



EU Platform on Diet,
Physical Activity and Health

**SYNOPSIS
COMMITMENTS
Annual Report 2007**
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Executive Summary

On 15 March 2005 the European Platform for Action “Diet, Physical Activity and Health” was launched. The Platform was created *to provide a common forum for all interested actors at European level where (1) they can explain their plans to contribute concretely to the pursuit of healthy nutrition, physical activity and the fight against obesity, and where those plans can be discussed; and where (2) outcomes and experience from actors’ performance can be reported and reviewed, so that over time better evidence is assembled of what works, and Best Practice more clearly defined.* The Platform operates under the leadership of the European Commission whose role is above all to make sure that a cooperative and action-oriented approach is respected, and to ensure that the activities of the Platform are in harmony with the work of the European Network on Nutrition and Physical Activity, and with the discussions in the Council and the European Parliament.

Actors willing to give a lead in taking actions that can help to contain or reverse current obesity trends had come together in March 2005 in the EU Platform for Action “Diet, Physical Activity and Health”. Platform members agreed to share their action plans with each other in order to reverse the overweight and obesity trends in EU.

At the Platform Meeting of January 2006 the first version of the Synopsis Commitments 2006 was discussed and included 70 commitments. The first update was discussed and adopted at the Platform Meeting of March 2006 and included 92 commitments. The second update covered 114 commitments, was adopted at the Platform Meeting of September 2006, and was published in its final format on the 26th of October 2006. Since a lot of new commitments had been made in the course of 2006, the Synopsis Commitments was again on the agenda of November 2006. A need was expressed not only for an updated overview of all actions underway in 2006 including their achievements, but also for a first overview of new commitments tabled for 2007. Therefore, Platform members were asked to update their commitments in the Platform Database in early 2007. Up to the 21st of February a total of 203 commitments were available in the Database: 38 of them were scheduled to be finished in 2006, 145 of them were multi-annual and will be

continued in 2007, and 20 of them will start in 2007. In Chapter 2 of this report the 203 commitments are summarized according to aspects as main areas of action, type of activities, target audience, geographical coverage, description of the development of the action, the action itself and its outputs, the action outcomes, the duration, and the self-reported relevance of the actions. Annex 1 provides an overview of Platform members and the number of their commitments. Annex 2 gives an overview of the type of information available in the Platform database.

At the start of the Platform process it was already clear that many actors have difficulties in filling out the monitoring field of their action in the online database. However, without appropriate monitoring of actions it will not be possible to assess what actions might be considered as best practices. To assist the actors in dealing with monitoring issues a monitoring guide was developed, including examples. Platform members were asked to include information on the main indicators used for monitoring and on the monitoring process itself in their first interim monitoring report. Based on these first interim reports, the First Monitoring Progress Report was composed and discussed in the September 2006 Platform Meeting. It was agreed that too little progress had been made and there should be an increasing focus on the outcomes of the monitoring process. Therefore, Platform members have been asked to fill in a second interim monitoring form not later than early 2007. Up to the 21st of February 2007 a total of 74 of these reports have been submitted (see annex 1), but the Second Monitoring Progress Report as composed in March 2007 is based on the analysis of 121 monitoring forms, so including late monitoring forms. The main findings of the Second Monitoring Progress Report are included in Chapter 3 of this Synopsis Commitments report.

In Chapter 4 each of the commitments is briefly described, including information on monitoring and on self-reported relevance, if available. Annex 3 provides an index in which the actors of the commitments are presented in alphabetical order and in which page numbering refers to the individual commitment. For a more detailed description of each commitment one is referred to the online database on EUROPA¹.

¹ http://europa.eu.int/comm/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp

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1. Introduction

Background to present synopsis

European Union citizens are moving too little and consuming too much: too much energy, too much fat and sugar, and salt. The main consequence is a sustained, acute EU-wide increase in overweight and obesity. The increase is particularly severe for children and adolescents. This trend is increasing ill health and shortening lives.

The problem is already quite severe and sufficiently understood for taking actions that can help to contain or reverse current trends. Actors willing to give a lead in taking actions had come together in March 2005 in the EU Platform for Action “Diet, Physical Activity and Health”. Platform members agreed to share information on their initiatives related to the issues of obesity, diet, physical activity and health that could contribute to a successful attack on current trends in the EU, and setting out what they intend to achieve and by what means.

Therefore, Platform members decided to submit their actions implemented in 2004 and 2005 through an online database. These actions are considered as baseline actions against which future efforts can be compared, and are reviewed in a separate document [Synopsis Baseline Actions 2004/2005; adopted at Platform Meeting of 14 March 2006]. The Platform members have also decided to submit their actions starting in 2006 or later through the same online database. These commitments are discussed and reviewed in the present report.

Commitments database

The actions are entered into the Platform database through a standardized submission form. Commitments are to be submitted by members of the Platform, but also by other European Associations, National Associations, Governments, Non-Governmental Organisations (NGOs) and individual companies or organisations. However, where applicable, commitments for action plans should be submitted via Platform Members (a complete list of Platform Members by the

21st of February 2007 is given in Annex 1). For those who are not familiar with the online database, the main sections of the submission form are summarized in Annex 2. It provides an overview of the type of information available to the database user.

The aim of the Commitments database is to provide all the relevant information on the committed actions and to present this information in such a way that it allows members and external parties to view, analyse, sort and compare actions. Therefore it is important that the actions, the development of the actions, the outputs as well as the evaluation of the outputs are well described. However, it is also very crucial that the actual outcomes are clearly described and monitored. Otherwise the impact of the outcomes in health terms cannot be assessed, but also progress of actions in relation to baseline outcomes cannot be established.

Relevance of committed actions

The impact of the outcomes in health terms deserves some clarification. The challenge of most of the actions is to reduce the level of overweight and obesity. At the simplest level, this is an issue of energy balance: a positive energy balance means that energy intake from food is larger than energy expenditure by the body ('burning of calories'), and the result will be an increase in body weight; a negative energy balance means that energy intake from food is smaller than energy expenditure, and the result will be a decrease in body weight. Actions performed by actors may therefore affect the energy intake component (for example: smaller portions, foods with lower energy-density, changes in composition of daily diets) or the energy expenditure component (for example: more physical activity). It should be realized that the type and level of evidence from scientific literature whether the proposed action may indeed result in a reduction in energy intake or in an increase in energy expenditure, might vary by type of action. However, such information is crucial for assessing the impact of the action (might the action indeed result in a reduction in prevalence rate of overweight and obesity), and so for the actual relevance of the action. In everyday practice more actions are implemented simultaneously, and this makes it difficult to quantify the actual contributions of the individual actions. In addition, the impact of the actions on body weight and the level of overweight and obesity are medium- and long-term issues, and therefore cannot easily be evaluated on the short-term (many actions are short-term).

However, the relevance of an action can also be considered at another level, namely at the level of the action outcome. Does the action indeed substantially contribute to the desired change? In other words, does the action indeed contribute to a relevant level? For example, does the action indeed substantially lower the energy density of the food? Or is the lowering just marginal? Does the action indeed substantially change the activity pattern? Or are the changes just minor? Does the action indeed substantially improve the awareness on nutritional issues? Or are the changes hardly noticeable? In general, it is this concept of relevance that is used by Platform members if they are asked to indicate the relevance of their action.

Process from development of action to impact of action

Although the ultimate purpose of all actions will be the reduction in overweight and obesity, and the improvement of health status, the short monitoring timeframe of the present actions (1-2 years) will not allow showing dramatic improvements in levels of overweight and obesity. To achieve relevant improvements in overweight and obesity, the present actions should be continued for more years. However, within the timeframe of the present actions it is possible to monitor intermediate indicators, e.g. changes in food consumption, in nutrition behaviour or in physical activity. Such monitoring might be used to identify Best Practices.

Although only intermediate indicators might be monitored within the timeframe of most actions, it is helpful to have a good view of the whole process. In the whole process starting with the development of the action and ending with the impact of the action in relation to overweight and obesity, five steps might be distinguished (see text block).

Step 1: The development and the description of the action, and the implementation of the action and the evaluation of the implementation [short-term]

Step 2: Monitoring the outcomes of the implementation [short-term]

Step 3: Only if the outcomes of the implementation are monitored and described quantitatively, it becomes possible to estimate what the potential impact of these outcomes might be in the medium-term on the components of energy balance, so either on energy intake or on energy expenditure [medium-term].

Step 4: Subsequently the potential impacts of various actions might be compared, and the overall ‘theoretical’ impact on energy balance of a combination of actions might be estimated (various scenarios might be modelled), either on national level, or on EU level [medium-term].

Step 5: Finally, body weight surveys should reveal that the ‘theoretical’ impacts are indeed achieved in everyday life situations (in which various actions might be realized simultaneously) and have resulted in lower prevalence’s of overweight and obesity [long-term].

Note: The medium and long-term steps (3-5) described above focus on overweight and obesity. However, it should be recognized that the Platform is not only about overweight and obesity but may also include diet-related diseases. So the scope of the monitoring might be wider: from changes in diet and physical activity towards a healthier lifestyle.

As mentioned before, within the present framework of the EU Platform the individual actors can only deal with the short-term aspects, but the first two steps are crucial. It is the task of the individual actor to deal with steps 1 and 2 and to deliver at the end of step 2 action outcomes in a format that allows the outcomes to enter steps 3 and 4 in which estimates of the potential impacts of the action can be made. If the action cannot be monitored or will not be monitored, the impact of the action cannot be assessed, and for that action the process stops after step 1.

Action outcomes and their monitoring

With respect to step 2, not all commitments have indicated how monitoring will take place and what outcomes will be collected. In the “Platform Database Guidance for Submission of Action Plans” already some information on the ‘outcomes’ field of the Platform Database had been given. More information is given in the specially developed user’s guide on how commitments might be monitored (adopted by the Platform Meeting of September 2006). Without appropriate monitoring of actions it will not be possible to assess what actions might be considered as best practices.

Outline of synopsis

With respect to reviewing the commitments, the actor, or actually the sector from which the actor originates, has been used as main departure point in Chapter 2. A total of 8 sectors have been pre-defined, but some caution in using this broad classification is needed. It should be realized that the actors within a sector, or the commitments put forward by these actors, are not necessarily representative for the sector. It should also be realized that several actors might be scheduled among various sectors, depending on the type of action.

In Chapter 2 the sectors of actors are discussed in relation to: main area of action (2.1), type of activity (2.2), target audience (2.3), geographical coverage (2.4), description of development and performance of the action and its outputs (2.5), time of action (2.6), action outcomes (2.7), and self-reported relevance of the actions (2.8). Chapter 3 summarizes the main results from the Second Monitoring Progress Report, as composed in March 2007.

In the present Synopsis Commitments report actions are categorized into 4 main and 3 minor categories. The main categories are: (1) nutrition labelling/nutrition information; (2) product development/reformulation/portion sizes; (3) advertising/marketing; and (4) promoting a healthy lifestyle/education on nutrition and/or physical activity. The 3 minor categories are: (5) dissemination; (6) research/monitoring/surveillance; and (7) policy development. In Chapter 4 the individual actions are described for each of the seven categories of actions.

2. Statistical Overview of Commitments

Up to the 21st of February 2007, 31 Platform members have submitted a total of 203 commitments (see Table 1 and Annex 1). A few more commitments have been made (HOTREC and ESPGAN) but those commitments have been submitted as textual documents and have been made available to the Platform members as such, but they are not in the database (see footnote b in Annex 1).

In this chapter quantitative aspects of the 203 commitments started in 2006 or 2007 will be presented. Throughout the chapter the commitments will be classified according to the sector within which the actor of the commitment operates. It should be recognized that the actors within a sector are not necessarily representative for the sector. It should also be realized that several actors might be scheduled among various sectors, depending on the type of action.

Most commitments are from the sectors Manufacturing (34%), NGOs (20%) and Retailing/Vending (14%) (see Table 1 and Figure 1). The 8 commitments in the actor category 'Others' concern the 5 commitments of EHFA (European Health and Fitness Association), 2 commitments of Freshfel, and the commitment of AREFLH (Assemblée des Régions Européennes Fruitières, Légumières et Horticoles).

2.1 Main areas of action

Seven areas of action have been defined (Table 1). Within the 203 commitments 677 times an activity was indicated. An overwhelming part of the indicated activities (37%) relates to Promoting a healthy lifestyle/Education on nutrition and/or physical activity. Other main areas are 'Nutrition labelling/Nutrition information' (17% of the activities) and 'Advertising/Marketing' (11%). Each of the other areas comprises 5-8% of the total number of activity indications.

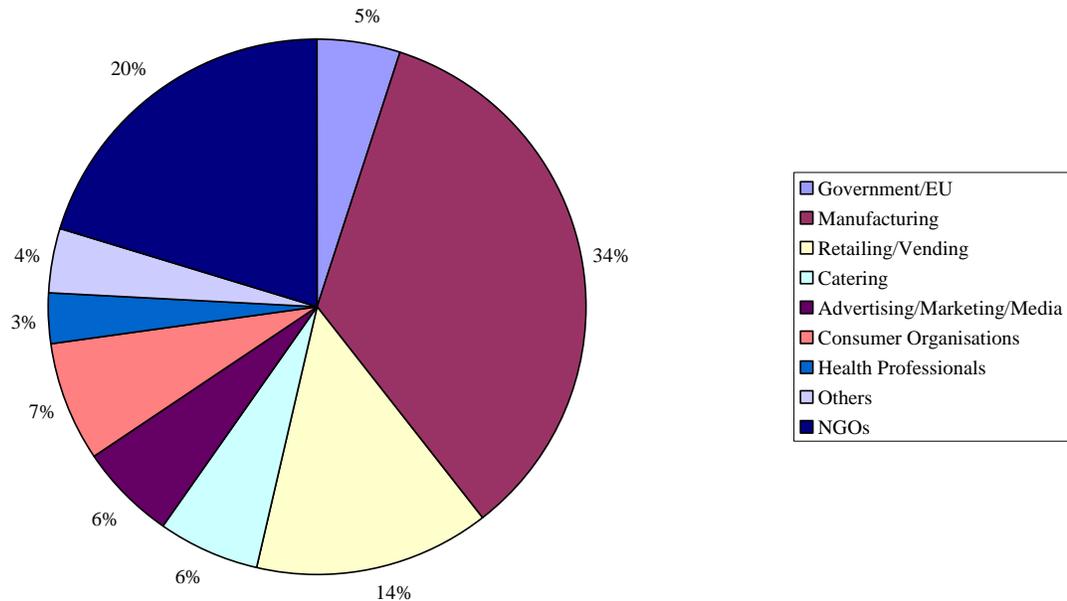


Figure 1. Distribution of the 203 commitments over the various sectors of actors

‘Promoting a healthy lifestyle/Education on nutrition and/or physical activity’ is covered by most sectors, but sectors Manufacturing, NGOs and Retailing/Vending are very well represented (see Table 1). ‘Nutrition labelling/Nutrition information’ is also mainly covered by Manufacturing, Retailing/Vending, and NGOs, although sectors Consumer Organisations and Catering also show substantial contributions. ‘Advertising/Marketing’ is most often mentioned by Manufacturing, Advertising /Marketing/Media and Retailing/Vending. The area of ‘Product development/Reformulation/Portion sizes’ is mainly cited by Retailing/Vending and Manufacturing sectors. Sector NGOs most often indicated ‘Dissemination’ and ‘Policy development’.

2.2 Type of activity

The actors described the activities (choice from 12 pre-defined types of activities) that best correspond to the main focus of the action in their commitment. With respect to the 203 actions a total of 677 activities have been indicated (see Table 1). This means that actors needed on

average 3-4 activities to characterize their action, although it was hoped that actors would choose just one or two activities according to a kind of ‘best fit’ approach. The 677 indicated activities show a similar distribution over the various sectors as the 203 actions do.

The main types of activities are Promotion of a healthy lifestyle (20%), Education (17%), Nutritional Information (17%), Dissemination (8%), Advertising (7%), and Product development (7%) (see Table 1). Figure 2 shows per sector of actors the distribution of these six most often indicated categories of activities.

Most activities were reported by the sectors Manufacturing, NGOs, and Retailing/Vending (see Table 1). The 208 activities indicated by the sector Manufacturing were mainly classified as Promotion of a healthy lifestyle (n=50), Education (n=43), and Nutritional information (n=42). The 133 activities indicated by NGOs were mainly classified under Education (n=27), Promotion of a healthy lifestyle (n=25), Dissemination (n=23), Nutritional information (n=15), and Policy Development (n=14). The 123 activities mentioned by Retailing/Vending were mainly classified in Promotion of a healthy lifestyle (n=26), Nutritional information (n=21), Product development (n=20), Education (n=16), Training (n=15), and Advertising (n=14).

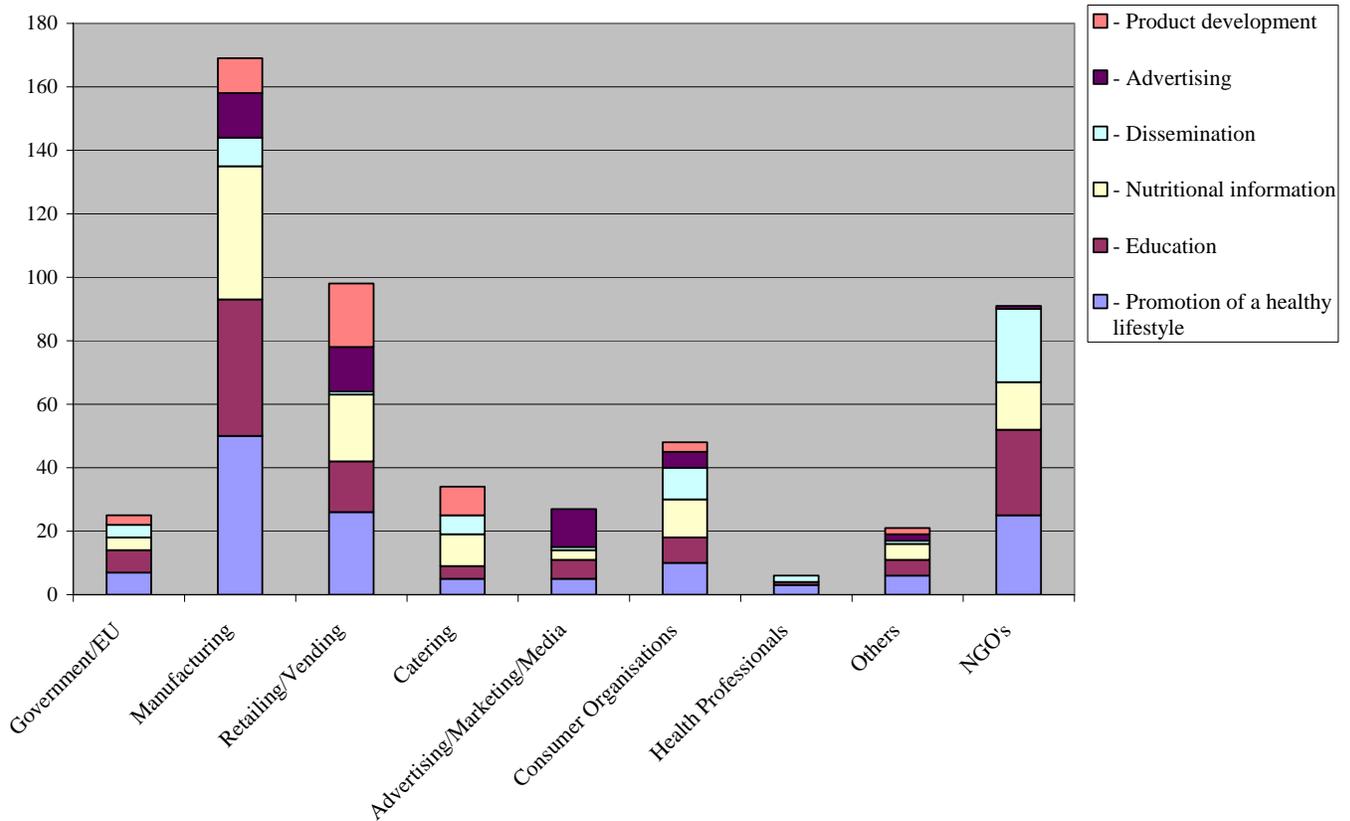


Figure 2. Distribution of the six most indicated type of activities (%) for each sector of actors (sector Academia did not submit commitments)

2.3 Target audience

The actors also defined the target audiences of their committed actions. They were able to choose one or more target audiences from a pre-defined list with 11 categories. With respect to the 203 actions 686 times target audiences were mentioned (see Table 1). This demonstrates that the actors used an average of 3-4 categories of target audiences per action.

Most cited target audiences are General public (19%), Children and adolescents (18%), Parents (10%), Educators (9%), and Health professionals (9%). Senior citizens (2%) belong to the least mentioned target audiences. The sector Manufacturing has a main focus on General public (17%), Children and adolescents (17%), Parents (15%), and Educators (11%). The sector NGOs indicates mainly the General public (19%), Health professionals (18%), Children and adolescents

(17%), Policy makers (14%), and Educators (13%) as target audiences. The Retailing/Vending sector has the General public (37%), Children and adolescents (30%), and Employees (21%) as main target groups and the sector Consumer Organisations the General public (18%), Children and adolescents (16%), and the Local community (15%). The sector Advertising/Marketing/Media focuses mainly on the General public (33%) and Children and adolescents (31%), but also on Industry (21%). The sector Catering has a main focus on Industry (23%), Employees (20%), and Children and adolescents (17%).

2.4 Geographical coverage

The actors reported the countries where the action will take place. Out of the 203 actions, 46% will take place in just one EU-country (Table 1). This is particular true for the actions by the sectors Manufacturing, NGOs, Consumer Organisations, Retailing/Vending, and Government. It also means that 54% of the 203 actions will be carried out in more than one EU-country, and about 19% of all actions will be implemented in all or nearly all EU-countries.

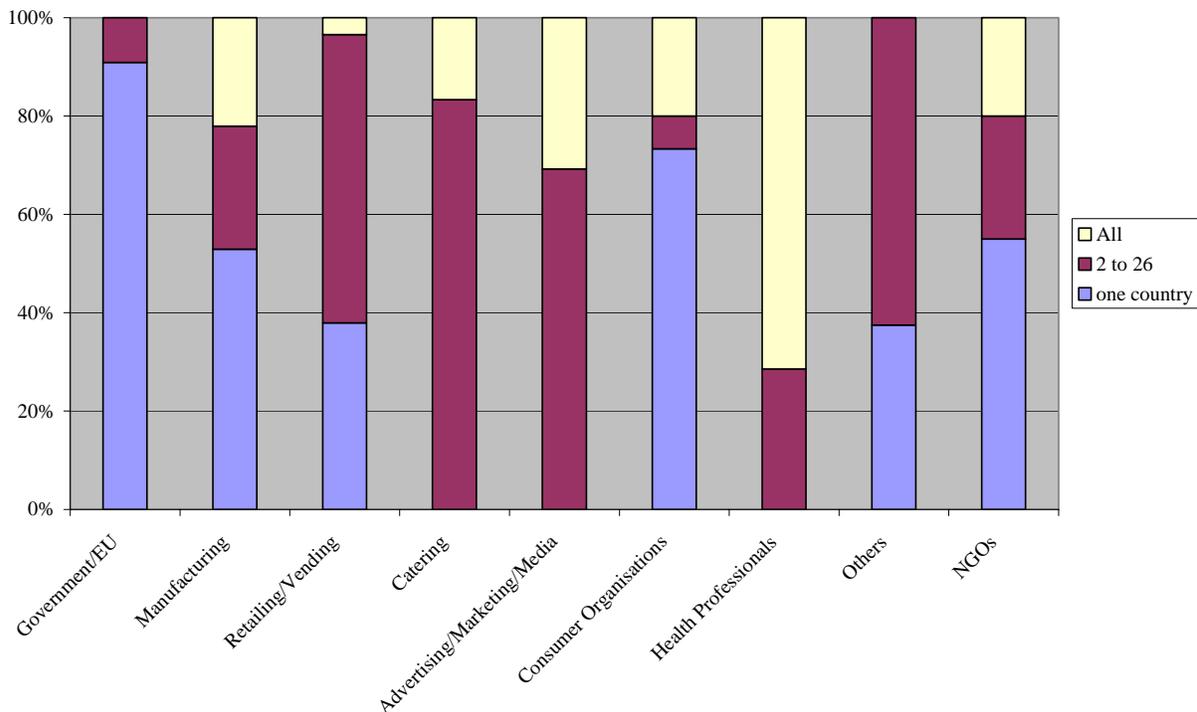


Figure 3. Committed actions to be performed in one EU-country, in 2-26 EU-countries, or in all EU-countries, for each sector of actors.

2.5 Description of development and performance of the action and its outputs

The actors described not only their actions (<5 lines of text) in the database, but also the development of the action (<400 words), and the outputs (<400 words). The intention of these descriptions is to provide the user of the database the details of the planning stage of the action. This enables the database user to understand why the action is done and how much work the development involves. The intention of the output information is to provide the details of the implementation stage of the action, to outline how the action was put in place, and to give an indication about the size of the action.

The descriptions given by actors are certainly helpful to the database user to understand the background and the details of the action. Unfortunately, many actors did not make use of these sections to provide sufficient information to enable the reader to adequately understand the development and outputs of the action. Actors were asked to update and complement their descriptions in the database not later than early 2007. However, not many actors have responded to this request. The summaries of the descriptions of the individual actions as given in Chapter 4 are based upon the information available per February 2007.

2.6 Time of action

The actor has indicated the year in which the committed action starts and the year in which it will end. An update on this issue was given by 80% of the actors through the individual First Interim Monitoring Report. As shown in Table 1, 50% of the committed actions have a scheduled duration of less than 3 years. The sectors Manufacturing and Retailing/Vending have relatively more long-term than short-term actions, whereas the sectors Catering, Advertising/Marketing/Media, Consumer Organisations and Health Professionals have relatively more short-term actions. The sectors NGOs and Government/EU have more or less equal numbers of short-term and long-term actions.

2.7 Action Outcomes

As described in the “Platform Database Guidance for Submission of Action Plans” (version 2.0; November 2005) the actor is asked to provide in detail (<400 words) what monitoring and evaluation of the action took place or is planned. Without appropriate monitoring of actions it is impossible to indicate what actions might be considered as best practices.

Clearly, the monitoring of actions has proven to be more difficult than expected. This is not surprising given the nature and novelty of the Platform process. For the first time retailers, food processors, the catering industry, the advertising business, consumer and health NGO’s, the medical professions and the EU troika presidencies are discussing what the best voluntary actions are towards promoting a healthy lifestyle. Therefore, more information was given in the specially developed user’s guide on how commitments might be monitored (adopted by the Platform Meeting of September 2006).

In Chapter 3 more detailed information is given on the progress of the monitoring process based on the second interim monitoring reports of the actors as submitted early 2007.

2.8 Self-reported relevance of the actions

As part of the second monitoring report form actors have been asked to describe the relevance of their action. Unfortunately, not all actors did so. However, sometimes the relevance had already been formulated in the information given on the online database. So, for 119 out of the 203 commitments (about 60%) the actor has reported at least some remarks on the relevance of the action. These remarks are included in the individual descriptions of the actions in Chapter 4.

Many actors mention that they hope and assume that their actions will lead to an improvement of the diet and/or of the level of physical activity, and as a result will lead to a reduction of overweight and obesity. With respect to the relevance of their individual action to reduce

overweight and obesity, they argue that they have to rely upon scientific evidence from other sources. Nevertheless, they may give their view on the relevance of their action at the level of the action outcome, so whether their action will indeed substantially contribute to the intended change. In the following paragraph, just some typical examples of descriptions of relevance are given per main area of action. For a complete overview one is referred to the individual commitments in Chapter 4.

Nutrition labelling/Nutrition information

For about 90% of these commitments some information on relevance is given.

Relevance: Informing consumers about healthy and balanced diets (by labelling, websites, campaigns). Empower consumers to make the most appropriate purchase choice for their nutritional needs (by providing full nutrition information; by increasing number of choices for healthy foods; by increasing number of portion sizes; by showing how treats may fit into a balanced diet; by developing simplified nutritional labelling that consumers can use to compare the nutritional qualities of different food choices, for example GDAs (Guidance Daily Amounts).

Product development/Reformulation/Portion sizes

For about 65% of these commitments some information on relevance is given.

Relevance: Improving existing products and introducing new ones (including reducing saturated fat, *trans* fat, sugar, salt), in order to give consumer more choices to help address their health and wellness needs. Expand package offer in the marketplace in order to offer consumers opportunities to make healthy choices on quantities and therefore on reducing caloric intake. Implementation of guidelines of vending industry on how to offer of foods to schools will result in healthier choices at school. A continue rotation and variety of more balanced menu choices in restaurants results in more options for healthier choices in restaurants.

Advertising/Marketing

For about 70% of these commitments some information on relevance is given.

Relevance: To raise awareness among individuals, and children in particular, of the steps that can be taken to improve their diet and to increase physical activity levels (by campaigns, by enhance

parents' and teachers' ability to influence children's dietary choices). Implementation of both the CIAA Food and Beverage Advertising Principles and the Food and Beverage Product Marketing Communications Principles will mean that over-consumption or an imbalanced diet will not be encouraged, and that parental authority or guidelines on healthy eating will not be undermined. The global food industry adopted the ICC Framework for Responsible Food and Non-Alcoholic Beverage Communications. Testing advertiser compliance with the new code helps to verify that the codes are indeed being used in practice. A Self-Regulation Charter on food advertising provides advice and training to industry practitioners and therefore raises standards. Awareness of self-regulatory systems by consumers and industry will increase the effectiveness of self-regulation.

Promoting a healthy lifestyle/Education on nutrition and/or physical activity

For about 50% of these commitments some information on relevance is given.

Relevance: The use of symbols on food packages (e.g. the heart symbol) might help the consumer to make the right choices. Nationwide information campaigns (such as 'A small Decision a Day') might help to promote physical activity. Multimedia initiatives to create a network of public broadcasters and other media for exchange information on health issues might bring issues on nutrition and physical activity to a wider audience. Programs as the "Food Dude Healthy Eating Programme" to primary schoolchildren may positively change the long-term behaviour in the consumption of fruits and vegetables. Media literacy should empower citizens with the critical thinking and creative problem-solving skills to make them judicious consumers. If doctors (and other health professionals) would be good examples in adopting a healthier lifestyle if necessary, then more people will change their behaviour. Tailor-made consultations in outlets may also help. Public/private partnerships may support health education efforts. Activities on getting 'more people, more active, more often' may result in an increase of physical activity.

Dissemination

For about 50% of these commitments some information on relevance is given.

Relevance: Organizing conferences, workshops etc, help to get and keep prevention on the EU and national agenda's. Creating national "Food Weeks" help to promote healthy eating and healthy lifestyles. Programmes that show a broader vision of the benefits of a balanced diet and

regular physical activity (such as EPODE and SHAPE UP) might have an extra value. Regularly publishing of content-rich, science-based, easy-to-understand material might help the public's understanding of such issues and to raise consumers' awareness of the active role they play in safe food handling and choosing a well-balanced and healthy diet.

Research/Monitoring/Surveillance

For about 65% of the commitments some information on relevance is given.

Relevance: To obtain appropriate and balanced dietary habits, a greater understanding of the determinants that affect food choice is needed. Reflection on innovation in the agro food chain might stimulate product reformulation. Developing monitoring systems to review the implementation of commitments might reveal in a larger success rate of the commitments.

Policy development

For about 45% of the commitments on policy some information on relevance is given.

Relevance: Policy development and advocacy might support greater awareness and understanding of the need for improvements in diet and physical activity. Decisions and trends at EU level might be spread and taken into account by member states.

Table 1. Submitted commitments and reported main area of action, type of activity, target audience, geographic coverage, and duration, per sector of actor.

	Government/ EU	Manufacturing	Retailing/ Vending	Catering	Advertising/ Marketing/ Media	Consumer Organisations	Health Professionals	Others	NGOs	Total
Total submitted commitments (n and %)	11 5%	68 34%	29 14%	12 6%	13 6%	15 7%	7 3%	8 4%	40 20%	203 100%
Total reported activities (n and %)	38 6%	208 31%	123 18%	40 6%	39 6%	59 9%	12 2%	25 4%	133 20%	677 100%
<i>Main area of action (n)</i>										
1. Nutrition labelling/Nutritional information	4	42	21	10	3	12	0	5	15	112(17%)
2. Product development /Reformulation / Portion sizes	3	11	20	9	0	3	0	2	0	48(7%)
3. Advertising / Marketing	1	25	18	0	21	8	0	2	2	77(11%)
4 Promotion a healthy lifestyle/Education on nutrition and/or physical activity	14	93	42	9	11	18	4	11	52	254(37%)
Others	16	37	22	12	9	18	11	5	64	186(27%)
5. Dissemination	4	9	1	6	1	10	2	1	23	57 (8%)
6. Policy development	5	3	3	2	-	3	2	-	14	32 (5%)
7. Research / Monitoring / Surveillance	7	15	2	3	3	5	2	2	16	55 (8%)
8. Other	-	10	16	1	-	-	2	2	11	42 (6%)

Table 1. Continued

	Government/ EU	Manufacturing	Retailing/ Vending	Catering	Advertising/ Marketing/ Media	Consumer Organisations	Health Professionals	Others	NGOs	Total
Total reported activities (n and %)	38 6%	208 31%	123 18%	40 6%	39 6%	59 9%	12 2%	25 4%	133 20%	677 100%
<i>Type of activity (n)</i>										
- Advertising	-	14	14	-	12	5	-	2	1	48(7%)
- Dissemination	4	9	1	6	1	10	2	1	23	57(8%)
- Education	7	43	16	4	6	8	1	5	27	117(17%)
- Marketing	1	11	4	-	9	3	-	-	1	29(4%)
- Monitoring/Evaluation	5	6	-	3	1	1	1	1	7	25(4%)
- Nutritional information	4	42	21	10	3	12	-	5	15	112(17%)
- Policy development	5	3	3	2	-	3	2	-	14	32(5%)
- Product development	3	11	20	9	-	3	-	2	-	48(7%)
- Promotion of a healthy lifestyle	7	50	26	5	5	10	3	6	25	137(20%)
- Research and surveys	2	9	2	-	2	4	1	1	9	30(4%)
- Training	-	6	15	1	-	-	2	1	11	36(5%)
- Vending	-	4	1	-	-	-	-	1	-	6(1%)

Table 1. Continued

	Government/ EU	Manufacturing	Retailing/ Vending	Catering	Advertising/ Marketing/ Media	Consumer Organisations	Health Professionals	Others	NGOs	Total
Total data on target Audience (n (%))	36 5%	288 42%	71 10%	35 5%	39 6%	55 8%	10 1%	28 4%	124 18%	686 100%
<i>Target audience (n)</i>										
- Children and adolescents	3	48	21	6	12	9	-	5	21	125(18%)
- Educators	3	31	-	3	1	6	1	2	16	63(9%)
- Employees	2	24	15	7	-	4	-	3	3	58(8%)
- General public	4	48	26	4	13	10	-	5	23	133(19%)
- Health professionals	5	22	-	1	-	3	5	2	22	60(9%)
- Industry	5	18	2	8	8	3	-	2	5	51(7%)
- Local community	3	25	-	-	1	8	-	3	4	44(6%)
- Parents	3	42	3	3	4	7	-	3	6	71(10%)
- Policy makers	5	15	2	3	-	3	3	1	17	49(7%)
- Senior citizens	1	8	1	-	-	2	-	2	2	16(2%)
- Special groups	2	7	1	-	-	-	1	-	5	16(2%)
Geographic coverage (n)										
- One EU country	10	36	11	-	-	11	-	3	22	93(46%)
- All EU countries	-	15	1	2	4	3	5	-	8	38(19%)
- 2 to 26 EU countries	1	17	17	10	9	1	2	5	10	72(35%)
Duration (n)										
- <3 years	5	22	8	10	9	14	7	3	23	101(50%)
- >3 years	6	46	21	2	4	1	-	5	17	102(50%)

3. Progress in Monitoring

Note: When in this chapter we mention 'the report' we refer to the second monitoring report that has been prepared for the Commission by RAND Europe. This chapter is essentially the Executive Summary of this report, the full report being available on the DG SANCO website.

