall reported financial contribution was 53,634,761 EUR. This is distributed between the different types of action as presented in the following figure:

*Figure 5.9 Distribution of reported EUR inputs (N=81) by overall commitments according to activity type*
5.1.2.5 Summary of end users

Information about the outputs/end users are reported on 74 (60%) of the 123 active commitments in 2011. Commitments in the category of Physical Education promotion most commonly report on outputs/end users (73% of these commitments are reporting on their output/end user indicators).

Figure 5.10 Number of commitments per activity types reporting on outputs/end user indicators in 2011 (N=123)

A general characteristic of these indicators is their high diversity. In broad terms, it can be estimated that about 6.5 million children, 7.5 million persons in the general public, 80 million virtual users, 600,000 employees, 540,000 parents, 170,000 teachers, 90,000 professionals, and 16,000 conference participants are reached by Platform commitments - in total a number of about 95 million persons.

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23 Indicators included here ranged from unique users, unique sessions, personalized emails. Number of website visits have not been included in this total.
5.1.2.6 Continuity of the Platform activity over 2013

Of the 123 active commitments (“continuous commitments”), 48 anticipate implementing activities beyond the year 2013, the term of the Strategy for Europe on Nutrition, Overweight and Obesity related Health issues. The distribution of these 48 commitments and the year of their anticipated end of implementation are presented in the figure below.

*Figure 5.11 Number of 2012 active commitments anticipated to be active beyond 2013 with end of implementation year*

Looking at the total number of “commitment years” foreseen to be secured through the activity of these continuous commitments alone, an additional 209 years of commitment implementation are secured between 2014 and 2020.

Twenty four long term commitments with planned activities until 2020 represent eighty percent of these 209 “commitment years”. Out of these 24 long term commitments, 2 are implemented by non-for-profit organizations and 22 by the for-profit sector.
5.1.3 Overall qualitative assessment of 2011 commitments

A total of 123 monitoring forms were analysed by the IBF team in this Seventh Annual Monitoring Report. Each monitoring form was analysed from the perspective of the 4 areas of interest: relevance to the Platform's general objectives, coherence of objective setting, appropriateness of input and output indicators, and prerequisites for measuring outcome indicators. For each of these areas, one of three levels of performance was assigned: highly satisfactory, satisfactory and non-satisfactory.

The distribution of the assigned qualifications is summarized in the Figure below.

*Figure 5.12 Distribution of qualitative assessments per assessment area*

Notable progress has been achieved in the quality of the monitoring with regard to two of the assessment areas: specificity/coherence in setting objectives and prerequisites for outcome measurement.
Specificity/coherence in setting objectives: Commitments have improved in terms of their definition and coherence with the objectives: 60% in 2011 versus 52% in 2010 were assessed as highly satisfactory; also, for 2011, 97% were highly satisfactory or satisfactory whereas for 2010 this percentage was 94%.

Figure 5.13 Specificity/coherence in setting objectives 2011

**Prerequisites for outcome and impact measurement**: this represents an area that was introduced in 2011 as a preparatory, learning exercise; the results of this area’s assessment are not included in the overall assessment results.

Whereas in 2010, this was the area where most of the Platform members had difficulty in reporting, in 2011 this was an area that saw good improvements in the quality of monitoring.

Six per cent of the commitments have been assessed as highly satisfactory in this field in 2011 whereas in 2010, there was no commitment with a highly satisfactory qualification; also, the percentage of satisfactory results has increased from 23% in 2010 to 31% in 2011.

Figure 5.14 Prerequisites for measuring outcome indicators, 2011
5.1.4 Conclusions and recommendations of overall commitment mapping

- The number of people being reached by the active commitments in 2011 is impressive - more than 6.5 million children and adolescents, 7.5 million individuals in the general population, and 80 million virtual users. The Platform will remain active after 2013 and the implementation of commitments is planned to continue beyond the year 2013. Of the 123 active commitments, it is proposed that 48 will be implementing activities beyond the year 2013 (“continuous commitments”). This means that a total of 209 “commitment years” of implementation are planned between 2014 and 2020.
- Out of the 123 active commitments in 2012, 15 were launched in 2011.
- The recommendation to table commitments in the area of food reformulation has been adopted with 3 of the 15 new commitments reporting reformulation as a main type of action. Six additional commitments have reformulation as a secondary type of action.
- The geographical distribution of the commitments shows that 56% of them are active at a European level, 6% at regional level, and 38% at national level.
- The 15 new commitments introduced in 2011 cover a broader geographical area: 73% of new commitments are effective at a European level (i.e. all new commitments within the categories of Advocacy and information exchange and all Education including lifestyle modification), 20% at a national level and 7% at a regional level.
- The strategic target group “Children” is addressed by 45% of commitments; this figure suggests that about 6.5 million children are reached by Platform commitments.
- Physical activity is well represented. It has been reported as the main activity type by 15 of the 123 commitments. In addition another 5 commitments have this activity type as a secondary focus, showing a good response to the Platform’s priorities.
- Commitments linked to the promotion of physical activity are leading the “partnership” criteria with almost all commitments having involved the creation of partnerships (14 out of 15; 93%).
- 66% of the commitments report the need for human resources input as well financial resources in implementation.
- Overall quality of the monitoring of commitments has improved especially with regards to the second and fourth areas of assessment, namely defining specific/coherent objectives and describing prerequisites for measuring outcome/impact indicators.
- More than half of Platform members have a very good understanding of project management and project-based approaches. However, the remaining ones still find it difficult to operate within these concepts and practices.
5.2 Mapping of the commitments by type of activities

5.2.1 Marketing and advertising (M&A)

5.2.1.1 Overview of main M&A achievements in 2011

The marketing and advertising commitments operate in a very interesting rapidly evolving media environment with new (non-traditional) forms of digital media including websites, mobile marketing via SMS, text and web-enabled phones, social networks, online games and videos, and DVDs. This environment poses new challenges both to industries as well as to consumers. Media consumption has increased among young people, especially in those with less parental support (i.e. socially disadvantaged or poor families).

In this context, Platform activities show an increasing concern for self-regulation, and are working to direct new members towards assuming the EU Pledge\textsuperscript{24}. The WFA presentation of the 2011 EU Pledge independent monitoring results\textsuperscript{25} during the Plenary meeting of November 2011 showed overall compliance rates at the following levels: 99,1% for TV advertising, 100% for print advertising, 98% for school communication and two instances of non-compliance in internet advertising. WFA also announced its targets for the strengthening of the EU Pledge as of 2012 by: Including a stricter definition of advertising to children (lowering the audience threshold to 35% instead of 50% children under 12), recruiting more companies to the EU Pledge (from 11 companies in 2008 to 20 in 2012), extending the pledge to company-owned websites (as opposed to 2011 when the EU Pledge commitment applied only to advertising on TV, print media and third-party internet advertising), and increasing the transparency of monitoring/compliance checks (i.e. complaints systems; independent reviewers).

In 2011, 16 marketing and advertising commitments were implemented; they have an important focus on assessing compliance with industry’s self-regulation, and increasing children’s media literacy.

\textsuperscript{24} The EU Pledge is a voluntary initiative by leading food and beverage companies to change the way they advertise to children. This is a response from industry leaders to calls made by the EU institutions for the food industry to use commercial communications to support parents in making the right diet and lifestyle choices for their children. More info on <www.eu-pledge.eu>

\textsuperscript{25} EU Pledge monitoring Report November 2011
5.2.1.2 Narrative description of 2011 active M&A commitments

The 16 continuing commitments in this area are undertaken by the following Platform members:

- 9 by FoodDrinkEurope (formerly CIAA) and its members;
- 3 by the World Federation of Advertisers (WFA) and its members;
- 1 by the European Consumer Organisation (BEUC) and its members;
- 1 by the European Group of Television Advertising and its members;
- 1 by the Confederation of Family Organisations in the European Union (COFACE) and its members; and
- 1 by the International Obesity Task Force (IOTF) and its members.

Commitments submitted by FoodDrinkEurope and its members

This Platform member submitted 9 continuing commitments in this area. Three of these were submitted by the Union of the European Beverages Associations (UNESDA).

The European Snacks Association (ESA), the National Food & Drink Industry Federation Belgium (FEVIA), KiMs A/S, Mars Inc, PepsiCo Europe & UK, and Unilever, each submitted one commitment.

Five of the commitments were designed for the general public, two for the children and adolescent groups, one for parents, and one for industry. Through the commitments of FoodDrinkEurope and its members, the following were achieved in 2011:

- Advertising and Commercial Communications, including school vending (UNESDA 581). During 2011 UNESDA committed to tighten the children (<12 years) audience threshold to 35% (instead of 50%) - above which there should be no advertising to children. New guidelines were drawn up for agencies and distributed. Compliance has leapt from 53.5% in 2006 to over 80% today.

- No advertising in cinemas during films aimed at children under 12 years (UNESDA 1064). Member companies have reported compliance with UNESDA guidelines at levels above 80%, although challenges remain. Instances of non-compliance were rectified on the spot and were in most instances due to inaccurate classification of films, or cases of films becoming popular among children even if intended for a more general audience.

- The 2011 commitment to Not market to children under 12 years in the Digisphere (FoodDrinkEurope 1203) was subject to spot self-monitoring by UNESDA member companies, allowing more thorough and more regular audits. Infringements were reported directly to parent companies for follow-up with national companies and media agencies. The experience of monitoring the digisphere is shared with peers in FoodDrinkEurope, the EU Pledge and WFA as well as with other organisations such as the WHO, the European Commission, the European Parliament and the BEUC.
• **Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication (ESA 604).** All ESA members participating in the 2011 survey label packs with 'big 4' information (i.e. calories, fat, carbohydrate and protein) and/or 'big 8' information (i.e. 'big 4 plus saturates, sugars, fibre and sodium). The proportion of members indicating the 'big 8' on 90% to 100% of their packs has increased to 93% (from 63%). Similarly, 100% of members (up from 72%) now indicate the 'big 4' on 75% to 100% of all packs. All members who participated in the survey display Guideline Daily Amounts (GDA) information on packs. 57% of members provide information on nutrition and/or healthy lifestyles, whilst 14% provide a link to consumer-friendly sections on healthy lifestyles on their company websites. The 2011 survey confirms continuous efforts in the area of reformulation, with all members indicating that they produce reformulated savoury snacks. 79% of manufacturers produce savoury snacks reduced in fat, whilst 86% offer products reduced in saturated fat. This is up from the previous year (73%) and when compared to the 2008 figure of 44% demonstrates the progress made in this respect. 86% produce savoury snacks reduced in sodium, an increase compared to 2010 (82%). Again, this is a considerable increase compared to 2008 (33%).

• **The self-regulatory code for advertising (FEVIA 265).** In 2011, 32 advertisements for food (8), alcoholic (16) and non-alcoholic (8) beverages have been analyzed by the JEP. 16 of these were in accordance with the Publicity Code and all legal obligations. In 16 cases a recommendation was issued by the JEP to modify the advertisement. In all cases, the advertisers adapted the advertising in line with the recommendation. Companies representing more than 80% of the food and beverage advertising spend in the European Union have signed a pledge to limit food and beverage advertising on TV, print and internet to children under the age of 12 in the EU. In 2011, the third independent monitoring report of this Pledge was published on website (http://www.eu-pledge.eu).

• **Consumer information, product development, physical exercise and advertising to children (KiMs A/S, 618).** The 'Big 8’ and GDA labelling are now included on all of KiMs A/S products sold nationally in Denmark. Sponsored by FoodDrinkEurope, the Danish Handball Federation has seen its membership of children and schools increase significantly in 2011.

• **Mars Marketing Commitments (Mars Inc. 1018).** In 2011, a new guideline to ensure full compliance to Mars Marketing Code (MMC) across all segments whilst still understanding commercial needs was adopted. MARS received a score of 99,07% on the EU Pledge - with no print/online issues, a 98% score on schools compliance and low on TV Commercial issues. Positive scores were obtained on the International Food and Beverages Association (IFBA) commitment that independently proves the efficiency of the MMC Code. In addition, MARS conducted an analysis of around 300 of its websites to ensure compliance with the Code.

• **Product development, marketing/advertising and the promotion of healthy lifestyles (PepsiCo 619).** PepsiCo has continued its efforts in product development, marketing and advertising. Among other things, this has resulted in the elimination of significant amounts of
salt from the French, Dutch and Spanish diets. Monitoring shows very high compliance with the EU Pledge by the participating companies (including PepsiCo) for advertising on all media and for in-school communications. Since 2005, children’s exposure to advertising for EU Pledge member companies’ products in general and advertising for products that do not fulfil better-for-you criteria has reduced substantially. Healthy lifestyle promotion programmes for PepsiCo employees are expanding.

- Responsible marketing and advertising (Unilever 833). In 2011, the third independent audit of the EU Pledge on advertising for food and non-alcoholic drinks was carried out in 11 countries, partly funded by Unilever. This exercise showed that the industry had a 99.1% compliance rate concerning TV ads, 100% for print and Internet and 98% for schools. In case of breaches, appropriate actions have been taken to resolve them. Compared to the 2005 benchmark, children's exposure to advertising for all EU Pledge member companies' products has seen a reduction of 29%.

Commitments submitted by the World Federation of Advertisers and its members

This Platform member submitted 3 continuing commitments in this area. The Federation itself submitted two commitments and the Ferrero Group submitted one. All three commitments were designed for the children and adolescents group. Through the commitments of the WFA and its members, the following were achieved in 2011:

- Media literacy & responsible advertising to children (Ferrero Group 427). Ferrero participated for the third time in funding the independent compliance monitoring and the secretariat of the EU Pledge. The monitoring exercise found high compliance rates for different types of media advertising to children (99.1 for TV advertising; 100% for print and online advertising, and 98% in primary school communication), but a smaller decrease in children’s exposure to advertising for all EU Pledge member companies’ products (-21%) compared with reports in 2010 (-36%). Individual Ferrero compliance for TV and print media advertising to children was between 99.8/100%. Also Ferrero continued to financially support the media literacy program “Media Smart” in UK, Germany, France, Hungary, the Netherlands, Portugal and Sweden.

