Agenda:

1. Introduction by the Commission
   - Welcome to New Members
   - Purpose and expected outcomes of the Platform
   - Proposal from the United Kingdom to host a plenary meeting on the 21. September
   - Co-operation EU – US
2. Baseline
   - Draft input - Work in progress
3. Commitments
   - Format, timeline
4. Mandate for the Working Groups
5. Nomination of members of the Working Groups
6. Applications for Membership in the Platform
   by Professor van Bottenburg
8. Any other business

In his opening remarks, the Chairman (Robert Madelin, Director General SANCO) particularly welcomed the new participants to the Platform process. He underlined that the Commission services main role in the Platform is to protect the integrity of the process, and to make sure that a cooperative and action-oriented approach is respected.

The Chairman introduced a proposal from the incoming UK Presidency to host a Platform plenary meeting on September 21. The UK delegation explained how this proposal fits in with the UK Presidency’s priorities in the fields of health inequalities and nutrition (presentation and draft agenda attached). According to the UK proposal, the afternoon session of the 21/09 meeting would focus on the role of reformulation in reducing salt, fat and sugar to help improve diet. The focus on reformulation was considered too narrow by some Platform members, while others welcomed such a special issue session, indicating
that other specific topics could be dealt with on other occasions. The Chair concluded that any further suggestion should be transmitted to the UK delegation by 27 May.


Given the importance of the obesity debate in the US, and the fact that obesity is high on the agenda of the Trans-Atlantic Consumer Dialogue (TACD), the Chairman announced that the possibility of organising a joint Platform meeting with US stakeholders in 2006 is being explored.

2. The baseline contributions received so far were forwarded to the Platform members ahead of the meeting. The Commission services presented the structure of the database which will be created in order to store the baseline information, and to make it accessible to interested parties outside the Platform. Ultimately, it should be an on-line web-based tool, giving read-only access to the public and, ideally, write access to Platform members.

The Platform members broadly welcomed this approach, and pointed to a number of items which need further clarification. Members were asked to send any additional comments on the database to the Commission services (Jonathan.Back@cec.eu.int) by 3 June. It was agreed that those Platform members who have not yet submitted baseline information would indicate the expected date for delivery by 10 June. A first version of the database should be implemented by the end of June.

3. The Chair acknowledged that the original June timeline foreseen for the submission of commitments for 2006 may be difficult for Platform members to meet. It was agreed that oral presentations of the preparatory process would be made by Platform members at the July plenary meeting, and that the final action plans would be submitted for the November meeting at the latest.

4. The Chair recalled that Working Group meetings are scheduled for the afternoons of 30 May (Healthy Lifestyles), 31 May (Consumer Information) and 1 June (Monitoring work package). The Commission services presented a draft mandate for the Working Groups, which was discussed in detail. A series of modifications were agreed, which principally concern

− the respective roles of the Platform plenary and the Working Groups
− the expected achievements of the Working Groups
− the composition of the Working Groups
− harmonising the terminology of the Working Group mandate with that used in the Platform document.

The agreed final version of the Working Group mandate is attached (Rev1 – 25/05/2005).


5. It was agreed that all major groups in the Platform should be represented at the first meeting of the Working Groups, and that the names of the participants should be forwarded to the Commission services by 27 May. The Commission services confirmed that for the Working Groups, the same reimbursement procedures as for the Platform plenary meetings will apply.
6. The Chair underlined that while the Platform is open to European-level organisations who can contribute to its objectives through concrete and verifiable commitments for action, it is necessary to keep the Platform operational by maintaining it a manageable size. The Commission services had submitted a list of organisations requiring membership to the Platform members. After discussion, it was agreed that more detailed and structured information is necessary before deciding on new members. For this purpose, the Commission services will develop a questionnaire to be sent to applicants, requiring them i.a. to detail relevant actions which they are presently carrying out, and those they would additionally commit to within the framework of the Platform. The replies to this questionnaire, together with a motivated recommendation for acceptance or refusal of membership, will be sent to the Platform meetings before the next meeting.

7. In his presentation on “Sport participation in the EU: trends and differences” (attached), Prof. Dr. Maarten van Bottenburg (Professor of sport studies at Utrecht University, research director of Mulier Institute) underlined the importance of building social capital, and the contribution which sports participation can make to this. As far as intervention strategies are concerned, Prof. van Bottenburg outlined that there is a need to move from ‘sport for all’ campaigns to ‘health enhancing physical activity’ interventions, which

   − are less directed at sport, and more at physical activity;
   − shift the focus of attention from young people to adults and the elderly, and
   − focus less on infrastructure and more on individual mentalities.

The Chair thanked Prof. van Bottenburg for a presentation that will guide future activities of the Platform in the physical activity field.


8. The next Platform plenary meeting is scheduled for 1 July in Brussels.