The Second Monitoring Progress Report

As mentioned before, the EU Platform on Diet, Physical Activity and Health was also launched to provide a common forum where outcomes and experience from actors' performance can be reported and reviewed, so that over time better evidence is assembled of what works, and Best Practice more clearly defined.

From the outset it was recognised that the members of the Platform² would need to monitor their achievements if they were to demonstrate their impact to others and to learn from their own practices. This is a challenging task, however, and not all Platform members were equally skilled in this area. A Platform Monitoring Working Group, which was chaired by the European Commission and comprised members of the Platform, was therefore set up in March 2005. In March 2006, the Chairman of the Platform indicated that “the key objective of the second year [of the Platform] is to show that the Platform is going forwards in terms of implementation and monitoring of the commitments”.³ The Monitoring Working Group issued a “Monitoring Framework” and a “First Monitoring Progress Report” in 2006.⁴ Subsequently it has been instrumental in working towards the production of a second Monitoring Progress Report for the second anniversary of the Platform (March 2007).

The Monitoring Progress Report presents the achievements of the EU Platform on Diet, Physical Activity and Health in 2006. It also examines how successfully the Platform's members are monitoring the Platform's progress.

² This Report will henceforth refer to the EU Platform on Diet, Physical Activity and Health as “the Platform”.

³ As indicated in ‘Plenary Meeting Tuesday 14 March 2006, Summary Report (Draft)’, http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/ev_20060314_mi_en.pdf

⁴ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_1mon-framework_en.pdf

Achievements

The information on the Platform's achievements that is included in this Monitoring Progress Report is derived from RAND Europe's analysis of 121 monitoring forms submitted by Platform members. We have attempted to include information on all of these achievements, except where the specificity, clarity, focus or measurement displayed in the monitoring forms was so poor that it was not possible to communicate their content in a meaningful way, or when the actions were not applicable to 2006. It should be noted that the inclusion of information on commitments in this Monitoring Progress Report does not mean that the RAND Europe team has independently verified such information, or that the problem of attribution ("Was it really the Platform that caused the achievements to happen?") has been overcome. Furthermore, the important problem of the counter-factual ("What would have happened in the absence of the Platform?") has not been addressed.

Despite these caveats, members of the Platform appear to have produced a rich diversity of responses to the Platform's aims. Many of these responses exploit the existing strengths and activities of the Platform member implementing them. As an alternative mechanism for pursuing public benefits through innovative actions, the Platform raises important and interesting questions. Such innovative mechanisms present new advantages and limitations, which are likely to become better understood over time.

Progress in monitoring

The RAND Europe team developed an understanding of the current state of Platform monitoring activities by consulting relevant documents and speaking to key informants throughout the production of this report. These activities allowed us to identify six aspects of monitoring that were particularly relevant to the Platform: the need to be specific when setting objectives and reporting on actions, the need to focus on relevant information when monitoring, the need to devise appropriate methods of measuring results, the need to communicate information clearly, the need to state the Platform's contribution to a commitment, and the need to dedicate sufficient resources to allow effective monitoring.

In order to measure the standard of monitoring that is being undertaken by the Platform members with greater precision, RAND Europe developed a process for assessing the quality

of monitoring forms that used a scoring mechanism to quantify quality levels. When this process was applied to 121 monitoring forms, the results indicated that the average (mean) quality score of these forms was 2.88. A crude interpretation of this score suggests that, on average, the monitoring forms fall just short of an “adequate” standard where: objectives are sufficiently clear to be understood, and include some quantitative targets and timescales; reporting allows, with some effort, an understanding of what has been done; there is a focus on many important activities, whilst less attention is paid to more trivial activities; and, on balance, there is an approach to measurement that is appropriate if not complete.

These results suggest that a significant number of monitoring forms were not entirely adequate, although most forms communicated enough information to allow an impartial reader to gain at least a general understanding of what was being claimed by the Platform member. However, this average quality score conceals that fact that there were variations within the different categories used to carry out the quality assessment. For example, average quality scores were lower for the “focus” category (which concerns the suitable level of information to include in a monitoring form) than for the “measurement” category (which concerns the appropriate measurement of a commitment’s results). This suggests that Platform members may wish to address the degree of focus present in their commitments (and any future monitoring forms) as a priority.

Conclusion

This Monitoring Progress Report shows that the Platform can point to a wide range of activities and achievements that reflect the diverse capacities of the Platform Members. A plausible case can be made for linking these claimed achievements to a successful delivery of the aims of the Platform. In addition, this Monitoring Progress Report also suggests that, after two years, the Platform has developed a range of skills in producing monitoring data. However, it is clear that there are major differences between the quality of reports and that some Platform members are struggling with the monitoring of their commitments. It is hoped that this report will act as a catalyst to ensure that there is an overall improvement in monitoring which can then be reflected in any future report on the achievements of the Platform.

4. Descriptive Overview of Commitments

In this chapter each of the 203 commitments is briefly described, including information on monitoring and on self-reported relevance, if available. Annex 3 provides an index in which the actors of the commitments are presented in alphabetical order and in which page numbering refers to the individual commitment.

4.1 Nutrition labelling/Nutrition information

Commitments Nutrition labelling/Nutrition information completed in 2006

Actor: European Heart Network (EHN) (547)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 20 countries

Time of action: 2006-2006

Description of the action: EHN commits to carry out a review on unpublished and published literature and on web-based information, covering nutrition banding schemes on labels that present information on levels of nutrients in foods. The purpose of this work, after the systematic review published in 2002 on "consumer understanding of nutrition labelling", is to gain further insight into the extent to which this approach has already been used, the way in which such a scheme might operate, presentational issues, and whether there has been any developmental research or evaluation of banding schemes.

Output: Review will include all information relevant to the European context.

Monitoring: EHN has commissioned a researcher to do the desk research and to put together all information obtained through the research and consultation with EHN members and expert advisers, to include this into a report to be shared with all members of the EU Platform. The report will be published in 2006.

Relevance: The commitment contributes to the pursuit of healthy nutrition addressing the field of action defined as 'Consumer information, including labeling'.

Actor: Union of European Beverages Associations (UNESDA) (582)

Sector: Manufacturing

Platform Member: Independent action (UNESDA/CIAA)

Coverage: 25 countries

Time of action: 2006-2006

Description of the action: Educate consumers about healthy and balanced diets and empower them to make the most appropriate purchase choice for their nutrition needs – with the ultimate goal of improving diets and reducing calorie intake of overweight consumers. In addition to the CIAA 2006 commitments endorsed by UNESDA, 9 UNESDA members commit to provide in a consumer-noticeable way nutrition information as defined in current EU legislation even where this is not legally necessary – and to openly cooperate with EU authorities in developing future nutritional labelling rules. Furthermore, they commit to provide on-pack calorie information per 100 ml and/or based on individual serving size and to start market tests with on-pack Guideline Daily Amounts (GDAs) in view of expanding over time such information to all products. Finally, they commit to prominently advertise on pack the low or no-calorie content of beverages with such characteristics.

Output: Approximately 400 million consumers will be exposed to these actions.

Monitoring: UNESDA invites input from other Platform members in establishing ‘Key Performance Indicators’ (KPIs) for each of the commitments and then in monitoring the implementation process of the KPIs. A fully collaborative approach in this area will be extremely helpful.

Relevance: Educate consumers about healthy and balanced diets and empower them to make the most appropriate purchase choice for their nutrition needs – with the ultimate goal of improving diets and reducing calorie intake of overweight consumers.

Actor: European Snacks Association (ESA) (604)

Sector: Manufacturing

Platform member: ESA

Coverage: 16 countries

Time of action: 2006-2006

Description of action: ESA and its members commit to increase consumer information on pack, to further develop products reduced in fats/salt as well as to comply with ESA self-regulatory guidelines on commercial communication, sales in schools and vending. Commitments: 1) To increase the nutrition labeling on pack across Europe. 2) According to WHO (technical report 916 2003), lowering the fat, saturated fat and salt content of foods has beneficial implications for health; ESA members commit to measurably increase the number of available products reduced in fat, saturated fats and/or salt during the year 2006. 3) Pack size: a choice of different pack sizes is important in order to enable the consumer to choose the pack size for the specific eating occasion (and to avoid over-consumption). 4) Responsible advertising is important and advertising should not mislead the consumer. ESA members are currently implementing new ESA guidelines on commercial communication, sales in schools and vending. 5) Consumer-friendly website section on the ESA website: education on nutrition and healthy lifestyles is a basic requirement in order to enable consumers to make healthy choices and to live healthy lives. 6) Exchange with stakeholders on advertising practice, consumer expectations/research and healthy lifestyle initiatives, should help promote improvement across the board and to encourage further action.

Output: ---

Monitoring: All commitments referring to an increase in providing information or product choice could be measured by internal statistical surveys. All results/findings will be made available to the EU Platform as well as to other interested stakeholders. ESA will actively start to discuss early in 2006 on how best to implement and measure compliance with ESA Guidelines on commercial communication, sales in schools and vending. ESA will also seek external guidance from third parties, including the European Commission.

Relevance: The general aim of the platform is to generate “action” on diet, physical activity and health. Our commitments do include action on labeling (increase the number of packs that include full nutrition information), on products & choice (to increase the choice of products reduced in calories, fat, sat. fats and/or salt as well as the availability of different packaging sizes), on commercial communication (implement new ESA guidelines), and on creating a consumer-friendly website section on healthy lifestyles. We expect that our commitments will help to contribute to a reduction in obesity in the long-term as we work on all aspects of this problem that can be dealt with by the food industry.

Actor: Kraft Foods (453)

Sector: Manufacturing

Platform member: CIAA

Coverage: 20 countries

Time of action: 2004-2006

Description of the action: Kraft will provide nutrition labelling on all packs except single ingredient products. Where national GDAs targets have been agreed, this information will be provided. The information should be easy to read. Kraft will use websites, print and product promotions to provide consumers with practical information to help them to make good nutrition choices.

Output: Internal Kraft guidelines on nutrition labelling with regard to visibility and readability. The guidelines also mention that the nutrition information should not be hidden by any part of final package. Kraft provides information per 100 gram as well as per serving.

Monitoring: Progress reports are issued monthly, one full-time staff tracks labelling progress.

Relevance: The Kraft commitment is related to providing detailed nutrition labelling on pack by the end of 2006 as well as to other means of informing and educating consumers about the nutritional values of Kraft's products and their role in a healthy diet.

Multi-annual commitments Nutrition labelling/Nutrition information

Actor: Cadbury Schweppes (654)

Sector: Manufacturing

Platform member: CIAA

Coverage: 2 countries

Time of action: 2006-2020

Description of the action: Consumers education campaign: 'Be treatwise'. Guideline Daily Amounts (GDAs) nutrition labelling scheme will be placed on packages to reinforce consumers' understanding of the role of treats in lifestyle within the overall context of food intake and energy expenditure. The target audience is the general public (especially parents and children) in the UK, but there are plans to roll out similar label in other European markets on a progressive basis over the next few years.

Output: Joint initiative with Masterfoods covers 60% of chocolate confectionery market in the UK. The results are on the long-term, because cognitive and behavioural changes take time.

Monitoring: The impact of campaign 'Be treatwise' will be measured by a long-term observation. Measurement tools will be implemented in the course of the first 12 months.

Relevance: This is the U.K. pilot of a global consumer education campaign to encourage people, especially parents, to understand more about nutritional guidelines, the nutritional content of specific products and to think about how treats such as chocolate and confectionery fit into their and their children's lives as part of a balanced diet and lifestyle. The campaign helps consumers to consider the role of treats in our lifestyles within the overall context of food intake and energy expenditure – by visibly displaying Guideline Daily Amounts (GDAs) for individual nutrients that are contained in each bar. This includes calories, fat, saturated fats, salt, and total sugars, and is coupled with a healthy and active lifestyle message that has a media value of c£10m.

Actor: Nestlé S.A. (656)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: This action was founded in 2004 in cooperation with the German Government, the Food Industry, the Health Care System and others. It is initiated to combine all activities to address the health threats of overweight and obese children. In cooperation with the Research Institute on Nutrition for Children recipes for hot meals for all-day schools and day care units are developed in order to offer balanced meals and demonstrate healthy choices. This includes recommendations for snacks. Together with the University of Dortmund an education programme for teaching nutrition in schools has been developed. Consumers can get nutritional information via books, the Internet or via a charge free telephone number.

Output: Number of schools/students reached

Actor: European Consumers Organisation (BEUC) (523)

Sector: Consumer organisations

Platform member: BEUC

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: BEUC will lead informal discussions with representatives of food manufacturers, retailers and caterers, to exchange information, ideas and concepts on existing labelling systems, and on the best ways to simplify nutritional labelling for consumers. Aim is to enhance the possibilities of consumer choice. BEUC recognizes the need to reduce confusion and commits to examine ways to deliver effective, clear and understandable front-of-pack simplified labelling, and to make healthy choices more easily.

Output: Working documents (BEUC website)

Monitoring: Outcome should be better basis for policy making. BEUC is the moderator of the informal discussions of the group and ensures the publication of its working documents on BEUC website. The outcome of the group's work will also be published, at the end of the project, on BEUC website.

Relevance: In the ongoing public policy discussions on the subject of diet and diet-related diseases it is widely accepted that there is the need to find good ways to give consumers understandable and useful information on the nutritional quality of foods, including information regarding certain key nutrients, in other words "simplified nutritional labelling". Following a suggestion from Dorette Corbey MEP, and as part of our commitment to the Platform, BEUC initiated a project to try to develop, with a range of different stakeholders, a consensus on a model or scheme for providing front-of-pack nutritional information in a simplified form that consumers can use to compare the nutritional qualities of different food choices at point of sale, and later.

Actor: European Modern Restaurant Association (EMRA) (536)

Sector: Catering

Platform Member: EMRA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: GDAs (Guidance Daily Amounts) information (or a similar approach) accompanied by a corresponding set of pan-European recommended standards and symbols, could constitute a tool to empower consumers to make more informed choices. It is appropriate for restaurant companies to present nutrition information to consumers in a practical way taking into account the fact that restaurants sell food/meals prepared on the premises, where it is consumed most of the time. EMRA members will look into developing product information, ranging from leaflets or tray mats, through menu and staff training to website. The choice of tactics may differ by brand, country and restaurant. EMRA members pledge to inform their customers about how product options and product composition compare to the GDAs, or other nutrition driven references, through the use of various communications and consumer information materials.

Output: The number of company-owned restaurants giving nutritional information to consumers.

Monitoring: Raise consumer awareness levels regarding nutritional issues. Fast track telephone surveys carried out by independent suppliers will provide ongoing tracking information in selected markets around the globe to measure consumer awareness levels of the nutrition information initiative.

Relevance: GDA information or a similar approach (science-based and comparative to intake recommendations) accompanied by a corresponding set of pan-European recommended standards and symbols, could constitute a tool to empower consumers to make more informed choices. It is appropriate for restaurant companies to present nutrition information to consumers in a practical way taking into account the fact that restaurants sell food/meals prepared on the premises, where it is consumed most of the time.

Actor: CIAA (740)

Sector: Manufacturing

Platform member: CIAA

Coverage: 21 countries

Time of action: 2006-2007

Description of the action: The CIAA voluntary Nutrition Labelling Scheme is an improved labelling programme based on scientific Guidelines Daily Amounts (GDAs). The scheme is aimed to reinforce consumer's understanding of the role of nutrients within the overall context of food and energy intake by displaying GDAs. The scheme gives consumers with front-of-pack information, science based labels on the energy content of foods, empowering people to make better informed choices.

Output: Food and drink companies in the EU can work towards implementing on product labels over time, according to what is relevant and feasible for each.

Monitoring: Implementation of the scheme will be monitored.

Relevance: To improve consumer's information, including labelling and education, is one of the action areas of the European Platform and CIAA is delivering a concrete commitment.

Actor: UK Food Standards Agency (159)

Sector: Government/European Union

Platform member: UK Government

Coverage: 1 country

Time of action: 2006-2010

Description of the action: To establish a consensus view on the minimum food skills and knowledge that young people should know, understand and be able to apply by the age of 7, 11, 14 and 16 years. The food competencies are grouped under the following themes: 'diet and health', 'consumer awareness', 'food preparation and handling skills' and 'food hygiene and safety'. Of potential interest is the Agency's out of school hours cookery clubs.

Output: Intention to publish the consensus view of food competencies in 2007.

Monitoring: A strategy is being developed that includes an action plan for monitoring and evaluating any current/future Agency activity that helps young people work towards the food skills and knowledge.

Relevance: The voluntary front-of-pack 'signposting' nutrition labelling scheme is intended for use by retailers and manufacturers to give 'at a glance' information on the fat, saturated fat, sugar and salt content of foods – to help consumers make healthier food choices.

Actor: Ferrero Group (827)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2007

Description of the action: For 2006, Ferrero intends to provide GDAs (guidelines on daily amounts) referring to the energy content per portion on its Kinder products' multipacks (or at least where this is allowed by the size of the packaging).

Output: Starting 2-3 months after the Kinder products will have been marketed with the added energy GDAs (i.e. in November/December 2006). Ferrero will conduct its own research to test consumer understanding/reaction and interest on these additional contents of nutritional labelling. The results should be available in January 2007. Gathering and reporting of data will be carried out both internally and with the help of external consultants.

Monitoring: Evaluation activities for these actions will be provided in the monitoring reports.

Relevance: Labelling is constantly evolving to meet consumer needs: the food industry has updated its labelling to provide the consumers with better nutritional information so as to allow them to make informed choices about the foods that they consume everyday. Consumer information is not limited to information on-pack (labelling), but covers any kind of nutrition information that companies can provide to the consumer, including in-store leaflets or brochures, consumer care-lines or help lines, information published on corporate websites, etc. Information provided through these tools is complementary to the labels, especially when information cannot be adequately displayed on-pack (for example, on small packs and multilingual packs, or in every situation where labelling may not be practical). To be efficient, consumer information must be accompanied and preceded by proper consumer education so as to improve the consumer understanding of the information provided. In this context, the food industry represented in the European Platform is committing to provide consumers, where practical and meaningful, with clear and user-friendly nutrition labelling, such as Guideline Daily Amounts (GDAs), based on the necessary scientific values. To this purpose, the food industry is conducting consumer research on the consumer's understanding of the nutritional information and, in particular, of GDAs.

Actor: Food standards agency (759)

Sector: Government/European Union

Platform member: Independent action

Coverage: 1 country

Time of action: 2006-2007

Description of the action: The Agency led a cross disciplinary group which, in consultation with key partners and young people, established a consensus view on food competences for young people 14-16 years. The Agency is now actively defining food competences so that we have a framework which both young people and others (teachers, national and local Government policymakers) alike can identify with and use. We are currently consulting with organisations that have an interest in the health and well being of young people. These food competencies are grouped under the following themes: "diet and health " consumer awareness " food preparation and handling skills " food hygiene and safety.

Output: We intend to publish the consensus view on food competences, in 2007.

Monitoring: There is potential for the framework of food competences to be applied by regional and national government, educationalists including schools, voluntary and community sector agencies and private industry. Consultation with these interested parties will indicate the likely uses of the food competences and inform development of an appropriate approach towards monitoring and evaluation. Monitoring application of the framework itself is something which the Agency considers important and we will consider approaches to do this.

Relevance: This commitment fits with the platform aims through illustrating the development of policy that can help engage and empower young people as part of ongoing work to tackle diet and health issues.

Actor: European Breakfast Cereal Association (CEEREAL) (779)

Sector: Manufacturing

Platform member: CIAA

Coverage: 5 countries

Time of action: 2005-2008

Description of the action: Implementation of GDAs for calories, total fat, saturated fat, total sugars and sodium/salt on cereals packs where feasible and relevant. Changing packs to implement to labelling scheme Geographical coverage.

Output: Currently 2 leading manufacturers in the UK display GDAs front of pack and 3 on side or back of pack.

Monitoring: Research of consumer's understanding of GDAs 2006: Research carried out by member Companies in UK, France, Germany. Increase in number of brands/ Companies displaying GDAs Check to be made in 2007 Change in geographical coverage. Data to be provided in the 2007 monitoring.

Relevance: Better understanding of nutrition labelling will enable consumers to make informed choices about the foods they buy. CEEREAL members will provide GDAs information on cereal packs.

Actor: DANONE Eaux France (780)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Implementation: 2006-2008

Description of the action: A 'Sugar scale' (positioning of beverages on a coloured cursor running from plain water to sugary beverages) on Volvic flavoured beverages labels to help consumers better evaluate the amount of sugar they contain and choose their beverage accordingly. The 'Sugar scale' is created in addition to the indication of the quantity of sugar in g/l to stress that Volvic flavoured beverages are not water, but a healthier alternative to soft drinks thanks to their lower sugar content (max 50 g/l) and their less sweet taste.

Output: Consumer survey in 2005 on best way to communicate sugar content in flavoured beverages and test 'Sugar scale'. PR campaign to inform about scale in 2006 and 2007. Implemented in France

Monitoring: No specific monitoring activity planned for the moment. To be defined in 2007 according to the actions linked to the Group DANONE nutritional labelling project.

Relevance: The sugar scale (positioning of Volvic flavoured beverages on a coloured cursor running from plain water to "sugary beverages") on the labels of Volvic flavoured beverages provides to consumers additional nutritional information, to help them make informed and healthier choices, and orientate them towards less sugary products.

Actor: Groupe DANONE (781)

Sector: Manufacturing

Platform member: CIAA

Coverage: 25 countries

Time of action: 2006-2008

Description of the action: Groupe DANONE's commitment on nutritional labelling was taken in 2006 together with 6 other top food and drinks companies to give consumers across Europe helpful, meaningful and consistent nutritional information. The inclusion of GDAs will provide consumers with a science-based, non discriminatory and easy to use system that facilitates informed dietary choices. The GDA scheme has been developed including several steps of consumer research (by Eufic, companies). Group DANONE will complete the information on the nutritional composition and GDA by the development of educational programs to help consumers better understand nutritional labelling and develop their knowledge in nutrition and healthy lifestyles, through teaser on pack inviting consumers to contact the local consumer service or refer to web sites. This labelling scheme will be rolled out on Group DANONE's brands in 2007 and 2008.

Output: Today, more than 90% of Groupe DANONE's SKUs in Europe have nutrition information on pack (at least energy, proteins, carbohydrates, lipids per 100 g) The plan is to have the 'per serving' and 'GDA' information on all our SKUs in Europe by end 2008 (when feasible, i.e. except very small packs, packs with 3 or more languages and packs with more than 3 varieties). The implementation has already begun in the UK since the 2nd semester 2006.

Monitoring: We intend to monitor in 2007, in a coordinated way with other partners, how consumers understand and appreciate this labelling scheme and follow the impact on sales.

Relevance: A harmonized and more complete nutritional labelling (based on the CIAA scheme) will provide to consumers factual and practical information, to help them make informed and healthier choices. Complementary educational programs prepared by Groupe DANONE (with teaser on pack) will provide additional information to better understand nutritional labelling and promote healthy lifestyles.

Actor: Group Danone (782)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2006-2009

Description of the action: Danone et vous is a relationship program (online and offline) that aims at providing nutritional and health information and advices for the general public, through 1 guide and 3 magazines per year and a website. Danone et vous relationship program was launched in January 2006, after several surveys to know consumer expectations regarding health and nutrition information.

Output: 3,7 million households receive 3 times a year Danone et vous print program. Every month, 400 000 persons visit Danone et vous website.

Monitoring: We measure consumers' satisfaction towards Danone et vous program and results are really encouraging. The content fits our client's expectations concerning health and nutrition information. Moreover, we regularly conduct qualitative studies to check the quality of the magazine and anticipate our clients expectations.

Relevance: The surveys we realised confirmed that consumers establish a link between health and nutrition but need some information and practical advices to help them adopt a healthy diet and lifestyle. Considering the increase of diet and lifestyle related diseases, it's particularly important to help consumers in this way.

Actor: Federation of Hellenic Food Industries (SEVT) (825)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2005-2007

Description of the action: In brief, the 6 Principles of the Food Industry Code provide the following: 1.

PRINCIPLE -Better education and training of food industries employees on nutritional topics. SEVT commits to continuously provide its members with updated information on nutritional topics, in order to help them better understand the significance of issues related to obesity. 2. PRINCIPLE -Information through labelling. SEVT commits to encourage its members to voluntarily put nutritional information on the labels of their products, even though it is not required by the current European and National Legislation 3. PRINCIPLE - SEVT commits to encourage its members to develop new or improve existing formulas thus responding to the consumer's demands. 4. PRINCIPLE –Consumer's education and promotion of a healthy lifestyle and physical activity. SEVT commits to actively support in collaboration with other public bodies generic campaigns aiming to inform and educate consumers on the importance of adopting a healthy lifestyle and physical activity 5. PRINCIPLE - Responsible advertising. SEVT commits to promote practices that ensure objectivity and substantiality of the messages addressed to consumers. 6. PRINCIPLE -Collaboration with social partners. SEVT commits to invite and actively participate in the dialogue with all the social partners. The second important initiative that we have taken concerns the invitation that we have addressed to the Government, to initiate a constructive dialogue among all involved parties in order to establish our national platform. Finally SEVT participated with 8 other countries, in the Pan-European research program named PorGrow "Policy Options for Responding to the Growing Challenge from Obesity". Its objective is the investigation of the most effective strategic plans for preventing and treating obesity.

Output: In the context of the Code of Principles, the following actions have been taken: " In November 2005 SEVT has officially launched the Code of Principles during a press conference with the participation of the Ministry of Development." Communication." In June 2006, SEVT adopted the proposal put forward by CIAA for a common Nutrition Labelling Scheme that is recommended for use by the food and drink industries across all 25 Member States of the EU." SEVT participated in a scientific one day conference held during the Nutrition Week organized by the Hellenic Dietetic Association from 4 to 11 November 2006 on "Food Labeling"." SEVT in cooperation with the Hellenic Dietetic Association, contributed to the drafting of a leaflet on food labelling. Around 20.000 copies have been distributed to the participants of the above-mentioned conference, to dietary establishments, hospitals, schools, and other entities.

Monitoring: SEVT has sent a questionnaire to its Members with the purpose of keeping records of the actions that they have taken, or are going to take in the near future at the corporate level in relation to the Code of Principles. The survey results revealed that the majority of SEVT Members have taken actions to contribute to the promotion of a balance and healthy diet by improving the products already existing on the market or developing new or improving existing formulas that will meet consumers' current needs. The survey results will be presented in the General Assembly of the Federation which will take place in March 2007. The questionnaire will be sent to SEVT Members every to 2 year in order to monitor and evaluate their actions and to elicit feedback.

New commitments Nutrition labelling/Nutrition information tabled for 2007

Actor: EuroCommerce (794)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 21 countries

Time of action: 2007-2010

Description of the action: Based on EuroCommerce's recommendation, 11 retail companies across Europe are committed to increase the amount of information on the label about the nutritional composition of their own brand products.

Output: 11 multinational retail companies representing 21 countries are committed to report on the implementation of EuroCommerce's recommendation on nutrition labelling. Different options are available for these companies: Option 1: increase implementation of Directive 90/496/EEC. Option 2: increase implementation of Directive 90/496/EEC with indication per portion/serving. Options 3: increase implementation of Directive 90/496/EEC with retailer specific nutritional information/scheme based on GDA values.

Monitoring: Each retail company will report on its state of action to EuroCommerce on a 6-monthly basis. The first reporting will take place end of January, the second in July 2007. The criteria that will be used for the monitoring of this commitment are the criteria corresponding to the 6 options described above.

Actor: Tesco Stores Ltd (UK) (822)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2007-2007

Description of the action: In the early 1980's Tesco started a long-term programme of research to understand what our customers wanted from Tesco. Our Research takes several forms: " Monitoring Customer queries and complaints via stores and our Customer Helpline. " Customer Question Times (CQT's) which help us to identify and respond to changing customer needs. These meetings enable staff and senior managers to hear customers' views on everything from how we are serving them to our role in the community. " Focus Groups which could be based on loyal Tesco Customers, these help us explore key issues raised by the above. " Hall Tests we use these when we need to check a very simple specific issue and to get some quantitative data. How have we responded to the research results to date. In 2002 /2003 Tesco undertook a series of research projects to understand Customers response to developing issues such as Fair-trade, Allergies, Provenance and Health. They wanted labelling to be 'at a glance' and it to answer the questions: Is this good for me? Is this safe? The GDA Signposting Tesco launched in 2005 is clear and simple, visually appealing and the colours provide standout on pack. It also provides information on the 5 nutrients which customers wanted. The % GDA provides a benchmark to set the grams per serving into context.

Output: Since the launch of the GDA Signposting Tesco has labelled over 5,500 products Customer Information The press campaign has been seen by 20 million people. TV Adverts have been seen by 27 million people (90% of those responsible for food shopping saw the advert more than 7 times) Over 1 million Leaflets have been distributed with 250,000 credit card sized guides to labelling. Sales of lower-fat ready meals increased when GDA signposts were added, outselling higher fat alternatives by more than 7% and the products with the highest fat levels show strong sales declines as customers switch to healthier options. Lower-salt ready meals are outselling higher salt products by 10% when GDA Signposts were added and the products with the highest salt levels show strong sales declines as customers switch to healthier options.

Monitoring: In 2007 we will complete the labelling, continue our programme of Customer education and monitor the customer response to the labelling.

4.2 Product development/Reformulation/Portion sizes

Commitments Product development/Reformulation/Portion sizes completed in 2006

Actor: UNESDA (583)

Sector: Manufacturing

Platform Member: Independent action (UNESDA/CIAA)

Coverage: 25 countries

Time of action: 2006-2006

Description of the action: In addition to the CIAA commitments endorsed by UNESDA, 9 UNESDA members commit to increase the number of new beverages with low- or no-calorie content and light versions of existing beverages, where technologically possible, safe and acceptable to consumers. Furthermore they commit to increase the choice and availability of individual packaging sizes and pursue, where appropriate, cup downsizing to help reduce individual over-consumption.

Output: 1,951 new non-alcoholic beverages were launched in Europe (21 countries) in 2004 compared with 1,385 in 2003 and 1,141 in 2002 (Mintel).

Monitoring: (581, 582 and 583 together): UNESDA is establishing an informal Monitoring Steering Committee consisting of some 'core' Platform members to 1) Follow up on monitoring activities to provide advice and direction; 2) Receive data from external agencies, comment on interpretations, provide advice on final report. Third-party monitoring will be done to some selected key UNESDA commitments. Other data and evidence will be provided by the involved companies. According to UNESDA proposal they will start with the following:

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

Relevance: Expand product and package offer in the marketplace in order to offer consumers opportunities to reduce calorie intake.

Actor: United Biscuits (UB) (617)

Sector: Manufacturing

Platform Member: ESA

Coverage: 2 countries

Time of action: 2006-2006

Description of the action: UB commits to (further) develop products reduced in salt and fat. Furthermore, they will provide nutrition labelling, GDAs (Guideline Daily Amount) and healthy lifestyle advice on all packs.

“Healthiest Ever” credentials will be supported as part of a TV advertising campaign. UB commits to continue to refrain from advertising directly targeting children and to refrain from any direct vending in schools. Finally UB commits to further develop its international corporate programme, raising awareness among employees about healthy lifestyle.

Output: A total sodium reduction of up to 33% for several UB brands since 2003; from February 2006 Hula Hoops will be 50% lower in saturated fat and 10% lower in sodium; Skips will be 50% lower in saturated fat and contain no artificial colours or flavours and no MSG; new snacks under the Go Ahead Brand will be launched in 2006; By the end of 2006 more UB biscuit packs will have full nutrition information.

Monitoring: UB will start discussing how to evaluate their commitments. UB will consider all means or ways of monitoring that are established within ESA.

Actor: Kraft Foods (455)

Sector: Manufacturing

Platform member: CIAA

Coverage: 21 countries

Time of action: 2004-2006

Description of the action: We have developed systems to evaluate the nutrition profile of all our products. Since 2003 we have analysed all our products on a global basis. In particular we have developed product composition criteria for more than 40 categories to qualify as "better for you" options, called Sensible Solutions program. For these categories we have set upper limits for critical nutrients such as fat, saturated fat, sugar, sodium and energy and we are trying to increase the number of these products which are made available to the consumer. Details on criteria to meet our Sensible Solution product compositions are available on Kraft's website.

Output: Across Europe we have introduced initiatives and business targets to enhance our existing product range or developed new products with reduced fat, sugar and salt options across a range of product categories. Since 2003 we have removed 2000 tonnes of trans fat from a total reformulated volume of 55000 tonnes. This concerned 213 reformulated SKUs of which 204 SKUs meet the very strict criteria of trans fat being less than 1% of the total energy and the remaining 9 SKUs being <2% ,which equals in general the US definition of 0 gram trans fat per serving.

Monitoring: We regularly report (USA quarterly, Europe biannually) on growth rates of 'better for you' products versus regular products to track our portfolio transformation. For our key regions/countries we collect information on the % of the portfolio meeting the 'better for you ' criteria. Management incentives are in place to focus on growth of 'better for you' products, for example only products meeting strict criteria can be advertised to kids between 6 and 11, which leads to continuous reformulation efforts with the aim to meet criteria. We have incorporated a check box into our internal Kraft "New product development request Form" for product developers to ensure that they have considered the nutrition profile of new products.

Relevance: It is Kraft's aim to improve existing products and introduce new ones, in order to give consumers more choices to help address their health and wellness needs. This includes reducing fat, trans fat, sugar and salt

Actor: Group Danone (813)

Sector: Manufacturing

Platform member: CIAA

Coverage: 2 countries

Time of action: 2004-2006

Description of the action: The biscuit division of DANONE has been developing a nutrition strategy for children >10 years old in Europe. Taking into consideration health and nutrition recommendations, the Biscuit & Cereal Foods Division of Group DANONE has been developing some important R&D programs to optimize the nutritional profile of its ranges of biscuits since the 90s: increase of cereal content (& introduction of whole grain), decrease of fat and sugar contents, improvement of the fat quality. This represents a major R&D challenge: sugars and fat especially have essential technological and organoleptic properties. They provide flavour and texture for biscuits, and are crucial to the production process. Reducing them therefore means finding innovative solutions, which can be varied depending on the technologies used.

Output: Example of nutritional improvement in LU France biscuits between 1999 and 2006 - increase of cereal content by an average of 14% - decrease of fat and sugar contents by an average of 9% - reduction of saturated fats by 18% - 97% of our products contain less than 1% trans fat Example in LU Belgium - increase of cereal content by 7% - decrease of fat content by 4%, saturated fats by 15% and sugar content by 9% - 100% of our products contain less than 1% trans fat We plan to continue our efforts in the coming years. The challenge now is to overcome new technological barriers.