- Media Smart teaching children to be media-literate (WFA 545). In the UK, Media Smart introduced a new module on Body Image with the support of the Equalities Minister through the Body Confidence Campaign, and launched the T-mobile Digital Advice module.

In the Netherlands, Media Rakkers launched the Wifi Smart Twitter Tip campaign, and reached over 600,000 children. More than 390,000 primary school children had access to Media Rakkers material in 76% of all primary schools in the country. Also, 2,450 schools downloaded “Databaas” materials on online privacy, and 276 training workshops were offered to 5,520 primary and secondary school teachers. Moreover, 94,000 children aged 7-12, 45,000 parents, and 75,000 professionals were trained by the National Media Coach Academy.
In Hungary, more than 50% of the primary schools used the Media Smart Programme. In Portugal, Media Smart launched a contest for schools in coordination with the Ministry of Health and continued to work on a new model on digital advertising.

In Germany, Media Smart launched a new version of the “Augen auf Werbung” educational materials that reached more than 58% of primary schools; also additional online materials on game-advertising and social networks were developed. In France, 11% of the primary schools use Pubmalin.

- **The EU Pledge - Changing Food Advertising to Children (WFA, 1075).** The overall compliance rates for the EU Pledge to monitor food and beverage advertising on TV, print and internet to children under the age of 12 in seven EU markets (France, Ireland, the Netherland, Poland, Portugal, Romania and Slovenia) were 99.1% for TV advertising, 100% for print advertising, 98% for in-school communication and almost all of the websites monitored for internet advertising. Compared with 2005 there was a 79% (60% in 2010) drop of children exposure to TV advertising for products that do not meet the nutritional criteria⁶, and 29% (36% in 2010) overall drop in TV advertising for these products by EU Pledge member companies. There was also an overall reduction of 21% of advertising in all programs on all channels at all times. Agreement was reached to tighten the audience threshold for advertising for children under 12 years from >50% to >35% starting with 01 January 2012. Also each EU Pledge member was informed of each reported instance of non-compliance, enabling the companies to take corrective action whenever necessary. A monitoring report was published and the EU Pledge has expanded with two new members.

**Commitments submitted by the European Consumer’s Organisation and its members**

- **Advertising and marketing unhealthy foods to children in EU (BEUC, 1047).** On the basis of the information and data provided by BEUC members, the secretariat was able to assess self-regulatory initiatives and map any new marketing techniques targeting children used by the signatory companies. A report assessing issues relevant to marketing to children and which will give an overview of the legislative and regulatory state-of-play in Member States on advertising to children is being developed. The report will also identify the loopholes which currently exist and prevent children from being properly protected from food promotion.

**Commitment submitted by the European Group of Television Advertising and its members**

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⁶ EU Pledge companies have developed their own nutritional guidelines on the basis of the most widely accepted national and international guidelines that exist (e.g. WHO, FAO, USDA, IOM, EURODIET). They have done so individually to reflect the diversity of members’ product portfolios. Some include products from a number of categories; others only one category (e.g. confectionery, soft drinks). Other EU Pledge member companies still have taken the decision not to advertise any of their products to children under 12. All applicable nutritional guidelines are published as part of the individual company commitments under the EU Pledge on www.eu-pledge.eu
• **Producing EGTA guidelines on the ICC food and Beverage framework (EGTA 1054).** The EGTA interpretative guidelines were promoted through different communication tools to all its members but also towards other television sales houses. At the General Assembly the guidelines were provided to around 100 participants from EGTA membership as well as to other television sales houses.

**Commitment submitted by the Confederation of Family Organisations in the European Union and its members**

• **Media, advertising and nutrition: media literacy educational package (COFACE 1106).** The outcome of the project – a media literacy package regarding food advertisements for educators - has resulted in a 40 slide PowerPoint presentation, audio-visual resources and an accompanying explanatory document. Testing of the tool will take place in early 2012.

**Commitments submitted by International Association for the Study of Obesity and by International Obesity Task Force (IOTF) and its members**

• **International standards for marketing food to children (IOTF 1118).** Dissemination of the project findings were made through two meetings for researcher and policy maker. 130 participants attended these meetings. A public report publicising the project outcomes and a specialized interactive website on marketing regulation to children have also been developed.

5.2.1.3 Mapping of M&A commitments

In 2011, 16 continuous commitments registered as marketing and advertising commitments have been implemented (no new commitments have been submitted under this activity type during 2011). Of these 16 commitments, 13 have been implemented by the for-profit sector with 3 by the non-profit sector. In terms of their geographical scope, marketing and advertising commitments benefit from a wide geographic outreach: 13 (81%) of the commitments are implemented at European level, 2 at a regional level (12,5%) and only 1 is implemented at a national level.

In addition of the 16 commitments having marketing and advertising as main activity types, 2 more commitments have this activity type as a second option.

Most of the M&A commitments address the general public (31%) and children (31%). M&A commitments addressing decision makers and industry account for 12,5% each and commitments relating to parents and educators account for 6,25% each.

As far as inputs relative to the commitment are concerned, staff time input was reported by 8 members, while 8 did not report such inputs in 2011. Input in terms of expenditure was reported by 9, with 7 members not reporting on this. Total expenditure reported amounted to EUR 1,343,165 equivalent of
2% of the total reported for all commitment-related expenditures in 2011. Six commitments have reported on end users; the overall number is of about 1,34 million persons for this category of commitments, most of it being dedicated to children (1,2 million children reached by media literacy programs).

5.2.1.4 Qualitative assessment of M&A commitments

Relevance to the Platform’s general objectives of the commitments in this area was assessed to be ‘highly satisfactory’ for 8 and ‘satisfactory’ for 8.

Coherence of objectives was assessed as being ‘highly satisfactory’ for 9 and ‘satisfactory’ for 7 commitments.

Input and output indicators were assessed as being ‘highly satisfactory’ and ‘satisfactory’ for 7 and 5 commitments in this area respectively. 4 commitments were assessed as being ‘not satisfactory’ at this point. At the level of Outcome indicators, 11 commitments were assessed as ‘satisfactory’, while 5 were found to be ‘not satisfactory’.

Figure 6.1 Qualitative assessment of Marketing and Advertising commitments 2011 (N=16)

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<th>Specificity/ coherence in setting objectives</th>
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<th>Assessing relevance of each commitment</th>
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The overall qualitative assessment of the 16 M&A commitments found 6 to be ‘highly satisfactory’ and 10 to be ‘satisfactory’. None were found to be ‘not satisfactory’.

5.2.1.5 Conclusions and recommendations related to commitments in the area of M&A

- In terms of geographical scope, M&A commitments address a wide geographic reach for with the exception of one commitment all are implemented at a pan-European or regional level.
- Agreement was reached among EU Pledge companies to strengthen the pledge from 2012 onwards by:
  (a) lowering the audience threshold from 50% to 35% of children under 12;
  (b) covering more companies (from 11 in 2008 to 20 in 2012);
  (c) extending the pledge to company-owned websites; and
  (d) increasing the transparency of monitoring/compliance checks.
5.2.2 Composition of foods (reformulation), availability of healthy food options, portion sizes

5.2.2.1 Overview of main achievements of commitments working in the area of Composition of foods (reformulation), availability of healthy food options, portion sizes in 2011

Product reformulation has recorded important progress during 2011. In the context in which national initiatives such as the EU framework on other nutrients have been agreed in the High Level Group, Platform commitments are seen as the best positioned initiatives to facilitate joint action between industry and Member States. They are also seen as supporting national initiatives, for both salt reduction and the reduction of the selected nutrients. Under the new framework on selected nutrients, national initiatives focus on saturated fat, trans fat, total fat, energy intake, added sugars, portion sizes and consumption frequency.

Twenty seven reformulation commitments have been implemented in this field since 2006. Of these, 15 commitments with reformulation as main activity type were active in 2011. In addition 6 more commitments did address reformulation as a second activity type. With the exception of three commitments that are focused on a sole nutrient (2 working on salt reduction and one on sugar reduction), each of the other commitments are focused on either multiple nutrient reduction or other innovative approaches to address the issue of changing the composition of food, the availability of healthy food options and portion sizes. It can be seen therefore that a wide range of activity is being undertaken within the 21 commitments including the reduction of salt (8 commitments), fat (8 commitments) sugar (7 commitments), saturated fat (5 commitments); portion reduction (2 commitments); the definition of new products (6 commitments); the provision of healthier food alternatives i.e. the increase of fruit and vegetable consumption (8 commitments); increased white meat (chicken) consumption (1 commitment); and research activities (2 commitments).

5.2.2.2 Narrative description of 2011 active commitments in the area of Composition of foods (reformulation), availability of healthy food options, portion sizes

The 15 commitments in this area are implemented by the following organizations:

- 7 by FoodDrinkEurope and its members;
- 2 by the EuroCommerce and its members;
- 2 by the European Modern Restaurants Association (EMRA) and its members;
- 1 by EuroCoop and its members
- 1 by the European Federation of Contracting Catering Organisations (FERCO) and its members,
- 1 by Agricultural organizations and cooperatives (COPA-COGECA) and its members, and
- 1 by the Standing Committee of European Doctors (CPME) and its members.
Commitments implemented by FoodDrinkEurope and its members

This Platform member submitted seven continuing commitments in this area. Mars Inc. submitted two commitments, whilst Ferrero group, FEVIA, UNESDA, and Unilever each submitted one commitment. Five of the commitments were designed for the general public and one for the industry. Through the commitments of the FoodDrinkEurope and its members, the following were achieved in 2011:

- **Product Reformulations & Portion Size Reductions (Mars Inc. 1004).** At least 5g of saturated fat have been removed from each 100g Balisto consumed in Europe since the launch of the reformulated products in May 2011. That means that 355 tonnes of saturated fats were not consumed by European consumers between May and December 2011. This achievement plays a useful role in achieving the goal of reducing the risk of coronary heart disease in Europe.

- **Reduction of salt levels in rice and sauce products (Mars Inc. 1016).** In 2011 MARS’ customers consumed 321 fewer tons of salt than they did in 2007 due to MARS reformulation programme. This figure was calculated on the basis of MARS sales in Germany, France and the UK. In absolute figures the 1202 tons of salt were used in MARS products in 2007 while only 881 tons were used in 2011 – a reduction of 26.7% of salt in MARS products. The portfolio subject to this reformulation included a range of different products.

- **Product formulation and portion sizes (Ferrero group 807).** In 2011 a new snack was launched with reduced calories and saturated fat and increased protein. In addition, a study of the metabolic impact of confectionery products showed the positive impact for school children of consuming breakfast, especially in terms of the significant improvements in their cognitive performance. Significant achievements were also reported in satiety level induced by small portions. The complete profile of hazelnut antioxidants in most diffused cultivar and the bioavailability of tea catechines as antioxidants were also studied.

- **Nutritional Policy Charter (FEVIA 263).** The 2011 FEVIA survey amongst the signatory companies of the Charter indicated that: i) 83% of the companies provide training to their employees; ii) by the end of 2010 90% provided nutritional information (66% the Big 8 and 65% GDA) to consumers; and iii) 49% have modified the composition of at least one product in terms of fat composition (44%), salt content (20%) and sugar content (9%). Respectively, 79% of the companies collaborated with third parties to promote healthy lifestyles among employees and 24% of the companies sponsored sport activities.

- **Products, Choice & Portion Size (UNESDA 583).** Data reveal that some 60% of new product introductions in the non-alcoholic drinks sector in Europe are of no- or low-calorie products, aided by a new sweetener option (steviol glycoside). In some EU markets no- and low-calorie drinks now account for more than 40% by sales category, although some markets show slower adoption and growth. However, the decrease in average calories per litre seen every year since 2004 has begun to level out. The 33cl continues to be the most popular packaging format accounting for over 50% of the products on the market in Europe, although in recent years sales of the smaller 250ml cans continue to be strong.
- **Product reformulation and innovations (Unilever 834).** In 2011 work has continued on reducing the sodium content of products as well as exploring how consumer pull for salt reduction might be increased. To this effect two Salt Reduction Behavioural Change workshops were organised together with the International Union of Nutrition Societies in the Netherlands and the United Kingdom. A number of new low-fat or low sodium products were released across Europe, in accordance with the company’s Sustainable Living Plan commitment to double the proportion of its portfolio that meets the highest nutritional standards, with sodium reductions in products ranging between 12% to 33% and fat reductions of up to 85%.

- **Participation in NU-AGE project (FoodDrinkEurope1318), a new commitment submitted in 2011.** NU-AGE is a large multidisciplinary consortium submitted under the Seventh Framework Programme Project with the aim of promoting new dietary strategies addressing the specific needs of the elderly population for healthy ageing in Europe. FoodDrinkEurope is participating with the specific objective to review the EU legislation concerning the relationships between food consumption, diet and health, with particular reference to the Nutritional and Health Claims regulations.

  It is also intended to undertake a desk analysis and organise meetings with other participants in order to assess the EU legislation and to draft guidelines and recommendations and disseminate these to EU policy authorities and food sector relevant stakeholders at a European level. A first project meeting with involved partners was organised in November 2011, in which an “Analysis of the EU legislation on food related issues” was presented and further project preparations, including allocations of tasks among involved partners and the timing of the next steps, were decided.

**Commitment implemented by EuroCommerce and its members**

This Platform member submitted two continuing commitments in this area. Both commitments were designed for the general public. In 2011 the actions of EuroCommerce and its members achieved the following:

- **Facilitate the promotion of healthy diets and lifestyles in various areas (Danish Chamber of Commerce, 727).** Healthy foodstuffs were promoted both in stores and in advertising and more ecological foods were sold in discount supermarkets. In addition new products were developed in line with the reformulation plan. The number of products that are using the ‘Keyhole Signposting System’ is increasing and more efforts are being deployed to promote official guidelines for a healthy diet and lifestyle.

- **Healthy diets and lifestyles (Casino, 1063).** In 2011, Casino removed 112 metric tons of salt, 937 metric tons of sugar and palm oil from 312 products in order to achieve a better nutritional profile; nutritional labelling is integrated in the packaging for 90% of (relevant) products. This

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27 The keyhole symbol means that a product contains high levels of fibre, low levels of fat and sugar and low levels of salt.
year the group decided to participate in a scientific study on increasing physical activity for its employees.

**Commitment implemented by the European Modern Restaurants Association and its members**

This Platform member submitted two continuing commitments in this area. Both commitments were designed for the general public. In 2011 the actions of European Modern Restaurants Association and its members achieved the following:

- **Product composition (EMRA 535).** Domino’s Pizza Group reduced cheese and dough in the new Gourmet range (10% of speciality pizza sales in the UK & Ireland) by approximately 25%. Pans & Company removed 1,2 tons of salt and 1 ton of sugar from the market. McDonald’s restaurants removed artificial flavourings in food, decreased trans-fatty acids below 2%, and are continuing to reduce salt and saturated fat in some of their products. Starbucks removed almost 54.7 tonnes of fat from its products in 2011. KFC UK managed to reduce saturated fat by up to 45% on some menu items including 25% reduction for Original Recipe Chicken while also making a reduction of 6% in the amount of salt in the same product.

- **Choice (EMRA, 537).** Overall the consumption of fruits and vegetables has increased by 45% between 2009 and 2011 in Europe. Domino’s Pizza Group reduced salt and saturated fat content by 25% on average in products distributed in Ukraine and Poland. Other EMRA members affected a range of changes in their menus in order to make it possible for their customers to choose more balanced options to better balance their diets based on their individual nutritional needs. Examples of such changes in 2011 involved FrescCo, McDonald’s, HM, KFC, and Starbucks brands.

**Commitment implemented by the European Community of Consumer Cooperatives (EuroCoop) and its members**

- Coop Italy’s campaign to fight child obesity is named **Club 4-10 (EuroCoop 1110).** This year has been dedicated to the re-launch of the project, including promotion of healthy eating and active lifestyle to children, mothers and paediatricians. Demand for educational games for families and guidance for teachers on healthy eating has increased during the past 12 months.

**Commitment implemented by the European Federation of Contracting Catering Organisations and its members**

- **FERCO General Nutrition Recommendations (FERCO 505).** All contract catering companies affiliated to FERCO have a healthy eating programme in place (92.5% out of the contract catering market). AHRESP served vegetarian dishes in 300 locations, and improved schools’ menu by decreasing fried food, salt and sweet deserts. Another member, Baxter Storey (UK)
removed all trans-fats from their products and also managed to reduce the salt level. Compass (Belgium) and Sodexo (Belgium and Hungary) developed educational projects for school children.

**Commitment implemented by Agricultural organizations and cooperatives (COPA-COGeca) and its members**

- Support to the national strategy to reduce Danes’ daily salt intake by 3 g by 2014 (**COPA-COGeca 1317**), a new commitment submitted in 2011. In collaboration with a host of other national health, food and consumer organizations, the Danish Agricultural & Food Council (DAFC) has established a Partnership focused on reducing the salt content in food. Based on national guidelines the Partnership has established a benchmarking tool to help operators of food businesses to reduce the salt content in categories of food, taking into account technology and taste. The targets which have been established must be reached by 2013. The benchmark tool was fully operational by the end of 2011 and baseline data will have been collated. Actual monitoring will only begin in 2012.

**Commitment implemented by the Standing Committee of European Doctors (CPME) and its members**

- Healthy Choices at Work (**CPME 1305**), a new commitment submitted in 2011. The Standing Committee of European Doctors (CPME) commits to promoting the up-take of healthy food choices at work by providing fresh fruit as a snack to both staff and visitors of the CPME, including at the bi-annual CPME meetings, which bring together the CPME membership over several days. The aim is to encourage staff members to opt for healthy food choices outside of the workplace setting, visitors to copy the concept and CPME members to apply it at respective National Medical Associations.
5.2.2.3 Mapping of commitments in the area of Composition of foods (reformulation), availability of healthy food options, portion sizes

There are 15 commitments recording this area as their main type of action in 2011, out of which 3 are new commitments submitted in 2011. However the assessment of the monitoring reports shows that 6 more commitments are implementing food reformulation activities, with some being of a very large scale; it results in a total of 21 commitments which collectively are making important achievements in the area of reformulation.

Fourteen out of the fifteen reformulation commitments are implemented by the for-profit sector. Nine commitments were European in terms of their geographical scope, while the remaining six were national.

Most of reformulation commitments address the general public (66%); also, a considerable proportion are looking at industry’s own membership (20% - 3 commitments) in their attempt to introduce and monitor the desired changes in food composition. Main selling points of reformulation commitments are shops, restaurants, workplaces and the mass media.

As far as inputs relative to the commitment are concerned, working time input was reported by 9 members, while 6 did not report such inputs in 2011. Input in terms of expenditure was reported by 7 members with 8 not reporting on this. Total reported expenditure amounted to EUR 7,350,744 equivalent to 14% of the total reported for all commitment-related expenditures in 2011.

Eight of the 21 commitments addressing reformulation activities are providing overall quantified comparable data regarding their activities such as tons of nutrients reduced in 2011: 733,4 tons of salt (4 commitments), 54,2 tons of fat (1 commitment), 355 tons of saturated fat (1 commitment) and 938 tons of sugar (2 commitments). This represents an improvement compared to the previous year when four commitments were providing quantifiable reporting of their activities.

Other indicators are very diverse and therefore difficult to sum up. However, examples of such indicators are: percentage of reduction in salt, sugar, fat and calories in given products, tons of fruit and vegetables sold, number of ‘healthier meals’ provided, number of customers that purchase reformulated products and quantities of reformulated products sold.

5.2.2.4 Qualitative assessment of commitments in the area of Composition of foods (reformulation), availability of healthy food options, portion sizes

Relevance to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 7 and ‘satisfactory’ for 8 of the commitments in this area.
Coherence of objectives was assessed as ‘highly satisfactory’ and ‘satisfactory’ for 4 and 8 commitments respectively, while 3 commitments were found to be ‘unsatisfactory’ with regard to the level of coherence and specificity of their objectives.

Input and output indicators were assessed as being ‘highly satisfactory’ and ‘satisfactory’ for 4 and 10 commitments respectively, while one commitment was assessed as ‘not satisfactory’ on this point. At the level of outcome indicators, 5 commitments were assessed as ‘satisfactory’, while 8 were found to be ‘not satisfactory’.

Figure 6.2 Qualitative assessment of Composition of foods (reformulation), availability of healthy food options, portion sizes commitments 2011 (N=15)
The overall qualitative assessment of the 15 commitments on composition of foods (reformulation), availability of healthy food options and portion sizes found 5 to be ‘highly satisfactory’ and 10 to be ‘satisfactory’. None were assessed as being ‘not satisfactory’.

### 5.2.2.5 Conclusions and recommendations related to commitments in the area of composition of foods (reformulation), availability of healthy food options, portion sizes

- Making reformulation a priority for commitments has been followed with 3 of the 15 new commitments submitted in 2011 being reformulation commitments. This has raised the number of reformulation commitments from 12 to 15. In addition to these 15 commitments a further 6 additional commitments have reformulation as a second type of action, generating important added value in this priority area.

- The industry recognizes the need for an increased effort for standardizing reporting / the use of a commonly agreed reporting procedure in order to be able to make comparisons, describe trends and assess impact. Three commitments are addressing this issue thus making important efforts to increase organizational capacity within the industry to develop reporting guidelines and monitor their implementation.

- As a result of these efforts 8 of the 21 commitments addressing reformulation activities are reporting in tons of reduced nutrient per year, thus providing overall quantified and comparable data regarding their activities in 2011. From this it is seen that:
  - 733.4 reduced tons of salt (4 commitments),
  - 54.2 reduced tons of fat (1 commitment),
  - 355 reduced tons of saturated fat (1 commitment),
  - 938 reduced tons of sugar (2 commitments),
  - 259.2 tons of salt have been reduced through the activity of a commitment registered as a marketing and advertising commitment.

- There has been continuous engagement from commitment holders in terms of reporting using quantifiable and comparable indicators such as tons of reduced nutrients per year. Steps still need to be taken to maintain the progress obtained in defining more appropriate output/outcome measurement of the Platform activities.
5.2.3 Consumer information, including labelling

5.2.3.1 Overview of main achievements of commitments working on Consumer information, including labelling in 2011

While knowledge is evidently key to enabling consumers to make informed choices with regards to their purchasing and eating habits, it is less clear how labelling of foods influences behaviour. Acknowledging the need to move ahead in this area, the Platform has, since its inception, sought to encourage members to register and report on commitments under the activity option of consumer information including labelling.

The high policy priority of this subject is illustrated by the continuous effort to update the legal framework, i.e. the adoption of the Regulation 1169/2011 of the European Parliament and of the Council which establishes the way in which food information should be provided to consumers. The regulation defines the compulsory information to be present on food labels such as content per 100 grams or 100 ml of energy, salt, sugar, fat, proteins. In this context, the Platform commitments are acting as vehicles to test the feasibility of policy options and to enable an increased awareness that is needed for proper implementation of legislation.

A total of 26 labelling commitments have been implemented between 2006 and 2010. Since 2011, this category of commitments has been redefined from ‘labelling’ to ‘consumer information including labelling’ in order to better reflect the activities undertaken.

Thus, as is reported below, 13 consumer information and labelling commitments were being actively implemented in 2011. Of these, 5 were focused on consumer information, 4 on labelling, 2 on research of consumer behaviour/research dissemination and 2 had mixed activities (labelling and consumer information activities). Of the 6 commitments addressing labelling activities, 2 chose to implement the traffic lights colour codes system and 4 the Guideline Daily Amounts (GDAs) labelling system.

In 2011, members were generally encouraged to focus their objectives whilst widening their geographical coverage, with respect to consumer information and labelling.
5.2.3.2 Narrative description of 2011 active commitments in the area of Consumer information, including labelling

While no new commitments were made in this area in 2011, there were 13 continuing commitments, distributed as follows:

- 7 by FoodDrinkEurope and its members;
- 2 by the European Food Information Council (EUFIC) and its members;
- 1 by EuroCommerce and its members;
- 1 by EuroCoop and its members;
- 1 by the European Federation of Contracting Catering Organisations (FERCO) and its members;
- 1 by the European Modern Restaurants Association (EMRA) and its members.

Commitments submitted by the Confederation of FoodDrinkEurope and its members

This Platform member submitted 7 continuing commitments in this area. The National Food & Drink Industry Federation Belgium (FEVIA), Nestle, and the Union of the European Beverages Associations (UNESDA) each submitted two, while Mars Inc. submitted one commitment. All of the commitments were designed for the general public. Through the commitments of FoodDrinkEurope and its members, the following were achieved in 2011:

- **Website "alimentationinfo.org/voedingsinfo.org" (FEVIA, 266).** The information website on the food chain, food safety, and health and food quality had a monthly average of 13,200 visitors in 2011 from which 88% were new visitors; between 5-10 questions have been received each month, as have 8 requests for a dietitians information guide and 13 specific questions on GDA labelling.

- **Nutrition Education NUBEL (FEVIA 268).** Set up by FEVIA, NUBEL (Nutrition BELgium) compiles a scientific database of the nutritional composition of food. 766 new entries of branded products were added to the database in 2011. Analysis of 10 minerals and spore elements for a selection of 100 products was performed. Over 10,000 copies of the 5th edition of the database, almost 1,000 licenses for the on-line food planner, and 52 licenses for new PRO food planner were sold in 2011 (to hospitals, schools, and independent dietitians).

- **Nestle Nutrition Studio: Consumer education for healthy and balanced nutrition (Nestlé Germany 1020).** More than 3.6 million people in 2011 visited the Nestle Nutrition Studio website which provides information and personalized counselling for consumers on nutrition and lifestyle. Over 320,000 consumers benefitted from web-based coaching programmes with nutritional counselling; daily newspapers and broadcasting of pre-produced radio features reaching an audience of more than 10 million people; there was also a strong presence at nutrition-related consumer and food science events.
• **A comer bien!/To eat well** (Nestlé Spain, 1024) ‘provides information to families on balanced nutrition, by distributing biannual newsletters, monthly magazines and updating the interactive nutritional information on Nestlé Spain’s website’. In 2011 an increase in on-line databases users was noted (from 1.7 million to 2.2 million); reached over 1.5 million "qualified on-line users" was registered. Other results included 366.000 on-line users responding to a questionnaire with information about food consumption and areas of interest; a re-launch of a culinary web and customized recipe book resulted in 470.000 web visits and over 600.000 viewed videos; and culinary and wellness videos were viewed 2.5 million times.

• **Consumer information** (UNESDA 582). Signatories to the UNESDA commitments must demonstrate continued compliance with four Key Performance Indicators (KPIs) on labelling nutrition information. Compliance, measured by signatories themselves, is reported to UNESDA via a questionnaire. GDA compliance rate has moved from 60% in 2008 to above 90% in 2010. Questioning of brand owners revealed that GDA labelling is now standard across all brands.

• **Guideline Daily Amount Labelling** (UNESDA 1027). Through this on-going commitment, UNESDA corporate members commit to provide Guideline Daily Amount labelling (GDA) across all their products. The compliance rate among signatories has increased from 60% in 2008, when the system was rolled out, to above 90% in 2011.

• **Nutrition Labelling Initiative: Indication of Guideline Daily Amounts** (Mars Inc. 1015). Throughout 2011, MARS has continued to feature GDA labelling across all MARS chocolate brands, and more than 90% of all Mars chocolate, food and ice cream brands on sale throughout the EU have GDAs on their labels. The company remains committed to deliver GDA labelling across all brands and foresees the achievement of this by 2013. The timeframe for 100% compliance for core and Christmas seasonal packs is 2012, for Easter seasonal packs is 2013, and for GDA implementation on duty free packs is end-2012.