Monitoring: Follow up of the evolution of the average nutritional composition of our biscuits, follow up of biscuits consumption in national dietary survey (e.g. France).

Multi-annual commitments Product development/Reformulation/Portion sizes

Actor: European Vending Association (EVA) (518)

Sector: Retailing/Vending

Platform Member: EVA

Coverage: 17 countries

Time of action: 2006-2007

Description of the action: EVA with its members have agreed to enforce its Best Practice Guidance document 'Vending in schools: a matter of choice' by all its National Associations. The objective of this document is to explain to EVA members how they should adapt their offering to schools. This include no offering of multi-packs (of other than bite-size products) or king-size products to schools, offer wide range of products (also products lower/low in calories, sugar and fat) and not actively seek to place vending machines in elementary/primary schools, unless asked to by the school or relevant education authorities.

Output: The number of operators complying with the guidelines. This action can potentially reach 1800 vending operator companies. The EVA also agreed to dedicate even more time to raising its members' awareness to the issue of obesity.

Monitoring: EVA developed qualitative questions to help them improve the implementation of the commitments. The gathering of the National Data is done by the National Association based on the questionnaire they developed. The information will be available to the members of the EU Platform on Diet, Physical Activity and Health. This self-declaration system is aimed to measure progress in terms of compliance.

Relevance: Our commitment generates concrete actions at local level throughout Europe. Each member of the EVA in the vending industry is acting for change and choice by following the guidelines. The EVA's actions on communication included the organisation of the April 2006 conference and the publication of an interview of Robert Madelin in our Newsletter (1200 direct readers and approx. 2000 in total – 11 languages).

Actor: European Modern Restaurant Association (EMRA) (535)

Sector: Catering

Platform Member: EMRA

Coverage: 4 countries

Time of action: 2006-2007

Description of the action: EMRA will work with suppliers and product development teams to monitor and if appropriate adjust composition of products and dishes with respect to salt, fat and sugar content. EMRA members will reasonably endeavour to bring salt, fat and sugar levels in products and dishes in line with the recommendations of the appropriate regulatory bodies.

Output: Several members are expecting to implement a total salt ban on fries by the end of the first semester of 2006.

Monitoring: EMRA will provide figures showing the reductions (in i.e. salt, fat or sugar). The project includes a global monitoring system, whose criteria will need to be defined in further detail in the steering committee.

Relevance: In collaboration with suppliers and food development teams EMRA members have been looking at achieving feasible reductions of salt, sugar or fat to further improve nutritional profiles of dishes and products.

Actor: European Modern Restaurant Association (EMRA) (537)

Sector: Catering

Platform Member: EMRA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: EMRA members commit to provide continued rotation and variety of more balanced menu choices for its target audiences. Furthermore they commit that these choices for balanced diets are properly highlighted in the restaurants. EMRA members pledge to continuously make options available for those seeking balanced diets and ensure that these options are properly highlighted in our restaurants. Given the special nature of the Food Service sector there is a need for a flexible framework with regard to this commitment.

Output: The number of new and 'better for a balanced diet' products introduced across the board by all EMRA members.

Monitoring: EMRA will provide figures showing the number of new and 'healthier' products that members have generated collectively in one year.

Relevance: Providing continued rotation and variety of more balanced menu choices in addition to making sure that these choices for balanced diets are properly highlighted in the restaurants are additional tools to communicate with customers about the importance of balancing one's diet.

Actor: Svensk Dagligvaruhandel (732)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2004-2020

Description of the action: The Swedish Food Retailers Federation has set up a reference group for Food and Health with representatives of health departments from member companies, with the aim to devise initiatives for better eating habits and improved health. Members also participate in different projects set up by the Swedish National Food Administration, e.g. to lower the sodium content in foods and to develop keyhole criteria and a system for certification of restaurants and other producers of ready to eat meals, e.g. public kitchens in schools, hospitals etc. The Swedish Food Federation (Li), the Swedish Food Retailers' Federation (SDH) and the Swedish Hotel and Restaurants Association (SHR) have together formed a reference group for healthy dietary habits, where they are able to exchange best practices. The group has also formulated a set of mutual initiatives for better eating habits and improved health. This group also organises different seminars, e.g. in November 2004 where physical activity and eating behaviours are addressed.

Output: 1) Consumption of Fruit and vegetables: 5 a day-campaigns have been carried out in schools by one member of the Svensk Handel. About 60 percent of all 8 year and 11 year olds have participated in learning more about fruit and vegetables as well as good eating habits. 2) In-store communication: through many publications- customer magazines, recipes and meal suggestions, info on websites which provides facts and advice to consumers, shop-materials etc. 3) Out-store communication: Retailers pay special attention to the marketing to children, e.g. members' health policies were revised in 2005. These include restriction of advertising and marketing of fat and sweet food items to children. In general, marketing activities for soft drinks and snacks have been cut by 10% and advertising for fruit and vegetables has increased to almost 20 % of total advertising. 4) Nutrition Labelling: the Federation encourages its members to provide clear and meaningful nutrition labelling and information (either on pack or in printed means, websites, customer care lines etc.). 5) Product development and review of existing own-brands: Members of the Svensk Handel are committed to consider product composition and portion sizes; for example, ICA ('Good life') and Coop ('Better for you'), two of the largest retailers in Sweden have launched healthier product ranges. The products focus on good taste, while being low in fat, sugar and sodium and high in fibre. 6) Staff Training: Members aim to keep a high expertise among staff working with health questions and cooperate with research institutes in the nutrition field.

Monitoring: These are planned and will be reported on at a later stage.

Actor: UK Food Standards Agency (158)

Sector: Government/European Union

Platform member: UK Government

Coverage: 1 country

Time of action: 2005-2010

Description of the action: The Food Standards Agency has set an objective to reduce average adult population intakes of salt to 6 g per day (from the current 9.5 g per day) by 2010. In consultation with its stakeholders (both formally and informally), the Food Standards Agency has developed proposed target levels. These proposed target levels are due to be finalised by the end of 2005 and will be reviewed a few years thereafter. The targets will act as a benchmark for industry to work towards through reformulation to reduce salt levels by 2010. Many organisations within the UK already have in place programmes to reduce the salt content of their products. The Food Standards Agency encourages the development of these programmes and publishes the salt-reduction plans submitted by individual organisations on its website.

Output: The Food Standards Agency will publish the final salt targets for the key food products that contribute to salt intakes in the UK at the end of 2005. Further details on which food products are covered will be available then. The website summary of individual organisations' salt-reduction programmes will continue to be updated; the next update is planned for October 2005.

Monitoring: Progress in achieving a reduction in salt levels in line with the finalised targets will be monitored through a range of food composition surveys and a programme of self-reporting by individual organisations. The results of these surveys will be published on the Food Standards Agency website once complete on an ad hoc basis.

Relevance: The current high levels of salt habitually consumed by the UK population increase the risk of high blood pressure, which itself increases the risk of stroke and cardiovascular diseases. Around 75% of salt intake is derived from processed foods. Working with industry organisations and individual companies to reduce levels of salt in their foods will therefore make a significant contribution to reducing population salt intakes.

Actor: UK Food Standards Agency (777)

Sector: Government/European Union

Platform member: UK Government

Coverage: 1 country

Time of action: 2006-2007

Description of the action: The UK's nutrition action plans recommend that the Government work with the food industry to improve healthy eating through increasing the availability of healthier food. In the UK, salt intakes exceed recommendations so the Food Standards Agency (FSA) has an objective to reduce average adult population intakes to 6g per day (from the current level of around 9.5g per day) by 2010 (see Commitment No. 158). Salt plays a preservative role in some foods, particularly some meat products. The FSA's Advisory Committee on the Microbiological Safety of Food has advised that guidance on salt reduction should be available to small and medium-sized business to ensure that changes are not made to salt levels in meat products without consideration being given to the impact on the microbiological safety of the product. The purpose of the guidance is therefore to increase awareness of the public health initiative on salt reduction and promote action on reformulation activity to reduce salt content in products; but also to provide practical advice on the role of salt in meat product manufacture and areas where salt reduction may be achieved without compromising food safety.

Output: The guidance will outline the public health issues associated with high intakes of salt, but will also present practical solutions to enable small and medium sized businesses to achieve reduced salt levels in the food products they manufacture, without increased food safety risks. It is intended that the guidance will be available in spring 2007, in a web-based format and will be available to all those who are interested and will find it useful.

Monitoring: The Agency will review the success of the guidance, with input collected by these bodies regarding the accessibility and take-up of the guidance among their members. Progress in achieving reductions in the salt levels in foods will be monitored through a range of food composition surveys and a programme of self-reporting by individual organisations.

Relevance: see Commitment No. 158

Actor: Ferrero Group (807)

Sector: Manufacturing

Platform member: CIAA

Coverage: 25 countries

Time of action: 2004-2020

Description of the action: Ferrero's portions are tailored to children consumption. The portion sizes used are very small and individually packaged, in order to allow parents to be in full control of children consumption. As a first major step in view of a gradual elimination of trans fatty acids (TFAs), Ferrero intends, in particular, to eliminate all hydrogenated fats contained in its products by 2006.

Output: The ongoing reformulation activities are aimed, in particular, at: - evaluating the maximum achievable % of sugar reduction that can be obtained in selected Ferrero products, without compromising taste and shelf-life as well as with an acceptable level of technological changes and costs; - reducing, on selected Ferrero products, the content of sodium under 120 mg/100g.

Monitoring: Evaluation activities for these actions will be provided in the monitoring reports.

Relevance: The food and drink industry is reacting to the increasing level of obesity in the population by a series of actions which include reformulation of products. Significant steps have been taken over the last years to address key concerns relating to the composition of food and drink products, in particular calorie content. As a result of industry investment in R&D and product development, food choice has increased considerably in recent years. Many popular products are now offered in 'light', 'diet', reduced sugar/fat versions and in a range of portion sizes. Reformulation of products is one of the main areas of action identified in the European Platform on 'Diet, Physical activity and health'.

Actor: The Co-operative Group LTD (816)

Sector: Consumer organizations

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: Clear and comprehensive nutrition information displayed on the packaging of food items, remains a core principle of the Co-op Group's nutrition policy. In order to help consumer understanding, Co-op uses high, medium and low indicators on the labels. This is complemented by a declaration of calorie content on all alcoholic drinks. Where space permits, are also included guideline daily amounts of how much calories, fat and salt is recommended, based on an average-sized man and woman, with an average level of physical activity.

Output: The Co-op will put nutrition information on all Co-op brand foods, except those which make an insignificant contribution to the diet. The labels indicate the big four: energy (Calories), protein, carbohydrate and fat.

Monitoring: The labelling programme is checked for compliance

Relevance: In order to improve their diets and make healthy choices, it is important that consumers understand the role of individual nutrients and the balance that is needed. But to implement healthy eating advice, they also need access to nutrition information about the products they buy, in an easily understandable and accessible format. Co-op's labelling policy is therefore relevant because it provides full nutrition information in an interpretative format that allows consumers to use the information and action healthy eating messages.

Actor: Tesco Stores Ltd (UK) (821)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2006-2010

Description of the action: One of the elements of the Healthy Living Initiative that Tesco put in place was to provide healthier products and to challenge the use of unnecessary additives. We welcomed the FSA initiative on salt reduction which gave clear targets for industry and also clear messages for consumers. The Tesco Product Improvement Programme requires Product Developers to look at the nutrients and additives in a product at the first stages of development to ensure the levels are as low as possible whilst still producing a safe and quality product. Within prepared meals and some other products we also have a 'Kitchen Cupboard Guarantee' which means all the ingredients are those that could be bought in our store.

Output: We are reviewing the salt content of a further 2,000 own-brand products and have pledged to cut the amount of salt they contain to meet the Department of Health and Food Standards Agency targets of 6g per day intake by 2010. In 2005/06, we reduced the fat in 125 products, saturated fat in 143 products and sugar in 53 products and we have reduced the amounts of salt in over 500 of our most popular everyday product lines, these include: Baked beans - 25% less salt, Canned soup - 30% less salt, Bread - 10% less salt, Beef lasagne - 55% less salt. We continue to work to make healthy food more accessible to all our customers, and have just increased our Value lines of fresh fruit and vegetables by 61 lines over the last two years. In 2005/6, sales of fruit and vegetables in the UK rose by 13%, and the increase was most marked among our least affluent customers. Tesco serves 15 million customers each week and has over 7000 own brand products

Monitoring: In 2007 we will improve and increase our Health Ranges and continue to review products to improve their nutrient profile. We will report on numbers of products and sales related to standard ranges.

New commitments Product development/Reformulation/Portion sizes sizes tabled for 2007

Actor: British Retail Consortium (BRC) (799)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2007-2008

Description of the action: In the past years the industrial use of hydrogenated vegetable oils (HVOs) in foods has been raising public health concerns, some responsible food industry players have started working towards total removal or considerable reduction of HVOs from their products. HVOs are usually added to foods during manufacturing process in order to modify texture and increase shelf-life. HVOs are often called 'trans-fats', however trans-fats are actually the side-effect of partial hydrogenation of plant oils. Trans-fats may occur naturally in certain foods (e.g. milk and meat). Scientific evidence shows that frequent consumption of HVOs can lead to chronic health conditions like coronary hearth diseases. In line with science, some major supermarkets in UK have decided to undertake at company-level progressive elimination of HVOs across their own-brand food ranges and others are about to start. As a trade organization representing the UK retail sector, the BRC is committed to encouraging its membership to meet higher goals in terms of removal/reduction of HVOs and to monitoring progress throughout all 2007.

Output: The BRC is currently in the process of gathering data and information from its membership in order to define baseline and final objectives for 2007. In order to start from a clear baseline, it will be necessary to indicate for how many products elimination and reduction of HVOs have already been achieved by the end of 2006. As to the objectives, it seems appropriate to spell-out the number of products for which removal or reduction of HVOs is planned throughout 2007 and the total number of retailers' products on sale in UK that will be HVO-free or with a reduced HVO content by the end of 2007. 8 UK major retailers have signed up to the BRC commitment and agreed to share their knowledge and experience in cutting down HVOs.

Monitoring: The BRC will gather relevant information and data from its membership, regularly monitor progress and communicate results at EU-level to Platform stakeholders and other interested parties. Evaluation will be carried-out comparing the number of products for which HVOs removal and reduction has been forecasted for 2007 with the number of products for which removal and reduction will have been actually achieved by the end of the commitment duration period. The present commitment will take place in the period January-December 2007. The BRC will ensure that progress updates are made available at regular intervals with a final report to be issued early next year

4.3 Advertising/Marketing

Commitments Advertising/Marketing completed in 2006

Actor: UNESDA (581)

Sector: Manufacturing

Platform Member: CIAA

Coverage: 25 countries

Description of the action: In addition to the CIAA 2006 commitments endorsed by UNESDA, 9 UNESDA members commit to not place any marketing communications in printed media, websites or during broadcast programmes specifically aimed at children (<12 years) and avoid any direct appeal to children to persuade parents or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent, guardian or educator. Furthermore they commit with regard to primary schools to refrain from any direct commercial activity, unless otherwise requested by school authorities. With regard to vending machines on secondary schools, they commit that a full range of beverages (including water, juices and other beverages in both regular- and calorie-free versions) is made available in appropriate container sizes that allow for portion control. They also commit to provide unbranded vending machines, preferably including educational images and messages promoting balanced diets and healthy and active lifestyles, make third-party distributors aware of these commitments and ensure that promotional activities offering prizes or rewards will not require consumers to drink excessive quantities of products in order to participate.

Output: Reporting on the compliance rate based on a statistically relevant sample, a qualitative assessment based on an independent inquiry, and written evidence (such as letters) from companies.

Monitoring: See commitment number 583

Relevance: Enhance parents' and teachers' ability to influence children's dietary choices and to educate them about nutrition and healthy and balanced diets – with the ultimate objective of improving their nutrition and reducing their calorie intake.

Actor: CIAA (609)

Sector: Manufacturing

Platform Member: CIAA

Coverage: still to be determined

Description of the action: CIAA will promote consumer research to improve the understanding of what kind of educational messages will best promote balanced diets and healthy lifestyles. The research will focus on children and parents and include: a comprehensive literature review, a review on messages that have been used in social marketing campaigns, an assessment of the effectiveness of these messages, testing of promising messages on focus groups and making of recommendations.

Output: Identify educational messages that will best promote balanced diet and healthy lifestyles.

Monitoring: A research agency will conduct consumer research to assess the level of awareness of the messages delivered by the campaign in the different Member States. The agency will also consider the possibility to measure the level of behavioural change.

Relevance: The research project solicits consumer feedback on educational, motivational and action messages to encourage the target group to behavioral change towards healthy and active lifestyles.

Actor: CIAA (610)

Sector: Manufacturing

Platform Member: CIAA

Coverage: 25 countries

Description of the action: CIAA will collaborate with relevant stakeholders to promote a “Healthy Lifestyles Public Information and Advertising Campaign”, suitable for national adaptation and adoption. The campaign is designed to raise awareness among individuals, and children in particular, of steps that can be taken to improve their diet and to increase their physical activity level. The campaign will consist of series of public service announcements (PSAs) to be delivered by television, press, website, brochures, etc.

Output: Member States that implemented national campaigns, number of emitted advertising campaigns and ratings of how many people have been reached

Monitoring: A research agency will conduct consumer research to assess the level of awareness of the messages delivered by the campaign in the different Member States.

Relevance: The European Platform for action on diet, physical activity and health is examining, among other issues, the topic of consumer education and information for the promotion of healthy lifestyles, including balanced diets. In this context, a group of Platform members intend to develop a social marketing campaign on healthy lifestyles in Europe, as a common commitment for 2006-2007 in the framework of the EU Platform. The campaign is designed to raise awareness among individuals, and children in particular, of the steps that can be taken to improve their diet and to increase physical activity levels, so as to achieve and/or maintain a healthy weight and lifestyle.

Actor: CIAA (611)

Sector: Manufacturing

Platform Member: CIAA

Coverage: 21 countries

Description of the action: CIAA will encourage their members to implement both the CIAA Food and Beverage Advertising Principles (adopted 2004) and the Food and Beverage Product Marketing Communications Principles (adopted 2005). The advertising principle are designed to ensure food and beverage advertising, for example, does not encourage over-consumption or an unbalanced diet, does not undermine parental authority or guidelines or healthy eating. The International Chamber of Commerce has endorsed these principles. Currently, these principles are being implemented in national codes of conduct across EU. The marketing principles will follow the same procedure used for the advertising principles.

Output: Number of members which implemented the CIAA principles.0

Monitoring: Monitoring activities will be pursued.

Relevance: With specific focus and concern around food advertising in light of obesity, The EU Platform for Action on Diet, Physical Activity and Health kick started an ambitious program of implementation of these principles, which are currently being transposed at national level into existing and/or new national codes of advertising practice. WFA is playing a key role in driving this process both through WFA corporate members and national self-regulatory organizations, via EASA.

Actor: KiMs A/S (618)

Sector: Manufacturing

Platform Member: ESA

Coverage: 3 countries

Description of the action: KiMs commits to move to “Big 8” (energy, protein, carbohydrates, sugar, fat, saturated fat, fibre and sodium) nutrition labelling from for all major products as well as some form of GDA information. Furthermore, KiMs commits to provide further low fat crisp alternatives. Also, KiMs will sponsor the children handball school of the Danish Handball Federation and will be involved in another major activity promoting a healthy lifestyle among children. Finally, KiMs will refrain from broadcast advertising to children and does not advertise in programme airtime aimed at children.

Output: ---

Monitoring: KiMs will start discussing how to evaluate their commitments. KiMs will consider all means or ways of monitoring that are established within ESA.

Actor: PepsiCo Europe & UK (619)

Sector: Manufacturing

Platform Member: Part of ESA, UNESDA and CIAA commitments

Coverage: 25 countries

Description of the action: PepsiCo commits to accelerate the roll-out of healthier snacks, beverages and breakfast cereals, beginning with a focus on renovating their primary crisps brands, such that they will contain up to 70% less saturated fat. On the beverage side, they will drive the majority of their total planned growth in 2006 through no sugar options as well as their growing range of natural fruit drinks. Furthermore, they will provide additional nutritional information on all products (some form of GDA) and they will implement the advertising and marketing guidelines (see CIAA commitment 611). Finally, they will seek to play their role in promoting healthy lifestyles among their employees.

Output: By the end of 2006 the vast majority of the products will be reformulated such that they will contain up to 70% less saturated fat. Secondly, with respect to consumer information, PepsiCo ensures that by the end of 2006 additional, new nutritional information on all the products is provided, together with the introduction of new on-pack labelling systems (e.g. some form of Guideline Daily Amounts) as well as balanced lifestyle/diet information. PepsiCo will endorse and implement new advertising and marketing guidelines proposed by - among others - the CIAA (European food and drink federation) as well as those recommended by our sector associations, notably UNESDA (for our beverage products) and ESA (for our snacks products). PepsiCo will seek to play a role in promoting healthy lifestyles by focusing initially on their 15,000 employees in Europe by implementing a "health & wellness" programme designed to encourage employees to get more active and to think more carefully about their daily diets.

Monitoring: PepsiCo is open to comments, suggestions and guidance from stakeholders on how best to measure compliance with the codes and the impact of commitments on lifestyles of consumers.

Relevance: By focusing on the areas of product development (including reformulation of products to reduce fat and salt content), consumer information (on-pack labelling to highlight levels of nutrients of key public health concern), marketing (e.g. applying responsible advertising principles and not advertising beverages to children) and the promotion of healthy lifestyles (encouraging own staff to take more exercise), PepsiCo believes they are making a significant contribution to the Platform aims. In addition, through the participation in the sector-wide initiatives (UNESDA Commitments), they have established sectoral benchmarks, thereby ensuring the sharing of best practice.

Actor: Kraft Foods (452)

Sector: Manufacturing

Platform Member: CIAA

Coverage: 25 countries

Description of the action: For some time it has been Kraft policy not to advertise (in TV, Print or radio) to children under 6 years old; in 2005 Kraft announced further restrictions on advertising and promotion to children older than 6. Following the global announcements in 2003 and 2005 each Kraft business unit across Europe, and the rest of the world, reviewed its activities to ensure future compliance with these policies, as well as pre-existing policies and practices. No advertising appears in TV, print or media aimed primarily for pre-school children. Similarly all Kraft businesses have ended all in-school marketing and have established nutritional criteria for products sold through in-school vending machines. Since the announcement in 2005 adjustments are being made to ensure compliance with the policy on advertising to children aged 6-12. All aspects of the 2005 policy must be fully complied with by the end of 2006.

Output: Training of more than 2000 marketing employees on all aspects of Kraft's Global Marketing to Children policies

Monitoring: In order to ensure adherence to the current policy, local counsels review all advertising prior to its release. In addition, a cross-functional team provides regular guidance to individual businesses where there is any uncertainty regarding what current policies require.

Relevance: Related to advertising, especially to children, to encourage appropriate eating behaviours and active lifestyle.

Multi-annual commitments Advertising/Marketing

Actor: EACA (European Association of Communications Agencies) (519)

Sector: Advertising/marketing/media

Platform Member: EACA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: EACA will contribute creative and production skills to the CIAA's social marketing campaign resulting in audio-visual materials. EACA will work with a range of stakeholders from the Platform to develop and implement the project.

Output: ---

Monitoring: Web-based questionnaires, consumer focus group research, etc. EACA's role in helping to develop and implement these evaluation measures requires further clarification within the framework of the overall project.

Actor: Freshfel Europe (527)

Sector: Manufacturing, Retailing/Vending

Platform Member: Freshfel

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: Freshfel Europe developed a pan-European Logo for the promotion of fruit and vegetables consumption, and was launched in February 2006. The aim of the logo is to provide a tool for the industry to be able to communicate with consumers. For the time being there is a large variety of logos, which reduces the efficiency of consumer communication made by different generic communication entities. It is possible that the consumer will not take the time to investigate the meaning of each logo and ignores its messages, due to the confusion. Ideally, overtime a replacement of the variety of current logos by this one all-embracing and supported emblem will take place eventually. Clarity and understanding of one pan-European logo will encourage consumers to increase fruit and vegetable consumption. During the first year Freshfel will promote the use of this logo, through contacts with specialized press (press releases, interviews), but mainly through discussions with potential users.

Output: The logo, press articles where the logo has been mentioned/promoted, and the number of users.

Monitoring: Gathering and reporting of data will be done by Freshfel's Secretariat. Data will provide an evaluation of the first year reaction, reception and experience to foster the use of the logo in the medium term. Concrete results are unlikely to be delivered within a short period of time.

Relevance: Medical research shows that there is a sound statistical correlation between increased consumption of fruit and vegetables and reduced obesity and incidence of related illnesses. It is therefore important that there is a pan-European logo for the promotion of fresh fruit and vegetables consumption to help the industry better communicate its health benefits, and to help consumers identify the meaning of it across borders.

Actor: WFA (538)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: WFA aims to implement and strengthen the advertising codes and the basic infrastructure for national self-regulatory organisations (SROs). In 4 of the remaining 7 member states where SROs currently do not exist, or are only partly operational. All codes of advertising practice in operation in European SROs are based on the ICC's (International Chamber of Commerce) International Code of Advertising Practice, and cover all the major media, ensuring a common standard across the EU.

Output: In 2005 SROs were operational in 76% of the EU-25, and codes applicable to all forms of advertising were in place in 84% of the EU-25.

Monitoring: WFA will provide the articles of association and codes of practice of the newly formed SROs.

Relevance: The obesity issue has led to a heightened scrutiny of food advertising. Numerous independent European Commission studies have demonstrated the value of advertising self-regulation in providing a complementary layer of consumer protection on top of an existing legal framework. The enlargement of Europe from 15 to 25 member states created a challenge for the advertising community since advertising self-regulation bodies did not exist in all member states. Effective and comprehensive codes of conduct can only take effect (i.e. be policed, monitored and enforced) if they exist within an operational self-regulatory structure, a self-regulatory organisation (SRO). Therefore the WFA, with its partners in industry, committed to putting in place SROs with effective codes of conduct in order to ensure this complementary level of consumer protection in countries where it did not previously exist.

Actor: WFA (539)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: Self-Regulation Charter: Provision of advice and training to industry practitioners in order to raise standards. EASA members will upgrade their resources to provide copy advice and interpretation for individual advertisers before airing or publishing commercial publications. National self-regulatory organisations (SROs) provide this advice to ensure that advertisements meet the standards of the codes, so as to reduce incidences of possible breaches of advertising codes. WFA aims to provide this service in 80% of the member states.

Output: In 2005, 60% SROs in the EU-25 provided copy advice facilities.

Monitoring: WFA commits by providing the details of the availability of the service.

Relevance: The obesity issue has focused regulatory and public concern on food advertising. For Advertising Self-Regulation to fulfill its objective, namely to provide an additional layer of pan-European consumer protection within an existing framework of law, it is necessary to establish self-regulatory systems in every European market, based on globally accepted codes of practice. All codes of advertising practice in operation in European SROs are based on the ICC's International Code of Advertising Practice, and cover all the major media, ensuring a common standard across the EU. Part of SROs service is to provide copy advice and interpretation to individual advertisers and/or agencies at a national level. Copy Advice is advice on a proposed advertising campaign provided by a regulatory body, usually on a non-binding basis.

Actor: WFA (540)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: National self-regulatory organisations (SROs) need to put in place a planned programme of systemic monitoring. WFA will develop best practice guidance on complaint handling which will include provisions for online complaint submission, and a model for independently assessing consumer complaints as a means of measuring effectiveness. EASA will develop and agree with members by the end of 2006 a best practice of monitoring to assess compliance with codes other than through complaints, develop means for SROs to conduct systemic monitoring surveys and a model for assessing compliance at the national level with the ICC (International Chamber of Commerce) Framework for Responsible Food and Beverage Communications. A pan European (14 member states) monitoring of national compliance rates of television advertisements with the ICC Framework for Responsible Food and Beverage Communications and national self-regulatory code provisions will be performed.

Output: In 2005, facilities to submit complaints online were available in 32% of the EU-25; 40% of the SROs in EU-25 conducted monitoring surveys related to compliance with codes; and 60% of SROs in the EU-25 published their decisions.

Monitoring: WFA commits to provide the details of the online complaints service in each country in which it is implemented; the national results of the compliance rates of food and beverage advertisements on television; the details of where adjudication decisions can be found in those countries where they are now made available.

Relevance: The volume of consumer complaints is an important indicator both of consumer concerns about advertising and/of awareness of confidence in self-regulatory systems. Consumers must be able to make their complaints using the new media, such as by an online complaint form. In light of discussions and public and regulatory concern around food advertising in the context of obesity, the global food industry adopted the ICC Framework for Responsible Food and Non-Alcoholic Beverage Communications. In order to verify that these codes are being used in practice, WFA committed to testing advertiser compliance against the new code and go public with the results in the EU Platform for Action on Diet, Physical Activity and Health. The exercise is also beneficial by way of a learning exercise in helping self-regulatory practitioners gain training in how to use the newly adopted code and make adjudications thereon.

Actor: WFA (541)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: Broad consultation with interested parties during the code development. By stakeholder involvement WFA and EASA will aim to ensure that by the end of 2006 80% of the member states include a means of stakeholder consultation in code drafting and non-industry independent experts in complaint adjudication as part of the national-self-regulatory process. EASA will establish a set of principles for consultation of independent, non-industry stakeholders. These principles will include options for methods of consultation/ involvement and criteria for stakeholder inclusion, and will offer best practice guidance and encourage consistency at the national level.

Output: In 2005, independent, non-industry stakeholders and/or consumer groups were involved in the complaint adjudication process in 36% of the EU-25; broad consultation in the code drafting process of independent, non-industry stakeholders and/or consumer groups was in place in 40% of the EU-25.

Monitoring: WFA commits to providing details of the composition of those adjudication juries that reformulate themselves to include non-industry, independent experts during the course of 2006. Also examples of consultation process methodologies undertaken in member states with a view to revising or drawing up new codes are provided.

Relevance: Self-regulatory Organisations should ensure that in the development of codes the relevant views of all stakeholders are taken into account in order for advertising codes of conduct to remain in continual touch with quickly changing societal sensitivities. In the enforcement of the codes, decisions should be reached in an independent and impartial manner and this should be reflected in the manner in which complaints are handled. To be recognized and meaningful to consumers, stakeholder involvement must take place primarily at national level.

Actor: WFA (542)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: An effective self-regulatory system can only operate if consumers and industry are aware of its existence and role. WFA will develop and run at least three new consumer awareness schemes/ad campaigns in EU member states, either to launch bodies, or to raise awareness of restructured systems. Pro bono creative work and media space will be coordinated by EASA advertising industry association members (EACA, EGTA, WFA, etc.)

Output: In 2005, 40% of the EU-25 had carried out consumer awareness campaigns.

Monitoring: WFA commits to providing examples of the creative and the media plan for these consumer awareness schemes.

Relevance: An effective system of self-regulation can only operate if consumers and industry are aware of its existence and role. Awareness of self-regulatory systems can be built through public broadcast messages, information campaigns, etc.

Actor: WFA (543)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: WFA will encourage self-regulating organizations to complete implementation of the ICC (International Chamber of Commerce) Framework for Responsible Food and Beverage Communications into national self-regulatory code provisions. Implementation will be completed by 23 of the 25 member states by the end of 2006.

Output: Implementation has been or will be complemented by the end of 2005 in Belgium, Finland, France, Ireland, Italy, Spain, Sweden, and the UK.

Monitoring: WFA and EASA will monitor the compliance rates of TV advertisements for food and beverage products with the appropriate self-regulatory code provisions, resulting from the national implementation of the ICC Framework the first half of 2006. The monitoring will involve: 1) Monitoring compliance of TV adverts for all food/drink categories over a three-month period in fourteen Member States. 2) Measuring compliance in terms of both the letter and the spirit of the codes. 3) Oversight of the monitoring process, data analysis and compilation by an independent non-industry expert. (with expertise in advertising self-regulation and consumer group policy) 4) Publication of average compliance rates for each market. 5) The overall national results of the programme will be shared with the EU Platform.

Relevance: In February 2004, the European food industry adopted a set of Principles of Food and Beverage Product Advertising, also adopted in June 2004 by the International Chamber of Commerce (ICC) as the Framework for Responsible Food and Non-Alcoholic Beverage Communications. The Principles contain both provisions on food and beverage advertising in general and provisions specific to children. With specific focus and concern around food advertising in light of obesity, The EU Platform for Action on Diet, Physical Activity and Health kick started an ambitious programme of implementation of these principles, which are currently being transposed at national level into existing and/or new national codes of advertising practice. WFA is playing a key role in driving this process both through WFA corporate members and national self-regulatory organisations, via EASA.

Actor: WFA (544)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 25 countries

Time of action: 2006-2008

Description of the action: WFA/EASA will aim to complete implementation of Marketing Communications Guidelines into national self-regulatory code provisions in 80% (i.e. 20 out of 25) Member States by the end of 2007. These Guidelines go beyond the ICC Framework in terms of content and coverage. Furthermore, CIAA and its members commit to adhering to the European Vending Association's Best Practice Guidelines on Vending. On the basis of the Marketing Communications Principles, EASA will seek to adopt a Best Practice Recommendation. WFA and EASA will then coordinate the process of implementation of the EASA Best Practice Recommendation into national self-regulatory codes. National self-regulatory organisations will then be responsible for enforcement.

Output: Marketing Communication Principles will be in force in 80% of the Member States by the end of 2007.

Monitoring: 1) Compliance of TV adverts for all food/drink categories over a three-month period in a representative sample of Member States. 2) Measuring compliance in terms of both the letter and the spirit of the codes. 3) Oversight of the monitoring process, data analysis and compilation by an independent non-industry expert. 4) Publication of average compliance rates for each market. 5) The overall national results of the programme will be shared with the EU Platform.

Relevance: In February 2004, industry adopted the International Chamber of Commerce (ICC) Framework for Responsible Food and Non-Alcoholic Beverage Communications (See Commitment 543). With particular focus on food and beverage advertising in light of the concerns over obesity, discussions within the European Platform for Action on Diet, Physical Activity and Health prompted the European food industry to look at how such principles could be more wide-ranging in terms of their scope. Since self-regulatory codes need to be as comprehensive and consistent as possible across all marketing communications, industry has now developed principles to cover all forms of marketing communications. In these principles, 'Marketing Communications' cover any paid marketing communication using the following vehicles: telephone, TV, radio, press, cinema, internet, DVD/CD-ROM, direct marketing, outdoor marketing, sales promotions, sponsorship.

Actor: WFA (World Federation of Advertisers) (546)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 25 countries

Time of action: 2006-2008

Description of the action: The CIAA is currently supporting a social marketing campaign on healthy lifestyles in Europe, as one of its 'voluntary commitments' in the framework of the EU Platform for Action on Diet, Physical Activity and Health. The WFA intends to participate in the campaign, alongside other industry and non-industry stakeholders, as well as the European Commission, which would need to take on a coordinating role and, potentially, ownership of the programme as a "joint EU Platform initiative". The role of the WFA in this campaign is to input expertise from the advertisers' perspective for the development and implementation of the campaign and to leverage its network of national and corporate members at the disposal of the campaign for its implementation at national level.

Output: Number of citizens across the EU reached by this campaign. However, the precise scope and geographical coverage of the campaign are still to be determined by the stakeholders involved.