**Commitments made by the European Food Information Council and its members**

This Platform member submitted two continuing commitments in this area. Both commitments were designed for the general public. In 2011 the commitments of EUFIC and its members achieved the following:

• **Consumer research on nutrition information and labelling** (EUFIC, 521). The objective of this European Food Information Council commitment for 2011 is to improve stakeholders’ access to EUFIC’s research on pan-European consumer attitudes toward nutrition information on food labels. Since EUFIC began tracking the number of downloads of studies of European consumer behaviour, and the understanding and use of nutrition information on food labels, these publications have been downloaded over 85,000 times. This contributes to the body of scientific evidence upon which policy is based (i.e. Food Information for Consumers Regulation, which the European Union adopted in November 2011). The article ‘Use and understanding of nutrition information on food labels in six European countries’ (January 2010), has been downloaded nearly
54,000 times. Equally, EUFIC research papers are the subject of many citations, demonstrating their impact.

- **Consumer research on portion information to consumers (EUFIC 1215).** The objective of the commitment for 2011 is to promote to different types of stakeholders the research on portion information and consumer attitude to portion information. A webinar entitled ‘How do consumers interpret and use portion information on food and drink packaging?’ for online subscribers, journalists and Platform members was attended by 316 people and by the end of 2011 the webinar had been accessed a total of 1,882 times.

**Commitment submitted by EuroCommerce and its members**

- **Promotion of a balanced nutrition programme for restaurants and employees (Edenred, 1028).** A network of 2,138 restaurants was established in six countries, and a wide range of communication initiatives (websites, DVDs, conferences) were used to disseminate the FOOD programme results. Two new countries (Slovakia and Portugal) joined the programme this year.

**Commitments submitted by the European Community of Consumer Cooperatives (EuroCoop) and its members.**

- Eroski’s nutritional colour code labelling (EROSKI, 1030) now applies to approximately 2,200 of its products – practically all own brands. In 2010, a comparison of the colour code labelling and the GDAs model of the food industry, based on the opinion of 4,594 consumers, indicated that 66% of consumers interviewed find the colour code easier to understand, 67% consider it more useful, 74% consider it more comprehensive and 70% consider it more complete.

**Commitment submitted by the European Federation of Contracting Catering Organisations and its members**

- **Provision of nutritional information to end consumers (FERCO 504).** A nutritional awareness campaign named “the Year of Healthy Food and Drink” was rolled out in the Netherlands in conjunction with the JOGG programme that encourages young people and their parents to interact with all local stakeholders to make healthy eating and exercise easy and attractive for everyone. 16,000 students were briefed on healthy eating for six months in 300 schools in Portugal along with the provision of redesigned menus with more fruits instead of sweet deserts. Baxter Storey, Compass Belgium and Sodexo Belgium also ran nutritional awareness campaigns for their consumers and other stakeholders.
Commitment submitted by the European Modern Restaurants Association and its members

- Consumer Information (EMRA 536). McDonald’s provided GDA based nutrition information in print and online including smartphone applications achieving 10,181,888 page views, a 20% increase compared with 2010. Similar information was displayed in its restaurants in 40 European markets reaching 14 million customers a day. Domino’s committed to display calories labelling in the Government’s Responsibility Deal, and also continued to work with local schools showing children how to better balance energy intake from pizza by replacing mozzarella with low fat cheese and processed meat with vegetable toppings. Starbucks, YUM, KFC & PH continue to provide nutritional values, healthy living and/or marketing guidelines on websites, tray liners and nutrition leaflets.

5.2.3.3 Mapping of commitments in the area of Consumer information, including labelling

The 13 consumer information/labelling commitments made up 11% of the total number of commitments in 2011. Eight commitments had a European geographical scope, while the remaining five were national.

As far as inputs relative to the commitment are concerned, working time input was reported by 6 members, while 7 did not report such inputs in 2011. Input in terms of expenditure was reported by 6, with 7 not reporting on this. Total expenditure was reported by 7 of the commitments within this category; the total amounts to EUR 17,678,900, equivalent of 33% of the total financial resources reported for all commitment-related expenditures.

Eight commitments use websites as vehicles of information, the number of virtual users being estimated to be about 3 million, utilising a broad definition of a virtual user (a virtual user can be a unique visitor, a web subscriber or a person downloading information manuals, etc.).

Indicators used ranged from numbers of products benefiting from new labels, number of customers that receive packs with new label, number of pages/videos/information materials downloaded from the internet, and most importantly, the level of compliance with the GDAs system.

In the reporting period there were 1,300,000 downloads, 5,628,217 webpage visits, 10,181,888 pages views and 2,467,612 videos viewed (an increasing trend compared with 2010).

Three of the commitments implementing the GDAs system report an overall compliance level of 90% which is a considerable increase from the figure of 60% in 2008 when commitment implementation started.

Being a key strategic policy direction for the Platform, a proactive outreach to children and adolescents has been subject to analysis in 2011. Among the 13 Consumer information and labelling commitments 23% conformed to this priority.

One reported indicator is 14 million customers per day being provided GDA information within McD Europe (Action 536); this would generate a number of end users of 5,110,000,000.
5.2.3.4 Qualitative assessment of commitments in the area of Consumer information, including labelling

Relevance to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 4, ‘satisfactory’ for 8 and ‘not satisfactory’ for 1 of the commitments in this area.

Input and output indicators were assessed as ‘highly satisfactory’ for 6 and ‘satisfactory’ for 7 commitments in this area. Coherence of objectives was assessed as ‘highly satisfactory’ and ‘satisfactory’ for 6 and 7 commitments respectively.

At the level of Outcome indicators, 5 commitments were assessed as ‘satisfactory’, while 8 were found to be ‘not satisfactory’.

Figure 6.3 Qualitative assessment of Consumer Information, including labelling commitments 2011 (N=13)

The overall qualitative assessment of the 13 Consumer information and labelling commitments found 5 to be ‘highly satisfactory’ and 8 to be ‘satisfactory’. None was assessed as being ‘not satisfactory’.
5.2.3.5 Conclusions and recommendations related to commitments in the area of Consumer information, including labelling

- Consumer information and labelling commitments are important in terms of their related expenditure as well as for their potential impact. Although no new commitments in the area were registered in 2011, the number of monitoring reports in the area has grown to 13 in 2011 due to a ‘migration’ of 4 commitments previously reported as Lifestyles and Others.

- Electronic communication has taken the lead in consumer information and labelling commitments with 8 out of 13 commitments mostly relying on websites for the promotion of information. The impressive number of users and the high number of pages downloaded demonstrate the effectiveness of this communication channel.

- The high diversity of activities and the range of indicators used in reporting constrain the comparison of activities within the category and their evolution over time. Holding a workshop with this cluster of commitment holders might be a useful way of discussing the issues and establishing a more homogenous set of output and outcome indicators.

- A good indicator, reported consistently over the years by 3 commitments, is the level of compliance to GDAs, expressed in percentages, for the overall product markets (reaching 90% compliance levels).

- One reported indicator is that 14 million customers per day are being provided with GDA information (Action 536). This alone would generate a number of end users of the order of 5,110,000,000.

- Although only about half of the commitments (7 of the 13) reported their financial contribution, their financial input is an important financial investment in the overall implementation effort of the Platform (33%).
5.2.4 Education, including lifestyle modification

5.2.4.1 Overview of main achievements of commitments working on Education including lifestyle modification in 2011

The importance of the area for action is shown by the high number of commitments with 42 active commitments in 2011 (34% of all Platform active commitments in 2011); 4 of them, are new commitments submitted in 2011.

The activities proposed by the commitments are very diverse, many of them providing educational opportunities with regard to the benefits of healthy nutrition and physical activity for children in schools; for professionals through the organization of conferences and the dissemination of technical materials through specialized professional media; to the general public, educators and parents, etc.

A detailed description of the action within each commitment is presented in the next subchapter.

5.2.4.2 Narrative description of 2011 active commitments in the area of Education including lifestyle modification

There are 42 commitments in this area:

- 26 by FoodDrinkEurope and its members;
- 4 by the European Food Information Council (EUFIC) and its members;
- 3 by the agricultural organisations and cooperatives (COPA-COGECA) and its members;
- 2 by the European Federation of the Associations of Dietitians (EFAD) and its members;
- 1 by the European Heart Network and its members;
- 1 by the European Non-Governmental Sports Organisation (ENGSO) and its members;
- 1 by European Vending Organisation (EVA) and its members;
- 1 by International Obesity Task Force (IOTF) and its members;
- 1 by the Association of Commercial Television (ACT) and its members;
- 1 by the European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV) and its members; and
- 1 by the International Diabetes Federation (IDF) and its members.

Commitments submitted by FoodDrinkEurope and its members

This Platform member submitted 26 continuing commitments in this area. Seven of these were submitted by Danone Group, six by Nestlé, three by Mars Inc., two each by FEVIA and Kellogg’s, and one each by Ferrero Group, Kraft, Nutricia, the Polish Federation of Food Industry Union of Employers, Unilever, and ŻywiecZdroj. Fourteen of the commitments were designed for the children and adolescents group, four for the employees group, four for health professionals, three for the general
public, and one for the parents group. Through the commitments of the FoodDrinkEurope and its members, the following were achieved in 2011:

- **Faut que ça Bouge! / Let’s get Moving! (Institut Danone 463).** The Institut Danone programme “Faut Que ça Bouge!” aims to encourage children and teenagers (from 8 to 14 years old) to participate in physical activity and eat a balanced diet. Approximately 400 pedagogical kits were made available at no cost to primary school teachers in 2011. Since its creation in 2006, the programme has distributed more than 4000 kits, with an estimated 12.000 pupils reached.

- **Ensemble surveillons sa corpulence / Watching their body mass together (Institut Danone France, 800).** Continued awareness-raising of Danone’s programme, Ensemble surveillons sa corpulence (Watching their Body Mass Together), by making kits freely available to health professionals in France to ‘favour the monitoring of children’s BMI curves, for early prevention of childhood obesity’. More than 200 kits were distributed in 2011 making a total of more than 14.000 kits since the creation of the programme in 2004.

- **Nutrition by Play & Healthy Alphabet (DANONE Czech Republic 1072),** an educational programme on nutrition and physical activity targeting pre-school and primary school children was developed with the aim of helping them to adopt healthy eating habits and lifestyles, and to prevent obesity. In 2011 the programme continued with the training of teachers through specific seminars (2400 teachers have been trained since 2006), and PR activities to raise awareness on the programme. Since it started the program has been implemented in 597 pre-schools.

- **Ma santé au quotidien / Health @ work (Danone 1114).** A project to engage DANONE’s French Headquarter and R&D centre staff in “Ma santé au quotidien” designed to improve employees health and well-being at work. In 2011 the programme continued to pursue its objectives of achieving promotion of a healthier nutrition (more fruit & vegetables - not so much meat and good hydration), improving practice of regular physical activity and promoting ways to prevent stress in the workplace. In 2011, the programme continued all current activities and set up a quantitative evaluation to assess impact and identify points for optimisation.

- **Bon appétit, Bouge ta santé’ (Danone Belgium 1207),** This commitment aims at introducing a cooperative/competitive game to be played in schools, with a view to reinforce messages regarding the health benefits of fruit, vegetables, cereals, starchy foods, milk products, drinking water, and physical activity. Developed in 2010 in collaboration with European Club of Paediatric Dietitians and Société Belge de Pédiatrie, the game has been piloted and adapted for deployment in 2011 and beyond. The main objectives in 2011 were to launch the tool and make it available to 1/3 of primary schools, support the implementation of the tools in schools by facilitating the sharing of experience between schools, and evaluate how well the tool worked based on feedback from the participating schools.
‘Eat Like a Champ’ (Danone 1208) is a nutrition education programme taught in UK schools with the objective of creating beneficial behavioural change in the diet and lifestyle of school aged children. Developed with the British Nutrition Foundation, the six lessons use a variety of methods to convey the importance of a healthy diet and appropriate energy balance. “Eat Like a Champ” was developed and piloted in 2010. Following the 2010 success, the “Eat Like A Champ” campaign was rolled out in May-June 2011 to 53 primary schools and 108 Year 5 classes in London reaching over 3,000 9-10 year old children. The toolkit and resources have been optimized and updated following feedback during the pilot from teachers, children and volunteers. New interactive games and activities were placed on the website and a ‘passport’ with dedicated activities for use at home with associated rewards have been developed to help reach parents of every child taking part in the campaign.

Hydration for Health Initiative (H4H initiative) (Danone 1214) Aimed at creating healthier hydration habits by advancing scientific knowledge, in 2011 the H4H initiative was responsible for, a scientific conference with 150 experts from over 20 countries attending, and the delivery of 58 scientific lectures related to hydration. It also maintains the Hydration for Health Initiative website with 6,000 visits per month and carries out a number of other activities. A tracking tools to enable the tracking of the evolution of health professionals’ recommendation rates in 2011 (baseline) was also established.

Nutrikid, basic school nutrition education (Nestlé Hungary, 442). It involved at least 850 Hungarian primary schools (out of 3,600) in the year 2011/2012; performed research regarding attitude towards healthy lifestyle of children; promoted Nutrikid to teachers, health professionals, NGOs and the mass media.

Nutrition Education "NUTRIKID" (Nestlé Switzerland, 448). Further developments of the Nutrikid initiative for nutrition education by promoting the dissemination of Modules 5-7 and 10-12 and promotes Nutrikid to teachers and parents (Modules 7-10).

EPODE France, Thao programme, European EPODE Network (Nestlé 1070). Via the EPODE programmes in France and Spain and the EPODE-European Network (EEN), Nestlé helps fund activities which aim to promote healthier lifestyles, improve diet and physical activity habits and prevent obesity among children. The experience from the community-based pilot projects was encouraging. EPODE is present in 78 towns in Spain and 250 towns in France. During 2011 it developed training programmes, a toolkit for communication units in local towns, a toolkit containing the EPODE methodology, an EPODE European network website and an independent review, etc.

Wellness for me (Nestlé Switzerland, 449) resulted in around 7,450 memberships (for 3.300 employees) in the Sports and Leisure association activities, promotion of physical activity/free biking via the intranet, provision of fresh fruit etc.
• **Nutrition Education Programme in Schools (Nestlé Spain, 1023).** In Spain, 1,342 schools participated in Nestlé’s Nutrition Education Programme in Schools which, targets teachers of 10-year-old students, the students and their parents’. In 2011 subscription mailing have been sent to 11,530 schools, educational materials have been distributed to 49,480 pupils (10 years olds) in 1,345 schools, teaching materials have been distributed to 2,604 teachers and the website with educational materials has been improved.

• **Nestle Make Space - Make Space for Health (Nestlé UK, 1026).** The Make Space for Health is a health and lifestyle programme reaching approximately 12,000 11 to 19 year olds in youth clubs in the UK. It results in EAT, MOOVE and FEEL modules delivered to young people, research on youth awareness of health issues, and shows increased awareness and ability to identify healthy versus unhealthy food. Relationships were created with 2 new local authorities in 2011 and discussions were commenced with others.

• **Mars Central Europe Wellness Programme (Mars Inc., 1006).** Mars Inc. continues to implement the Central Europe Wellness programme “7 steps to health” for its employees. Results indicate that 50% of employees have taken the Health Risk Assessment (HRA), 1,400 employees have participated in Access to Health and 3,300 employees and their family members accessed sport activities.

• **CleverNaschen (Mars Inc., 1009).** Mars Inc. proceeds with the continued dissemination and implementation of the CleverNaschen initiative and website to inform parents about healthy diet and nutrition for their children. In 2011 the “ActionKid” brochure has been designed, the website has been reshaped, more than 50,000 visitors entering it, 52,000 ActionKid books have been sold and 40 Turkish women were trained.

• **Supporting the Epode European Network (Mars Inc., 1013).** Support for the Epode European Network was continued by Mars Inc. in 2011 through its backing for the EEN book of recommendations and EPODE methodology with associated EEN recommendations on political involvement, methods and social marketing, scientific evaluation and public-private partnerships. The EPODE website has been made available in 3 languages (EN-FR-SP), 30,000 pages have been consulted by 5,400 unique visitors and 7 EEN e-newsletters have been sent to more than 1,500 European contacts. In addition, more than 31 workshops and meetings have been organized. Research concludes that in the French EPODE pilot towns, the prevalence of overweight including obesity in children aged 5 to 12 decreased between 2005 and 2009 (from 20.6% to 18.8%, P<0.001) (Nutrition clinique et métabolisme, Vol 24, N° S1 décembre 2010, p. 58).

• **FEVIA Fund - partnership with the King Baudouin Foundation (FEVIA, 269).** A total of 50,000 Euros was allocated to 11 projects (7 schools, 1 youth organization, 1 sports organisation, 2 child day-care centre) aimed at ‘combining a balanced diet (through information, product offer, workshops) and physical activity (through sport infrastructure, information, sensitization)’. 

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• **Healthy Lifestyle Campaign ‘Happy Body’ (FEVIA, 1069).** The purpose was to increase the dissemination of and participation in the Happy Body campaign by FEVIA. In 2011, activities were directed at networking and heightening the profile of Happy Body; the development of a specific tool for young people; a new partnership with Gezinsbond representing 280,000 families was established; 550,000 members accessed the website; and 1,385 persons received coaching as a result of this project.

• **Kellogg’s Breakfast Clubs (Kellogg 1115).** The Kellogg’s Breakfast Clubs programme provides a healthy, nutritious meal for young people with their teachers and classmates at the start of the day. In the UK in 2011, 90 new clubs were created through training and start up grants and the 2011 Breakfast Club Awards was delivered to recognize and showcase good practice. Furthermore the Give a Child a Breakfast Campaign took place, raising £230,000 in 2011 and donations averaging £450 were made to 500 schools. In Germany: 30 more breakfast clubs were established and a website support resource was maintained (http://www.fruhehueck-clubs.de). In Sweden and Belgium continued support was provided for the breakfast clubs.

• **Kellogg’s Belgian Prize for Dietetics (Kellogg 1206).** In partnership with the Belgian dietetics association, Kellogg sponsors a yearly award for the best dissertation in dietetics. The objective is to support the professionals and encourage scientific research in the area of nutrition. In 2011, 11 dietetics colleges in Belgium have been visited and/or submitted dissertations to the competition.

• **EPODE (Ensemble Prévenons l’Obésité Des Enfants)/EEN (European Epode Network) (Ferrero Group, 1001).** There has been continuing financial support by the Ferrero Group to the EPODE programme National Coordination teams in several countries. Funding amounted to EUR 150,000 for the EEN in 2011 and 505,000 EUR were distributed to Greece, Spain, Belgium and France.

• **Kraft Foods - Employee Wellbeing (Kraft Foods 1211);** this project is based in 14 countries and leads to a commitment to creating a working environment which, through the provision of information and the promotion of activities, encourages and supports employees in their efforts to lead a balanced, active and healthy lifestyle. The Global Corporate Challenge (GCC) 2011 is a corporate initiative that involves 100,000 employees from 800 organizations across the world recording their daily steps count. In 2011, 756 Kraft Foods UK employees participated, made up of 108 teams covering 12 Kraft Foods locations across the UK. 115 of them completed a health and wellness questionnaire before and after taking part in the GCC and results showed significant increase in the level and frequency of employees’ physical activity and their planning of regular exercise.

• **Healthy Diet for Toddler (Nutricia NL 1212);** it aims to provide Youth Health Care Professionals (YHCP) with practical, anchored and visible solutions for healthy eating behaviour in toddlers, enabling them to give the best nutritional advice to parents. Through a series of activities (i.e. workshops, creation of a website, production of education materials for YHCP and parents), the
The campaign was independently assessed to have increased YHCP’s influence on parents. The 2011 activities included: private-public partnership established in 2 main pilot cities (Utrecht and Rotterdam), 110 mini-gardens created, 56 square foot gardening implemented, development of educational tools for children from 0-4 years and assessment of parents opinion, with very positive results.

- **(Polish Federation of Food Industry Union of Employers 1113).** This commitment is a country-wide information/teaching programme aimed at school children aged 13-17. A key element of the programme was the opportunity for creativity, allowing for local adaptations, and for available capacities and resources to be used. The following amounts of didactic materials were prepared for the 2010/2011 school year: 7000 handbook for teachers, 14,000 “The health Plate” posters, 100,000 student booklets and 500,000 brochures for parents. Each school joining the programme during 2010/2011 year will have received 2 teacher’s guides, 2 food pyramid posters and 50 booklets for students. Schools participating in previous years have received new materials based on actual demand.

- **Healthy Choice the Easy Choice (Unilever 837).** Supported by Unilever, the Choices Foundation, using the Choices stamp, sets a scientifically sound framework that helps consumers recognize the healthier option at the moment of purchase and sets a scientifically sound framework that stimulates food companies to innovate and reformulate their products. The Choices stamp is found on as much as 7,000 food and beverage products from over 120 companies worldwide. Through the Choices Foundation Unilever engaged in scientific dialogues with key opinion formers through participation in symposia in Brussels and Poland and publications in seven peer reviewed journals.

- **Mum, Dad, I prefer water! (FoodDrinkEurope 1217).** The ZywiecZdroj educational programme ‘Mum, Dad, I prefer water’ is dedicated to pre-school children and their parents. It aims to promote drinking water and contribute to a healthy lifestyle. An educational kit was prepared in cooperation with nutrition specialists, ecologists, psychologists and physicians and is accredited by the Ministry of Education and endorsed by the Institute of Mother & Child and the Ministry of Health. In 2011, educational material was distributed to 1.200 preschools in 390 Polish towns reaching about 110.000 children aged 3-6 years.

**Commitments made by the European Food Information Council (EUFIC) and its members**

This Platform member submitted 4 continuing commitments in this area. All of the commitments were designed for the general public. In 2011 the commitments of EUFIC and its members achieved the following:

- **Enhancing web-based communications (EUFIC, 520).** Functionality of the eufic.org website underwent developments to enhance its impact, e.g. with 3 additional languages added to the energy balance section (Portuguese, Polish, and Hungarian), and adding two organisations to the “In the Spotlight” section. EUFIC also collaborated with national dietitians groups to
promote use of the energy balance website. In total, more than 176,000 visits have been recorded to the Energy Balance section since its launch in 2008, and the overall website records up to 7.1 million visitor sessions annually.

- **Increasing the outreach of EUFIC’s information on healthy lifestyles (EUFIC, 524).** A Facebook page to increase the impact of EUFIC’s multimedia content relating to diet, physical activity and health was launched in 2011.

- **Using EUFIC communication vehicles to raise awareness of the EU Platform (EUFIC, 526).** Since the baseline year 2006 when EUFIC made the commitment, EUFIC multimedia content produced about the Platform has been downloaded 105,996 times by the end of December 2011. In November 2011, EUFIC posted a link to a video of John Dalli, the European Commissioner for Health and Consumer Policy, addressing a joint meeting of stakeholders of the Platform and the High Level Group. The page on eufic.org that features the link to Commissioner Dalli’s address to the joint meeting, was visited 1,371 times in 2011.

- **Obesity conference examining motivation & behavioural change (EUFIC, 1033).** In the course of 2011, the Food in Action conference podcast on eufic.org was downloaded from eufic.org 513 times.

**Commitments submitted by the Agricultural organisations and cooperatives (COPA-COECA) and its members**

This Platform member submitted three continuing commitments in this area, all by the Danish Agriculture and Food Council (DAFC). Two of the commitments were designed for the general public, and one for the children and adolescents group. Through these commitments, the following were achieved in 2011:

- **6 A Day (DAFC, 1209).** This campaign aims to maintain daily consumption of fruit and vegetables to at least 600 gr for adults and 3-500 gr for children aged 4-10 by increasing the availability of these products in the retail sector; by introducing healthy convenience products; and by providing information about the positive effects of high intake of such products through guidelines for easy practice, meal concepts in supermarkets and publishing existing information on the DAFC website.

- **Meet and Eat with a Farmer (DAFC 1210).** This campaign aims to create a platform where farmers and consumers interact with discussion focusing on farm products and how they might be served. Eight events were hosted involving 132 farmers and around 3,300 consumers.

- **Holiday Food and Nutrition Camps/Madskoler (DAFC, 1065).** In Denmark about 1,300 children attended 89 (84 in 2010) Holiday Food and Nutrition Camps, including 15 (13 in 2010) Ethnic Food and Nutrition Camps and 2 (2 in 2010) camps for adolescents. As a result of these camps, 79% of the parents surveyed said their child had become more conscious about healthy
nutrition and physical activity after attending the camp and 43% (41% in 2010) said their family had changed their dietary habits as a result.

Commitments submitted by the European Federation of the Associations of Dietitians and its members

This Platform member submitted two continuing commitments in this area. All of the commitments were designed for health professionals group. Through these commitments, the following were achieved in 2011:

- **Dietitians Improving Education and Training Standards (DIETS) (EFAD, 282).** A network of professional dietitians, academic dietitians and nutritionists together with other European agencies has the aims of sharing and disseminating dietetic knowledge, best practice and encouraging evidence based dietetic practice (EACEA). Now complemented by (DIETS2) as a ‘means for working with both academics and professionals as well as NGOs’ to ‘facilitate the sharing of best practices with respect to promoting nutritional health’. In 2011, 8 new partners joined the network, the website continued to attract new users with 1,226 people registered to use the site by end of 2011 (from 1,077 in 2010). In addition to this, 19,378 site visits has been registered (an increase of 42%), with an increase in geographical coverage also - 148 countries in 2011 compared to 131 countries in 2010. The launch of DIETS Facebook page took place in June 2011 with 365 unique visitors a week by end of 2011, mainly from the 18-34 year age group. This was accompanied by the publication of DIETS newsletters, the organization of the conference “Building a strong evidence-based approach to nutrition and dietetics” and other initiatives.

- **Collaborate to promote increased awareness and use of energy balance (EFAD, 1111).** EFAD collaborated with EUFIC to launch and promote the EUFIC Energy Balance Tool, and train dietitians with new language versions at respective national dieticians’ conferences. More than 550 health experts and 1,500 participants attended organized events in Portugal, Poland and Hungary. The impact of the collaboration in 2011 was such that visits to the Energy Balance tool on eufic.org increased by 58% compared to 2010, English remains the main language of use at an average of 44%, followed by Spanish (18%), French (9%), German and Italian (8% each), Greek (7%), Polish (5%), Portuguese and Hungarian (4% each).

Commitment submitted by the European Heart Network and its members

- **The British Heart Foundation's Food4Thought healthy eating campaign (EHN, 1074).** This year, the British Hearth Foundation made a partnership with 30 schools in order to pilot a targeted campaign aiming to actively encourage healthier choices and provide information to help children take responsibility for their choices. The campaign includes healthy vending machines and an online game ‘Snackville’ to help children put what they have learned into practice and
understand better the benefits of healthier choices in an environment where unhealthy choices are minimized.

Commitment submitted by the European Non-Governmental Sports Organisation and its members

- **ENGSO health promotion network (ENGSOPROHEALTH) (ENGSO 1103)** European non-governmental Sports Organisation (ENGSO) committed to develop ENGSO internal network with the aim to promote EU Platform activities and achievements and to strengthen horizontal cooperation between the Platform members and ENGSO stakeholders. Operational objectives in 2011 involved establishing a model of cooperation among ENGSO members. Participants on the ENGSO General Assembly and Forum in 2011 have been exposed to the health topic and Platform documents.

Commitments submitted by the European Vending Association and its members

- **Smart Choice Programme for Vending in Education (EVA, 1036).** Increased support to schools with regard to the promotion of responsible snacking in vending machines and day-to-day healthy lifestyle through the Smart Choice Programme for Vending in Education implemented by Mars Belgium Inc. In 2011 about 750 (800 in 2010) schools in Belgium participated in the programme and in the promotion of the programme providing 50% more space in its vending machines for alternative snacks. Additional activity also included the distribution of stickers for vending machines on healthy lifestyle tips; brochures promoting a new website on nutrition and healthy lifestyles; and continuously improving the implementation of the programme. Mars also put in place a system of points in which each school was able to exchange its points for sports equipment.