Monitoring: Monitoring mechanisms for the reach and effectiveness of the campaign. The mechanisms will allow for appropriate stakeholder involvement and might include web-based questionnaires, consumer focus research groups etc.

Relevance: The campaign is designed to raise awareness with individuals and children in particular, of the steps that can be taken to improve their diet and to increase physical activity levels, so as to achieve and/or maintain a healthy weight and lifestyle.

Actor: EGTA (Association of Television and Radio Sales Houses) (553)

Sector: Advertising/marketing/media

Platform member: EGTA

Coverage: 17 countries

Time of action: 2006-2008

Description of the action: The launch of the CIAA proposed campaign necessitates access to free and reduced-rate television and radio time. EGTA will define needs in terms of media time and carry out a first evaluation on the basis of its database on general advertising campaigns (refer to EGTA 2005 baseline nr 113). In the second half of the year, EGTA will collect air time given pro bono and/or reduce-rate time by its members. The campaign could launch in the course of 2007.

Output: Number of successful launches of campaigns on TV or radio whole sale houses EGTA members

Monitoring: Audience measurement tools

Relevance: Although some studies show a generally high level of awareness among the EU population that healthier lifestyles are essential for people's well-being, detailed analysis of the same studies highlight that, first, people do not make this issue one of their priority and, second, that levels of awareness are much below among certain parts of the population.

The launch of information campaigns spreading information, educating people and/or encouraging them to embrace healthier lifestyles (detailed message to be finalised at a later stage based on research studies) would address these lacks. Access to mass-media (TV and radio time) is essential in two ways:

1) to raise the profile of the issue and keep it high on people's agenda so that they move from awareness of the issue to concrete personal healthier choices, and 2) to target some specific parts of the population thanks to the most advanced targeting and measurement tools available on the TV and radio media.

Actor: EuroCommerce (580)

Sector: Retailing/vending

Platform Member: EuroCommerce.

Coverage: 25 countries

Time of action: 2006-2010

Description of the action: EuroCommerce is committed to encourage its members to implement a policy on diet, physical activity and health, in six specified areas. These areas are backing up campaigns developed by public authorities on diet, physical activity and health, providing consumer information, providing adequate labelling, reviewing the composition of products, sponsoring and partnership and staff education and training. In 2005 eight members had taken steps to put in place such a policy.

Output: The number of its member federations who have taken steps to put in place a policy on diet, physical activity and health activities. EuroCommerce expects the number of member federations to increase from 8 to 18.

Monitoring: EuroCommerce encourages its members and their member companies to report on the actions that are being undertaken by them. These reports will be ready by the next Platform meeting of July 2006, making a total of at least 13 forms.

Relevance: 1) Work with national retail federations: Retail efforts to fight obesity must be based on an integrated approach on national levels. If national retail organisations take a WHO-based approach, this will lead to the best possible results.

2) Work with member companies: Furthermore, several large member companies of EuroCommerce have accepted to describe their commitments to action to reverse the obesity trend (see separate commitment forms). These actions are shared because they reach quite a large amount of the population and reflect that obesity is a multifactorial disease that requires a multi faceted approach.

3) Commitment on nutrition labeling: EuroCommerce will also submit a new commitment which takes the form of a recommendation to its members to develop nutrition labelling on their own-brand products. This commitment is relevant to the general aim of the Platform since it will increase the amount of nutrition information on own-brand products available to consumers, thus helping them make a healthier choice.

Actor: SOK and Inex (EuroCoop members from Finland) (598)

Sector: Consumer organisations

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: SOK and Inex are both provide several sources of consumer information. SOK publishes a consumer-magazine and Inex provides food labelling. New activities include :(1) a wall calendar with seasonal healthy recipes published by SOK [100.000 copies]. These healthy recipes will also appear in advertisements in local newspapers; (2) 100 new food items will be labelled in full compliance with Inex guidelines on nutrition; (3) SOK is carrying out the initiative 'Heart Tour' together with the Finnish Heart Association. A van touring the country will stop in the parking areas of SOK outlets and get consumers blood pressure and cholesterol levels measured, besides providing them with general advice on healthy lifestyles.

Outputs: As far as the 'Heart Tour' is concerned, last year, over 17 000 customers have paid a visit to the van in the first month of the initiative implementation. In the light of this successful outcome, other joint initiatives are being considered for 2006.

Monitoring: The action is in progress. Data will be provided when available.

Relevance: Informing and educating consumers are key actions in order to change current unbalanced dietary habits and turn them into healthier ones.

Actor: The Co-operative Group LTD (602)

Sector: Consumer organisations

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: The Co-operative Group is committed to maintaining its responsible policy on marketing and advertising to children of HFSS foods. Co-ops brand foods falling into this category will not be advertised in children's viewing hours and in children's titles. These products will not be displayed in the checkout areas in order to avoid a 'pester power' effect on children while their parents are queuing to pay. Nutrition information is displayed on the packaging, with HIGH, MEDIUM and LOW descriptors to help consumer understanding. This is complemented by the declaration of the calorie content on alcoholic drinks.

Output: The Co-op Group's goal is to meet the UK Food Standards Agency targets for salt across all products by September 2009. In some key areas such as ready meals, pizzas, pies and pasta sauces, the targets will be met by September 2006.

Monitoring: The action is in progress. Data will be provided when available.

Relevance: Scientific experts agree that excessive salt consumption is responsible for the prevalence of health risks such as high blood pressure, cardiovascular diseases and stroke (SACN 2003 Report). By lowering levels of fat and salt in its own brand products, and thereby fat and salt intakes of consumers, Co-op contributes to improving diets and public health over the long-term.

Actor: Pohid (714)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 2 countries

Time of action: 2006-2010

Description of the action: Since one year, Pohid has been involved in the discussions taking place on national level on nutrition but also malnutrition and under nutrition; two additional concerns in this country. Pohid is encouraging its members to take action in these fields. POHID is committed to encourage its members to implement a policy on diet, physical activity and health based on the following principles: in backing up campaigns developed by public authorities on diet, physical activity and health (e.g. 5 fruit and vegetables a day messages, sponsoring sports events, charity actions) in providing consumer information, reviewing the composition of own brand products, sponsoring and partnership staff education and training. POHiD has been already engaged in dialogue, on national level, with the Polish government and other stakeholders on the topic of nutrition, physical activity and health and also malnutrition.

Output: Number of leaflets, posters, brochures etc.

Monitoring: ----

Actor: Federation belge des Entreprises de Distribution (134)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2006-2010

Description of the action: Members of Fedis have adopted a Charter of commitments containing recommendations for actions that follow the Belgian National Nutrition and Health Plan (PNNS). Fedis' members have also handed out in their stores 275.000 booklets edited by the national authorities, intended for the consumers and summing up the recommendations of the PNNS. In addition, they have printed 2200 posters promoting the PNNS, to be put in-stores. Fedis actively participates in the Belgian government's Working groups dealing with labelling and advertising issues. Fedis also collaborates with the government and the food industry on the "Nubel" Database of nutritional composition of foods sold on the Belgian market, which has just been extended to include branded products (both industry and retailers' own-brand products). Finally Fedis has subscribed to 2 codes of conduct on advertising in general and alcohol in particular.

Output: Number of products in the database, the internet database is still only accessible to health professionals, but it is planned to widen its access to consumers. 12 000 brochures with the detailed table are distributed each year to schools. One company has taken part in a project called "Tutti Frutti" aimed at selling fruit and vegetables to schools at reasonable prices, to encourage the consumption of F&V by children. 1300 schools/240.000 pupils in the Flemish region have been reached. Another company has put the emphasis on the promotion of the Belgian PNNS, presenting large size posters in its 7 hypermarkets in Belgium. It has also participated in combined actions with a producer, using the concept of the food pyramid. Most of their members have consumer magazines featuring articles on nutrition and web-sites dedicated to nutrition information (both general nutrition information and for their own-brand products). Two companies have already enhanced the presentation of nutrition information on the label, making it simpler for the consumers to read. These companies are also working on the reformulation of products.

Monitoring: The members of Fedis have committed to report to their national federation on actions they are taking. Some of the member companies will also directly report to the EU Platform through EuroCommerce.

Actor: Royal Ahold (715)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 9 countries

Time of action: 2006-2010

Description of the action: All Ahold companies have based their programmes on the WHO strategy on Diet, Physical Activity and Health. In all countries where Ahold operates, Ahold companies have built up strong relations with public authorities and other stakeholders and have developed a wide range of activities which are coordinated by Corporate Ahold in the Healthy Living Programme. A wide range of strategic sponsorships and partnerships with educational organisations, universities and nutritional boards support the Ahold Healthy Living Programme. The Ahold Healthy Living Programme was started two years ago top-down and now covers all senior management levels. **Output:** 1) Supporting the consumption of fruit and vegetables: All European operating companies are involved in programmes to increase the consumption of fruit and vegetables. The Czech Republic in particular has developed a special school programme on this. 2) Providing in-store information, such as brochures, leaflets, posters etc. Depending on market situations, Ahold companies use a wide range of communication tools to communicate with their customers on healthy living. 3) Providing out-store information: most Ahold companies also have customer services by telephone and internet able to provide healthy living information. 4) Developing Nutrition Labelling: All companies are involved in labelling programmes, aimed at providing adequate nutritional labelling. All own-brand lines (+ 25% of total sales) have voluntary nutritional labelling. 5) Product development and review of formulation of existing own-brand foods: Most companies have initiated reformulation programmes aimed at low carb, minimising trans fat and lower fat, sugar and salt contents. These programmes are connected to specific health logos

Monitoring: Will be undertaken in due time

Actor: Casino Group (725)

Sector: Retailing/Vending

Platform member: Eurocommerce

Coverage: 2 countries

Time of action: 2005-2010

Description of the action: Casino is participating in the development of the French PNNS programme and is taking action on the basis of its recommendations, for example, the development of nutritional explanations on the maximum number of products integrating the recommendations of the PNNS. Recently, Casino has developed for its own-brand products a front-of-pack logo, the 'Nutritional Cursor'.

Output: 1) Supporting the consumption of fruit and vegetables: the group has developed a new concept called: The Casino Market, a supermarket specializing in traditional fresh products, 2,500 products of which 90% are fresh. 2) Providing in-store communication: Casino has developed a nutrition policy, based on the recommendations of the PNNS. Several initiatives are taking place in-store to promote the policy. 3) Providing out-store information: Launch in March 2006 of a nutrition call center. Launch in May 2006 of a training programme on the internet: profiles of food behaviour, recommendations, advice, tricks, menus, recipes and shopping list, development of a nutrition guide on the internet site. 4) Nutrition Labelling: For Casino brands, systemization of Nutritional Table Values, front-of-pack logo, launched on 10 priority groups. Salt content has already been reduced on 130 products and sugar content on 20 products (in 2006, aim 76 products). 5) Staff Training: 3 training sessions during 2005 for staff from purchasing, marketing and quality assurance, made by a nutritionist. 50 000 nutritional guides and memo cards about nutrition indicators were distributed to employees.

Monitoring: Planned but not reported on at this stage.

Relevance: The Casino Group's objective is to help consumers to reach better food behaviour. Casino's nutritional policy is centred on nutritional balance, delight, friendliness and well-being. Casino's will participate in 2007 in the development of the French PNNS2 and will describe all its commitments in a chart which will be introduced to the French Health Government in March 2007.

Actor: Norwegian Association of Whole Grocers (726)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 2 countries

Time of action: 2006-2010

Description of the action: The trade association contributes to the Government's work on improving nutrition in the population, through their participation in the Norwegian government's working groups and meetings, setting up a national action plan to improve nutrition (scheduled for end 2006). A healthy diet together with sufficient physical activity should have highest priority. Members of the Federation also support the activity of the manufacturing industry to implement the recommendations of the World Health Organization to reduce the consumption of added sugars, unhealthy fat and salt plus promote the consumption of the more healthy foods like fish, lean meat, white meat, fiber rich foods and fruits and vegetables. They also collaborate in the working group set up by the Federation of Norwegian Commercial and Service Enterprises.

Output: 1) Supporting the consumption of fruit and vegetables: Grocery trade groups have been extending the number of stores with fresh food assortment along with the modernisation of the network of stores. There has in particular been a focus on improving and developing the fruit and vegetable counters and this progress has been welcomed by the wider public. 2) Providing in- and out- of store communication: Members of the Federation are assisting consumers in making healthy choices, by providing a wide range of all types of products. This is increasingly reached by advertising, in-store and web activities including concrete food suggestions, recipes for everyday meals and encouragement of physical activity. 3) Nutrition Labelling: Some members have decided to introduce a nutrition labelling system on a test basis applying in one case to initially 700 to 800 products. The grocery trade groups sponsors major sports events like national football matches and a wide range of other national and local physical activity events.

Monitoring: The results of tests carried out on the different initiatives will influence future activities.

Actor: Danish Commerce and Services (DHS) (727)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 2 countries

Time of action: 2005-2010

Description of the action: DHS participates in the official network for distribution on information on healthy diets of the '8 official recommendations for a healthy diet', published in spring 2005. DHS also takes part in dialogue meetings bringing together members expert and authorities on how business can contribute. Part of the discussions are dedicated to the development of a Danish system for simplified nutrition labelling launched by the government in august 2005 and which will be sent for EU-notification in summer 2006.

Output: 1) Supporting the consumption of fruit and vegetables: One of their member companies has chosen to give these products special focus in 2006, through investment in new counters, introduction of a new control system to improve freshness of fish, fruit and vegetables, optimising the quality by controls carried out every other hour, internal training of the staff as well as the introduction of a voluntary date-labelling on fruit and vegetables. 2) Providing in-store communication: Member companies provide a wide range of services that make it easier for consumers to choose healthy products. These include extended product information, in-store recipes, promotion of fruit, fish etc. 3) Providing out-store information: Several member companies inform about healthy diet and the official 8 recommendations for a healthy lifestyle on their website. 4) Nutrition Labelling: Several member companies provide extended nutritional labelling on all their own brand products. There is also the 'S'-label, an official sign-posting system, which includes the content of fat, carbohydrates, protein, food fibres, salt and vitamins and minerals. 5) Product development and review of existing own-brand foods: Retailers have developed healthy meals, low-calorie product lines etc.

Monitoring: Planned but not reported on at this stage.

Actor: Retail Ireland (731)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 2 countries

Time of action: 2004-2010

Description of the action: Firms participate fully in all consumer education campaigns run by Irish state organisations such as Bord Iascaigh Mhara (Fish Marketing Board), Bord Bia (Food Board) to inform consumers on the nutritional benefits of fresh foods and suggest recipe ideas. Member firms also provide information from the Food Safety Authority of Ireland on how best to handle and store fresh foods. Several member firms participated in consumer road shows organised by Safe Food Ireland to promote a sensible approach to food consumption. Members stimulate the consumption of fresh fruit by the marketing of own brand fruits, nuts etc. through prominent shelf display and promotion. Member firms support initiatives by the Health Promotion Unit of the Department of Health and Children (the Irish ministry), including the two national healthy eating week campaigns. Consumer information: company nutritionists advise on labelling and legislation on nutritional issues. Own brand products have been reformulated to reduce fat, salt etc.

Output: 78% of primary schools in Ireland have registered for the schools programme and over 1million worth of sports equipment will be distributed to these schools. Includes: Leaflets on healthy eating, provision of fruit hampers to schools, and visits to schools and supermarkets countrywide by company nutritionists. They publish information leaflets several times a year, on topics such as healthy school lunches and sensible dieting. These topics are also addressed through magazines published by member companies and distributed in store. At store level complementary nutritional information and point-of-sale material encourage children and parents to adopt a healthy lifestyle and to exercise regularly.

Monitoring: Planned but not reported on at this stage

Actor: ICA (734)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 3 countries

Time of action: 2004-2010

Description of the action: ICAs health policy (2000, revised 2005) is based on the Nordic nutrition recommendations (NNR). A booklet on our views concerning health and healthy eating was published 2006. ICA has been supporting since 1989 the keyhole symbol developed by the Swedish authorities and we are in dialogue with the Norwegian authorities to have the possibility to use the same symbol in Norway. In Sweden, ICA is working closely with the national health authorities in a project aiming at mapping food supplied in different parts of the country according to health subjects. In Norway, ICA participates in the dialogue about the Norwegian action plan for better eating habits 2007-2011. Both in Norway and Sweden, ICA is in discussion to limit the marketing of unhealthy products to children. **Output:** 1) Supporting the consumption of fruit and vegetables: Increased assortment and much advertising. In Sweden, the five-a-day campaign is held for school children (age 8 and 11) for the sixth time this autumn. Last year 62% of all children of those ages participated. 2) Providing in-store communication: ICAs' brochures on healthy eating have been widely spread to customers. To date they have printed about 3 million copies in Sweden for consumers, schools and health care staff. 3) Providing out-store information: The websites contain facts and advice to consumers on how to eat more healthily. The recipes are often keyhole-labeled (low in fat and composed on the basis of the plate model). 4) Nutrition Labelling: For the own-brand range 'ICA Gott Liv', the nutrition panel (back of pack) is developed using the big 8 per 100 g and per serving. In addition, there is Recommended Daily Amount of the different nutrients for a grown man and woman. 5) Product development and review of existing own-brand foods: there will be some small changes in formulae in some products but the focus is on developing new keyhole labelled products and ICA Gott Liv.

Monitoring: Planned but not reported on at this stage

Relevance: In its health policy, ICA takes into consideration the average customer's need to lower consumption of fat, especially saturated fat, as well as sugar and salt, and increase consumption of lean meat and dairy products, fruit and vegetables and whole grains. This policy also states that "Healthier alternatives will be made available in all appropriate product groups and in our range of private label products."

Actor: Metro Group (735)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 17 countries

Time of action: 2005-2010

Description of the action: Metro Group is involved in the discussions of the 'Plattform Ernährung und Bewegung' (platform for nutrition and physical exercise) in Germany and supports the initiatives developed by the public authorities where they exist. The Group has a new strategic management for own-brand products with specific focus on obesity. We follow the advice of EUFIC and are in line with the CIAA's views on nutrition labelling. The Group is also developing several sponsorships and partnerships to encourage healthy lifestyles. Finally, Metro group is committed to the health of its employees and is putting in place several activities for them.

Output: 1) Supporting the consumption of fresh products: Metro retail sales division provide a wide assortment of fruit, vegetables and fish, pointing out the health aspects and nutrition profiles of vegetables and fish in consumer communication. Fresh produce: 894 products at Real Hypermarkets, 765 products at Extra supermarkets. 2) Providing in-store communication: Metro group supplies consumers with information brochures, marketing displays, posters and flyers promoting healthy ranges as well as fruit, vegetables and fish. 3) Providing out-store information: Information on healthy nutrition and physical activity is available in customer magazines of all food retail sales divisions and on their websites. 4) Nutrition Labelling: Commitment to a clear and transparent nutrition labeling in line with CIAA and EUFIC recommendations: 70% of own brands have nutrition labelling. Product development and review of existing own-brand foods: specific focus on obesity; extension of healthy food ranges and functional foods. Several sponsorships and partnerships to encourage physical activity: Metro Group marathon (300 000 visitors, 10 000 participants), Real Marathon Berlin (about 60 000 participants), Real junior cup (biggest street soccer event in Europe with almost 15 000 children participating). Health in the workplace: providing employees with health advice, offering vouchers to have reduced price to fitness centers, encouraging them to participate in sports events etc.

Monitoring: Planned but not reported on at this stage.

Relevance: Commitments of any kind made by retail companies in the field of diet, physical activity and health are most important, taking into account that retailers are the linking point with the consumer. Commitments carried out in a store such as new nutrition labelling might lead to a direct success for the customer and therefore to a success of the Platform. It is important to follow the holistic approach on this issue, though also looking at the ambiguity and variety of problems that may arise.

Actor: Auchan (736)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 2 countries

Time of action: 2005-2010

Description of the action: Auchan is implementing its nutritional policy, backing up the requirements of the French PNNS programme.

Output: 1) Supporting the consumption of fruit and vegetables: Auchan sets up annual commercial events with the French fruit and vegetables federation, such as 'Fraich Attitude'. In May 2006: 3% more fruit and vegetables sold. 2) Providing in-store communication: During its promotional nutrition weeks, Auchan offers brochures with the PNNS requirements. 3) Providing out-store information: Auchan has set up a telephone help-line on nutrition, where consumers can discuss with a nutritionist. The website gives nutritional advice. Auchan TV magazine. 4) Nutrition Labelling: All own-brand products have nutrition labelling per 100g and per portion (except for small size packs). An explanation helps consumers to lead a healthy lifestyle and encourages physical activities. Auchan is working on a new nutrition labelling more understandable for the consumer. 5) Product development and review of existing own-brand foods: In 2005, Auchan worked on 100 formulations to reduce salt, fat and sugar and has already succeeded for 50 products. In 2006, Auchan aims to double the number of products covered. 6) Staff training and education: A new training module "Top Form" has just been prepared according to the French PNNS (Sept. 2006)

Monitoring: Planned but not reported on at this stage

Relevance: One of the objectives of the company is to be aware of nutrition principles and to work to reduce the risk of obesity. Auchan sells a wide range of products so the consumer can choose among a variety of products and assume his choice.

Actor: Carrefour (737)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 9 countries

Time of action: 2005-2010

Description of the action: Carrefour invests in scientific research and cooperation with scientists and public authorities to develop healthier products and more accurate nutritional information. Carrefour has also developed a nutrition labelling scheme aiming to inform and educate consumers, in collaboration with CLCV and on the basis of the recommendations of the French Nutrition Programme. Additional consumer information is provided through different means, in-store and out-store. Revision of the composition of own-brand products: decreasing sugar, salt and trans-fat content on all own-brand products, including value ranges. All Carrefour brands also sponsor a variety of sport activities, e.g. national soccer team and the Tour de France. The activities mentioned are targeted to employees and consumers, in addition to staff training.

Output: 1) Supporting the consumption of fruit and vegetables: Distribution of leaflets on fruits and vegetables in cooperation with Interfel (1.5 millions leaflets were distributed in the French Hypermarkets and through Ooshop). 2) In-store animation on Citrus fruits and Apples, e.g. 'La Foire aux Pommes'. 3) Providing in-store communication: several activities were launched in stores: - Advice by nutritionists and/or doctors; development of posters on specific issues - beverages, dairy products, fruit; distribution of leaflets; activities targeted to children: games, educational programmes; organisation of food tasting. 4) Providing out-store information: all Carrefour brands have newsletters where they provide nutrition information during the year: 4) Nutrition Labelling: Carrefour's new nutritional labelling lies upon a graphic representation of the daily nutritional needs brought by products. 5) Product development of own-brand foods: Carrefour is reviewing the nutritional composition of its own-brand products (soft drinks, cereals for instance): diminution of sugar, salt and trans fatty acids.

Monitoring: The actions under the nutritional programme will be intensified in 2006 and 2007 with the development of a Group's Policy on Nutrition, and forthcoming investment in product development and scientific research. The EPODE project will be closely monitored in 2006 and developed in additional countries in the coming years. Broad consumer surveys will be carried out, and these will allow to improve information given and better respond to consumers' needs. Consumer surveys will be conducted in particular in Portugal and Belgium. Consumers' reactions to our new products are constantly monitored through satisfaction surveys, interactive website, etc. New nutritional labelling model: Broad consumer surveys have been and will be carried out allowing in turn improving the information given and better responding to consumers needs. The outcomes of the first surveys show that the pictograms have been well perceived by the consumers.

Relevance: Millions of consumers pass through our checkouts daily in some of the 8800 stores in the 7 member states (France, Belgium, Spain, Italy, Greece, Portugal, and Poland) Carrefour operates in Europe. Carrefour operations in Europe involve almost 297 000 employees, working in the stores or headquarters of the Group. These daily contacts are a mean to conduct a public health message towards a more balanced diet and healthy lifestyles.

Actor: FEVIA national food & drink industry federation – Belgium (263)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2005-2020

Description of the action: The Charter is at national level and was launched in January 2005. The subscribing companies are committed to give consumers high quality, affordable products. The Charter sets down six key engagements. It provides a set of agreed industry commitments against which FEVIA can measure progress. The six commitments are: 1) to have the appropriate knowledge concerning the nutritional and health aspects of the own products and of the consumer; 2) to provide appropriate information to the consumer regarding the nutritional aspects (content) of the own products; 3) in the field of research and development of new products, to strive towards complementarities between the nutritional aspects and the aspects related to taste, pleasure and user-friendliness; 4) to comply with the self-regulating code compiled by FEVIA and the Union of Belgian Advertisers (UBA); 5) to collaborate, directly or indirectly, with educational programs to promote healthy lifestyles, particularly at public level; 6) to remain open to discussions regarding the nutritional policy with all the parties concerned.

Output: Mid 2005, more than 200 companies have subscribed to the Charter. FEVIA encourages her members (400 companies) to subscribe to the Charter.

Monitoring: A query has been sent to the companies that subscribed to the Charter to evaluate the nutritional policy of the company in regard of the Charter. The results will be published in 2006 in a report and this evaluation will be held every 2 years.

Relevance: The Nutritional policy Charter has been launched by FEVIA at national level in January 2005. The subscribing companies are committing themselves to take actions related to:

1) information on nutritional aspects, 2) consumer information, 3) R&D and product development, 4) marketing and publicity (self-regulating code of FEVIA and UBA), 5) educational programs and promotion of healthy lifestyle, 6) interaction with all concerned stakeholders

Actor: FEVIA national food & drink industry federation – Belgium (265)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2005-2020

Description of the action: Some important principles: - when claims or terminology are used, they should be confirmed by the appropriate scientific evidence; - food and beverage advertisements should not encourage excess consumption and should not undermine the promotion of healthy balanced diets and active lifestyle; - texts, sound and visual presentation in advertisements for food and beverages should not mislead consumers concerning nutrition or health benefits; - food products not intended to be substitutes for meals should not be presented as such; - important rules and restrictions are taken into account when advertising to children is concerned. The correct application of this code is controlled by the Jury for Ethical Practice in Advertising (JEP).

Output: The code is active since the 1st of May 2005 and all companies in Belgium are concerned

Monitoring: The first actions have been undertaken by the JEP. Several companies have submitted their advertisements for approval to the JEP before broadcasting/publication. By the end of 2006, the first evaluation of the self-regulatory code will be presented.

Relevance: The FEVIA self-regulatory code for advertising is based on the international code proposed by CIAA and ICC. This self-regulatory code is the answer of the business community on the request for regulating food product marketing practice. Self-regulation is the best way to achieve relatively fast concrete results in the field of marketing and publicity. Due to the complexity of the problematic and the international dimension, the same results would not be achieved by legislation.

Actor: Spanish Food & Drink Industries Federation (432)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2005-2020

Description of the action: PAOS Code: Self-regulation Code of rules on food advertising aimed at children under twelve. It contains pre and post-emission controls and a Monitoring Commission. Nutritional information on labelling (energy, proteins, carbohydrates and fats) in sales unit or in websites from July 2005. Leaflets (Suma Salud, Guide to understand nutrition labelling and Guide to promote healthy consumption of salt/sodium): To inform consumers about nutrition labelling and give basic advice on nutrition, physical activity and healthy lifestyles with the scientific support of the Universidad Complutense de Madrid (Nutrition Department). New Leaflet Vida Activa&Alimentación saludable: la fórmula de bienestar más sencilla: Designed and printed by FIAB and the Consumer Information Consortium with the scientific support of the Universidad Complutense de Madrid (Nutrition Department). Its main objective is to use an important communication channel (25.000 chemist's shops in Madrid) to give advice about healthy eating and lifestyles.

Output: PAOS Code: FIAB encourages the adhesion to PAOS Code among its members. The advertising addressed to children of the companies that have signed PAOS Code are subject to pre and post-emission controls in order to verify if they comply with PAOS Code requirements. Up to now 35 companies have signed the PAOS Code and all their advertising addressed to children is subject to pre and post-emission controls in order to verify if they comply with PAOS Code requirements. Leaflets (Suma Salud 600.000 copies distributed, Guide to understand nutrition labeling, 600.000 copies distributed and Guide to promote healthy consumption of salt/sodium, 600.000 copies distributed): Distributed all around Spain by the Consumer Information Consortium. Leaflet: more than 2 million copies printed. The leaflets are being distributed by more than 25.000 chemist's shops all around Spain and also by the Consumer Association Consortium since end of 2006.

Monitoring: 1) PAOS Code monitoring commission: Its mission is to evaluate regularly the application of the Code. It has a mixed composition: chair by Spanish Food Safety Authority and with 3 representatives of Consumer Associations, evaluated 345 advertisings since the Code came to effect (15/09/06) with 241 positive results, 101 revised and 3 with resolutions issued by Autocontrol Advertising Jury. 2) Nutrition Information on Labelling: FIAB is working to prepare a question survey addressed to its Associations about the compliance of this commitment. 3) Leaflets and guides: The six Consumer Associations of the Consumer Information Consortium confirmed the distribution of these leaflets and Guides. 4) Conference on obesity: According to the results of the Monitoring Test the opinion of the participants were highly satisfactory. The lectures sent their congratulations to FIAB.

Relevance: FIAB contributes to NAOS Strategy (Spanish Strategy on Nutrition, Physical activity, Obesity and Health) and under this framework is developing actions on nutritional information, marketing and advertising, monitoring, etc. All these actions are in line with the objectives of the European Platform on Diet, Physical Activity and Health.

Actor: Group Danone (462)

Sector: Manufacturing

Platform member: CIAA

Coverage: 14 countries

Time of action: 2004-2020

Description of the action: The first edition of the Danone Nations Cup took place in 2000. Its objective is to make millions of children all over the world live their dream in an international football competition. This event aims to promote physical activity and unite children of the world around 4 main values which are the very essence of the sport: openness, pleasure of the game, fair-play and accessibility. The event has grown over the last 7 years: 8 countries in 2000, 24 in 2002, 32 in 2004, 40 in 2007 - 500 000 players in 2000 - 2.6 million in 2006. The Danone Nations Cup is endorsed by the FIFA and the French Ministry of Health and the French Ministry of Youth and Sports.

Output: Today, more than 2.5 million children from 32 countries (110,000 schools and 65,000 clubs) take part in the Danone Nations Cup. Since 2000, more than 12 million children have been playing football within the Danone Nations Cup. Each year, each of the 32 countries organizes a local football tournament in schools or football clubs (32 national cups from January to July, national selections in cooperation with local football federations and/or sports ministries) and local winners are invited to participate in the international final period in France.

Monitoring: By measuring the impression and feed back of participants (perception of the event, promotion of football & physical activity, etc.).

Relevance: While sedentary lifestyle is increasing worldwide, it's important to promote sport and physical activity, especially towards children. Sport is part of a healthy lifestyle along with good nutrition and football allows reaching the greatest number.

Actor: Eurofel/Eucofel (756)

Sector: Advertising/Marketing/Media

Platform member: Eurofel/Eucofel

Coverage: 14 countries

Time of action: 2006-2010

Description of the action: Our messages relate primarily to the specific quality and availability of the fruit and vegetables in the key places (schools, working places, shopping areas) and our target is the consumers (children, adolescents, employees, general public) of the European Union. The action includes activities such as: several meeting with industry to draw an inventory of available and appropriate technologies applied to the fruit and vegetables sale; raising awareness of our members in order to promote the action in their National Associations; establishing an action plan to promote the use of barcode and vending machines for fruit and vegetables; information to consumers about the healthy benefits of consuming appropriate quantities par day of fruit and vegetables.

Output: To promote the use of barcode mentioning caloric content of food so that consumer are aware of the number of calories utilized. In order to promote the use of vending machines for fruit and vegetables we will encourage our members to promote at National level the use of the vending machine in schools, working places, shopping areas, etc. Our members will meet with industry to encourage promotion campaigns for the consumption of fruit and vegetables. This action will improve with the interaction of the platform's members and all the members of our Associations in the European Union.

Monitoring: In each European country the message to be transmitted will target the promotion of good dietary habits in the consumers using two main vehicles: 1) the dissemination and better knowledge of vending machine for easy availability of fruit and vegetables in the schools, working places and shopping areas; and, 2) knowledge of how many calories were consumed in each day through the barcodes printed in the purchase receipt. Actions will be monitored, through a survey in the European countries aimed at evaluating the change in consumers' behaviour. With Sécodip we could measure the evolution of the consumption of the fruit and vegetables in the European countries.

Actor: Partnership for Danish potatoes (DAC) (773)

Sector: Non-governmental organizations

Platform member: COPA-COGECA

Coverage: 1 country

Time of action: 2006-2007

Description of the action: The potato trailer was invented because there was a need for a mobile, turn-key exhibition unit that could easily be set-up and taken down in any location. The potato trailer contains cooking facilities, approved by the Danish food authorities. The trailer carries material describing the nutritional value of potatoes and their use in daily cooking. The action was launched in May 2006.

Output: During four days about 3500 samples of a healthy potato salad was served to consumers and about the same number of folders and post cards with recipes was distributed. In 2007 we expect that the trailer will be used at least 25 times for major or minor events. Thousands of consumers from both rural and urban sites of Denmark's will attend the exhibition. They will learn about different sorts and use of potatoes, taste potatoes and bring home nutritional information and recipes.

Monitoring: No structured evaluation activities are planned, but we will be able to monitor the number of taste samples and how much material we have distributed in 2007.

Actor: Delhaize Group (792)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 5 countries

Time of action: 2004-2010

Description of the action: In Belgium, Delhaize is working with its national association in developing the PNNS, which is used as a basis for communication and development of healthier food ranges. For each objective of the Belgian Plan, there are concrete actions developed by Delhaize to reach them. Delhaize maintains dialogue not only with government, industry and the public health sector, but also the education sector. It has set up partnerships with several organisations, e.g Olympic Health Foundation. Also in Belgium, Delhaize has developed a front of pack nutritional logo. In collaboration with the Delhaize Procurement Department and the Food Safety and Quality Department, suppliers have adapted their manufacturing processes and their end products to meet the nutritional specifications of the logo. The policy of the company is rolled out in other operating countries, at various paces, in function of the market demand.

Output: 1) Supporting the consumption of fruit and vegetables: recent campaigns in stores via posters and brochures have highlighted the '5 a day' principle. 2) Providing in-store communication: Delhaize wants to help its customers in the choice of healthy products and gives advice to promote a healthy but tasty diet. 3) Providing out-store information: Delhaize's messages on a balanced and varied diet are available in take home leaflets, posters and through publicity campaigns (radio, press and TV). The website keeps customers and employees updated on in-store programmes. 4) Nutrition Labelling: More than 90% of own brand products contain nutritional info, which is provided both on label and through alternative forms (website, leaflets, articles in magazines). 5) Product development and review of existing own-brand foods: in Belgium, customers can choose between more than 150 different prepared meals; more than 370.000 prepared meals are sold per week. Delhaize is therefore trying to reformulate/reduce their range "balanced meal". 6) Sponsorship and partnership: Action "Mad about health" in schools involving 80.000 children; participation in various fairs such as Health and Better Living Fair in Brussels, Fair for Diabetes; supporting sports events (e.g. 20 km of Brussels, sponsoring the Olympic Health Foundation). 7) Health in the workplace: health packs distributed to 16.000 Belgian employees and cardiovascular screening for all of them starting in 2006; nutrition advice in internal monthly magazine; healthy meals at staff restaurants, encouragement to participate in sports events.