Commitment submitted by the International Obesity Task Force and its members

- **Improving medical and health professional skills to counteract obesity (IOTF, 810).** The IOTF continued to organise and deliver face-to-face and online education (18 modules for e-learning) on obesity for health care professionals throughout the EU.

Commitment submitted by The Association of Commercial Television (ACT) and its members

- **Market study of TV programmes about healthy nutrition, lifestyles and obesity (ACT1315).** The Association of Commercial Television (ACT) has committed to monitor programmes related to healthy nutrition, physical activity and obesity in ten national markets and a selection of countries not covered in our previous editions during a 12 month period. The aim is to highlight best practices among broadcasters in raising awareness for the fight against unhealthy diets,
lack of physical activity and obesity. The outcome will be published in a brochure including the results of the relevant commercial TV programming initiatives by delivering data on the audience share and the absolute number of viewers compared to average audience share. At the time of the ACT monitoring report the brochure was still work in progress, expected to be published by the end of March 2012.

**Commitment submitted by The European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV) and its members**

- Evaluation of the implementation of Diabetic guidelines in primary care (EUROPREV 1301). The European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV) has committed to assessing the implementation of European diabetic guidelines in type II diabetic patients visited in primary care in 11 European countries. The aim is to analyse how European GPs manage diabetic patients in terms of recommending healthy lifestyles and managing risk factors. As a result it will be possible to identify gaps between theory and practice and to overcome any barriers to the implementation of the guidelines.

**Commitment submitted by the International Diabetes Federation (IDF) and its members**

- Diabetes Prevention Forum (IDF-1313). Via the Diabetes Prevention Forum the International Diabetes Federation (IDF) is working to raise awareness of the need for early identification of those at risk of developing Type 2 diabetes. Targeting health care professionals and people at risk an evidence-based Action Plan and a Tool-kit for diabetes prevention was developed in 2010. The aim is now to increase dissemination of the tools developed in the first stage to at least three new countries (translations into Russian, Serbian and Hebrew) and to increase the number of persons aware or trained in prevention management. The long-term objectives are to reduce the number of new cases and the burden of Type 2 diabetes on individuals, families and society by promoting healthy lifestyles and diminishing or eliminating the diabetogenic environment. In 2011, baseline indicators have been identified and a developing network of prevention professionals is established and receives professional support from peers across Europe.

### 5.2.4.3 Mapping of commitments in the area of Education including lifestyle modification

There are 42 active commitments in 2011 in this area, of which 4 are new commitments submitted in 2011. Thirty one are implemented by the for-profit sector. Fifteen commitments are of European scale European in, 3 were regional and 24 were implemented at national level.

Of the 42 commitments, 17 (40%) education, including lifestyle modification commitments address the strategic group ‘children and adolescents’; these are followed by the general public – 10 commitments
(24%), health professionals – 9 commitments (21%), employees – 4 commitments (9.5%); educators and parents are each addressed by one commitment (2.4% each). Most of the commitments use multiple selling places; the most frequent one is the internet (30 out of 42 commitments are using it), followed by schools (16 commitments), conferences (14 commitments), specialized/professional media (13 commitments), workplace (4 commitments), social media (3 commitments), and agricultural fairs (1 commitment).

As far as inputs relative to the commitment are concerned, staff time input was reported by 22 members, while 20 did not report such inputs in 2011. Input in terms of expenditure was reported by 31, with 11 not reporting on this. Total expenditure reported amounted to EUR 7,109,363 equivalent to 13% of the total reported for all commitment-related expenditures in 2011.

Twenty five out of the forty two commitments report on the outputs/end users; although there are no answers to this item from 40% of the commitments. This category of commitments reports overall an impressive number of end users.

About 77 million of virtual users can be listed under the 10 commitments using this selling point; in addition, about 19,000 persons are using social media. Other end users are about 7 million persons within the general public, 532,000 children and adolescents, 22,000 employees, etc.

Vulnerable groups are addressed in 3 of the education including lifestyle modification commitments.

5.2.4.4 Qualitative assessment of commitments in the area of Education including lifestyle modification

Relevance to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 26 and ‘satisfactory’ for 15 of the commitments in this area, one of the commitments being assessed as ‘non satisfactory’.

Coherence of objectives was assessed as ‘highly satisfactory’ and ‘satisfactory’ for 29 and 12 commitments respectively, while 1 commitment was found to be ‘not satisfactory’ with regard to the level of coherence and specificity of their objectives.

Input and output indicators were assessed ‘highly satisfactory’ and ‘satisfactory’ for 24, and 17 commitments respectively, while one commitment was assessed as being ‘not satisfactory’ on this point. At the level of outcome indicators, 6 commitments were assessed as being ‘highly satisfactory’, 14 commitments were assessed as ‘satisfactory’, while 22 were found to be ‘not satisfactory’.

The overall qualitative assessment of the 42 education including lifestyle modification commitments found 28 to be ‘highly satisfactory’ and 14 to be ‘satisfactory’. None was assessed to be ‘not satisfactory’.
5.2.4.5 Conclusions and recommendations related to commitments in the area of Education including lifestyle modification

- Education including lifestyle modification commitments represents 34% of the overall active commitments in 2011.
- This category of commitments is the lead one in using the internet as a channel for communication. Some 77 million virtual users, representing more than 90% of the total number of virtual users of the 123 active commitments in 2011, are reported.
- The strategic group “children and adolescents” is reached by 40% of these commitments (17 commitments) and their end users are well represented more than 500,000 children and adolescents.
- Vulnerable groups are reached by 3 of the education, including lifestyle modification, commitments.
5.2.5 Physical activity promotion

5.2.5.1 Overview of main achievements of commitments working on Physical activity promotion in 2011

The main public health evidence with regard to physical activity has been reviewed in the Platform meeting of May 13th 2011. Physical inactivity is estimated to be the main cause for 21–25% of breast and colon cancers, 27% of diabetes and 30% of the ischemic heart disease burden (WHO 2011). There is also sufficient evidence in this field for the WHO to release recommendations for children and youth, such as “Children and youth aged 5–17 should accumulate at least 60 minutes of moderate- to vigorous intensity physical activity daily; amounts of physical activity greater than 60 minutes providing additional health benefits”.

The strategic importance of physical activity was highlighted in 2011 by the opening a new special field that allows for a specific registration and analysis of commitments that choose this activity type. Fifteen commitments have been recorded within this area: 13 were continuing and 2 are new commitments.

5.2.5.2 Narrative description of 2011 active commitments in the area of Physical activity promotion

There are 15 commitments in this area:

- 7 by FoodDrinkEurope and its members;
- 2 by the European Heart Network (EHN) and its members;
- 1 by the Confédération Européenne Sport Santé (CESS) and its members;
- 1 by the European Cyclist Federation and its members;
- 1 by the European Food Information Council (EUFIC) and its members, and
- 1 by the European Non-Governmental Sports Organisation (ENGSO) and its members.
- 1 by the European Association of Communications Agencies (EACA) and its members
- 1 by the International Sport and Culture Association (ISCA) and its members

Commitments submitted by FoodDrinkEurope and its members

This Platform member submitted 7 continuing commitments in this area. Two of these were submitted by the Kellogg Company and two by Mars Inc., and one by the Ferrero Group, one by the Danone Group, and one by Nestle S.A. Five of the commitments were designed for the children and adolescents group, one for the health professionals group, and one for the general public. Through the commitments of the FoodDrinkEurope and its members, the following was achieved in 2011:
• **Kellogg’s ASA Awards Scheme and Schools Swimming Competition - BästaFyran (Kellogg 1116 and 1117).** The Amateur Swimming Association (UK) -Kellogg 1116- and the ‘BästaFyran’ (Sweden) -Kellogg 1117- programmes encourage people to include swimming among their everyday physical activities. Kellogg 1116 - In 2011 saw further developments, i.e. funding of GBP 240,000 from the Kellogg Foundation to implement community based swimming projects in England, Wales, Scotland, delivering swimming sessions with more than 1000 new swimmers. Kellogg 1117- 382 school teams competed with 2056 children participating in the competition; brochures produced about swimming, diet and the importance of breakfast reached 70,000 children in the 4th grade. Promotion of the programme was carried out through newspapers, radio and digital media that reached around 2.5 million people in Sweden. Furthermore the homepage of the website www.bastafyran.se was updated to include an educational swimming video with National Team Swimmers and information from the districts.

• **Supporting research and communication on physical activity (Mars Inc., 1011).** Continued support for research on physical activity with 30,000 Euros as prize money to ten participants in the Mars Young Investigators Award (YIA) jointly with the European College of Sport Science (ECSS) annual congress. Development of ECSS membership included: 1509 members in 2010 and 2052 members in 2011, interdisciplinary Sport Science bringing 1937 participants to the Liverpool congress compared to 1584 in 2010, and provision of the ECSS Young Investigators Award (YIA) sponsored by MARS as the cornerstone and highlight of the annual ECSS congresses.

• **'Bielice Run' - Young Europeans Run (Mars Inc., 1012).** Mars Inc. continued with the organisation of the Bielice Run – the young Europeans’ run –in Poland. The 2011 event was the 19th of its kind; it attracted 3500 children, its popularity remains high and it continues to attract good media coverage – thus promoting a healthy lifestyle and physical activity among children; other activities such as organization of play areas attracted 2000 children in 2011.

• **Promotion of physical activity (Ferrero Group, 431).** Ferrero promotes physical activity by sponsoring children’s sport activities such as volleyball, basketball, tennis, football, biking, etc. In 2011, about 2 million children took part in such activities in several European countries (Italy, Czech Republic, Slovakia, Spain, Luxemburg, Belgium, etc.). Ferrero’s financial investment in this programme was of the order of 12 million EUR in 2011.

• **Danone Nation Cup (Danone Group 462).** The Danone Nations Cup is a football world cup for children within the 10 – 12 years age range. Each year this competition gives > 2.5 million children from 40 countries the opportunity to take part in an international football tournament and promotes the health benefits of sport and physical activity for children worldwide. In 2011, 40 national tournaments were organized with the involvement of 2.5 million children from 35.000 clubs and 20.000 schools, promoting a better nutrition and hydration activities.

• **Project Nestle Austria Schulläufe (Nestlé Austria, 437).** About 13,000 6–19-year-old children took part in a running event sponsored by Nestlé Austria and 1,600 children joined the school breakfast parties at 10 different schools. In 2011, a budget of EUR 60.000 was dedicated to this
commitment with 9 running events organized, 13,000 children from 6-19 that took part in the events, 1600 children who won school breakfast parties. A teacher’s survey shows positive results connected to these activities.

Commitments submitted by the European Heart Network and its members

This Platform member submitted two continuing commitments in this area. One of the commitments was designed for the children and adolescents group, and one for the general public. In 2011 the commitments of EHN and its members achieved the following:

- **Heart Walks (Slovenian Heart Foundation, 569).** The Slovenian Heart Foundation set up a Heart Walk in the Pomurje region, bringing the total number of walks to nine and the number of people using them to approximately 8,000.

- **Testing aerobic fitness in Danish schools (Danish Heart Foundation, 1034).** The Testing Aerobic Fitness in Danish Schools programme reached more than 1000 classes. A more general issue, that of obtaining political agreement to test all Danish school children, remains to be decided.

Commitment submitted by the Confédération Européenne Sport Santé and its members

- **Physical Activity and Nutritional habits for families (CESS, 1059).** The CESS ‘physical activity programme for children of school age’ undertook a study in 2010 covering 113 children between the ages of 11 and 12 years from the programme. The study concluded that increased BMIs recorded in children were more likely to be a result of reduced energy expenditure rather than dietary factors. The budget for 2011 for this activity was of 438,275 EUR. In 2011, the study was carried out with 107 children from the PAE programme, again between the ages of 11 and 12 years (1999-2000), 58.14% boys and 42.86% girls. This study provided data on diet, body mass index and sleeping habits of the participants.

Commitment submitted by the European Cyclist Federation and its members

- **LIFE CYCLE - Promoting healthy mobility: a life-long approach to cycling (ECF, 1062).** Through its commitment entitled ‘Life Cycle – promoting healthy mobility: a life-long approach to cycling’, the ECF aims to encourage the general public to cycle. Its Best Practice Handbook was presented in three international conferences in Copenhagen, Frankfurt and at the European Parliament. The focus in 2011 was on promotion and dissemination of the LIFECYCLE Best Practice Handbook (BPH); amongst the outputs the commitment lists 7 workshops, presentations, 4 newsletters sent to 4000 email addresses, 50,000 unique views per month, over 500 BPH downloaded.
Commitment submitted by the European Food Information Council (EUFIC) and its members

- Using EUFIC communication vehicles to promote physical activity (EUFIC, 1061). EUFIC podcast interviews with scientists about the benefits of physical activity and the negative aspects of a sedentary lifestyle were downloaded a combined 9,502 times by visitors to eufic.org in 2011.

Commitment submitted by the European Non-Governmental Sports Organisation and its members

- SPORT PRO GESUNDHEIT, a Quality seal for programs which promote health enhancing physical activity (ENGSO, 638). Sport pro Gesundheit is a German quality seal for programmes which promote health enhancing physical activity. The aim of this project is to promote physical activity in the primary care setting. The German Medical Association, the German Association for Sports Medicine and Prevention and the German Olympic Sports Confederation developed national standard criteria and material for "physical activity on prescription". The project is currently running in 8 federal states of Germany. In 2011, the budget spent by sport organizations was 5.5 million EUR. Now it can be established in every federal state. SPORT PRO GESUNDHEIT is part of the National Action Plan IN FORM on Physical Activity and Healthy Diet, launched by the Federal Ministry of Health and the Federal Ministry of Food, Agriculture and Consumer Protection. Approximately 18,000 courses can be found in the www.sportprogesundheit.de website.