Monitoring: Planned but not reported on at this stage

Actor: The Co-operative Group LTD (818)

Sector: Consumer Organizations

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: The Group has committed to avoid commercial communication to children on products high in fat, sugar or salt of Co-op's own brand. The commitment takes the form of a self-imposed voluntary ban on advertising and marketing to children of products that are high in fat, sugar or salt. The objective is to improve children's diets by avoid them becoming 'hooked' on junk food, and to reduce the levels of 'pester power' related to unhealthy foods, exercised by children on their parents.

Output: Co-op brand products falling into the given category will continue to not be advertised during children's viewing hours and in children's titles. A number of contentious marketing practices will also be avoided: HFSS products will not be displayed at queuing areas, free samples specifically aimed at children of that type of product will not be distributed, popular characters (such as cartoon characters) will not be used in stores for promotion, etc.

Monitoring: The policy will be checked for compliance by a Legal Standards team.

Relevance: There is growing worry about children's poor diets, about them getting fatter and becoming obese. Many different factors can account for this trend, among which consumption of products high in fat, sugar or salt (HFSS). Children's exposure to intense commercial communication of these products is part of the problem. Indeed there is evidence (namely research by the UK FSA) that advertising and marketing practices directed to children have a major impact on their preferences, food choices, and dietary behaviours. That's why making sure children see less advertising for HFSS foods should help improve their dietary habits.

New commitments Advertising/Marketing tabled for 2007

Actor: Federation of the European Play Industry (FEPI) (741)

Sector: Manufacturing

Platform member: FEPI

Coverage: 9 countries

Time of action: 2007-2009

Description of the action: This action follows the first step of the Capital of Play Award, which was developed in France by our French federation FIFAS and the press group "Groupe Moniteur" (publisher of magazines aimed at local communities) in 2005 and is being renewed in 2006. Our members will proceed with a feasibility study to understand whether they can set up the Award in their country. The Capital of Play Award aims at distinguishing the local authorities (classified in 3 categories in accordance to their number of inhabitants) that develop the best play policies. An independent jury will analyse the received files. The results of the jury will be publicly announced during a local community fair and the "winners" will receive the awards in the presence of a representative of the Ministry of Youth, Sports, Education or Association Life. Starting from 2007, several of our national federations and company members (in Denmark, Finland, Germany, Greece, Italy, Spain, Sweden and the UK) will make feasibility studies in order to understand whether they can implement a "Capital of Play Award" in their countries (financial feasibility, media partnerships, support from ministries, children related associations). Once a sufficient number of EU Member States have created their own Award, a European Award will be set up and a feasibility study will be undertaken at the EU level.

Output: An average of 20-30 files per country for the first year would be expected to renew and expand the action to additional EU Member States in the following years.

Monitoring: FEPI in close coordination with its members is planning to evaluate the success of this award by the number of cities that will reply positively to the "Capital of Play Award" project and by the quality of the submitted files. An other criteria of success would be the recognition by local and national authorities of the importance of working together with families and communities towards the planning, creation, amelioration and maintenance of playgrounds, which would lead to an increase in the investment for playground equipment, installation and construction higher than the current situation of approximately 4 euros per inhabitant per annum.

Actor: Tesco Stores Ltd (UK) (823)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2007-2007

Description of the action: The beginning and middle of the year are key dates for marketing activity surrounding health as they are times when people think about diets (January just after Christmas and May getting ready for the holidays). Tesco has traditionally run events at these times providing information on a healthy lifestyle. However we know from our research that smaller changes and simple messages are more motivating and so in 2007 we decided to help customers achieve a healthier lifestyle by focusing on one change a month. We hope that if they are built into their daily routine the 12 simple steps could make all the difference to our customers and their families' health. General information on how to use our front of pack signposting will also be incorporated into the messages and publications.

Output: The activity will be launched in January 2007 with a leaflet outlining the 12 simple steps The Tesco Healthy Living zone home page will reflect each month's theme. A downloadable health calendar will be available along with recipe ideas relevant to the theme and further health information. In store there will various pieces of point of sale and recipe cards all relevant to the theme and branded with 'Simple Steps to a Healthier 2007'. There is also a dedicated area in store for price promotions on healthy products. Tesco serves 15 million customers each week

Monitoring: Success of the initiative will be judged by website access, engagement with promotions, customer research.

4.4 Promoting a healthy lifestyle/Education on nutrition and/or physical activity

Commitments Promoting healthy lifestyle/Education nutrition, physical activity completed in 2006

Actor: The Swedish Heart Lung Foundation (203)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of the action: The Swedish Heart Lung Foundation has launched in 2004 a lifestyle and cook book with heart healthy recipes and other inspiring health promotion information, especially designed for the working population. Selling rates are excellent.

Output: Until November 2005 the book has sold over 33,000 copies. This amounts to almost 1,000,000 Euro including a substantial net contribution to cardiovascular research.

Monitoring: ---

Actor: Slovenian Heart Foundation (567)

Sector: Non-Governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of action: Slovenian Heart Foundation will translate the publication "Eat Your Words" (UK National Heart Forum) and adapt it to the Slovenian social environment. It is planned to distribute "Eat Your Words" to teachers in primary schools and to organize workshops. The publication outlines messages for better understanding of healthy nutrition and food, targeting children aged eight to eleven. Topics such as healthy nutrition, food labelling, eating out, advertising, shopping habits are introduced in a child-friendly and adequate way.

Output: Initially 600 pupils and 30 teachers are expected to participate in the project. It is expected that the number of participants will increase at a later stage, depending on their interest in the project.

Monitoring: Increase of knowledge will be evaluated through questionnaires filled in before and after the workshop. An evaluation of these results will follow later.

Relevance: The commitment contributes to the pursuit of healthy nutrition addressing the field of action defined as 'Education' in section 3 of the Platform remit paper.

Actor: German Heart Foundation (570)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of the action: The German Heart Foundation developed a programme on rope skipping in schools. Pupils will train in sport classes. There will be basic courses and advanced courses leading to a contest. The aim is the introduction of an official "Skipping Hearts Day".

Output: ---

Monitoring: ---

Actor: Netherlands Heart Foundation (588)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of action: The Netherlands Heart Foundation has developed a one-evening parents' programme that includes lecturing by dieticians and discussions with parents on diet and physical activity issues. The Netherlands Heart Foundation prepared a brochure outlining how schools could organise evening sessions for parents about food marketing to children. A dietician chaired the education sessions. A handbook, a PowerPoint presentation and much more material with practical instructions were developed for this group of dieticians. Special training sessions were set up for people giving presentations at the school evenings for parents.

Output: The brochure was sent to all 7400 primary schools in the Netherlands and to childcare centres throughout the country. In 2005 about 30 school evenings were organised on primary schools, in spring 2006 another 60 evening sessions are planned.

Monitoring: ---

Actor: Netherlands Heart Foundation (589)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of the action: Netherlands Heart Foundation has developed an educational film with the aim to increase knowledge and consciousness on the importance of a healthy lifestyle among Moroccan people in the Netherlands. The film with Moroccan soap stars shows people from Morocco living in the Netherlands why it is important to eat healthy and to get enough physical activity. Language is Moroccan.

Output: ---

Monitoring: The film has been piloted and people were very enthusiastic

Actor: Intersnack Vertriebs GmbH (621)

Sector: Manufacturing

Platform Member: ESA

Coverage: 1 country

Time of action: 2005-2006

Description of the action: Intersnack is initiator and main sponsor of “Fit on the ball- the funny-frisch Schools Cup”, aiming to prevent excess weight with school children. This is a scientific project developed by the German Sport University Cologne and the focus is on weekly sports clubs and nutrition education in schools for children (8-12 years).

Output: In 2005, 200 schools were involved and Intersnack commits that for 2006 the program will be extended to 1000 schools nationwide, involving 35,000 children.

Monitoring: Pilot projects of one year were launched in 2003-2005 in Cologne and North-Rhine Westphalia. These pilot projects were evaluated by interviewing school directors, project and workshop leaders en pupils via questionnaires. The results were used for a critical reformulation of the program.

In the Germany-wide phase of the program the evaluation will be extended: interviews before and after project participation, individual qualitative interviews aimed at attitudes of participants. Furthermore, in October 2006 all 1200 schools were invited to discuss the strengths and weaknesses of the program. These results will be used to redefine the program strategy for the next phase (2007/2008).

Relevance: Germany’s largest physical exercise development program for the prevention of obesity in children and adolescents. The focus of the project is on weekly sports clubs and enlightenment on the subject of nutrition. Evaluation results are presented and discussed on yearly scientific conferences named “International Sustainability Conference Fit am Ball (FABCON).

Actor: Finnish Heart Foundation (587)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of action: Finnish Heart Association and the Finnish Diabetes Association launched the heart symbol system in 2000. The right to use the symbol is granted on application to a packaged product that fulfils the granting principles for the product group in fat quantity and quality, salt and cholesterol. For bread and cereal products, fibre contents are also taken into account. The addition of sugar content to the granting principles is under consideration.

Output: By May 2005 223 products from 28 companies had been granted. The most important objectives for the future are to increase the number of products and enterprises using the symbol, and to expand the use of the symbol by consumers.

Monitoring: Consumer surveys will follow, testing the knowledge of the Heart Symbol and whether people make the right food choices because of the symbol.

Relevance: The commitment contributes to the pursuit of healthy nutrition addressing the field of action defined as 'Consumer information, including labelling' in section 3 of the Platform remit paper.

Actor: Finnish Heart Foundation (608)

Sector: Non-governmental organization

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of action: The Finnish Heart Association started in 2004 a three-year project "From overweight to balance" to develop patterns and activities that help to support the prevention of overweight and weight control among working-aged people, in various municipal sectors (e.g. environment, physical activity, health, especially maternity and child welfare clinic, public health and health organisations). Other aims are to develop peer tutored group activities and to educate health care professionals in supporting changes, especially in weight control groups. A nationwide information campaign "A Small Decision a Day" focuses on rousing and supporting people to make small changes with the help of Internet pages, expert articles and TV commercials.

Output: A nationwide information campaign with the theme 'A Small Decision a Day'

Monitoring: ---

Relevance: The commitment contributes particularly to the pursuit of promoting physical activity addressing, amongst others the field of action defined as 'Education' in section 3 of the Platform remit paper.

Actor: Finnish Heart Foundation (586)

Sector: Non-Governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of action: Finnish Heart Foundation will perform a three week sports campaign (Sports Adventure Around the Globe) directed at school children aged 6-12 years. Children are encouraged to exercise at least 2 hours per day, and are guided in healthy eating and sleeping habits. The further aim is to increase parents' awareness about the importance of physical exercise for children and to prompt them to estimate whether their children exercise sufficiently. Teachers are provided with exercise tips and models to facilitate their everyday work. The campaign material includes exercise cards, a map poster and an Internet adventure. Web codes and other supplementary materials will be distributed to the classes.

Output: Number of hours engaged in physical activity.

Monitoring: Questionnaires are introduced to schools measuring the amount of hours per day engaged in physical activity.

Relevance: The commitment contributes particularly to the pursuit promoting physical activity addressing, amongst others, the field of action defined as 'Education' in section 3 of the Platform remit paper.

Multi-annual commitments Promoting healthy lifestyle/Education nutrition, physical activity

Actor: Finnish Centre for Health Promotion (644)

Sector: Government/EU

Platform member: EuroHealthnet

Coverage: 1 country

Time of action: 2006-2010

Description of the action: A working meeting called 'NGOs and the promotion of healthy nutrition' will be organized. During this meeting about 20-30 NGOs will discuss what additional effort can be made by NGOs concerning healthy nutrition and physical activity in order to prevent obesity.

Output: ---

Monitoring: ---

Actor: European Broadcasting Union (EBU) (655)

Sector: Advertising/Marketing/Media

Platform member: EBU

Coverage: 9 countries

Time of action: 2005-2007

Description of the action: A health information system managed by the EBU. It is a multimedia initiative which aims to create a network of public broadcasters and other media across Europe, and fosters the exchange of reports, including television documentaries, radio broadcasts and press and internet articles on health issues.

Output: Number of TV documentaries and radio documentaries.

Monitoring: The members are reviewing EBU's activities on a regular basis.

Relevance: Health in Europe has the support of the Health and Consumer Protection Directorate General of the European Commission with the working title of European Health Information Platform. This is a multimedia initiative which aims to create a network of public broadcasters and other media across Europe, and foster the exchange of reports, including television documentaries, radio broadcasts and press and internet articles on health issues. The series tackles following health problems: obesity, heart diseases, addictions, birth rates, health of the elderly, infectious diseases, mental health, post traumatic stress disorders.

Actor: Nestlé S.A. (657)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Nestlé Denmark sponsored an organisation that runs 4 homes for children in difficult situations. Overweight and obese children get support to enter into play and sports and find healthy eating habits. Nestlé Denmark will also support a worthy cause that engages in children's health and welfare.

Output: Number of children reached, no numbers available at present.

Monitoring: ---

Actor: Nestlé S.A. (658)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2009

Description of the action: Nestlé France has funded the study 'Fleurbaix Laventie Ville Santé'. The objective was to assess whether the integration of nutritional education into the school curriculum could change the dietary behaviour of children and their family, and lead to a stabilization of childhood obesity prevalence. Family, teachers, professionals, municipalities and local associations have been involved. EPODE (Lets prevent Childhood Obesity) is based on the results of this study and has been developed by Nestlé France. The concept involves the entire community in the obesity prevention strategy. There are two basic aspects addressed: obesity prevention through promotion of a balanced diet and introducing physical exercise as a lifestyle. Special attention is paid to children who are already obese.

Output: Number of schools, teachers, children and inhabitants, 300 schools 48,000 children 2,000 teachers 450,000 inhabitants were involved.

Monitoring: ---

Actor: Nestlé S.A. (441)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Community involvement in Greece with a focus on public health, especially that of children, and nutrition with help of a sponsorship of Conference on Sports Nutrition Against Doping with the Nutrition and clinical Dietology Lab of Harokopeion University of Athens. Also a series of lectures will be organised on the proper nutrition of children, addressed to parents, in cooperation with the Municipal Childcare Stations of Athens.

Output: ---

Monitoring: ---

Actor: Nestlé S.A. (437)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2009

Description of the action: The project 'Nestlé Austria Schulläufe' was launched in 2000 to promote physical activity in young people, in this case 'running'. Students aged 6-19 years join this sporting event. Nestlé provides a breakfast-party for the school with the most participants, in each of the 9 Federal States of Austria. Besides a healthy breakfast, the Nestlé nutritionist gives a small lecture on healthy eating and organizes a quiz-game during the event.

Output: Number of brochures on nutrition-topics, educational material for teachers and posters, no numbers available at present.

Monitoring: ---

Actor: Nestlé S.A. (443)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Promotion of physical activity through partnership with the Irish Schools Athletics Association (started in 1963). Each year over 25,000 children actively participate in over 260 summer camps nationwide. Professional coaching is provided with the emphasis on teamwork and learning new skills.

Output: Number of children reached: 35,000 children in 2005 / Athletics 25,000 children

Monitoring: ---

Actor: Nestlé S.A. (442)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Nestlé Hungarian joined the international initiative 'NUTRIKID' in order to contribute to improving the nutritional behaviour of children, in collaboration with the National Association of Hungarian Dieticians.

Output: Number of children reached: 100,000 children in 1,400 elementary schools

Monitoring: ---

Actor: Nestlé S.A. (444)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Nestlé Norway supports a wide range of projects, within the field of nutrition and sport, in order to promote physical activity. To benefit the physical health of children Nestlé supports a sports education program / research programme (National Health Institute) / study on child allergy (Department of Community Medicine and General Practice at the Norwegian University of Science and Technology) /and donations to charity.

Output: ---

Monitoring: ---

Actor: Nestlé S.A. (438)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2009

Description of the action: In 2000 Nestlé Portugal launched a Nutrition Program, named 'Nestlé Apetece-me' (I fancy it). Educational communication for children (10-12 years) was the aim of this nutrition Program. This program included the development of educational materials on the themes of Food and Nutrition, worked out in a multidisciplinary approach as well as stimulating teamwork. In 2004 Nestlé signed a 5-year agreement with the Human Motility University to sponsor a scientific investigation named Program PESO (Weight Program) which investigates prevention of obesity.

Output: 30,000 teachers and 200,000 students aged 10-12. From 2004 onwards an additional 7,500 teachers and 100,000 students aged 6-10 will be involved in the program.

Monitoring: ---

Actor: Nestlé S.A. (447)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Nestlé Sweden supports local schools and councils in the field of education, culture and sports. Nestlé Sweden is the main sponsor for 'Springtime' in 2005. This is a local running event with the purpose of stimulating children to exercise more and more often. For many years Nestlé has supported Clinical Nutrition Research through The Swedish Nutrition Foundation

Output: ---

Monitoring: ---

Actor: Nestlé S.A. (446)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Dialogues of Nestlé Nutrition is a publication edited by Nestlé Spain S.A. and targeted to Nutrition, Health and Well-being professionals. This publication encourages dialogue with the main nutrition professionals in Spain, who act as opinion leaders in their positions.

Output: 10,000 medical professionals x 3 times a year

Monitoring: 'Diálogos de Nutrición Nestlé' will be sent to medical professional as well as opinion leaders of Universities, Nutrition Societies and the specialized Press. The contents are selected from current affairs and scientific sources.

Actor: Nestlé S.A. (445)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2009

Description of the action: 'Healthy Breakfast with Cereals' is an education campaign for consumers, endorsed by the Romanian Paediatric Society, dealing with the importance of having a healthy breakfast especially for children. 'Nestlé participants' is an education program on package waste management, addressing fourth grade students in schools. This program was developed with and endorsed by the Ministry of Health and the National Authority for Consumer Protection and a group of companies. The aim is to inform and educate consumers regarding the quality and the safety of products.

Output: ---

Monitoring: ---

Actor: Nestlé S.A. (440)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2009

Description of the action: Nestlé Turkey developed a nutrition education project for children. 'Nutrition I can/ Nutrition I know' is a project with partnership of Turkish Education Volunteers Foundation. The objective of the project is to educate 8-16 year old children on nutrition, in order to contribute to the health and wellbeing of future generations while, at the same time, to help prevent nutrition related diseases.

Output: 100,000 children by 2009

Monitoring: The content of the program is provided and periodically revised by a scientific committee made up of leading academics of Turkey in the area of nutrition, paediatrics and hygiene.

Actor: Nestlé S.A. (451)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Developed by the Youth Sport Trust, in consultation with young people and a panel of sports experts and youth practitioners, this programme engages young people who do not normally participate in main stream sports, in activities such as dance and street sports. The scheme also includes advice on nutrition for physical education.

Output: ---

Monitoring: ---

Actor: Nestlé S.A. (450)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Nestlé UK is leading supporter of tennis for children and young people. They have been working in partnership with the Lawn Tennis Association (LTA). Nestlé Team Tennis covers all schools competitions from 11 years of age to 18. They also support the Nestlé Kids Club Tennis Scheme, which provides an estimated 35,000 children at kids' clubs their first taste of tennis. Nestlé UK also produced in association with the LTA a comprehensive guide to Healthy Eating for tennis.

Output: 35,000 children 120,000 brochures distributed.

Monitoring: ---

Actor: Nestlé S.A. (448)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Nestlé Switzerland developed a kit which includes a video and a CD-ROM to educate children (10-12 years old) on nutrition and prevention of obesity.

Output: 7,000 kits used in school programmes

Monitoring: ---

Actor: Nestlé S.A. (449)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: Nestlé has developed the 'Le Plaisir de l'Equilibre' which reflects the positive experience of proposing a balanced menu to employees in the staff restaurant. It is the result of teamwork between dieticians, nutritionists, chefs, Nestlé Research Centre, Consumer Services, and Nestlé Switzerland. Colourful cards and posters highlighting basic nutritional messages are placed in the restaurant to reinforce the importance of healthy eating. Theme days have included: Salt, Nutrition and Sport, Knowledge of Food, Water and Cereals. Invited professionals give seminars on different health related topics, for example stress, skin, physical activity.

Output: 300 meals per day x 300 days a year = 90,000 balanced meals a year

Monitoring: ---

Actor: Bord Bia (528)

Sector: Manufacturing, Retailing/Vending

Platform Member: Freshfel

Coverage: 1 country

Implementation: 2006-2008

Description of the action: Bord Bia (the Irish Food Board) will introduce to over 30.000 primary school children the “Food Dude Healthy Eating Programme” consisting of videos and rewards to positively change children’s long-term behaviour in the consumption of fruits and vegetables, which are provided free of charge over a 16 day period. After the 16-day intervention period there is a follow-up with materials for use in the home that broadens the project’s impact. A total of 150 primary schools will be selected, which will have a good geographical spread and include large, small, urban, rural schools and all socio-economic groups.

Output: Number of schools that implement Food Dudes, experiences with the program

Monitoring: Monitoring and evaluation will be ongoing throughout the programme via evaluation sheets from in-school coordinators, teachers and parents. These evaluations are being assessed totally independently of the programme’s implementation by the Geary Institute for the Study of Social Change and the School of Public Health and Population Science at University College Dublin. The evaluation of the first 20 school has been completed.

Relevance: The commitment specifically targets school children to increase their consumption of fruit & vegetables, not only during the intervention phase of the programme (16 days) but on a permanent basis. This action will assist in reducing the obesity problem in Ireland

Actor: Media Smart (545)

Sector: Advertising/marketing/media

Platform member: WFA

Coverage: 6 countries

Time of action: 2006-2007

Description of the action: Media Smart develops and provides, free of charge, educational materials to primary schools that teach children to be media-literate, to think critically about advertising in the context of their daily lives. Media Smart is an original media literacy programme focused on advertising, designed to equip children between 6 and 11 years with the skills they require to be critical in the face of commercial communications.

Media Smart is an example of a multi-partner project with its own monitoring plan in place. It is already in use in the UK. It will be launched in four additional countries in 2006.

Output: Number of schools, teachers and children, Media Smart will be available to potentially all primary/elementary school children in Belgium, Finland, Germany, The Netherlands, Sweden and the UK by the end of 2006.

Monitoring: Media Smart will monitor the penetration of the programme in schools and awareness of the programme among children in each country. Penetration is measured by the Smart Media secretariat. Awareness among children is measured via online panels, organised by media partners of Media Smart.

Relevance: In response to public and political concerns, Media Smart aims to teach children to think critically about advertising via in-school teaching materials and broadcast infomercials. It uses real examples of advertising, deconstructed and analysed in interactive lessons and includes advertising aimed at children for food and drink products. The importance of critical thinking skills and their application to commercial communications is highlighted by the European Commission's supporting documents for its Expert Group on Media Literacy:

"[Media literacy] should empower [citizens] with the critical thinking and creative problem-solving skills to make them judicious consumers...The audiovisual sector contains a number of complex messages. Some of these are of a commercial nature. Young people represent both an important audience and a future audience to the different media players. It is important for them to acquire the necessary skills to enable them to interpret the different messages and make informed choices." (DG INFSO, March 2006)

Actor: Slovenian Heart Foundation (569)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2006-2020

Description of action: The Slovenian Heart Foundation will open several “Heart Walks” in Slovenia to promote healthy lifestyle and regular physical activity, to establish healthy lifestyle patterns, to provide a possibility for active daily inclusion of physical activity. These paths are for simple walking (1 to 2 hours), accessible at any time, and offer people of all ages the possibility for pleasant, regular physical activity. At least 10 Heart Walks will be opened. Opening of each path will be published in the media and folding leaflets will be published describing the Heart walks and their aim.

Output: The number of people attending organised marches along the Heart walks, number of distributed publications and media responses.

Monitoring: ---

Relevance: The commitment contributes to the pursuit of promoting physical activity addressing the field of action defined as ‘Physical activity promotion’ in section 3 of the Platform remit paper

Actor: National Medical Associations of Europe (CPME) (571)

Sector: Health professionals

Platform member: CPME

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: National Medical Associations from all EU member states have asserted that doctors should set an example for the public and lose weight by adopting a healthier lifestyle if necessary. This action stemmed from an already existing initiative of the British Medical Association, one of CPME members. Several members have committed to lose weight during BMA’s annual meeting.

Output: Doctors as role model

Monitoring: Monitoring and evaluation of actions will be done by the National Medical Associations and information will be forwarded to CPME.

Relevance: Doctors as role models: losing some weight.

Actor: National Medical Associations of Europe (CPME) (575)

Sector: Health professionals

Platform member: CPME

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: CPME monitors the EU legislative proposals and advocates “good health for all” in every proposal that will have an impact on citizens' health. CPME advocates “good health for all” to all relevant key EU stakeholders i.e. the EU institutions, health concerned parties and national representatives. CPME will make sure all along the legislative process that its voice is heard by meeting with relevant stakeholders, informing its members and civil society of its efforts, via its website and release of CPME policies.

Output: Having EU-legislation “good health for all” centred and CPME official position statements adopted.

Monitoring: CPME policies are posted on its website and sent to all relevant EU institutions, health stakeholders and media. CPME statements are the basis of CPME active lobbying on health issues.

Relevance: CPME advocates “good health for all”. As the EU health stakeholder representing all European medical doctors, the organisation shows its strong commitment and support to healthy lifestyle.

Actor: Slovenian Heart Foundation (590)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2006/2020

Description of the action: The Slovenian Heart Foundation will promote a “Nature-Health Fair” where great emphasis is given to healthy food, treatment, and body care products. For over a quarter of a century, this fair has attracted numerous lovers of all that’s good, healthy and natural. The fair is accompanied by numerous exhibitions, like exhibition of mushrooms, health protective foodstuffs, etc.

Output: ---

Monitoring: ---

Relevance: The commitment contributes to the pursuit particularly of healthy nutrition. It addresses the fields of action defined as ‘Consumer information’ and ‘Education’ in section 3 of the Platform remit paper.

Actor: The Swedish Heart Lung Foundation (551)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2020

Description of the action: The Swedish Heart Lung Foundation has performed a broad campaign including a television campaign and a road show with lectures, to raise awareness among the public on the importance of keeping cholesterol levels low to avoid CVD.

Output: The seminars/lectures were very popular. In total approximately 650 people were reached. The Television campaign has not been evaluated yet

Monitoring: ---

Actor: Coop Italia (594)

Sector: Consumer organisations

Platform member: EuroCoop

Coverage: One country

Time of action: 2006-2007

Description of the action: Coop Italia plans to launch in 2006 an information campaign on a national scale to raise awareness about healthy lifestyles. Leaflets and other materials will be made available to consumers in Coop's outlets. Several articles about healthy diets will appear on Coop's consumer-magazines and Coop's website. A scientific committee will be formed to elaborate the contents that will constitute the background of the various activities. In addition, the campaign will aim at setting-up partnerships with public authorities, food operators, schools and media.

Coop also works on product composition. In 2006 Coop will organise a scientific workshop and a countrywide 'Obesity Day'. The scientific workshop aims at gathering national food and nutrition experts and other relevant stakeholders to discuss the causes of the current obesity epidemic and to look, in particular, at the Italian experience. The Obesity Day will consist of various information and education activities in Coop's outlets, such as tailor-made consultations about diet and health, medical check-ups and discounts for gyms. Activities that combine playing and learning about healthy lifestyles will be offered to children.

Output: ---

Monitoring: The action is in progress. Data will be provided when available.

Relevance: Coop Italy's plan to reformulate its products with a view to looking for healthier solutions is relevant to the general aim of the Platform because lowering levels of fat contributes to improving diets and public health over the long-term.

Actor: FENACOOOP (596)

Sector: Consumer organizations

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: FENACOOOP plans to organise a seminar on healthy dietary habits aimed at the general public in 2006. It will launch a pilot project offering tailor-made consultations in one of its outlets. In addition, a pilot project concerning food signposting 'Nutritional Route' will be run. This will consist in labelling various food items with different colours to promote their consumption or to recommend a moderate consumption. As in recent years, a cycle of 'Consumer Lessons' will take place in Coops outlets, and FENACOOOP will publish articles on diet and exercise in its consumer-member magazine.

Output: ---

Monitoring: The action is in progress. Data will be provided when available.

Relevance: As the title of the action suggests informing consumers enables them to make healthy choices. FENACOOOP's information campaign is relevant to the aim of the Platform because raising consumer awareness on diet-related problems and informing about healthy choices and physical activity are key drivers in tackling the obesity epidemic.

Actor: Eroski (597)

Sector: Consumer organisations

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: Eroski will continue with its national campaign "Preventing obesity is a healthy idea" using information tools as in-store info points, its consumer magazine, web pages.

Output: The educational programme involves 125 informative sessions on nutrition, health and sport. Five information brochures of 300,000 copies each focussing on physical activity, food consumption and leisure time will be published. By the end of the campaign Eroski plans to have reached 1,200,000 consumers.

Monitoring: The action is in progress. Data will be provided when available.

Relevance: Eroski's commitment is relevant because informing consumers by carrying out campaigns aimed at promoting healthy diets and encouraging physical activity is crucial to try and reverse the growing trend of the prevalence of obesity.

Actor: FDB (599)

Sector: Consumer Organisation

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: FDB from Denmark will confirm many of the activities that have already taken place in past years such as 'Danish Championship on Sports and spinach', a 2 month programme that sees schoolchildren competing to make the best combination between the healthiest food package and the best game from a physical activity point of view. A new 1-day educational programme involving schoolchildren in an open-air museum will be launched in 2006. FDB also plans to campaign on the promotion of physical activity and to organise a number of raising-awareness events on healthy lifestyles across the country.

Output: ---

Monitoring: The action is in progress. Data will be provided when available.

Relevance: Informing and educating consumers are key actions in order to change current unbalanced dietary habits and turn them into healthier ones.

Actor: Spanish National Federation of Consumer Cooperatives (HISPACOOOP) (600)

Sector: Consumer organisations

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: HISPACOOOP together with Eroski will launch a web page 'on-line school' aimed at children and adolescents as well as parents and educators. In addition, HISPACOOOP plans to organise a number of conferences involving a wide range of stakeholders. 'Consum', one of the members of HISPACOOOP will introduce nutrition labelling on the packaging of all food items. Workshops on healthy lifestyle, aimed at the general public, and schoolchildren in particular will be organised in Catalonia and in the Valencia region.

Output: More than 1.200.000 visits per month are estimated whereas the expected actual users are 150.000 per year. The conferences will take place in some major Spanish towns and involve a wide range of stakeholders who play a role in the obesity debate.

Monitoring: The action is in progress. Data will be provided when available.

Actor: Danish Heart Foundation (605)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2020

Description of the action: The Danish Heart Foundation intends an action to provide knowledge and information about food and physical activity to children between 3-6 years and their parents. The purpose is to give practical help to a health lifestyle and to prevent obesity among children.

Output: As a member, the child receives 2 information packs per year, 6 packets in 3 years.

Monitoring: ---

Relevance: The commitment contributes to the pursuit of healthy nutrition and promoting physical activity addressing the field of action defined as 'Education' in section 3 of the Platform remit paper.

Actor: Slovenian Heart Foundation (616)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2006-2007

Description of the action: The Slovenian Heart Foundation will organize healthy nutrition workshops in primary and secondary schools in all Slovenian regions. The lecturers will be students of Medical faculty. Pupils will deal with different issues in a field of food and nutrition. The main topic of workshops and lectures within the scope of this project will be the prevention of cardiovascular diseases. The Slovenian Heart Foundation will play a scientific and professional role in this project in preparing educational tools (brochure, leaflet), searching contacts with the schools and introducing this issue into educational plans.

Output: The project will contain at least 50 healthy nutrition workshops and is expected to include 20 schools or 500 pupils and 30 teachers. The project will first include the schools with the status of "healthy schools".

Monitoring: The evaluation will be performed by verifying their knowledge before and after attending lectures (filling in a questionnaire).

Relevance: The commitment contributes to the pursuit of healthy nutrition by addressing the field of action defined as 'Education' in section 3 of the Platform remit paper.

Actor: Finnish Heart Association (606)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2006-2020

Description of action: The Finnish Heart Association and other parties run every autumn a campaign “Vegetables for better health” for primary schools to promote healthy eating.

Output: ---

Monitoring: ---

Relevance: The commitment contributes to the pursuit of healthy nutrition addressing the field of action defined as ‘Education’ in section 3 of the Platform remit paper.

Actor: German Sports Confederation in Cooperation with the German Medical Association (638)

Sector: Non-governmental organizations

Platform member: European Non-Governmental Sports Organization (ENGSO)

Coverage: 1 country

Time of action: 2004-2020

Description of action: In the year 2000 special criteria have been developed for being certified with the Quality seal by the Sports Confederations. The criteria in detail: • Target group-oriented offerings • Qualified trainers • Identical organizational structure • Preventive health check-up • Supported by quality management • Sports clubs as active health care partners.

Besides health goals, the action is important as a marketing action for the sports clubs. Furthermore the quality label can be used as an instrument to progress in certain quality aspects, by the means of an intensive quality management. The focus in 2006 will be to optimize the system of quality management which was created on national level and will be implemented now in regional and local level.

Output: Number of members and labels, till now up to 13,000 labels have been awarded to sports clubs all over Germany.

Monitoring: They will continue to develop the quality seal ‘Sport pro gesundheit’ which is described in detail in the baseline document 2004/2005. After the implementation at regional and local level an evaluation is planned by; quality circle, audits, standardized data entry, customer satisfaction survey, trainer survey, documentation.

Relevance: As one aim of the Platform is to increase physical activity of the population, the quality seal ‘Sport pro gesundheit’ (sports for health) is one possibility to implement and disseminate quality tested programs all over Germany. It is a wide-spread action with an on-going development which allows to reach different – also risk bearing - target groups, offering courses and programs with low barriers.

Actor: The European Health and Fitness Association (EHFA) (718)

Sector: Other

Platform member: EHFA

Coverage: 17 countries

Time of action: 2006-2008

Description of the action: The aims of this action are to encourage, coordinate, lead and develop initiatives related to improving the level of organised physical activity through the European Sport Workforce Development Alliance (ESWDA). The mission of this alliance is to coordinate the development of the European sport's workforce and ensure an active relationship with the EU Commission and the major decision makers of the sector. This action will begin in 2006 and EHFA will commit to being the link between the Platform and the sports bodies included in this alliance. The audience is at the European level.

Output: A strategy document outlining methods, instruments and actions to ensure a coordinated approach to increasing the levels of organised physical activity across Europe, a coordinated campaign to promote such examples as the EDOPE programme to those responsible for physical activity at National, Regional and Community level through established networks

Monitoring: Feedback will be monitored through the European Observatory of Sport and Employment (EOSE). EOSE will mobilise its membership to monitor activity across the range of bodies active within the Alliance. Evaluation will be internal and will be based on a report at the end of 2007 as to the effectiveness of the action to undertake coordinated activities at the European level.

Relevance: The commitment is relevant to the aims of the platform in that it will attempt to bring a strategic overview to disparate and often uncoordinated activities by sports and fitness bodies across Europe. It is believed that there are many actions being undertaken at Regional and local level which are unknown at National and European level. This action will attempt to share those actions with a wider audience and to promote good practice across the whole area of sport and fitness.

Actor: Central Bureau for Food Trade (CBL) (728)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2004-2009

Description of the action: CBL members signed the covenant on the prevention of obesity with the Ministry of Health and Sports, with insurance companies, catering, restaurants and bars and industry.

Output: Most of CBL members carry out campaigns to stimulate the consumption of fruit and vegetables. The CBL Action plan promotes more and better information about products and healthy food habits. Customer magazines are available in some supermarkets, promoting a wide range of assortment of foods with different portion sizes. CBL's members are committed to develop brochures for schools and inviting them into supermarkets. Several members have developed websites and put in place customer care lines. The members also support the Dutch industry's code for advertising, taking specific measures for advertising to children. The CBL's action plan has resulted in the development of nutrition labelling per 100g and per portion on all private label products. It also encourages the members to innovate on more healthy products. Supermarkets cooperate in local initiatives that stimulate exercise and with schools to organise cooking lessons.

Monitoring: No statistics available for the moment.

Actor: Anged and Asedas (729)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2005-2009

Description of the action: Following on from the agreement with the Spanish government, the NAOS messages on a healthy lifestyle are passed on to the consumers and retailers participate in education campaigns put in place by the Ministry. Members of both Federations also take steps to adapt marketing and advertising of foodstuffs in the spirit of the NAOS strategy. Some retailers have developed their own campaigns (for example: ‘Campana contra la obesidad de Idea Sana’). Both Federations work together with the food industry to develop and promote products which contribute to a healthier choice. Retailers also participate in initiatives developed with other associations such as the Heart Foundation or Diabetes Foundation, or ‘5 a day’ Association.

Output: Leaflets with the messages of the NAOS strategy are available in shops. There are also stands where experts on nutrition answer consumers’ questions about diet, health and nutrition. One-hour nutrition courses are also held in some stores. Some retailers have added a section on health and nutrition to their websites. Some retailers have customer magazines about nutrition, diet, physical activity and health (300 000 magazines called Idea Sana Eroski) Members of Anged and Asedas are committed to introduce nutrition labelling on their own-brand products wherever this is technically possible. They are committed to work on changes to the composition of foods of own-brand products, reducing the amount of salt, fat and sugar in foods like snacks, children’s biscuits and some kinds of frozen fish. Retailers have also set up partnerships with schools ‘The Children Food Week’: courses on healthy living in schools.

Monitoring: Planned but not reported on at this stage

Actor: BRC (733)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 2 countries

Time of action: 2004-2010

Description of the action: Members of the BRC are working in joint partnership with stakeholders to tackle the issue, e.g. the British Nutrition Foundation; Cancer Research UK; the British Medical Association; the British Dietetic Association etc. In 2005 UK retailers worked with the Institute of Grocery Distribution, to revise Guideline Daily Amounts (GDAs). GDAs have now been developed for a broader range of nutrients to include total sugars, carbohydrate, protein, fibre, salt and sodium. GDAs have also been developed for children. UK retailers are all working on simplified nutrition labelling schemes that are adapted to their customers' requirements. All leading supermarkets in the UK have developed their own healthy eating ranges and retailers are continuing to reduce fat, sugar and salt content in both their standard and economy lines.

Output: 1) Supporting the consumption of fruit and vegetables: 5-a-day messages are regularly conveyed via a broad variety of communication channels. 2) Providing in-store communication: On-pack nutrition information is often coupled by in-store info-points, leaflets, fact sheets that give consumers the opportunity to better understand health implications of foods they eat. 3) Providing out-store information: Retailers provide extensive information mainly through e-tools (e.g. internet portals) and informative materials (e.g. consumer magazines). 4) Nutrition Labelling: UK retailers currently provide nutrition information on 75% of their own products and label them well beyond legal requirements. 5) Product reformulation: Retailers have massively invested in the development of own-label convenience lines and are continuing to reduce fat, sugar and salt content in both their standard and economy lines, allowing access to consumers of all incomes.

Monitoring: Sales figures about healthy options provide retailers with an opportunity to monitor and evaluate whether, and to what extent, consumer behaviour is shifting towards healthier eating habits.

Actor: Confederation of German Retail (HDE) (738)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2004-2010

Description of the action: German retail companies are very active in different individual measures in the fight against obesity. Moreover, the HDE has been a member of the German Platform on Diet and Physical Activity since January 2005. German retailers are also involved in a number of partnerships with other organisations, e.g. - healthy meals in refectories and catering outlets, schools, nursing homes, canteens, - sport events for families - financial support of youth work in local sport clubs - refurbishment of playgrounds

Output: 1) Supporting the consumption of fruit and vegetables: promotion of fruit and vegetables with millions of flyers per week, weekly sales promotions; promotion of fruit and vegetables and healthy breakfast during special lessons at school; healthy lunch during campaigns in schools all over Germany. 2) In-store communication: - weekly brochures with healthy tips, recipes, shopping lists - advertisement in newspapers, magazines, on posters, flyers, TV-campaigns. 3) Out-store communication: - nutritional information for kids and parents on the internet - information on internet on healthy product ranges - customer magazines (for adults and kids) - nutritionists help customers online, on the phone or via mail. 4) Nutrition labelling: voluntary labelling for around 80 % of organic and healthy own-brand ranges, both on the package and on the internet. 5) Product development and review of own-brand foodstuffs; - development and widening of healthy ranges and fortified ranges - development of single size portions - products adapted to the special needs of kids: fat-reduced, no artificial colouring, no added sugar - special product range for sport and fitness. 6) Development of sponsorships: - organisation of sports events

Monitoring: The future of all these different company activities is dependent on the success these measures will have. Therefore the measures are monitored in terms of how the consumers accept and welcome the different activities. If a company launches a new campaign or widens the offer, sales figures are essential for the success and the future of the activity concerned.

Actor: Polish Federation of Food Industry (748)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2006-2009

Description of the action: The program is based on three background statements: 'Variety is the Key', 'Intelligent Eating' and 'Physical Activity'. It aims to improve kids' knowledge concerning health related issues. Important feature of the program is that it associates above issues with physical activity, showing that all kinds of activity (apart from sports) help to maintain one's fitness and health.

Output: At current stage of implementation the program includes 5000 2nd-stage schools, which is 75% of the 2nd-stage schools in Poland. At this stage following amounts of materials were printed: - 10000 brochures for teachers, - 50000 information booklets for children, 10000 posters

Monitoring: The summaries of each edition of a program are made up annually and include following data: - number of schools included in program - number of educated children - number of educated parents - range of provided education - effects of altering nutrition in schools (food products in cafeterias, school shops, etc.) - results of evaluation questionnaire from schools included in program Expected outcomes: - increase the number of children able to determine their caloric requirements, - increase the number of children aware of benefits of eating 4-5 meals a day, - increase number of children, who think that physical activity should be an element of their daily life, - increase number of children, who think, that proper diet and physical exercises can change their shape.

Actor: National Food & Drink Industry Federation – Belgium (FEVIA) (266)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2005-2020

Description of the action: A website which contains objective information about food for the consumer. It covers the aspects of the food chain, safety, quality, nutrition, health.

Output: 15.000 visitors every month

Monitoring: This site is to be updated and improved in 2006.

Relevance: FEVIA is the official representative for the food and beverage industry in Belgium, and is the link between industrial and societal environments. The exchange of information is primordial in this relation. This website is aimed at informing and educating consumers in the field of food safety and nutritional aspects of food.

Actor: National Food & Drink Industry Federation – Belgium (FEVIA) (269)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2005-2008

Description of the action: The King Baudouin Foundation is a public benefit foundation. Its mission is to help improving people's living conditions. FEVIA has provided a budget for the financing of educational projects. The King Baudouin Foundation will assume the role of objective and neutral manager for the project.

Output: Each year, two projects will be chosen by an independent jury. The chosen organisations receive money for the realisation of the proposed project.

Monitoring: The first call for projects was launched in 2005, and the names of the first two laureates will be made public in november 2006.

Relevance: The Fund was created to stimulate the awareness of children between 6 and 18 years old for nutrition and health. This is achieved in cooperation with all involved stakeholders at local level (school, sport associations, youth associations, etc.).

Actor: Ferrero Group (427)

Sector: Manufacturing

Platform member: WFA

Coverage: 3 countries

Time of action: 2005-2020

Description of the action: The Media Smart Programme provides primary school children with the tools to help them interpret, understand, and use the information provided in adverts to their benefit. This media literacy programme teaches children to question their sources of information and helps them think about the influences on their every day choices as young consumers. Hence, the Media Smart Programme contributes to achieving the objectives set by the EU Platform in the fields of marketing and advertising. Media Smart is designed for primary school children, aged 6-11 years old. The main objective of Media Smart is to help children develop the ability to understand and interpret advertising effectively from an early age.

Output: Ferrero intends to extend its participation to the Media Smart Programme in UK as well as in those countries where the launch and/or implementation of the programme is envisaged during 2005/2006 (Germany, the Netherlands, Finland and Sweden).

Monitoring: Evaluation activities for these actions will be provided in the monitoring reports.

Relevance: Children are exposed to a variety of media every day, which play an important role in their life. Children should, therefore, be able to correctly interpret the messages coming from the different media, particularly when it comes to advertising, in order to help them to make informed choices in response.

Actor: Ferrero Group (431)

Sector: Manufacturing

Platform member: CIAA

Coverage: 3 countries

Time of action: 2004-2020

Description of the action: Ferrero's action aims at promoting physical activities and sports by sponsoring ski, cycling, volleyball, basket, beach volley and football teams in a variety of countries to demonstrate its ongoing commitment to communicate the importance of athletic pursuit. This activity takes place either involving athletes' teams or supporting day by day sport activities of kids and young people

Output: In Italy support to volley in schools has taken place in 2003/04 involving 3,000 schools; 4,000 were involved in 2004/05 and 7,000 (total secondary school) in 2005/06 .

Monitoring: Evaluation activities for these actions will be provided in the monitoring reports.

Relevance: Obesity is a complex issue, resulting from a combination of different causes such as genetic predisposition, unbalanced diet, socio-economic factors and, most of all, sedentary lifestyle. In the context of the current obesity debate, adequate attention should be drawn to the equation energy-in energy-out. Industry has acknowledged the relevance of this factor and undertaken a series of actions, including physical activities programmes to promote a healthy active lifestyle, especially among children, who are among the most vulnerable group of consumers. To this respect, the European Platform on Diet, Physical activity and Health has provided opportunities for partnership, such as Epoque (*'Ensemble prevenons l'obésité des enfants'*), a long term project initially launched in France at local level in some selected villages. Even though the food industry cannot pretend to educate consumers without the support of National Authorities, still it recognizes it has a role to play, namely in supporting public education programmes which have been endorsed by relevant Institutions and Governments. Therefore, EPODE is supported both by public and private entities that have different fields of action: the programme itself is run by the Public Authorities while the private partners do not interfere with the planning and execution.

Actor: Kraft Foods (457)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2008

Description of the action: Kraft identified a need to develop a holistic school / community based programme promoting food, diet and activity. Launched in september 2004 in 24 schools, the programme aims to increase to a total of 100 Gloucestershire schools over a number of phases, targeting children aged four to eighteen. In developing the strategy and fundamental basis of health 4 schools, we worked closely with the local education authority and the British Nutrition Foundation, to ensure that the resources developed were meaningful and distinct. 'Health 4 Schools' focuses on four strands of activity: Growing and Learning about food: providing children with the hands-on opportunity to grow and learn about the origins of food including fruit, herbs and vegetables; Learning to Cook: providing children with the knowledge and skills needed to buy, prepare and cook food, and create simple healthy meals with ingredients grown in school; Eating Breakfast: promoting the importance of breakfast whether at home or in school, and encourages children to establish this as a lifelong habit; and Active Play: encouraging children to think about the resources and equipment they need to engage in physical play activities and learn about the importance of exercise.

Output: 24 schools embarked on the programme in phase one (2004), a further 25 schools joined in phase two (2005), and 26 schools are engaged in phase three (2006), totalling approximately 15,000 pupils. The programme aims to reach 100 Gloucestershire schools over a number of phases (approximately 20,000 children). The recently launched health 4 schools web-site (www.health4schools.org.uk) now allows the programme to reach even more schools by providing non-participating schools with guidance and tools to enable them to develop the health 4 schools concept within their school. It is a facility that all schools, whether they receive funding support or not, can use to exchange examples of best practice in each of the four strands of activity.

Monitoring: The health 4 schools evaluation process aims to assess the success of the programme content, delivery and activity in schools. The programme is evaluated during each phase to measure how effectively schools have implemented their individual action plans and also to establish whether the overall health 4 schools programme objectives are met. Participating schools are visited twice by the coordinator, initially when they sign up to the programme, to establish the school's starting point, and then again at the end of the academic year when a full review of their progress is conducted and details of their experience of the programme collected. This is achieved by interview, observation and review of the school's health 4 schools journal, which may include photographs, examples of work and records of pupil feedback.

Relevance: This commitment is related to public/private partnership and supports health education efforts made by schools.

Actor: Groupe Danone and Insitut Danone France (463)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2005-2010

Description of the action: A program dedicated to children and teens, that aims at promoting good nutritional & physical activity habits, thanks to a web site, a mobile sports course (Nutripark), a call center and a pedagogical kit for schools. The "Faut que ca Bouge !" program, promoted by Zinedine Zidane, helps and encourages children and teenagers (from 8 to 14 years old) to move and have a balanced diet. The objective of this kit is to help teachers to organise, at school, games favouring physical activity. Leaflets promoting physical activities are also available for children and parents

Output: The program « Faut que ca Bouge ! » was launched in september 2005 and is planned to be continued every year. The website was specifically advertised in youth magazines (Picsou, Mickey magazine) up to 500 000 ex and via web linking. Only one month after the launch, already 13,000 web surfers visited the website and spent on average 7 minutes on the site at each visit. In 2006, 60,000 web surfers visited the website. The nutripark was locally announced through local radio, billboards & flyers. The pedagogical kit is promoted through USEP (Union Sportive de l'Enseignement du Premier degré) delegates: 1,500 kits have been diffused between June and December 2006.

Monitoring: The evaluation of the « Faut que ca Bouge ! » program will be done through the monitoring of the website & Nutripark visitors. Hundreds of kids visited the Nutripark and gave very good feedback on sport, fun & educational aspects. An evaluation form is sent to teachers with each pedagogical kit.

Relevance: While sedentary lifestyle and obesity are increasing worldwide, it's important to promote sport and physical activity, especially towards children, as they are part of a healthy lifestyle and key to fight against childhood obesity. Especially, time dedicated to physical activity at school in France is often less than it should be: around 1h30 per week in Paris whereas 3h are recommended. Promote physical activity at school is then worthwhile. Faut que ça Bouge ! (Let's get Moving!) is a global program to promote physical activity (main focus) and good dietary habits amongst children and teens.

Actor: Food Standards Agency (760)

Sector: Government/European Union

Platform member: Independent action

Coverage: 1 country

Time of action: 2006-2007

Description of the action: The Agency is rolling out its out of school hours cookery clubs, piloted in 2004, in secondary schools across NE England. The aim is to explore local mechanisms for helping young people work towards the defined food competences. To let them learn about food and health and have the opportunities to work towards acquiring the skills and knowledge as set out in the Agency led food competencies for 14-16 years. The project has a strong emphasis on working in partnership the students and their parents but also with Local authorities, schools, local strategic partnerships, the health sector, food industry, the voluntary and community sector and all other agencies with an interest in this wide agenda. Food Standards Agency in Scotland are also exploring ways of providing opportunities for schools to develop cooking clubs and a pilot is planned for Spring 2007.

Output: The roll out is being taken forward within the 12 Local Authorities in the North East government office region of England. With a target of securing the involvement of 100 secondary schools this potentially provides the opportunity to tap into a wide spread of the region's population. Coverage will capture schools which reflect the cultural and social mix of the region, including schools in both rural and urban areas and though primarily aimed at 11-14 it will also include schools that are able to work with partner primary schools.

Monitoring: The Agency has commissioned Edcoms (independent research consultancy) to carry out an independent evaluation of the roll out in the North East. This will actively take place before, during and after the managed roll out of the clubs and it will aim to assess the impact of the cookery clubs amongst a range of key audiences.

Relevance: This activity will help to provide young people with practical opportunities to learn about food, food handling and cooking. It aims to help young people work towards the Agency's food competences and give them the skills and knowledge to make healthier choices. It also brings young people together, out of normal school hours, and can help develop relationships, team working and links in with curriculum learning.

Actor: Danish Agricultural Council (771)

Sector: Non-governmental organizations

Platform member: COPA-COGECA

Coverage: 1 country

Time of action: 2006-2007

Description of the action: The initiative from the DAC is primarily aimed at students in upper secondary education. The initiative includes education on nutrition, physical activity, lifestyle, and food politics. In order to succeed with the project the existing literature on lifestyle and behaviour among teenagers was reviewed, including material on ways to communicate with teenagers. Also previous and existing projects were reviewed. Later, possible projects were defined, and two partnership projects have been initiated 1) a partnership with a school oriented project on healthy lifestyle, 'Health-profiles', and 2) a partnership with the Danish University of Education on developing a debate game on food and health for students in upper secondary education.

Output: 1) The school project 'Health profiles' has been running for four years at upper secondary schools, with primary focus on physical activity and monitoring physiological parameters such as BMI, Vo2max, peak flow etc. In order to make the project more complete with regard to healthy lifestyle, a nutrition analysis program 'Food4Me' has been developed. The program can be used to monitor energy status, give information about nutritional contents of food etc. 2) A debate game 'Confrontation' has been developed together with the Danish University of Education. The game has been tested successfully in Danish upper secondary schools in fall 2006. The students find the game interesting and motivating and often stress that it makes them question and rethink their own views and opinions on health and nutrition.

Monitoring: In 2007 both projects 'Health profiles' and 'Confrontation' will be evaluated and the monitoring of the projects will be continued. The projects are monitored by keeping track of the upper secondary schools' use of the educational material, e.g. through the website hosting the game, the name of the school, the time of use and the number of students involved. The estimated outcome is that by the end of 2007, 50% of the upper secondary schools in Denmark have been involved in one of the two projects. An estimated minimum of 6500 students will have gained new knowledge on food and health

Actor: Danish Agricultural Council (772)

Sector: Non-governmental organizations

Platform member: COPA-COGECA

Coverage: 1 country

Time of action: 2004-2007

Description of the action: The Camp is a voluntary holiday activity targeting children from 8 to 12 years. The main objective is to teach children about healthy food, diet and physical activity in an entertaining, educational and activating way. The Camp lasts for 5 days and focuses on teaching about healthy food, how to prepare nutritious meals and knowledge about the origin of different food products. There will also be a variety of physical activities at least one hour each day

Output: The holiday food and nutrition camps started in 2004 with 6 Camps. In 2005 the Camps had about 700 participants located on 36 schools around Denmark. In 2006 the Camps had spread to 50 schools and were attended by 1000 children aged 8-12 years. The goal for 2007 is to improve the quality of the Camps and we expect to launch at least the same number of Camps as in 2006. We launched one Ethnic Food and Nutrition Camp in 2006, our goal for 2007 is at least 3 camps

Monitoring: Evaluation activities for the Camps take place every year in October/November. This helps to prepare next years' Camps as best as possible.

Actor: Danone Belgium (774)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2010

Description of the action: 'Bon Appetit la Sante' is an educational game played in the schools for children 5-6 years to promote a healthy and balanced diet (generic non promotional information). This program is set up with the Belgian Association of pediatricians. The game is played in the schools (children 5-6 years): they have to identify different food families (with playing cards and a shop), what to eat during the day, need to adopt 3 golden rules: fruit and vegetables, a healthy 4 o'clock snack and dairy products.

Output: 4.300 schools are participating: they received the educational game on their demand.

Monitoring: Survey shows an increase of 23% of the number of children aware of a healthy diet; 19% indicated to eat more healthily after the game. 98% of the schools are playing the game. A survey made in 2005 showed that the daily consumption of fruit and vegetable increased by 12% after the game, and the consumption of soft drinks decreased by 13%

Relevance: This program is particularly relevant when we consider that 15 to 20% of children in Belgium are overweight, and that many children need to improve their dietary habits.

Actor: European Breakfast Cereal Association (CEEREAL) (778)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2005-2008

Description of the action: Promote healthier nutritional habits, increase understanding of the importance of breakfast for both children and adults, enhance the importance of including cereals as part of a healthy and balanced diet.

Output: Organization of a 3 days exhibition stand in the European Parliament (2006 is the second year). Educational material such as brochures and fact sheets is made available. The Association allocates resources for freebies to give away: step counters, skipping ropes, and mugs.

Monitoring: 3 days Questionnaire asking if something changed after discussing with dietician/ nutritionists. 2006: verbal comments positive feedback & interest. Several requests of additional nutritional information sent after the event. 2007: CEEREAL will prepare and submit written questionnaire Follow-up with MEPs and assistants. 2007: questionnaire to be sent to MEPs to collect information on their breakfast habits. Currently, an evaluation of the impact of the event is not possible to be performed.

Relevance: Increase the understanding of the importance of breakfast for both children and adults, and enhancing the importance of including cereals as part of a healthy and balanced diet. The first meal of the day is crucial because it helps refuel the body and brain with energy and nutrients after a night's sleep. Since being hungry is a distraction to learning, people who eat balanced breakfasts are better able to carry out their daily activities. Yet, despite all these good reasons, breakfast skipping is still common practice throughout Europe.

Actor: Fitness Industry Association (796)

Sector: Other

Platform member: EHFA

Coverage: 1 country

Time of action: 2005-2010

Description of the action: Launched in March 2005, 'Active at Work' was developed to directly address UK Government concerns: The Department of Health White Paper on public health, 'Choosing Health'. The programme offers multi-sport, activity and use settings and through its follow-on options; demonstrates sustainability. Active at Work pilots have been funded by a number of Sport England Regional Sports Boards since 2005. The FIA aim to have the programme rolled out nationally in the near future.

Output: FIA registered clubs/centres and organisations that want to take part in the Active at Work programme initially state this directly to the FIA. A meeting is arranged between the FIA registered club/centre and their partnered organisation for the programme to discuss the operational and logistical aspects of the programme. A Register of Exercise Professionals qualified instructor from the club/centre will meet with the participating employees approximately a week before the programme starts.

Monitoring: At the start of the programme all participants complete an online quantitative survey which measures anthropometric measurements, workplace attitudes, diet, lifestyle and physical activity levels. In the final week (week 12) all participants fill in the same quantitative online survey. Participants also complete an additional survey measuring how the participants feel they have changed (if at all) as a result of the programme at the listed stages. 6 months after having taken part, the participants again fill in both surveys. All the results are automatically uploaded onto a reporting site where participating clubs and organisations can log on and see the impact the programme has had on their participants at the different stages clearly. These results are also accumulated so that the national impact of the programme can also be viewed.

Relevance: The mission of the FIA is to improve the health of the UK population by helping to increase the number of regularly physically active individuals. This increase in physical activity does not have to be entirely based within the health club or leisure centre setting, but rather using the site as a resource for expert coaching, advice and exercise programming. The FIA is committed to getting 'more people, more active, more often' and has developed programmes designed to have this effect. Stemming from the core mission of the FIA is the Active at Work community based programme.

Actor: Fitness Industry Association (797)

Sector: Other

Platform member: EHFA

Coverage: 1 country

Time of action: 2005-2010

Description of the action: Adopt a School links health clubs with primary schools to deliver high quality physical activity programmes for children (10/11 year olds). Fitness professionals also educate pupils on the importance of leading a healthy lifestyle.

Output: The FIA member health club/leisure centre will link up with a local school through a Partnership Development Manager (PDM). The PDM is normally based in a secondary school and will oversee the activity levels of all of the schools in local area.

Monitoring: The Institute of Youth Sport Trust, based at Loughborough University, are conducting an evaluation of the programme - the report is due on 1st December 2006. They have previously evaluated the pilot of Adopt a School the aims of which were: To evaluate the implementation, To evaluate the impact of the pilot on young people's understanding of the value of an active lifestyle and on their activity levels.

Relevance: The mission of the FIA is to improve the health of the UK population by helping to increase the number of regularly physically active individuals. This increase in physical activity does not have to be entirely based within the health club or leisure centre setting, but rather using the site as a resource for expert coaching, advice and exercise programming. The FIA is committed to getting 'more people, more active, more often' and has developed programs designed to have this effect. Stemming from the core mission of the FIA is the Adopt A School community based program.

Actor: Fitness Industry Association (798)

Sector: Other

Platform member: EHFA

Coverage: 1 country

Time of action: 2006-2010

Description of the action: Go links health clubs with secondary schools to deliver health and fitness sessions to teenage girls (15/16 years old). Fitness professionals also educate pupils on the importance of leading a healthy lifestyle.

Output: The FIA member health club/leisure centre will link up with a local school through a Partnership Development Manager (PDM). The PDM is normally based in a secondary school and will oversee the activity levels of all of the schools in local area.

Monitoring: The Institute of Youth Sport Trust, based at Loughborough University, will conduct an evaluation of the programme after its first pilot. Data will be used from the end of programme evaluations, pupil lifestyle questionnaires and focus groups.

Relevance: The FIA is committed to getting 'more people, more active, more often' and has developed programs designed to have this effect. Stemming from the core mission of the FIA is the GO (Girls Only) community based program.

New commitments Promoting healthy lifestyle/Education nutrition, physical activity tabled for 2007

Actor: Federation nationale des syndicats d'exploitants agricoles (FNSEA) (793)

Sector: Non-governmental organizations

Platform member: COPA-COGECA

Coverage: 1 country

Time of action: 2007-2008

Description of the action: FNSEA intends to contribute to the promotion of an healthy lifestyle, thanks to an existing national network of "open" farms, created in 1990. These farms welcome each year about 150,000 school children, to give them, through an on-site visit, a realistic approach of agriculture. It is managed by the French health ministry, and aims at improving the health state of the French population, thanks to nutrition. This project will focus on some appropriate and already existing communication tools, such as posters or leaflets.

Output: In the framework of this program, several communication tools, as well as a specific logo, have been created.

Monitoring: FNSEA intends to evaluate the number of farmers involved in the project, as well as the number of children who will receive the educational tools in 2007 and 2008.

Actor: Freshfel Europe (775)

Sector: Other

Platform member: Freshfel

Coverage: European-wide action

Time of action: 2007-2008

Description of the action: With this charter Freshfel invites its members and others to make fresh fruit and vegetables available at all the reception areas and meeting rooms of their companies for employees and visitors to enjoy.

Output: A letter will be drafted and sent in January 2007 addressed to CEO of companies in Freshfel membership, but also to National Associations that can in turn contact their companies' members. This letter will explain the reasons behind this action within the framework of the Platform. The letter will be accompanied by the Charter that is to be signed by both the company and Freshfel.

Monitoring: An evaluation will be made of the number of companies that endorse the Charter and the specific measures taken within the company to fulfill the commitment. The list of signatory companies (and their number of employees) will be made available. A survey on employees' reactions could also be envisaged.

Relevance: Work places are important settings to promote healthy lifestyles. Increased consumption of fruits and vegetables is one of the actions that can be identified to fight against obesity and related illnesses. However, time after time we encounter the lack of healthy options offered as snacks to employees and in meetings. To that end Freshfel will invite member companies and others to endorse the charter which provides for the offering of fresh fruit and vegetables at reception areas and meetings in the signatory companies.

Actor: European Vending Association (EVA) (803) (link to action 518)

Sector: Retailing/Vending

Platform member: EVA

Coverage: 18 countries

Time of action: 2007-2007

Description of the action: The EVA will promote a healthy lifestyle to its employees and therefore indirectly to anyone visiting the EVA premises. The EVA will create posters to encourage its employees to lead healthy, balanced lifestyles. The EVA will put these posters on its intranet to promote the benefits of a healthy lifestyle to its members.

Output: The EVA has 5 employees and has at least 100 people per year from all over the EU and beyond visiting its offices. 50 different companies and 17 associations (from 16 EU Member States as well as Turkey and Switzerland) can access the intranet.

Monitoring: At the end of the year 2007: the EVA will circulate a satisfaction survey among its staff and members to see whether they find the initiative worthwhile and if it brings any marked change to companies' or individual's lifestyles. The EVA will count the number of persons who will access the intranet page with the posters.

Actor: Tesco Stores Ltd (UK) (824)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2007-2007

Description of the action: An free annual 2k event encouraging children to take part in exercise for fun, and to help to make physical activity part of each school's and every family's lifestyle. A Teacher's pack with a 5 week learning plan will be provided. The Tesco Great School Run is an annual initiative which is free for schools to register. The programme is aimed at 7-11 year olds but any school can take part in the event. Children, their families, and staff can walk the route, jog or run it. Partnerships of less able-bodied children can also work together to achieve the goals of the event.

Output: In May each year, Teachers' packs will be sent to registered schools to help them organise the event. A 5 week learning programme is provided so that schools can ensure children are fully prepared for the event. In 2006 over 242,000 children registered to take part.

Monitoring: ---

4.5 Other: Dissemination

Commitments Dissemination completed in 2006

Actor: CPME (653)

Sector: Health professionals

Platform member: CPME

Coverage: 25 countries

Time of action: 2006-2006

Description of the action: Organize a conference to place prevention firmly on the EU agenda. The event will be a round table with invitations for around 60 to 80 experts organised by CPME under the auspices of the European Commission. The idea is to have actors exchanging best practices and ideas during the event and going back to Member States with a good knowledge of the state of play of prevention in Member States and together take the first steps towards a new road to improved prevention. The aim is to have all EU Member States with health prevention strategies by a date that delegates will decide.

Output: Raise awareness and have those MS that have none to develop prevention strategies

Monitoring: Attendees will be asked to send to CPME Brussels secretariat all relevant information regarding such developments

Relevance: The overall idea is to raise awareness and promote the notion of prevention at EU and national level. The conference is envisaged as a follow up to the coming EU German presidency event “prevention in the area of PA and nutrition”. The goal is to get the commitment of all EU MS to initiate national prevention programs by a given date (still to be decided upon). At the present time, half of EU MS have such programmes.

Actor: European Consumers’ Organisation (BEUC) (522)

Sector: Consumer organisations

Platform Member: BEUC

Coverage: 26 countries

Time of action: 2005-2006

Description of the action: BEUC will organise a two-day conference to discuss obesity and diet related diseases with European and American regulatory officials, consumers, and other stakeholders. The conference will discuss ongoing developments in nutrition related activities in the US, EU and Member States, and where we might go forward in future. In addition, it will examine commercial communication to children and their parents, and other potential instruments, such as economic incentives to combat obesity, nutrient profiles and labelling.

Output: 120 to 130 participants are expected to attend over the two-days

Monitoring: A report will be published on the conclusions, the need for further action and recommendations.

Actor: Italian Association for the fight against thrombosis (ALT) (552)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of the action: ALT is coordinating a multi-stakeholder working group, which involves consumers, health professionals, educators, industry, and public institutions. Aim of the working group is to tackle child obesity by taking into account all its causes: physical inactivity, unhealthy diet, impact of food advertising, labelling, health and nutrition claims. The main objective is to make members commit officially to the prevention of child obesity through programmes implemented in their own field. The working group was set up in May 2005.

Output: One or two meetings are scheduled for 2006, number of programmes started, number of programmes shared.

Monitoring: The main element for evaluation will be the achievement of the objectives described in the position paper by end 2006. Furthermore, the programmes started and the programmes shared will also be an element for evaluation of success.

Actor: CIAA (591)

Sector: Manufacturing

Platform Member: CIAA

Coverage: 17 countries

Time of action: 2006-2006

Description of the action: CIAA will support the development of both “EPODE” and “Shape UP” programmes at national level via collaboration among national food and drink industry associations, individual companies and other relevant stakeholders and by financial contribution.

The Shape Up project is aimed at prevention of childhood obesity. The main objective is to develop, test and evaluate a flexible European framework to address child obesity determinants at school. It builds on the hidden, often neglected capacities of schools to involve children in taking action to bring about changes in behaviours and living conditions that directly question the way we eat and move.

EPODE (Together, Lets prevent Childhood Obesity) is community-based and is based on the successful experience of the French Fleurbaix-Laventie programme (see baseline activity 436). The objective of this French programme was to assess whether the integration of nutritional education into the school curriculum could change the dietary behaviour of children and their families, and lead to a stabilization of childhood obesity prevalence.

Output: Number of brochures, leaflets, meetings with health professionals, degree of involvement of relevant stakeholders in the community, percentage of involved children, rates of obesity and overweight.

Monitoring: Both programmes have their own monitoring methodologies. CIAA will provide regular updates of CIAA members involvement (dissemination and funding) of both projects.

Relevance: Both programmes, EPODE and SHAPE UP, look for the prevention of childhood obesity and the promotion of health with newer ideas to convey a broader vision of the benefits of a balanced diet and regular physical activity: 1) Child participation, 2) School community involvement, 3) City involvement, 4) European collaboration, Etc.

Actor: CIAA (593)

Sector: Manufacturing

Platform Member: CIAA

Coverage: 22 countries.

Time of action: 2006-2006

Description of the action: CIAA will explore the idea of creating national “Food Weeks” in different Member States to promote healthy eating and healthy lifestyles. Such initiatives have already been conducted or are planned by certain national federations together with relevant players. CIAA will use and compile these initiatives and will draft a common template, suitable for further adaptation at national level, for the development of the Food Weeks.

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

Monitoring: Monitoring activities are not envisaged so far.

Relevance: The development of healthy lifestyles weeks, directly responds to the objectives of the European Platform for the promotion of health and physical activity all over Europe.

Actor: CIAA (595)

Sector: Manufacturing

Platform Member: CIAA

Coverage: 21 countries

Time of action: 2006-2006

Description of the action: CIAA will develop a common framework, suitable for further adaptation at national level, for an informative/educational brochure/package aimed at informing consumers on how to interpret/understand nutritional information and nutritional claims.

Output: CIAA is planned to consider the number of national federations developing a national brochure based on the CIAA framework (geographical coverage), the number of stakeholders involved at national level for its dissemination, the number of printed copies at national level and the dissemination ways. A potential follow-up of people’s awareness of the brochure (content and usefulness) could be considered in a later stage.

Monitoring: Monitoring activities are not envisaged so far.

Actor: UNAF (634)

Sector: Consumer organisations

Platform member: COFACE

Coverage: 1 country

Time of action: 2006-2006

Description of the action: COFACE has collected specialist advices and abstracts of actions taken by organization members of COFACE's family Unions in a magazine. It included statistics and reports from doctors and politicians in charge of health politics. The issue compounded three parts (Constat, analysis and actions).

Output: About 15.000 people are reached by the information.

Monitoring: The results of the different action will appear on the yearly activity reports. No systematic evaluation will be undertaken or centralized.

Actor: European Federation of the Associations of Dietitians (EFAD) (817)

Sector: Health professionals

Platform member: EFAD

Coverage: 20 countries

Time of action: 2006-2006

Description of the action: Higher Education Institutions teaching dietetics and National Dietetic Associations representing practising dietitians will meet together for the first time to consider implementation of the European Academic and Practitioner Standards for Dietetics

Building a secure workforce of health professionals who can promote well-defined dietary plans, advise on nutrition, menu planning and food preparation, provide evidence-based and informed nutrition education and initiate food policies will provide the mechanisms by which the baseline can be realised. Establishing a well supported network across Europe can also aid in dissemination of information to dietitians and nutritionists to enable best practice and new knowledge to be quickly assimilated. The aims of the action are to benchmark the education of dietitians in Europe and to promote best practice in the delivery of dietetic services for the benefit of the health of the peoples of Europe. The workshop will start the process of developing competency statements for dietetics.