Commitment submitted by European Association of Communications Agencies and its members

- Cycle to work promotion (EACA -1304). The European Cycling Federation and the European Association of Communications Agencies (EACA) will jointly: i) promote cycling to work as an activity which positively impacts companies’ performance; ii) identify and study the experience of EU Member State companies in 2011/2012; iii) publish 4-6 editorial features in specialist journals read by company managers; and iv) establish a feedback mechanism to assess reader response via an online enquiry system. Having overcome initial difficulties, the activity is now well underway and publication of first editorial feature is imminent.

Commitment submitted by the International Sport and Culture Association and its members

- Move - European Physical Activity Forum (ISCA – 1303). MOVE is a venture by the International Sport and Culture Association (ISCA) and a total of more than 20 associate and collaborating partners across Europe. Its starting point is to build high-impact partnerships and implement pilot actions with municipalities, the fitness sector, universities, the playground industry, architects and urban planners for example. The project aims to use community initiatives to identify, qualify and implement good practices to promote health-enhancing physical activity in
socio-economically disadvantaged areas. In addition to various preliminary activities undertaken in 2011, a MOVE congress was held in October. Much effort has been devoted to the preparation and collection of best practices, as well as evaluation criteria and systems. Pilot projects, a handbook and guidelines are planned for coming project period.

5.2.5.3 Mapping of commitments in the area of Physical activity promotion

There are 15 commitments recording this newly defined type of action in 2011. Thirteen are continued from previous years and two have been newly introduced commitments.

Eight out of the fifteen physical activity promotion commitments are implemented by the for-profit sector. Seven commitments were European in terms of their geographical scope, seven were implemented at a national level and one at a regional level.

Most of physical activity promotion commitments address children and adolescents (7 commitments - 46,6%) followed by the general public (5 commitments - 33,3%); health professionals, employees, vulnerable (special) groups each being addressed by one commitment. Most of the commitments use multiple selling points; the most frequent selling points are internet and social media (in 13 commitments), schools (in 7 of the commitments), sport clubs (in 5 commitments) and local communities (in 3 of the commitments).

As far as inputs relative to the commitment are concerned, staff time input was reported by 8 members, while 7 did not report such inputs in 2011. Input in terms of expenditure was reported by 10, with 5 not reporting on this. Total expenditure reported amounted to EUR 18,586,423 equivalent to 35% - the highest percentage of the total reported for all commitment-related expenditures in 2011.

Output/end users are defined by physical activity promotion commitments in various ways, ranging from number of schools or children or clubs participating in events, number of internet users, number of participants in conferences, number of professionals, etc.

End users of physical activity promotion commitments are more than 4 million children and adolescents. Three of the physical activity commitments approach vulnerable groups.

End users that are physically active are also reported by Education, including lifestyle modification commitments; a number of 631 employees are active within 3 education, including lifestyle modification commitments.
5.2.5.4 Qualitative assessment of commitments in the area of Physical activity promotion

Relevance to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 8 and ‘satisfactory’ for 7 of the commitments in this area.

Coherence of objectives was assessed as ‘highly satisfactory’ and ‘satisfactory’ for 9 and 6 commitments respectively.

Input and output indicators were assessed as being ‘highly satisfactory’ and ‘satisfactory’ for 12 and 3 commitments respectively in this area. At the level of Outcome indicators, 5 commitments were assessed as ‘satisfactory’, while 10 were found to be ‘not satisfactory’.

The overall qualitative assessment of the 15 Physical activity promotion commitments found 11 to be ‘highly satisfactory’ and 4 to be ‘satisfactory’. None was assessed as being ‘not satisfactory’.

Figure 6.5 Qualitative assessment of Physical activity promotion commitments 2011 (N=15)
5.2.5.5 Conclusions and recommendations related to commitments in the area of Physical activity promotion

- Total expenditure reported amounted to EUR 18,586,423 equivalent of 35%, the highest percentage of the total reported for all commitment-related expenditures in 2011.
- An impressive number of end users are reported by physical activity promotion commitments, namely more than 4 million children and adolescents.
- Children are a strategic target group of the platform commitments in the area of Physical activity and with around 1 million children being reached during 2010, there has been a significant growth in the number of children reached in 2011 – to some 4 million.
- A wide variety of reporting indicators are used in this commitment area. Identifying and agreeing on commonalities (i.e. instead of the number of schools/clubs/children, to report only on the number of children) would help in making more accurate assessments. In addition adding other dimensions (i.e. number of children vigorously active on a daily basis) would be an important progression as it would enable Platform members to compare their data with the benchmark provided by the evidence collected by the World Health Organization in this field.
- End users that are physically active are also reported by Education, including lifestyle modification commitments. As an example of this 631 employees are reported within 3 “education, including lifestyle modification” commitments as being physically active.
5.2.6 Advocacy and information exchange

5.2.6.1 Overview of main achievements of commitments working on Advocacy and information exchange in 2011

Advocacy and information exchange action was newly introduced in 2011 to better reflect activity within a number of commitments. This category plays the role of “knowledge management” for the platform members comprising activities in search for evidence such as research, dissemination of research/knowledge through websites, magazines, conferences and trainings for professionals, workshops for enabling the achievement of consensus amongst professionals, meetings to reach consensus over position charter for obesity management, etc.

There are 16 continuing commitments in this category as well as 6 new ones. The specific achievement of each commitment is presented in the subchapter below.

5.2.6.2 Narrative description of 2011 active commitments in the area of Advocacy and information exchange

There are 22 commitments in this area:

- 3 by the European Public Health Alliance (EPHA) and its members;
- 3 by Freshfel and its members;
- 2 by FoodDrinkEurope and its members;
- 1 by the Fruit Vegetable and Horticultural European Regions Assembly and its members;
- 1 by EuroHealthNet and its members;
- 1 by the European Federation of Contracting Catering Organisations (FERCO) and its members;
- 1 by the European Federation of the Associations of Dietitians (EFAD) and its members;
- 1 by the European Heart Network (EHN) and its members;
- 1 by the International Baby Food Action Network (IBFAN) and its members;
- 1 by the International Obesity Task Force (IOTF) and its members;
- 2 by the Standing Committee of European Doctors (CPME) and its members; and
- 5 by the European Association for the Study of Obesity (EASO) and its members.
Commitments from the European Public Health Alliance and its members

This Platform member submitted three continuing commitments in this area. Two of the commitments were designed for policy makers, and one for the health professionals group. In 2011 the EPHA and its members achieved the following:

- **The link between the Common Agricultural Policy and Diet (EPHA, 630).** It provides information on food, nutrition and Common Agricultural Policy (CAP)-related issues on the EPHA website and via a Newsletter. EPHA systematically informed and encouraged its members to contribute to the Commission on the CAP, which led to public health and nutrition being considered alongside climate, biodiversity and animal health in the context. 18 (21 in 2010) articles were written under the 'Make the CAP healthy' section of the EPHA website.

- **Dissemination of information with EPHA’s member’s organisations (EPHA, 1043).** With an average of 50,000 hits per month the EPHA website and newsletter remain relevant sources of information for many interested individuals and organisations. This ensures that EPHA’s members are kept informed about food and nutrition as well as physical activity policy developments through various means, including Policy Coordination Meetings (PCMs) and SIGs. More than 70 articles were written and published under the Food and nutrition public part of the website.

- **Monitor, encourage and support the implementation of the EU SFS (EPHA, 1105).** In collaboration with the European Heart Network (EHN) and Freshfel, the European Public Health Alliance (EPHA) monitors, promotes and supports the EU School Fruit Scheme (SFS), which aims to increase the consumption of fruit and vegetables by school children. Using workshops and seminars the collaboration kept SFS high on the Commission’s agenda through its inclusion in several meetings in 2011.

Commitments submitted by the European Fresh Produce Association (Freshfel) and its members

This Platform submitted three continuing commitments in this area. Two of the commitments were designed for the general public and one for the children and adolescents group. In 2011 Freshfel and its members achieved the following:

- **Freshfel Europe "Fresh Fruit and Vegetables Consumption Monitor" (Freshfel Europe, 529).** In 2011 Freshfel continued the collection and presentation of data on the consumption trends of fresh fruit and vegetables across EU-27, Norway, Switzerland and the USA in its Fresh Fruit and Vegetables Consumption Monitor. The report, produced on a yearly basis, showed a decreasing trend in per capita fruit and vegetable consumption in 2010 compared with 2009, and a sharp decline in 2010 when compared with the average consumption in the previous five years. The report is made available online.
• "Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion (Freshfel Europe 530). Freshfel Europe continues the production and distribution of the bimonthly Fresh Times Newsletter with information on fruit and vegetable promotion to a mailing list of 1,000 stakeholder contacts (actors in the sector, journalists, etc.). A survey representing nearly 27% of Freshfel's membership indicated that the Newsletter is a valued source of information.

• PRO GREENS - promotion of vegetable & fruit consumption in school children (KarolinskaInstitutet, Unit for Public Health Nutrition, Sweden, 1102). Pro Greens promotes vegetable and fruit consumption among school children. Most of the effort in 2011 was devoted to assessing the level of consumption of fruits and vegetables in children from 10-12 years old pre and post intervention. The result was positive for the intervention group. Other activities included development of several related guidelines targeting schools and policy makers, and the dissemination of project outcomes.

Commitments submitted by the FoodDrinkEurope and its members

This Platform member submitted two continuing commitments in this area. One of the commitments was designed for the policy makers, and one for the health professionals group. In 2011, FoodDrinkEurope and its members achieved the following:

• Health Professionals Magazine (Nestlé Spain, 446). In 2011 three Nestlé Nutrition Dialogue magazines, nesvida (a publication edited by Nestle Spain)) were sent to 7,500 nutrition and health professionals as well as key opinion leaders. Six e-nesvida newsletters were placed on the company web site, which saw its users increase to 2400.

• Organisation of a Breakfast Week - European Parliament, Brussels (CEEREAL, 778). An annual event called the Breakfast Week, intended to show the benefits of breakfast on overall health and diet, continues to be organised by the European Breakfast Cereal Association (CEEREAL) at the European Parliament. In 2011, 1775 brochures and 600 stickers have been distributed; the number of attendees is not mentioned in the monitoring report.

Commitments submitted by the Fruit Vegetable and Horticultural European Regions Assembly and its members

• Coordination and promotion of regional education programmes (AREFLH, 724). AREFLH’s commitment in this area relates to the coordination and promotion of regional educational programmes on diet. In 2011, AREFLH’s activities included the production of a newsletter, development of a special web page on the new website and the organization of a workshop and an annual conference.
Commitments submitted by EuroHealthNet and its members

- **Improved information exchange about the Platform (EuroHealthNet, 1050).** EuroHealthNet’s commitment in this area relates to improving information exchange about the Platform. Through its Policy Action Group, EuroHealthNet fits into the EU Non Communicable Diseases agenda and explores the linkages with other EU political initiatives. Concrete examples of the connections between public health and other fields at EU level include the School Fruit and Milk Schemes as well as the Most Deprived Persons Scheme which give real social and equitable value to Public Health promotion efforts at EU level.

Commitment submitted by the European Federation of Contracting Catering Organisations and its members

- **FERCO partnership with its European Social Partner, EFFAT (FERCO, 507).** In accordance with its commitment to promote healthier lifestyles and to encourage contract-catering companies to develop training programmes on nutritional balance for employees, a joint meeting was held with the European Federation of Trade Unions in the Food, Agricultural and Tourism Sectors (EFFAT) renewing their commitment to implementing the EFFAT/FERCO Agreement on Corporate Social Responsibility in the Contract Catering sector.

Commitment made by the European Federation of the Associations of Dietitians and its members

- **Position paper on the dietetic management of obesity (EFAD, 1112).** The European Federation of the Associations of Dietitians has committed to develop and disseminate an evidence-based position paper describing the role of the dietician in the prevention and treatment of obesity. Drawing upon eminent expertise from a membership of 31,854 professionals across its 31 national member associations, the objective is to enable the best possible knowledge and practice to be applied in the prevention and management of obesity and in the promotion of a healthy lifestyle. A final position paper and briefing paper was adopted by the EFAD General Meeting in 2011. An expert group of 17 dietitians with expertise in obesity met in 2011 to form the European Specialist Dietetic Network for Obesity.

Commitment submitted by the European Heart Network and its members

- **Diet, Physical Activity and Cardiovascular Disease Prevention in Europe (EHN, 1204).** The scientific reviews performed in 2009 and 2010, were disseminated through two reports published and launched at the “EHN Conference on Diet, Physical Activity and Cardiovascular Diseases Prevention – A challenge for Europe”, along with website postings.
Commitments submitted by the International Baby Food Action Network and its members

- Policy and programme coherence in infant and young child feeding in the EU (IBFAN, 1068). In 2011, IBFAN continued coordinating members’ and partners’ advocacy for EU policy and programme coherence on infant and young child feeding. To this end, IBFAN pursued its campaign against the addition of DHA, an omega-3 fatty acid, to baby milk formulas; influenced the International Code and Resolutions and placed exclusive breastfeeding and optimal young child feeding into the Political Declaration on NCDs; was successful in preventing the Global Alliance for Improved Nutrition (GAIN) and the baby food industry (ISDI) from undermining the safeguards contained in the WHA Resolution relating to health and nutrition claims and maintained its campaign to influence the PARNUTs initiative.

Commitment submitted by the International Obesity Task Force and its members

- ENERGY project to prevent obesity in young people (IOTF, 1201). Six systematic reviews and a secondary data analysis of selected longitudinal studies, on the most important energy balance behaviours that are associated with overweight in children 10-12 and their parents were developed this year.

Commitments submitted by the Standing Committee of European Doctors (CPME) and its members

- ‘Mobilising the medical profession: the "healthy village" toolbox’ (CPME-1306). The aim of the 'toolbox' is to facilitate the implementation of a 'Healthy Village' intervention which provides the general public with information on their state of health through doctors in an informal setting. It will build on good practices to allow CPME members to act as multipliers for the deliverable.