Output: The action started in 2003 and will extend to 2009. Over this period the objectives are: 1 Establish a Benchmark Statement for Dietetic Education in Europe (2003-05) 2 Strengthen networks between higher education, practice and professional associations of dietetics (2005 -06) for harmonisation of dietetic programmes and the enhancement of their quality 3 Develop specific outcomes for practice education (2006-07) 4 Encourage innovation and sharing of best practice in education to enable role development (2007-08) 5 Define and develop leadership roles for dietitians in Europe in clinical nutrition, public health nutrition and administrative services of food provision (2008-09) The commitment for 2006 is to support Objective 2 by convening a joint workshop between Higher Education Institutes and National Dietetic Associations.

Monitoring: The outputs outlined above will be subject to extensive monitoring and peer review by the DIETS Thematic Network for Dietetics if the bid is successful (known in July 2006).

Relevance: Appropriately trained dietitians are in a key position to influence and enable the promotion of a healthy diet and fitness. This action will start the processes of monitoring best practice and developing educational strategies to increase the effectiveness of European dietitians.

Multi-annual Commitments Dissemination

Actor: FERCO (506)

Sector: Catering

Platform Member: FERCO

Coverage: 11 countries

Time of action: 2006-2010

Description of the action: FERCO encourages its members to participate in public authorities initiatives and to develop educational campaigns in partnership with relevant stakeholders. Recognising that food service represents an educational opportunity, especially for pupils, parents and educators, they are committed to developing educational programmes adapted to pupils' age and eating habits.

Output: ---

Monitoring: FERCO will set up a monitoring system comprised of a Common Checklist of Progress to review the implementation of the FERCO 2006 Commitment by national associations and Contract Catering companies.

Actor: FERCO (507)

Sector: Catering

Platform Member: FERCO.

Coverage: 11 countries

Time of action: 2006-2007

Description of the action: FERCO and its trade union counterpart, EFFAT, recognise the role the Contract Catering sector can play and are committed (1) to using the Social Dialogue as a platform for encouraging their members to promote healthier diets and physical activities; (2) to developing effective, sustainable training programmes for their employees in agreement with their clients, which will tackle issues as healthy diet and physical activity. FERCO and EFFAT are in the process of signing a branch agreement on Corporate Social Responsibility. Within this framework they have identified the fight against obesity as one of the suggested areas for integrating CSR into business practice.

Output: The formal signature of the branch organization should take place in the first half of 2007. EFFAT and FERCO will sign in 2007 a common statement stressing the contribution that the Contract Catering sector could bring to the fight against obesity and emphasizing the need of a training of employee to the principles of well balanced nutrition and to the importance of increasing the consumer awareness of the link between well balanced diet and physical exercises.

Monitoring: FERCO will set up a monitoring system comprised of a Common Checklist of Progress to review the implementation of the FERCO 2006 Commitment by national associations and Contract Catering companies.

Actor: European Food Information Council (EUFIC) (520)

Sector: Non-governmental organizations

Platform member: EUFIC

Coverage: 25 countries

Time of action: 2006-2008

Description of the action: EUFIC intends to build a consistent strategy for web-based communications, in order to maximise coherence, outreach and impact. The strategy will explore the best means of communicating to the general public and specific audiences, e.g. children. The strategy will be used to revamp and consolidate EUFIC's websites. This will increase the volume of science-based information on diet, physical activity and health on the web, in an easily accessible and user-friendly format, for the use of health professionals and consumers.

Output: User statistic information that will detail users' country of origin, user profile as well as areas of interest.

Monitoring: Measurement of reach: the strategy will set out targets to achieve a higher level of traffic in 2006. Traffic will then be measured regularly and evaluated against the targets.

Measurement of effectiveness: the strategy will propose ideas for assessing users' views on the quality and effectiveness of EUFIC's web based communications. Online questionnaires will be an important tool in this respect.

Relevance: EUFIC aims to enhance the public's understanding of such issues and to raise consumers' awareness of the active role they play in safe food handling and choosing a well-balanced and healthy diet. EUFIC is a therefore an organisation regularly publishing content-rich, science-based easy-to-understand material.

Actor: EUFIC (524)

Sector: Non-governmental organizations

Platform member: EUFIC

Coverage: 6 countries

Time of action: 2006-2008

Description of the action: EUFIC intends to translate its educational materials on healthy diets and lifestyles into additional languages, and to provide these materials on the web as well as in printed copy where possible. EUFIC will work with national partners (e.g. national nutrition and health institutes). In the process, EUFIC will further develop its network with educators, providing opportunities for collaborative work and best practice.

Output: 1. Healthy Eating Brochures: Amongst our regular clients are e.g. children hospitals, the UK National Health Service, breakfast clubs, organisers of community events on healthy living, dieticians etc. 2. Food Today Published in English, French, German, Italian and Spanish. Food Today is sent to 18 000 opinion formers and consumers. 3. EUFIC Reviews target in particular health professionals and the more educated consumer. 4. EUFIC Forum provides summaries of workshops or research. 5. Media Guide is available in English, Spanish, French, German and Italian

Monitoring: EUFIC will seek feedback from users of the new materials and evaluate the success of the action on the basis of this feedback.

Relevance: For European citizens to better understand what behaviours constitute a healthy lifestyle, providing information about diet, nutrition, food safety, health and physical activity in an understandable way is an essential element. Acting as a vital link in the communication chain by channeling user-friendly information through to consumers, EUFIC aims to make its science-based information accessible to the citizens of enlarged Europe, in their own language.

Actor: BEUC (525)

Sector: Consumer organisations

Platform member: BEUC

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: A number of member organisations of BEUC commit to publishing articles on nutrition in their consumer magazines aiming at their membership and the general public. In particular, comparative tests on products with similar characteristics will be conducted, and the results of these tests will then be published, to allow consumers to make informed choices.

Output: Publication of articles in consumer magazines directed to organisations' membership and general public.

Monitoring: Informing consumers on food products and nutrition, and providing them with the information make informed choice when choosing between foods with similar characteristics.

Relevance: This action concerns the publication of articles on nutrition issues in order to raise awareness on this subject including reformulation of food.

Actor: Freshfel Europe (530)

Sector: Other

Platform Member: Freshfel

Coverage: European wide

Time of action: 2006-2007

Description of the action: Freshfel Europe provides a platform for the exchange and dissemination of information on promotional activities to increase fruit and vegetable consumption, undertaken either by members or other entities, by means of publishing a newsletter (called 'Fresh Times'). Freshfel will encourage their members to carry out more promotional activities that in turn benefit the consumer and inform industry and policy makers on best practices. These experiences increase awareness of the benefits of consuming fruits and vegetables.

Output: Number of newsletters published (6 in 2006)

Monitoring: The distribution of a survey is envisaged for the end of the first year in order to evaluate if the newsletter has effectively served as an informative and inspirational tool for actors, and which action have been born from it. Freshfel has already got a very positive feedback from the first two issues published.

Relevance: Medical research shows that there is a sound statistical correlation between increased consumption of fruits and vegetables and reduced obesity and incidence of related illnesses. It is important therefore that there is platform/network for campaigns to increase consumption of fresh fruits and vegetables among different actors. Best practices can in this way be broadly known and reproduced, which in turn benefits the consumer.

Actor: National Medical Associations of Europe (CPME) (574)

Sector: Health professionals

Platform member: CPME

Coverage: 25 EU MS plus Norway, Switzerland and Iceland

Time of action: 2006-2007

Description of the action: National Medical Associations from all EU member states and CPME associate members have decided to insert the same articles on the issue of obesity regularly in their respective journals. Each CPME member will draft one in turn and all other members will publish it in their journals. Through this exchange obesity will feature regularly in each and every issue of NMA's journals, which are being received and read by most registered physicians in every country. The aim of this incentive is to supply health professionals in Europe with a constant flow of information concerning obesity and to draw their attention on this emerging major health threat.

Outputs: Raising awareness amongst health professionals on EU relevance of the added value of exchange of information and best practices

Monitoring: CPME Brussels secretariat will receive and compile all relevant publications.

Relevance: Exchange of information and Best practices, raise awareness among readers.

Actor: European Food Information Council (EUFIC) (526)

Sector: Non-governmental organisations

Platform member: EUFIC

Coverage: 25 countries

Time of action: 2006-2008

Description of the action: EUFIC commits to include features on the activities of the EU Platform in its main communication tools, such as a website and Food Today. This, in the first place, to help the European Commission raise awareness of and spread information about the EU Platform, its activities and future achievements, and, in the second place to spread information about examples of best practice identified by the Platform and information about multi-stakeholder initiatives of Platform members. EUFIC will coordinate this action with the European Commission, in order to take account of its communication priorities in the context of the Platform and decide which Platform-related information to give precedence to.

Output: Outputs would be in the form of press releases, media briefings, articles for onward dissemination. EUFIC's main website and Food Today publication increased continuously over the past years and reaches now over 350,000 visitor sessions per month (10.7 million hits). The electronic news service "EUFIC Online" has a mailing list of over 23,000. Food Today Published in English, French, German, Italian and Spanish. Food Today is sent to 18,000 opinion formers and consumers. **Monitoring:** Outreach of the communication could be monitored by mentions of the EU Platform and its progress in EU press clippings, via media monitoring service, which also gives numbers of audience reached. Also, outreach can be monitored by assessment of onward dissemination by platform members.

Relevance: The activities and achievements of the Platform will only be recognised and acknowledged by others, if they read or hear about these achievements. Therefore, a Communications Strategy and Programme needs to be developed. As the Platform and its' Members start to deliver on their commitments, a consistent communication voice would add value, where interesting stories and "sound bites" can be developed and used by others in their communication strategies. Individual Platform Members will communicate progress against their own commitments, within their own organisation. However, there needs to be a regular series of broader communication messages, encompassing other players and activities, to give the wider picture, thus enabling the Platform Members themselves to disseminate a wider message. Broadly speaking, the data in the monitoring reports needs to be converted into interesting and relevant communication.

Actor: The Swedish co-operative KF (601)

Sector: Consumer organisations

Platform member: EuroCoop

Coverage: 1 country

Time of action: 2006-2007

Description of the action: 'KF' has planned to run four national campaigns on consumer information. The four topics for 2006 campaigns regard the multicultural aspects of labelling, food labelling, sustainable food consumption, and the benefits of physical activity. KF's campaigns usually include seminars and training courses for consumers.

Output: Each information leaflet is published in over 250.000 copies, and is delivered home to consumer-members, and distributed in Coop's outlets and in schools. They are also made available on KF's website.

Monitoring: The action is in progress. Data will be provided when available.

Relevance: KF's information campaigns are relevant to the general aim of the Platform because raising consumer awareness on diet-related problems and informing about healthy choices and physical activity are key drivers in tackling the obesity epidemic.

Actor: International Baby Food Action Network (IBFAN) (615)

Sector: Non-governmental organizations

Platform member: IBFAN

Coverage: 19 countries

Time of action: 2006-2007

Description of the action: IBFAN will continue its advocacy and training activities, to ensure that parents have objective, complete information about infant and young child feeding. IBFAN uses the Global Strategy on Infant and Young Child Feeding, adopted by consensus by the World Health Assembly in 2002, as the overall framework and reference for their work. Recently, eight EU countries embarked on the implementation of the Blueprint for action on protection, promotion and support of breastfeeding, which is based on the Global Strategy. The project involves collaboration with other public sector allies. In 2006, a regional meeting of the network will be organised. IBFAN will undertake an active promotion of the WHO growth standards for 0-2 year old children, which are based on optimal breastfeeding practices. IBFAN will continue to carry out monitoring of marketing practices of infant food manufacturers to expose those that violate the International Code of Marketing of Breastmilk Substitutes and subsequent relevant WHA resolutions. Communication strategies, ranging from media, Internet information, booklets, leaflets, specialized publications, direct contact with mothers and health professionals, classes/lectures and discussions at policy forums, will continue being used.

Output: numbers of exclusive and sustained breastfeeding at national level (via government statistics); number of Baby-Friendly Hospitals (via members of the network and in collaboration with UNICEF); number of countries enacting the International Code (collected by the members of the network and compiled by the International Code Documentation Centre); instances of Code violations (collected by members of the network and cleared by trained professionals).

Monitoring: The Blueprint background information provides, at least partial, baseline for monitoring. Key indicators to be used: Increased rates of exclusive and sustained breastfeeding at national level where data available or community or health care system based data. Number of Baby-Friendly Hospitals Number of countries enacting the International Code and WHA resolutions (considered by WHA a minimum standard) Instances of breaches of the International Code.

Actor: Finnish Heart Association (607)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2020

Description of action: The Finnish Heart Association launched the Woman's Heart Programme in 2002. In 2005 a new three-year period of the Woman's Heart Programme started. The programme seeks to raise awareness of the risks of heart disease among women, health professionals and policy makers. Goal is to decrease the incidence of cardiovascular disease and the inequality in health. An interactive website is essential part of the programme's implementation. The educational part of the programme is aimed at health professionals and political decision makers.

Output: ---

Monitoring: ---

Relevance: The commitment contributes particularly to promoting heart healthy lifestyle and CVD prevention addressing women, health workers and policy makers.

Actor: EuroHealthNet (629)

Sector: Other

Platform Member: EuroHealthnet

Coverage: 23 countries

Time of action: 2006-2007

Description of the action: The network of national health promotion agencies will up-date and complete compilation and dissemination of significant national health promotion activities contributing to obesity prevention and healthy lifestyles within EU Member States. They commit to integrate the contribution to Platform objectives into core network activities, to develop a knowledge base and to evaluate, disseminate and implement the outcomes.

Output: The existence of national health promotion strategies and policies in the field of diet, nutrition and physical activity.

Monitoring: The outcomes of the whole network framework commitment and its component work packages will be evaluated via peer-review sessions at the EuroHealthNet Policy Meeting in spring 2007, and a combined report published and disseminated in addition to the specific components set out as outputs. An interim session will be held at the EuroHealthNet General Assembly in April 2006 to monitor progress and engage participation.

Relevance: EuroHealthNet aims to contribute to the Platform objectives by raising the awareness of agencies responsible in EU member states for health promotion about competences and opportunities to implement new actions to help to counteract obesity.

Actor: European Public Health Alliance (EPHA) (630)

Sector: Non-governmental organizations

Platform member: EPHA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: EPHA will participate in the World Health Organisation preparatory meetings for the ministerial meeting in November 2006 on the prevention of obesity. EPHA will seek alliances with other NGOs to prepare the NGO demands to be presented at the Ministerial meeting. EPHA will participate in the NGO meeting in February, presenting the organisation and the activities currently carried out in the fight against obesity. EPHA will mobilise EPHA's members to be involved in the process both at national and European level. EPHA will be at the Ministerial Conference working with other NGOs, developing the daily newsletter and carrying out parallel activities to the Ministerial Conference (such as workshops, NGO strategy meetings, press conferences).

Output: The number of EPHA members involved, number of articles on the EPHA website, number of letters written and number of meetings held at national level with the relevant Ministers.

Monitoring: The evaluation of the activity will be done by measuring the following qualitative indicators will be looked at: degrees of involvement of EPHA members, alliances with other NGOs, demands taken up by the Ministerial Conference. The information will be gathered by attending lists, media references etc.

Relevance: The World Health Organisation's European Region Ministerial Conference of 2006 focused on combating obesity. As recognised by the EU Platform on Diet and other international forums, having political commitment at international and national level is very important in the fight against obesity. The goal of getting involved in this activity was to achieve political commitment from the WHO European Region Member States (by signing up to a strong European Charter on Combating Obesity).

Actor: European Public Health Alliance (EPHA) (631)

Sector: Non-governmental organizations

Platform member: EPHA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: EPHA will participate in the European Food Safety Agency (EFSA) Stakeholder Consultative Platform, and assist EFSA with the development of its overall relations and policy with regard to stakeholder involvement. Activities that are included in the action are attending the meetings, preparing interventions, commenting to EFSA documents, participating in the election of chairs, writing reports of the meetings for EPHA's public websites, follow up actions agreed in the meetings and engaging EPHA members and the general public in the activities of EFSA.

Output: The number of meetings attended, number of articles on EPHA's website about EFSA, number of messages sent to EPHA's working group on EFSA's activities, number of responses from EPHA members and the general public via EPHA's website forum and email address and the number of health NGOs in the stakeholder platform by the end of 2007

Monitoring: The following qualitative indicators will be looked at: input to EFSA's decisions which will feed into policy-making, number of comments or recommendations made by EPHA and taken up by EFSA, alliances with other NGOs in the stakeholder forum (environmental NGOs), increased transparency of EFSA's decisions and members of the scientific panels. Monitoring will be performed by EPHA's Policy Officer in cooperation with the General Secretary.

Relevance: Given that the EFSA has increased competences over nutrition and health issues (such as issuing scientific opinions and developing nutrient profiles that will assist policy makers when preparing public policies that can diminish the obesity epidemic) it is important that the EFSA works in a transparent manner and involves NGOs, as experts and as a watchdog. This commitment is ongoing.

Actor: European Public Health Alliance (EPHA) (632)

Sector: Non-governmental organizations

Platform member: EPHA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: Call for proposal submitted to DG Agriculture to develop a web-based game which will offer direct information about how the EU common agricultural policy influences the diet of the people living in Europe. The project includes three activities: - Designing a web-based game and website, - Implementing the game, - Adding content to the website and promoting it.

Output: The dissemination will be done via EPHA's monthly newsletter which is sent to more than 3,000 email addresses. The aim is to get as many people visiting the website, using the game and leaving comments on the forum.

Monitoring: The evaluation of the activity will be done with the following indicators: - quantitative: visits to the website, numbers of users of the game, visits to EPHA's website (with policy information on health at EU level) from the game's website, numbers of comments left in the forum, numbers of direct recipients of the launch of the website - qualitative: comments of the forum, follow up activities (conferences, other project proposals), alliances with other NGOs and public health institutes.

Relevance: There is clear evidence of the link between the Common Agricultural Policy (CAP) and the dietary habits of European citizens (the availability and cost of certain foods influence the consumption patterns). Unfortunately, the current CAP was not designed according to public health concerns.

Actor: COPA-COGECA (635)

Sector: Non-governmental organizations

Platform Member: COPA-COGECA

Coverage: 25 countries

Time of action: 2006-2007

Description of the action: COPA-COGECA, and its members (71 national Farmers' organizations and co-operatives), has unanimously adopted in November 2005 a "Policy statement on a healthy diet" and is committed to ensure its dissemination and follow-up. They commit to offer a variety of good-tasting and easily accessible foods so as to be included in a healthy and balanced diet, for this purpose partnership building is a key element. Furthermore they will provide consistent and professional, research-based information that is appropriate and support the healthy choice of the consumer and the individual composition of a balanced diet. Finally they commit to emphasize that a healthy lifestyle implies both a healthy diet and physical activity.

Output: ---

Monitoring: COPA-COGECA will organise a seminar by the end of 2006 so as to evaluate how its members have implemented or experienced partnership building at national, regional, local or even company/farm level and to share experience with all the partners of the Platform. Research will be presented and analysed.

Actor: International Diabetes Federation (640)

Sector: Non-governmental organizations

Platform member: International Diabetes Federation, European Region

Coverage: 25 countries

Time of action: 2004-2010

Description of action: Gluco-forum is a group of European experts in diabetes, bringing together doctors, nurses and members of associations representing people with diabetes. The group works to raise awareness of pre-diabetes and type 2 diabetes. Gluco-forum is therefore working at a European wide level with politicians, health care professionals, professional and patient associations and the general public.

Output: The Gluco-forum website, launched in 2005, is dedicated to pre-diabetes. In 2006, we will continue to develop comprehensive and useful content within the site such as downloadable guidance documents for patients at high risk of getting pre-diabetes and Type 2 diabetes and for healthcare professionals responsible for their care.

Monitoring: ---

Relevance: Gluco-forum is relevant to the Platform by raising awareness of pre-diabetes and the prevention of type 2 diabetes through encouraging those people which are most at risk to adopt healthier lifestyles.

Actor: European Association for the Study of Obesity (EASO) (533)

Sector: Non-governmental organizations

Platform member: EASO

Coverage: 27 countries

Time of action: 2005-2008

Description of the action: The (EASO) will work in cooperation with the IOTF as part of International Association for the Study of Obesity (IASO) and other NGOs, to inform European health policy towards obesity prevention and management. It will promote public and professional interest and awareness of research into obesity prevention and management, particularly through its European Congress on Obesity in Budapest in April 2007. It will continue to develop a growing network of young obesity researchers throughout Europe and will create new groups to deal with childhood obesity and task forces on prevention and management. EASO will support the roll-out of an online educational training course for the management of obesity and prevention of related chronic diseases in conjunction with the IOTF and the SCOPE scheme.

Output: The European Congress on Obesity in Budapest in April 2007 will provide a major opportunity to assess the current advances in research and thinking on obesity, both in treatment and prevention reaching more than 2,000 research experts and clinical professionals. EASO will promote the SCOPE online educational training course for the management of obesity and prevention of related chronic diseases in conjunction with the IOTF to its 3,500 members and to other medical and health professionals throughout Europe.

Monitoring: The European Congress on Obesity will be monitored and evaluation will be made based on attendance and feedback on content and delivery. Media coverage will be evaluated. The young researchers network already reaching 300 dedicated young scientists will be evaluated on growth of membership levels and attendance at events. The childhood obesity and prevention and management task forces will be established and their work programmes monitored with evaluation to follow in subsequent years based on work undertaken. Scope will be monitored and evaluated in conjunction with the IOTF with assessment of course participation and membership registrations.

Relevance: The role of EASO supports greater awareness and understanding of the need for improvements in diet and physical activity and the prevention and management of obesity in order to prevent and control related co-morbidities. EASO's medical education programme, developed in conjunction with the IOTF, provides an authoritative process to recognize expertise and a structured programme to improve the professional knowledge and capabilities, not only of the medical profession but of allied health professionals.

Actor: A.R.E.F.L.H (Assemblée des Régions Européennes Fruitières, Légumières et Horticoles) (724)

Sector: Other

Platform member: A.R.E.F.L.H

Coverage: 4 countries

Time of action: 2006-2007

Description of the action: AREFLH support, coordinate and promote regional education programmes on diet involving regional authorities, agricultural producers and schools. The aim is to provide the regions with feedback and give them the means to communicate more effectively. The programme started in September 2004 with the involvement of thirteen regional governments and the most representative professional organisations, all of which have signed contracts with the AREFLH.

Output: On the basis of a review conducted in late 2004, two pilot measures have been selected: - pedagogical farms and diet education in Emilia Romagna (Italy), and, - the promotion of fruit and vegetables on restaurant menus, in Catalonia (Spain). E.g.: Emilia Romagna 900 school children per year, 90,000 in total. A website was created in July 2005 to disseminate information about the programmes implemented on the regional level to a wider audience (over 1,000 hits a month). An 'observatory of regional communication' has also been set up. It brings together (250) regional decision-makers involved in these actions. All the regional information and education campaigns will be presented in a practical guide. 100 paper copies will be published and it will also be widely disseminated on the AREFLH website (3,000 prospects). Dissemination of results will also be done through : - a website promotion campaign, organised in the form of 4 press releases each year (target: 100 newspapers, regional and national press). - conference will be organised in April 2007 to present an overview of regional campaigns (for the European Commission, European Parliament, consumer associations, media and opinion leaders) (250 participants expected).

Monitoring: The AREFLH will use evaluation criteria to define key success factors (e.g. relevance and impact of messages, operational means, events, financial means, partners involved&) The practical guide will be very widely circulated to regional and national stakeholders in the 4 countries involved (France, Spain, Italy, and Portugal) through the AREFLH website. A regional and national press campaign will be organised to achieve this objective. This action is complementary and in synergy with that conducted on the international level by FRESHFEL Europe.

Actor: International Sport and Culture Association (ISCA) (754)

Sector: Non-governmental organizations

Platform member: ISCA

Coverage: 15 countries

Time of action: 2006-2009

Description of the action: PATHE (Physical Activity Towards a Healthier Europe) is a European project that will match best practice of existing 'health promotion through mass-sport' projects & campaigns with countries wishing to implement first-time projects.

Output: Actions include consultancy, training seminars, and workshops.

Monitoring: Main partner will conduct a mid-term evaluation that focuses on feedback and response from Associate partners. This evaluation will be for internal use but flexible for compliance with any requested reports by funding agreement.

Actor: Food Standards Agency (761)

Sector: Government/European Union

Platform member: Independent action

Coverage: 1 country

Time of action: 2006-2007

Description of the action: Due to recent developments in policies relating to school food in England, the Agency and the NGA are working together to update the publication for re-distribution to School Governors. This will help to ensure that School Governors are equipped with the necessary information to implement new food policies and importantly to help them develop robust health and nutrition policies for their schools. The framework leads governors step by step through actions they can take to develop a food policy and to encourage their school to adopt a whole school approach to food and nutrition. It details individual policy areas such as breakfast clubs, tuck shops and school food and ensures that Governors have information about the main organisations involved in school policies and activities.

Output: The first edition of this publication was developed after consultative action with Governors identified a gap in this area. This edition is being prepared by the NGA and Agency with input as appropriate from Health and Education departments and the School Food Trust in England. The primary output from this activity is the publication of the framework document, which the NGA will disseminate to its 25,000 members.

Monitoring: The Agency will consider options for evaluating the application of the Governor's Framework document. This will include consideration for the commissioning of an independent evaluation to ensure representative coverage throughout England.

Relevance: This work will illustrate an approach to engage with an important player within the education and school sector. It acts to raise awareness of their role in the diet and health of young people and to help School Governors develop a whole school food policy.

Actor: Food Standards Agency, Local Authorities Coordinators of Regulatory Services, Local Government Association (762)

Sector: Government/European Union

Platform member: independent action

Coverage: 1 country

Time of action: 2006-2020

Description of the action: The aim of the Food Vision website is to help local groups develop food projects that will improve community health and well being. It offers case studies and toolkits to encourage and spread good practice. The Food Vision website was originally developed as a result of a statement "Food: the local vision" (2002) made jointly by the Food Standards Agency (FSA), the Local Government Association (LGA) and the Local Authorities Co-ordinators of Regulatory Services (LACORS).

Output: New case studies, designed to inspire those who would like to set up community food projects, are continually being added to the Food Vision website which is being actively promoted as widely as possible.

Monitoring: The Food Vision website has been completely redesigned and was relaunched in September 2006 to give it a fresher, more up-to-date look; to make it easier to search and easier to navigate; and to add more links to other sources of useful information. These changes were made as a result of feedback from users. The site continues to invite feedback and these will be monitored so that the site can be amended to make it even more useful in future.

Relevance: The aim of the Food Vision website is to promote safe, sustainable and nutritious food to improve local community health and well-being. This website acts as an information portal for local authorities as well as community members who want more information about health and wellbeing within their own area.

Actor: Institut Danone France (800)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2008

Description of the action: This program is an awareness campaign targeting health professionals & parents to aid in early detection of childhood obesity thanks to regular monitoring of children's body mass index, to identify those at risk of becoming obese as early as possible

Output: The action began in 2004. Tools (leaflets for doctors, posters, leaflets for parents) are available free of charge to any health professional on the website. The kit was promoted through the medical press and paediatric congresses. It's also promoted on the French Danone Institute website. Between May 2004 and December 2006, 9,300 kits have been diffused to health professionals (paediatricians, general practitioners, dieticians, crèches, etc.) and 514,000 leaflets have been given to parents in doctors' waiting rooms and pharmacies. The 4th edition of the kit will be circulated early 2007. Around 80 kits are ordered by health professionals each month.

Monitoring: The scientific committee of the French Danone Institute initially planned to monitor the impact of the kit but they didn't find relevant indicators for that. The re-order of the kit is the only indicator of the use of the kit: it's rather high for school doctors (nearly 50%), crèches (30%), paediatricians and general practitioners (25%).

New commitments Dissemination tabled for 2007

Actor: The European Health and Fitness Association (720)

Sector: Other

Platform member: EHFA

Coverage: 7 countries

Time of action: 2007-2009

Description of the action: This action will be aimed at researching the need for developing a web search to make the link between food intake and physical activity requirements to balance the input energy. It will be possible to view this activity requirement across various physical activities such as walking, running, cycling and many other activities. The purpose of such a search would be to demonstrate the link between food intake and energy and physical activity requirements to balance this intake. Should the response be favorable EHFA will work with its scientific and academic partners to develop European norms and values which can be input into a relational database allowing fast searches to build up an activity log showing how much energy has been produced by each activity undertaken and the relationship between this and food intake.

Output: Research results in 2007 if favourable, web site database within the EHFA system to enable individuals to produce physical activity profiles that include energy burn indicators and compare these with food intake energy profiles.

Monitoring: Consultation on findings of research will be carried out within the EHFA networks and the ESWD Alliance. If there is agreement to proceed then once developed and piloted the website will be monitored to identify usage and the site will be promoted through the EHFA membership and related communities.

Actor: Freshfel Europe (776)

Sector: Other

Platform member: Freshfel

Coverage: 25 countries

Time of action: 2007-2007

Description of the action: Cooperation with Aprifel (France) in the organisation of the International Conference EGEA 2007 to explain and disseminate the latest scientific research on the role of fruit & vegetables in the fight against obesity.

Output: A scientific programme has been developed by a committee of leading experts. Details of the Programme are posted on the website. All accepted abstracts will be printed in the Abstract Book distributed during the EGEA conference. Posters will be exposed all the duration of the conference.

Monitoring: An expert evaluation of the meeting will be made with input from the organisers and the participants. A release of a report will also assist attendees to collate the scientific input from the meeting

Actor: European Vending Association (801) (link to action 518)

Sector: Retailing/Vending

Platform member: EVA

Coverage: 18 countries

Time of action: 2007-2007

Description of the action: The EVA will create one web page dedicated to healthy lifestyle initiatives taken by the vending industry, on its website. It will collate the new programmes, products or technological developments, offered by EVA members to their customers.

Output: The EVA currently represents 16 EU Member States' Vending Associations - Greece should join in 2007 but are already informed of our actions. The EVA website receives 2,500/3,000 visits each month, which will reverberate in the vending community.

Monitoring: The EVA will monitor the number of visits to its web page.

Actor: International Obesity Taskforce of the International Association for the Study of Obesity (810)

Sector: Non-governmental organizations

Platform member: IOTF

Coverage: 27 countries

Time of action: 2007-2018

Description of the action: The Specialist Certification of Obesity Professional Education (SCOPE) was developed originally as a joint project by the International and European Associations for the Study of Obesity and is aimed at developing a coherent approach to obesity management. The key objectives of this programme are: 1. To recognise experts in the management of the obese and overweight patient and to create a Register of SCOPE Fellows. 2. To enhance the quality of obesity education by developing continuing professional development style events and an on-line course to complement existing national activities. 3. To improve treatment of the obese and overweight patient. An online programme will be launched at the European Congress on Obesity in Budapest in April 2007

Output: The course will be available on a dedicated website. The number of medical registrations will be monitored. Successful completion of the online course is combined with mandatory completion of complementary live courses conducted by accredited national associations in countries throughout Europe, enabling medical professionals to qualify and register for membership of SCOPE.

Monitoring: The course content has been evaluated by a steering group and peer review of experts. Further evaluation of the course content will be ongoing. The take-up and successful completion rate will be monitored and fully assessed within the first 12 months

Actor: International Obesity Taskforce of the International Association for the Study of Obesity (811)

Sector: Non-governmental organizations

Platform member: IOTF

Coverage: 27 countries

Time of action: 2007-2008

Description of the action: The IOTF will support the development of the European Childhood Obesity Prevention Alliance to extend NGO collaboration on advocacy and action involving more than 12 European NGOs through an active network and website. The alliance was formed during the WHO Conference on Counteracting Obesity in Istanbul, which adopted the European Charter on Counteracting Obesity. aims to support closer co-ordination between NGOs, particularly at the EU level, and to provide guidance to NGOs at national level throughout Europe, where the focus on interaction with governments and other stakeholders is increasingly important in seeking to implement effective strategies to reverse the rising obesity trends

Output: The Alliance will gather evidence for advocacy, make policy recommendations, and provide a unified voice for action on the prevention of childhood obesity and obesity in general through improved diet and physical activity. It will seek to reach a wide range of stakeholders from policy makers to consumers through its members and their networks.

Monitoring: ---

Actor: European Federation of Contracting Catering Organizations (FERCO) (819)

Sector: Catering

Platform member: FERCO

Coverage: 14 countries

Time of action: 2007-2007

Description of the action: Ferco and its members will study the possibility to organise in collaboration with other EU Federations workshops aiming at strengthen the partnership between Contract Catering Operators and other stakeholders in the fight against obesity. In the course of 2007, Ferco and its members will consider the organisation of a Workshop on the reformulation of products with the Confederation of the Food and Drink Industry of the EU, CIAA., and the setting up of a workshop with Freshfel, the EU association for the promotion of fresh fruits and vegetables, in order to share experiences on the supply chain of fresh fruits and vegetables and to increase better understanding of respective constraints and requirements.

Output: As an EU federation of national organisations, Ferco's primary role will be coordination. The implementation of the Ferco 2006 Commitments will be the task of the national associations and Contract Catering companies.

Monitoring: Ferco will use the monitoring system set up by the EU Platform for Action on Diet, Physical Activity and Health to review the implementation of its 2007 Commitments, as was done for the 2006 Commitments.

Actor: European Federation of Contracting Catering Organizations (FERCO) (820)

Sector: Catering

Platform member: FERCO

Coverage: 14 countries

Time of action: 2007-2007

Description of the action: Ferco and its members will organise in 2007 specific initiatives referring to 'Healthy Eating ' aimed at promoting the fight against obesity at the work place.

Output: As an EU federation of national organisations, Ferco's primary role will be coordination. The implementation of the Ferco 2007 Commitments will be the task of the national associations and Contract Catering companies.

Monitoring: Ferco will use the monitoring system set up by the EU Platform for Action on Diet, Physical Activity and Health to review the implementation of its 2007 Commitments, as was done for the 2006 Commitments.

Actor: European Federation of Contracting Catering Organizations (FERCO) (790)

Sector: Catering

Platform member: FERCO

Coverage: 11 countries

Time of action: 2007-2010

Description of the action: Ferco and its Members are committed to continue with their 2006 commitments in 2007 through implementing new and innovative actions or by extending existing actions.

Output: As an EU federation of national organisations, Ferco's primary role will be coordination. The implementation of the Ferco 2006 Commitments will be the task of the national associations and Contract Catering companies

Monitoring: Ferco will use the monitoring system set up by the EU Platform for Action on Diet, Physical Activity and Health to review the implementation of its 2007 Commitments, as was done for the 2006 Commitments.

Actor: European Federation of Contracting Catering Organizations (FERCO) (791)

Sector: Catering

Platform member: FERCO

Coverage: 12 countries

Time of action: 2007-2010

Description of the action: Ferco will use the monitoring system set up by the EU Platform for Action on Diet, Physical Activity and Health.

Output: As an EU federation of national organisations, Ferco's primary role will be coordination. The implementation of the Ferco 2007 Commitments will be the task of the national associations and Contract Catering companies.

Monitoring: ---

4.6 Other: Research/Monitoring/Surveillance

Commitments Research/Monitoring/Surveillance completed in 2006

Actor: FERCO (508)

Sector: Catering

Platform Member: FERCO.

Coverage: 12 countries

Time of action: 2006-2006

Description of the action: FERCO will set up a monitoring system comprised of a Common Checklist of Progress to review the implementation of the FERCO 2006 Commitment by national associations and Contract Catering companies. New action; at the end of 2006 a report on outputs and outcomes will be submitted to the EU Platform.

Output: FERCO invites its 11 members and multinational Contract Catering companies acting in at least four European countries to sign the FERCO 2006.