- ‘Informing the medical profession’ (CPME –1307). In this second commitment, the CPME endeavours to continuously highlight the topic of nutrition and physical activity on its agenda by informing CPME members of policy developments and Platform activities at the bi-annual CPME Board meetings, and by providing CPME members with information mailings following Platform meetings and developments and activities in the field of diet, nutrition and physical activity at EU level in general. Such information will also be made available on the CPME website. Work on this new commitment began in October 2011, following consultation within the CPME membership and CPME Executive Committee. For the toolbox, the objective for 2011 was to carry out preparatory research with respect to formats and existing health interventions and to encourage participation of the membership in next steps. For the ‘information’ commitment the aim for 2011 was to establish the practice of information mailings following Platform meetings...
and to structure and enhance the impact of communication on CPME members on issues related to nutrition and physical activity in general.

**Commitments by the European Association for the Study of Obesity and its members**

- **Research, informing policy and advocacy (EASO, 533).** Among other things, EASO developed a Joint Action Plan with WHO Euro. The European Conference on Obesity (ECO) was attended by over 2000 participants from over 75 countries. EASO also supports young researchers through travel grants and scientific awards. Each of EASO’s three Task Forces developed topic specific workshops at ECO2011. The EASO Childhood Obesity Task Force (COTF) finalised its 'Practical Guide for the Parents of Overweight Children' in October 2011. This is freely available via the EASO website.

- **Provide input for setting the European obesity research agenda (1309).** A Strategic Conference, held in February 2012, will develop a consensus on the key priorities for European obesity research and how success can be achieved in these areas. Recognising that previous research outcomes have not all resulted in tangible societal benefits, new thinking must be encouraged and facilitated to allow the development of better social, technical or pharmacological interventions. Outcomes will include a series of recommendations highlighting how scientific research can enhance the understanding of the causes and consequences of obesity and which trans-disciplinary research areas should be prioritised.

- **To develop a network of accredited specialised obesity centres (1310).** The development of a network of specialised obesity centres offering care of the highest quality and efficacy standards will be based on accreditation by the EASO Collaborating Centres for Obesity Management (COM) scheme, accorded for following accepted European and academic guidelines. The EASO COM network will include university, public and private clinics - each complying with clearly defined requirements and working closely with EASO overseeing quality control, data collection and analysis, as well as education and research. Criteria for accreditation have been finalised and the application/accreditation procedure was launched in November 2011. As of 31 December 2011, over 20 European centres had applied to join the network.

- **To organise a European Obesity Medico-Surgical Workshop in partnership with IFSOÈEC (1311).** In partnership with IFSO-EC, EASO arranged an educational workshop in December 2011 engaging surgeons and physicians to debate key issues in the medical care of patients with severe obesity and metabolic diseases and developing consensus statements on one of the topics discussed. For the 2011 topic, 'Bariatric surgery in the elderly', a scientific statement will be prepared as a key outcome, to be made available via the EASO website. In addition joint guidelines on bariatric surgery will be revised and developed.

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28 International Federation for the Surgery of Obesity and Metabolic Disorders.
To increase outreach of new knowledge in obesity research (1312). With the European Food Information Council (EUFIC) EASO agreed a joint commitment to produce multimedia content of EASO’s European Congress on Obesity to increase outreach in obesity research to health and nutrition professionals, using the organisations’ websites. A distribution of work was agreed, leveraging EUFIC’s and EASO’s respective strengths to produce accessible multimedia content from EASO’s annual Obesity conference. Two podcasts produced by EUFIC jointly with EASO, containing the latest advances in obesity prevention and related new science, have been downloaded 2,719 times.

5.2.6.3 Mapping of commitments in the area of Advocacy and information exchange

There are 22 commitments recording this area as their main type of action in 2011, out of which 6 are new commitments submitted in 2011.

15 of the 22 Advocacy and information exchange commitments are implemented by the not-for-profit sector. Fifteen commitments were European in terms of their geographical scope, four were national and the remaining one was regional.

Most of the advocacy and information exchange commitments address health professionals - 10 commitments (45%) and decision makers - 6 commitments (27%); three more commitments address children and adolescents, whilst 2 address the general public, and 1 addresses employees. Main selling points of advocacy and information exchange commitments are internet (10 commitments), conferences (10 commitments), specialized journals (8 commitments), workshops, board meetings, reports, etc.

As far as inputs relative to the commitment are concerned, staff time input was reported by 17 members, while 5 did not report such inputs in 2011. Input in terms of expenditure was reported by 11, with 11 not reporting on this. Total expenditure reported amounted to EUR 1,566,166 equivalent of 3% of the total reported for all commitment-related expenditures in 2011.

Thirteen of the 22 commitments addressing Advocacy and information exchange activities are providing information about output/end users indicators. The type of indicators chosen for example for virtual users differ; they can be expressed either as the number of contact persons to whom information was sent, or the number of times the site was accessed/number of hits, or the number of subscribers, the number of downloads, the number of followers on twitter, etc. Up to about 87,000 virtual users are reached in this way. In addition, this category of commitments reached 16,000 children and adolescents, 5100 conference participants, 2400 teachers, and up to 20 other professionals.
### 5.2.6.4 Qualitative assessment of commitments in the area of Advocacy and information exchange

Relevance to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 11 and ‘satisfactory’ for 11 of the commitments in this area.

Coherence of objectives was assessed as being ‘highly satisfactory’ and ‘satisfactory’ for 17 and 5 commitments respectively.

Input and output indicators were assessed as being ‘highly satisfactory’ and ‘satisfactory’ for 11 and 8 commitments respectively in this area, while three commitments were assessed as being ‘not satisfactory’ on this point. At the level of Outcome indicators, 4 commitments were assessed as ‘satisfactory’, while 18 were found to be ‘not satisfactory’.

The overall qualitative assessment of the 22 information exchange and advocacy commitments found 15 to be ‘highly satisfactory’ and 7 ‘satisfactory’. None was assessed as being ‘not satisfactory’.

#### Figure 6.6 Qualitative assessment of Advocacy and information exchange commitments 2011 (N= 22)

<table>
<thead>
<tr>
<th>Category</th>
<th>Highly Satisfactory</th>
<th>Satisfactory</th>
<th>Non Satisfactory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall assessment</td>
<td>15</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Prerequisites for measuring outcome indicators</td>
<td>4</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Appropriateness of input and output indicators</td>
<td>11</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Specificity/ coherence in setting objectives</td>
<td>17</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Assessing relevance of each commitment</td>
<td>11</td>
<td>11</td>
<td></td>
</tr>
</tbody>
</table>

- **Highly Satisfactory**
- **Satisfactory**
- **Non Satisfactory**
5.2.6.5 Conclusions and recommendations related to commitments in the area of Advocacy and information exchange

- 45% of the commitments (10 of the 22) engage in partnerships during the implementation of Platform commitments. Given the thematic of this cluster of commitments, an increased focus on partnership development may be desirable.
- The strategic group of children and adolescents is well covered by these Advocacy and information exchange commitments - a total number of about 16,000 children and adolescents are end users of these commitments.
- About 87,000 virtual users are reached by 10 of the Advocacy and information exchange commitments.
CHAPTER 6: 2012 PLANNING OF MEETINGS

In 2012 Platform Plenary meetings are scheduled for 09\textsuperscript{th} February, 24\textsuperscript{th} May, 20\textsuperscript{th} September and 14-15\textsuperscript{th} November.

The morning sessions of plenary meetings in 2012 will be focused on the functioning and processes of the Platform (monitoring, reporting, membership, communication) and on briefings on EU related policy developments and presentation from other policy areas of the Commission. Afternoon sessions will be devoted to thematic exchange of experiences by members, as well as possible presentations and discussion on new stakeholders' initiatives in all the thematic areas.

The 2012 schedule of meetings (which may be subject to revision) is set out below.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 January 2012</td>
<td>Workshop on Communication</td>
</tr>
<tr>
<td>09 February 2012</td>
<td>INFSO presentation on application report on AVMSD</td>
</tr>
<tr>
<td></td>
<td>Commitments on Food reformulation</td>
</tr>
<tr>
<td>24 May 2012</td>
<td>Annual report</td>
</tr>
<tr>
<td></td>
<td>Consumer information, including labelling</td>
</tr>
<tr>
<td>20 September 2012</td>
<td>AGRI school fruit scheme development</td>
</tr>
<tr>
<td></td>
<td>Commitments: Education, including lifestyle modification</td>
</tr>
<tr>
<td></td>
<td>Commitments: Physical activity promotion</td>
</tr>
<tr>
<td>14 November 2012</td>
<td>Advocacy and information exchange in the morning</td>
</tr>
<tr>
<td>14 November 2012 -</td>
<td>Joint meeting with High Level Group on Nutrition and Physical Activity</td>
</tr>
<tr>
<td>afternoon</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER 7: SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS

Analysis of the findings within the “Mapping of commitments” - section 5.1 leads to the following conclusions:

1. The number of people being reached by the active commitments in 2011 is impressive - more than 6.5 million children and adolescents, 7.5 million individuals in the general population, and 80 million virtual users.

2. The geographical distribution of the 2011 commitments shows that 56% of them are implemented in more than five EU Member States, 6% in two to five EU Member States and 38% at national level within one Member State.

3. The Platform had 123 active commitments in 2011. Of these, 15 were new commitments.

4. The distribution of the 15 new commitments follows the strategic direction to extend the geographical coverage of the initiatives. 11 of the new commitments are implemented in more than five EU Member States (i.e. all Advocacy and information exchange and all education including lifestyle modification new commitments), 1 in two to five EU Member States and 3 at national level within one Member State.

5. The strategic target group “Children” is addressed by 45% of the commitments.

6. As a follow-up to the evaluation 15 active commitments, of which 3 are new, focused on reformulation. This is in line with the priorities set by the Platform for the period 2011-2013.

7. Physical activity has been reported as the main activity type by 15 commitments. In addition, another 5 commitments have this activity type as a secondary focus, indicating a good response to the Platform priorities.

8. 66% of the commitments report on the human resources input as well as on the financial resources used for the implementation of the commitment.

9. 48 of the active commitments from 2011 are planned to run up to 2020.

10. Analysis shows a positive and significant improvement in the quality of the monitoring, especially with regard to the processes of defining objectives (objectives are increasingly specific). Monitoring outcomes and developing indicators of impact are also more often a consideration early on in the development of a commitment.
Specific Conclusions and recommendations related to activity types

Marketing and advertising
An important added value to the M&A activities is the agreement reached amongst EU Pledge companies to strengthen the pledge from 2012 by lowering the audience threshold from 50% to 35% of children under 12, covering more companies (from 11 in 2008 to 20 in 2012), extending the pledge to company-owned websites, and increasing transparency of monitoring / compliance checks.

Composition of foods (reformulation), availability of healthy food options, portion sizes

- Systematising quantifiable indicators (such as tons of reduced nutrients per year) would help to inform on the progresses of the Platform in food reformulation.

- The industry recognizes the need for an increased effort for standardizing reporting / the use of a commonly agreed reporting procedure in order to be able to make comparisons, describe trends and assess impact. Three commitments are addressing this issue. Steps are also being taken to increase organizational capacity within the industry to develop guidelines / monitor their implementation.

- As a result of these efforts 8 of the 21 commitments addressing reformulation activities are reporting in tons of reduced nutrient per year, thus providing overall quantified and comparable data regarding their activities in 2011. From this it is seen that:
  - 733.4 reduced tons of salt (4 commitments),
  - 54.2 reduced tons of fat (1 commitment),
  - 355 reduced tons of saturated fat (1 commitment),
  - 938 reduced tons of sugar (2 commitments),
  - 259.2 tons of salt have been reduced through the activity of a commitment registered as a marketing and advertising commitment.

Consumer information and labelling commitments

- Although only about half of the commitments (7 of the 13) reported their financial contribution, their financial input is an important financial investment in the overall implementation effort of the Platform (33%).

- Electronic communication is the leading form of communication in consumer information and labelling commitments with 8 out of 13 commitments relying mostly on websites for the promotion of the information. The impressive number of virtual users and pages downloaded demonstrate the effectiveness of this channel of communication.
• A good indicator reported consistently over the years by three commitments is the level of compliance to GDAs, expressed in percentages, for the overall product markets (i.e. reaching 90% compliance levels).

• One reported indicator is 14 million consumers per day being provided with GDA information (Action 536). This alone would generate a number of end users of 5,110,000,000.

• The high diversity of activities and the range of indicators used in reporting constrain the comparison of activities within the category and their evolution over time. Holding a workshop with this cluster of commitment holders might be a useful way of discussing the issues and establishing a more homogenous set of output and outcome indicators.

Education including lifestyle modification

• Education, including lifestyle modification commitments, represents 34% of the overall active commitments in 2011.

• This category of commitments is the lead one in using the internet as a channel for communication. Some 77 million virtual users, representing more than 90% of the total number of virtual users of the 123 active commitments in 2011, are reported.

• The strategic group “children and adolescents” is reached by 40% of the commitments (17 commitments) and their end users are well represented i.e. more than 500,000 children and adolescents.

• Vulnerable groups are addressed in 3 of the education including lifestyle modification commitments.

Physical Activity promotion

• Total expenditure reported amounted to EUR 18,586,423 equivalent to 35%, the highest percentage of the total reported for all commitment-related expenditures in 2011.

• An impressive number of end users are reported by physical activity promotion commitments, that is more than 4 million children and adolescents.

• As the number of children participating in Platform commitments in the area of physical activity was about 1 million during 2010, we can conclude that there has been significant growth in the number of children and adolescents reached, with the figure for participation rising to a reported 4 million in 2011.
A wide variety of reporting indicators are used in this commitment area. Identifying and agreeing on commonalities (i.e. instead of the number of schools/clubs/children, to report only on the number of children) would help in making more accurate assessments. In addition, including other dimensions (i.e. number of children vigorously active on a daily basis) would be an important progression as it would enable Platform members to compare their data with the benchmark provided by the evidence collected by the World Health Organization in this field.

End users that are physically active are also reported by Education, including lifestyle modification commitments. As an example of this 631 employees are reported within 3 “education, including lifestyle modification” commitments as being physically active.

Advocacy and information exchange

Almost half – 45% - of the commitments (10 out of 22) engage in partnerships during the implementation of Platform commitments. Given the theme of this cluster of commitments, an increased focus on partnership development may be desirable.