Monitoring: FERCO will set up a monitoring system comprised of a Common Checklist of Progress to review the implementation of the FERCO 2006 Commitment by national associations and Contract Catering companies.

Actor: Austrian Heart Foundation (555)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 1 country

Time of action: 2005-2006

Description of action: The Austrian Heart Foundation started in 2005 an intervention project on three Vienna schools in cooperation with the medical practitioner of the schools, parents, nutrition experts and teachers. The project contains a questionnaire for children from 10 till 16 years old. It contains topics about nutrition habits, physical activity and mental topics. Excursions to food production facilities are planned. Also, owners of the school canteens will be encouraged to label healthy food for the children.

Output: For the time being about 350 children are involved in this activity from October 2005 till June 2006

Monitoring: The practitioner of the school collects the questionnaires and sends them to the Austrian Heart Foundation for evaluation. He also examines the weight, body mass index and waist circumference of the children. Every school receives an evaluation, which gives an accurate overview on the lifestyles of the children.

Relevance: The commitment contributes to the pursuit of healthy nutrition, physical activity and the fight against obesity addressing particularly the field of action defined as 'Education' in section 3 of Platform remit paper.

Actor: CIAA (612)

Sector: Manufacturing

Platform Member: CIAA

Coverage: 25 countries

Time of action: 2006-2006

Description of the action: CIAA will explore the idea of involving relevant stakeholders in scientific research of the diverse causes related to obesity to promote effective (public policy) interventions to help maintain appropriate and balanced eating habits and influence consumer behaviour towards healthy eating.

Output: Evidence based and scientifically sound public policy interventions

Monitoring: Monitoring activities are not planned.

Relevance: Appropriate and balanced dietary habits are an important determinant for a healthy lifestyle. There is a need for a greater understanding of the determinants that affect food choice. Food choice follows an extremely complex pattern, and interventions, therefore, need to be geared towards identified high-risk population groups taking into account the multiple factors influencing their decisions on food choice.

Actor: CIAA (614)

Sector: Non-governmental organizations

Platform member: CIAA

Coverage: 19 countries

Time of action: 2006-2006

Description of action: CIAA will work on a Strategic Research Agenda to enable the development of innovative food products and process innovations that will make a major contribution to the well-being of European consumers. Close links will, therefore, be maintained with the EU Action Platform. **Output:** The European Technology Platform ‘Food for Life’, reflecting innovation in the agro-food chain and being developed under the auspices of CIAA, was launched in July 2005.

Monitoring: Monitoring activities are not planned.

Relevance: The European Technology Platform “Food for Life” aims to reflect innovation in the agro-food chain. This is particularly relevant with product reformulation and innovation area under the framework of the European Platform for action on diet, physical activity and health.

Actor: CIAA (826)

Sector: Manufacturing

Platform member: CIAA

Coverage: 24 countries

Time of action: 2005-2006

Description of the action: Survey to get a general impression of efforts made by the food & drink industry to increase the range of food products with different energy content, and in different portion sizes, to help consumers to adjust their purchases to meet individual requirements.

Output: 11 companies responded to the survey by providing data on at least some aspect of their efforts in the areas of product reformulation and innovation, packaging and nutrition labelling. Together these eleven companies represent approximately €61 billion in annual sales, or roughly 7% of European sales in an industry with an estimated annual value of €844 billion.

Monitoring: The questionnaire used for the survey is being reviewed with a view to simplify the data collection exercise and get more responses from CIAA members. A new questionnaire should be finalised by spring 2007 to launch a second survey. New and updated results are expected by the end of 2007.

Relevance: The European Platform for action on Diet, Physical Activity and Health is examining, among other issues, the area of composition of foods, availability of healthy food options & portion sizes. In this context, CIAA, as part of its commitments encourages its members to: 1) continue to use existing scientific knowledge and technological expertise to offer and produce enjoyable, good tasting, nutritious, convenient foods which make it easier for consumers to make appropriate food choices and to follow a diet suitable for their individual lifestyles and physical activity levels. 2) Continue to increase the range of food products with different energy and nutrient content, and in different portion sizes, to help consumers to adjust their purchases to meet individual requirements.

Multi-annual Commitments Research/Monitoring/Surveillance

Actor: FERCO (504)

Sector: Catering

Platform Member: FERCO

Coverage: 13 countries

Implementation: 2006-2010

Description of the action: FERCO members and Contract Catering companies are committed to work with their clients and suppliers to improve the availability of understandable and relevant information about products and ingredients for end consumers. In order to do so, members are committed to keep records containing relevant information about their food service. This should create an appropriate communication and a traceable framework which ensures the availability of understandable and relevant information about products and ingredients.

Output: ---

Monitoring: FERCO will set up a monitoring system comprised of a Common Checklist of Progress to review the implementation of the FERCO 2006 Commitment by national associations and Contract Catering companies.

Actor: European Food Information Council (EUFIC) (521)

Sector: Non-governmental organizations

Platform member: EUFIC

Coverage: 25 countries

Time of action: 2006-2008

Description of the action: EUFIC will continue its research programme on nutrition information and labelling. As part of this action, EUFIC intends to build a knowledge base of existing research and findings. Further research will be carried out on the basis of an assessment of the knowledge gaps in existing research. The main objectives of the continuation and expansion of the consumer research programme are as follows: To provide a sound knowledge base about the needs, including motivational needs, of key target audiences in respect of nutritional information, in order to inform EUFIC's activities in this field. To build a knowledge base of existing research on consumer understanding of nutrition information & summarise key insights and commonalities To maximise the impact, credibility, and professionalism of EUFIC's communications on nutritional information and labelling. To raise awareness among industry, regulatory, consumer and NGO stakeholders of the needs of consumers in this field.

Output: Consumer reach via EUFIC's own websites and publications, and via a number of external publications, workshops etc.

Monitoring: EUFIC will undertake to publish and promote the results of the research in full, to seek stakeholders' views on them and to take account of the relevant feedback in the development of further activities.

Relevance: The long-term goal of EUFIC is to contribute to behavioural change of consumers towards healthier and more balanced eating habits by communicating science-based information on food in an understandable and effective way. One important prerequisite in this respect is to gain a better understanding of the contribution and potential of nutrition information and labelling in informing consumers' decisions with a view to choosing a balanced diet.

Actor: Freshfel Europe (529)

Sector: Other

Platform Member: Freshfel

Coverage: European wide

Time of action: 2006-2008

Description of the action: Freshfel Europe sets in one document (Freshfel Europe's Fresh fruit and vegetables consumption monitor) available information on fruit and vegetable consumption across Europe per year. The monitor includes EU total gross supply of fresh fruit and vegetables and data by country. Freshfel engages to continue the work on the Consumption monitor. Work will be done towards the extension of Member States participating on this exercise in view of producing the most complete information on consumption trends.

Output: The Consumption Monitor (available in electronic format (.pdf) and a limited number of hard copies)

Monitoring: The gathering and reporting of data will be prepared by Freshfel Secretariat. The aim is to have preliminary results by the beginning of June 2006, being able to publish the Monitor right after the summer, on September 2006. The Monitor will be disseminated among Freshfel members and made available to no-members through a request form. The results are however broadly communicated to other parties through presentations or when intervening in conferences.

Relevance: Medical research shows that there is a sound statistical correlation between increased consumption of fruit and vegetables and reduced obesity and incidence of related illnesses. It is important therefore that a European benchmark is created by which fruit and vegetables consumption can be measured for all EU 25 Member States.

Actor: National Medical Associations of Europe (CPME) (573)

Sector: Health professionals

Platform member: CPME

Coverage: 28 countries

Time of action: 2006-2007

Description of the action: National Medical Associations will contact National Scientific Societies in their respective countries to map activities against obesity on national level. Information on actions against obesity and promotion of healthy lifestyles will be requested from the Societies.

Output: Listing of national initiatives to avoid overlaps and to develop synergies

Monitoring: CPME Brussels secretariat will receive and compile all relevant data.

Relevance: Have the decisions and trends at EU level being spread and taken into account in national Member States.

Actor: Department of Health (585)

Sector: Government/EU

Platform Member: Independent action

Coverage: 1 country

Time of action: 2004-2010

Description of the action: The Government's "Choosing Health: a Food and Health Action Plan" brings together the range of mainly voluntary actions across England to tackle obesity. These actions consist of 9 education campaigns, which include development and launch of a national obesity campaign. Furthermore, 10 actions aimed at simplified food labelling, including development and launch of front of pack signposting scheme. Ten actions aimed at advertising and promotion of foods to children. Eleven actions aimed at working with the food industry, including publication of reformulation targets for fat and sugar reduction. Finally, several actions with regard to a healthy diet aimed at different groups or settings, as children and young people (20 actions), community (14 actions), and workplace (8 actions).

Output: ---

Monitoring: The Action Plan is monitored using existing surveys including DH/FSA National Diet and Nutrition Survey, Regional Public Health Indicators, and the Health Poverty Index. Other arrangements put in place to monitor development and progress includes the Obesity Programme Board, and a 'FAHAP' steering group which is an independently chaired stakeholder group consisting of government, industry and NGO's.

Actor: Family Associations (COFACE) (633)

Sector: Consumer organisations

Platform member: COFACE

Coverage: 2 countries

Time of action: 2006-2008

Description of the action: COFACE provides education on children's diet in the context of the relation between the children care professionals and the parents. What are the expectations of the parents, how do they communicate with the professionals? The action led by the associations specialized in early childhood or in representing the interests of the families will be focused on the young children starting from the entry in nursery school (2 to 7 years). It will rather relate to the popular backgrounds, even underprivileged people because it is there that the greater number of children with overweight can be found. The work of associations, followed by reference groups could make it possible to identify the recommendations that need to be formulated and to measure their impact. Contacts with associations in the new Members States are considered.

Output: ---

Monitoring: A European conference organized at the end of the project in one of the member States concerned would make it possible to present, share and discuss the results and recommendations resulting from the work of each of us.

Actor: National food & drink industry federation FEVIA (268)

Sector: Manufacturing

Platform member: CIAA

Coverage: 1 country

Time of action: 2004-2020

Description of the action: NUBEL (NUtrition BELgium) is the compiler and supervisor of a scientific database of nutrients in food products. From 1985 onwards, data has been collected in Belgium from different sources including analytical values, data from the Food Industry, Food Distribution and data from the literature. This data has been compiled into a food composition table and was first published in 1992 by NUBEL. NUBEL is a mixed (private and public) non-profit organisation that establishes a partnership between public and private sectors. NUBEL is also developing a nutrition composition database with brand-products in four languages. The databases are used for the production of food composition tables and food application programs such as the Belgian Food Consumption Survey.

Output: NUBEL was partner in different projects: 1) the Eurofood - enfant project, 2) an active participant in the Eurocode and Languag systems, 3) the Benedicte-project (Belgian Extension on Nutrition Education and Data Input, Control, Training, Exchange) of the Impulse program 'Health risks and food'. The aim of this project was the extension of the food database with missing data using high quality analyses. 4) Nutrients Quality Assurance Program (NUQUAP): procedures for normalisation and quality assurance of analytical data in the Belgian Food Composition Table.

Monitoring: ---

Relevance: NUBEL is a mixed (private-public) non-profit initiative that gathers data on the nutritional composition of products, and makes them accessible to the public. The databases can be consulted online. The databases are used for the production of food composition tables and food application programs such as the Belgian Food Consumption Survey.

Actor: Food Standards Agency (765)

Sector: Government/European Union

Platform member: Independent action

Coverage: 1 country

Time of action: 2006-2013

Description of the action: A diet and nutrition survey covering all four countries of the UK. The survey will collect information on food consumption, nutrient intake, nutritional status and physical measurements in a random, representative sample of the UK population. This programme will replace an earlier series of cross-sectional surveys covering separate age groups. Proposals for the structure and content of the rolling programme were developed in consultation with relevant experts including members of the UK's Scientific Advisory Committee on Nutrition. The pilot work will be carried out in 2007 and main stage fieldwork will begin in 2008.

Output: The core rolling programme will comprise a sample of 1000 people per year covering all ages from 1½ years upwards and representative of the UK. Data collected in the survey will be published regularly.

Monitoring: The survey design includes measures to help assure the quality of the data. In particular, ongoing assessment of under-reporting and continuous monitoring of response rates will allow remedial measures to be put in place if necessary.

Relevance: The Survey collects information on food consumption, nutrient intakes, nutritional status and physical measurements in a representative sample of the UK population. It provides a robust dataset that can be used to develop nutrition policy, monitor the impact of other measures on diet/healthy eating and assess whether targets have been met.

New commitments Research/Monitoring/Surveillance tabled for 2007

Actor: International Obesity Taskforce of the International Association for the Study of Obesity (809)

Sector: Non-governmental organizations

Platform member: IOTF

Coverage: 27 countries

Time of action: 2007-2009

Description of the action: Through its participation in the EU project, Health-Promotion Through Obesity Prevention Across Europe: An Integrated Analysis To Support European Health Policy (HOPE), the IOTF will develop a European network of networks concerned with research on obesity prevention, diet and physical activity policies including an East European network, will develop a communications programme to inform researchers, health professionals and the public, will convene network meetings and will provide a conduit for liaison with the Platform on findings and recommendations arising from the HOPE network members' work. The HOPE project aims to identify: (I) socio-economic and environmental determinants of these behaviours; and (II) effective intervention settings and approaches to address these determinants aiming at obesity prevention and reductions in inequalities in obesity-related health risks. The overall objective of the present proposal is to improve the understanding of determinants and interventions for obesity prevention in key age groups across Europe in order to inform obesity prevention policy.

Output: An established network of networks of research groups working on obesity and overweight prevention, nutrition and physical activity, and health inequalities across Europe, which will be consolidated through regular meetings and the web-portal, which will play a major role for the construction of scenarios and dissemination of recommendations among researchers, policy-makers and relevant stakeholders for obesity prevention. This network of networks committee will advise on and provide direct input to the final report and policy recommendations to the European Commission.

Monitoring: To be advised.

4.7 Other: Policy development

Commitments Policy development completed in 2006

Actor: EHN (548)

Sector: Non-governmental organizations

Platform member: EHN

Coverage: 19 countries

Time of action: 2006-2006

Description of the action: As part of the third phase of the EHN project on Children, Obesity, and Avoidable Chronic diseases, in 2006 national consensus statements and guidelines to tackle childhood obesity will be developed. National coordinators will set up meetings with other stakeholders, to try to come to agreement on policy options that can be taken forward in each country. Similarly this will be undertaken by the EHN at European level.

Output: Meetings will be organised both at European and national level (in all the countries involved in the project) to draw up national consensus statements and to agree on guidelines to tackle childhood obesity.

Monitoring: The gathering and reporting of the data will be done by EHN with support from international partners in the project and under supervision of a Steering Committee. A report will be drafted outlining similarities and differences in EU countries with regard to the development of national and European guidelines to counteract childhood obesity.

Relevance: The commitment is a general contribution to the pursuit of healthy nutrition, physical activity and the fight against obesity. It addresses all the fields of actions defined in section 3 in the Platform remit paper.

Multi-annual Commitments Policy development

Actor: FERCO (505)

Sector: Catering

Platform Member: FERCO

Coverage: 12 countries

Time of action: 2006-2010

Description of the action: FERCO encourages its members and Contract Catering companies to adopt and implement general nutrition recommendations based on 7 principles: (1) implementing national guideline; (2) serving varied food to end consumers; (3) promoting the use of less fat, sugar, salt and encouraging smaller servings; (4) promoting the consumption of at least five portions of vegetables and fruits a day; (5) encouraging the consumption of high fibre products; (6) offering a well balanced, varied choice of protein and calcium source products; (7) plenty of liquid; (8) time to enjoy food in an appropriate environment.

Output: ---

Monitoring: FERCO will set up a monitoring system comprised of a Common Checklist of Progress to review the implementation of the FERCO 2006 Commitment by national associations and Contract Catering companies.

Actor: International Obesity Task Force of the International Association for the Study of Obesity (IOTF) (531)

Sector: Non-governmental organizations

Platform member: IOTF

Coverage: 27 countries

Time of action: 2004-2020

Description of the action: IOTF as part of International Association for the Study of Obesity (IASO) will, in cooperation with European Association for the Study of Obesity (EASO) and other NGOs, inform health policy. The IOTF will continue to enlarge its database of prevalence data, develop its database of prevention programmes, monitor and evaluate current actions and responses from all sectors to improving diet, physical activity and health, prepare analyses and recommendations for action, maintain a media relations programme providing formal and informal briefings, information, contacts, interviews and expert comment and a general communications programme involving further publications, meetings and briefings, in association with its parent body IASO and in collaboration with EASO.

Output: Data available for EU and non-EU countries in Europe will be reviewed and updated by February. Analyses from the IOTF database of prevalence data will be made available online at the IOTF website, and more detailed data and analysis may be made available on request for bone fide research. A database of prevention programmes including appropriate and available programmes from EU member states, will be developed to provide online accessibility during 2007. Periodic statements on the results of monitoring and evaluating actions and responses from all sectors to improving diet, physical activity and health will be made available via the website and disseminated via the media. **Monitoring:** Monitoring of prevalence database is continuous, and is reviewed at least quarterly. Usage will be assessed by website access and individual requests. The prevention database will be evaluated by an advisory group including external stakeholders. Media coverage will be monitored on an ad hoc basis, and a review of coverage will be undertaken following the European Congress on Obesity in April. Overall communications will be assessed by number of journals, citation ratings, circulation and meeting attendance and participation.

Relevance: The policy analysis and advocacy role of the IOTF supports greater awareness and understanding of the need for improvements in diet and physical activity. Its associated medical education programme aims to provide a authoritative process to recognize expertise and a structured programme to improve the professional knowledge and capabilities to deal with both management of obesity and prevention of related chronic diseases, recognizing that addressing diet and physical activity can play an effective role in reducing the risks for serious co-morbidities, such as type 2 diabetes.

Actor: National Medical Associations of Europe (CPME) (572)

Sector: Health professionals

Platform member: CPME

Coverage: 25 countries

Implementation: 2006-2007

Description of the action: National Medical Associations (members of CPME) have committed to approach their decision makers (Chief Medical Officer and Health Ministers) and provide concrete suggestions to: - Have fruits and vegetables reintroduced in diet, have healthy meals and snacks available at schools, facilitate healthy meals at home,- Have physical activity cogently promoted, - Develop tools for media monitoring regarding advertising (especially for children) - Promote regular health checks - Regulate labelling and health claims on products - Teach nutrition principles in schools. The aim of this action is to produce appropriate legislation, measures and guidelines to be implemented nationally. Specifically, NMA's will work for laws on advertising restrictions, on more firm regulation of food labelling and health claims, on enforcing school canteens to provide healthy meals (fruits, vegetables, water) and on introducing nutrition education in schools. Furthermore, NMA's will suggest to national leaders tangible actions for promoting physical activity, regular health checks and overall health-oriented mind-set among individuals.

Output: Main indicator will be the number of answers received.

Monitoring: The gathering and reporting will be done through CPME Brussels secretariat.

Relevance: Overview of the decisions and trends at EU level being spread and taken into account in national Member States.

Actor: Fédération des Entreprises du commerce et de la Distribution (FCD) (739)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 1 country

Time of action: 2005-2010

Description of the action: FCD has developed partnerships with authorities and other stakeholders: - For instance FCD is the most important member of Interfel/Aprifel, the French association for fresh fruits and vegetables. The association develops regular communication campaigns in close partnership with a majority of retailers: presence of dieticians in stores, organisation of promotions and tasting sessions, setting up of in-store information through posters, leaflets, stickers on fresh fruits and vegetables, organisation of promotional weeks - FCD and its members have also developed a partnership with the League against cancer, in-store posters and stickers on 70 million fresh fruits and vegetables in November 2005 for 1 month.

Output: ---

Monitoring: Planned but not reported at this stage.

Actor: Marks & Spencer (758)

Sector: Retailing/Vending

Platform member: EuroCommerce

Coverage: 8 countries

Time of action: 2006-2007

Description of the action: Encouraging healthy eating through labelling, product reformulation, and consumer awareness/education. "Eat Well" sunflower was introduced in 2005 across M&S' entire range of foods to signpost healthy food choices to customers, and was supported by product reformulation, additives removal, training, marketing and provision of information for staff and customers.

Output: Eat Well: Around 17% of the UK population shop in M&S each week and have been exposed to "Eat Well". Through an extensive product development programme, the Eat Well sunflower now appears on 20% of M&S lines (over 1000 products out of 4500). Foods that meet the nutritional requirements for Eat Well are offered across all the range of foods from ready meals to sandwiches.

Monitoring: They will continue to monitor sales and listen to feedback from customers through ongoing consumer research panels. Product reformulation: they report on all health objectives through their annual CSR report. Fat/salt reduction data is externally audited, and progress on salt reduction is also reported to the UK Food Standards Agency.

New commitments Policy development tabled for 2007

Actor: International Obesity Taskforce of the International Association for the Study of Obesity (814)

Sector: Non-governmental organizations

Platform member:

Coverage: 27 countries

Time of action: 2007-2010

Description of the action: This project will develop and build a tool to quantify the health impact of policies influencing health determinants. The quantitative model called DYNAMO-HIA, will be generic (adaptable to the health determinants and outcomes relevant for the policy in question), applicable throughout the EU, and made available as software through the internet. Where possible, it will be based on existing instruments, which will be harmonized for this purpose. As an illustration, the instrument will be used to estimate the health impact of favourable changes in 3 lifestyle-related health determinants (smoking, obesity, and alcohol consumption) on 2 major disease groups (cardiovascular disease and diabetes, and cancer).

Output: The IOTF contribution to the obesity component of the project will yield a computerised health impact model that applicable in EU-countries to make EU-wide consistent estimates of the potential health consequences of intended health policy measures including impact on diet and physical activity.

Monitoring: The outcome of the DYNAMO project is improved policy-making in the prevention of chronic non-infectious disease. The software instrument created in DYNAMO will be capable of making integrated quantitative modelling of the health impact of various defined health determinants. It provides a tool which should be usable by the EU as a whole and by member states. This tool will enable policy-makers to undertake health impact assessment of a range of EU, national and local policies and to test possible scenarios for their potential impact on health. Assessment of how well it will be taken up and implemented will follow the conclusion of the project.

Annex 1: ‘EU Platform on Diet, Physical activity and Health Updated situation 21st February 2007’

Platform member	Commitments	Monitoring Progress Reports on Commitments
AREFL (Assemblée des Régions Européennes Fruitières, Légumières et Horticoles)	1	-
Association of Commercial Television (ACT)	0	
European Consumer Organisation (BEUC)	3	2
Confederation of the Food and Drink Industries of the EU (CIAA)	62	51
Confederation of National Associations of Hotels, Restaurants, Cafes and Similar Establishments in EU and EEA (HOTREC)	0 ^(b)	
Family Associations (COFACE)	2	-
Standing Committee of European Doctors (CPME)	6 ^(a)	6
Agricultural Organizations and Cooperatives (COPA-COGECA)	5 ^(a)	4
European Association for the Study of Obesity (EASO)	1	1
European Association of Communications Agencies (EACA)	1	1
European Broadcasting Union (EBU)	1	1
European Group of Television Advertising (EGTA)	1	1
European Food Information Council (EUFIC)	4	4
Eurocoop	10 ^(a)	9
Eurocommerce	26 ^(a)	14
Eurofel/Euofel	1	-
Eurohealthnet	2	19
European Federation of the Associations of Dietitians (EFAD)	1	-
EHFA (European Health and Fitness Association)	5	4

European Modern Restaurants Association (EMRA)	3 ^(a)	3
European Public Health Alliance (EPHA)	3	3
European Non-Governmental Sports Organisation (ENGSO)	1	1
European Heart Network (EHN)	19 ^(a)	18
European Society of Paediatric Gastroenterology and Nutrition (ESPGAN)	0 ^(b)	
European Vending Association (EVA)	3 ^(a)	1
FEPI - Federation of the European play industry	1	
European Federation of Contracting Catering Organizations (FERCO)	9 ^(a)	1
Freshfel Europe	6	4
International Baby Food Action Network (IBFAN)	1	1
International Diabetes Foundation (IDF)	1	1
International Obesity Task Force (IOTF)	5	1
International Osteoporosis Foundation (IOF)	0	-
ISCA (International Sport and Culture Association)	1	-
UK government	9	8
UNICEF	0	-
World Federation of Advertisers (WFA)	9 ^(a, c)	9
TOTAL	203 ^d	74

(a) Supplementary information on actions available via the CIRCA site

(b) No actions in the database, but baseline or commitments have been submitted as a textual document available via the CIRCA site

(c) Total number of commitments is 9, but 5 actions are counted as 1 on request of WFA

(d) Actual total number of commitments is 203 when the commitments are all counted separately

Annex 2: Type of data submitted to the Platform database

In this Annex the main sections of the Submission Form are summarized. Under the heading of ‘Type of Actor’ it is also indicated in what sector of actors the platform members are classified.

Name of the Actor

- lead actor for the action; organisation that has developed and is the contact for the action

Type of Actor

- sector within which the actor operates

Categories (intention: to identify sector where action originates)

1) Government/European Union

- EuroHealthNet
- European Economic and Social Committee (EESC)
- UK Government

2) Manufacturing

- Confederation of the Food and Drink Industries of the EU (CIAA)
- Agricultural Organizations and Cooperatives (COPA-COGECA)
- Union of European Beverages Associations (UNESDA)
- European Snacks Association (ESA)
- Federation of the European Play Industry (FEPI)

3) Retailing/Vending

- Eurocommerce
- European Vending Association (EVA)
- Freshfel Europe
- Union Européenne de l’Artisanat et des Petites et Moyennes Entreprises (UEAPME)

4) Catering

- European Modern Restaurant Association (EMRA)
- Confederation of National Associations of Hotels, Restaurants, Cafes and Similar Establishments in the European Union and European Economic Area (HOTREC)
- European Federation of Contracting Catering Organizations (FERCO)

5) Advertising/Marketing/Media

- World Federation of Advertisers (WFA)
- Association of Commercial Television (ACT)
- European Association of Communications Agencies (EACA)
- European Broadcast Union
- EGTA – Association of Television and Radio Sales Houses

6) Consumer Organisations

- European Consumers Organisation (BEUC)
- EURO COOP (European Community of Consumer Cooperatives)
- Family Associations (COFACE)

7) Health Professionals

- Standing Committee of European Doctors (CPME)
- European Federation of Associations of Dieticians (EFAD)

8) Others

- EHFA (European Health and Fitness Association)
- Freshfel
- AREFLH (Assemblée des Régions Européennes Fruitières, Légumières et Horticoles)

9) Non-Governmental Organisations

- European Hearth Network
- International Obesity Taskforce (IOTF)
- European Association for the Study of Obesity (EASO)
- European Food Information Council (EUFIC)
- European Public Health Alliance (EPHA)
- International Baby Food Action Network (IBFAN)
- European non-governmental Sports Organisation (ENGSO)
- European Society of Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN)
- Union National of European Paediatric Societies and Associations (UNEPSA)
- International Osteoporosis Foundation (IOF)
- International Diabetes Foundation (IDF)

Time of Action

- Year in which the action starts and year in which it will end

Geographical Coverage

- Intention: to identify all countries where the action is taking place

Theme of the Action

- 3 categories: Diet, Healthy Lifestyle, Physical Activity
- Intention: broad classification of action by theme

Type of Activity

- 12 categories
 - Marketing
 - Advertising
 - Product development
 - Nutritional information
 - Promotion of a healthy lifestyle
 - Education
 - Training
 - Research and surveys
 - Dissemination
 - Policy development
 - Monitoring/Evaluation
 - Vending
- Intention: identify activities which best describe the main focus of the action [ideally choosing one or two activities; ‘best fit’ approach]

Title for the Action (<10 words)

Description of the Action (<5 lines of text)

- Intention: should give the user of the database sufficient detail to get a general impression of what the action is and who is aimed at.

Target Audience

- 11 categories
 - General public
 - Local community
 - Children and Adolescents
 - Senior citizens
 - Special groups
 - Employees
 - Parents
 - Educators
 - Health Professionals
 - Industry
 - Policy makers
- Intention: classification of actions by target audience

Development of the Action [<400 words]

- Intention: to provide the detail of the planning stage of the action, enabling the database user to understand why the action is being done and the amount of work that has gone into its development. If it is possible to make any estimation on the cost of the action, then this should also be included

Outputs [<400 words]

- Intention: to provide the detail of the implementation stage of the action; outlines how the action was put in place; gives some indication of how large the action is

Outcomes [<400 words]

- To provide in detail what monitoring and evaluation of the action has taken place or is planned
- Intention: to identify whether monitoring/evaluation activities have been or will be undertaken for the action, and if so, what these were.

Annex 3 Alphabetical order of actors with reference to actor's commitment

Action number	Action name	Action title	Page number
552	ALT Italian Association for the fight against thrombosis	"Children and obesity" working group	139
729	Anged and Asedas	Promoting a healthy lifestyle	120
724	AREFLH	Coordination and promotion of regional education programmes	158
736	Auchan	Healthy diets and lifestyles	85
555	Austrian Heart Foundation	Children and Obesity	167
522	BEUC	Generation Excess II	138
523	BEUC	Stakeholder engagement	32
525	BEUC	Publication of nutrition information	147
528	Bord Bia	Food Dude Healthy Eating Programme	109
733	British Retail Consortium BRC	Healthy diets and lifestyles	121
799	British Retail Consortium BRC	Cutting down Trans Fats!	56
654	Cadbury Schweppes	"Be Treatwise" Guideline Daily Amounts nutrition labelling scheme	31
737	Carrefour	Healthy diets and lifestyles	86
725	Casino Group	Healthy diets and lifestyles	79
728	CBL - Central Bureau for Food Trade	Action plan to stimulate a healthier lifestyle	119
779	CEEREAL European Breakfast Cereal Association	Implementation of GDAs	37
778	CEEREAL European Breakfast Cereal Association	Organization of a breakfast week - EP Brussels	131
591	CIAA	Support the development of EPODE and SHAPE UP programmes at national levels	140
593	CIAA	Healthy Lifestyles Weeks at national level	141
595	CIAA	Common framework for an informative/educational brochure	141
609	CIAA	Consumer Research to identify educational messages to promote healthy lifestyles	58
610	CIAA	Healthy lifestyles public information advertising campaign	58
611	CIAA	CIAA Principles for food and beverage advertising and product marketing communications	59
612	CIAA	Scientific research of the diverse causes related to obesity to promote effective interventions	168
614	CIAA	Strategic research agenda - European Technology Platform "Food for Life"	168
740	CIAA	CIAA Recommendation for a Common Nutrition Labelling Scheme	34

826	CIAA	Survey on product reformulation and innovation and packaging size	169
633	COFACE	Give the right information on children's diet	174
594	Coop Italia	Spreading the seeds of healthy diets amongst consumers	113
635	COPA-COGECA	COPA-COGECA - Policy Statement on a healthy diet	156
653	CPME	Prevention in Europe (prevention of CVD) – Improving EU public health	138
771	Danish Agricultural Council	Enjoy Healthy Food	129
772	Danish Agricultural Council	Holiday food and nutrition camp (the Camp)	130
727	Danish Commerce and Services	Healthy diets and lifestyles	81
605	Danish Heart Foundation	Rumlerikkerne	116
462	DANONE	DANONE NATIONS CUP	90
463	DANONE	Faut que ça Bouge ! (Let's Get Moving!)	127
782	DANONE	<i>Danone et Vous</i> , a relationship program based on health and nutrition	39
781	DANONE	Harmonized nutritional labelling	38
774	DANONE	BON APPETIT LA SANTE	130
813	DANONE	Improving the nutritional value of Groupe DANONE's biscuits	47
780	DANONE Eaux France	Design of a sugar scale on Volvic flavoured beverages labels	37
792	Delhaize	Healthy diets and lifestyles	93
585	Department of Health	Choosing a better diet: a food and health action plan	173
519	EACA	Contribute creative & production skills to CIAA social marketing campaign	62
533	EASO	Research, informing policy and advocacy	157
655	EBU	Health In Europe	102
817	EFAD	Implementation of the European Academic and Practitioner Standards for Dietetics	143
553	EGTA	Media air-time for the promotion of healthy lifestyles	72
718	EHFA	Coordination of Fitness and Sport Organisations initiatives towards Healthy Lifestyles	118
720	EHFA	Feasibility of a web search relating food intake to physical activity requirements	162
535	EMRA	Product composition	49
536	EMRA	Standard set of European GDAs and symbols with EU and other stakeholders	33
537	EMRA	Balanced diet product options	49
597	Eroski	Preventing obesity is a healthy idea!	114
520	EUFIC	Enhancing web-based communications	145
521	EUFIC	Consumer research on nutrition information and labelling	171
524	EUFIC	Increasing the outreach of EUFIC's information on healthy lifestyles	146

526	EUFIC	Using EUFIC communication vehicles to raise awareness of the EU Platform	149
580	EuroCommerce	EuroCommerce commitments	73
794	EuroCommerce	EuroCommerce recommendation on nutrition labelling	42
756	EUROFEL	Use of new technologies for the promotion of fruit and vegetables for a healthy life.	91
629	EuroHealthNet	Framework commitments for Network of national health promotion agencies	152
547	European Heart Network	Review of nutrition banding schemes	27
548	European Heart Network	Policy options and guidelines for childhood obesity	178
630	European Public Health Alliance (EPHA)	Participation on the World Health Organisation preparatory meetings for the Ministerial meeting in November 2006 on the prevention of obesity	153
631	European Public Health Alliance (EPHA)	Participating in the European Food Safety Agency Stakeholder Consultative Platform	154
632	European Public Health Alliance (EPHA)	The link between the European Common Agricultural Policy and diet	155
604	European Snacks Association (ESA)	Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication	29
518	EVA	Best Practice Guidance - Vending in schools : a matter of choice	48
801	EVA	Communication on healthy initiatives	163
803	EVA	Health at workplace	136
739	FCD - Fédération des Entreprises du Commerce et de la Distribution	Activities of the French trade sector	181
599	FDB	Do you put just anything in your mouth?	115
134	Federation belge des Entreprises de Distribution -FEDIS	Healthy diets and lifestyles	77
793	Fédération nationale des syndicats d'exploitants agricoles - FNSEA	Farms and nutrition	135
825	Federation of Hellenic food industries (SEVT)	Code of Principles for Diet, Physical Activity and Health	40
596	FENACOOOP-Federação Nacional das Cooperativas de Consumidores	Informing consumers is enabling them to make healthy choices	114
741	FEPI - Federation of the European play industry	FEPI award "capital of play"	95
504	FERCO	FERCO Commitments for better information	170
505	FERCO	FERCO General Nutrition Recommendations	179
506	FERCO	Partnership with Public Authorities and Educational Campaign	144
507	FERCO	FERCO partnership with its Social Partner, EFFAT	144
508	FERCO	FERCO Monitoring and Evaluation system	167
790	FERCO	Continuation in 2007 of the FERCO 2006 commitments	165

820	FERCO	Healthy Eating Week	165
819	FERCO	FERCO Workshops with Stakeholders	164
791	FERCO	FERCO 2007 Monitoring system	166
431	FERRERO Group	Promotion of healthy lifestyle	125
807	FERRERO Group	Product formulation and portion sizes	53
827	FERRERO Group	Nutritional information	35
427	FERRERO Group (WFA)	Public education and media literacy	124
266	FEVIA - National food & drink industry federation	Website "alimentationinfo.org / voedingsinfo.org"	123
268	FEVIA - National food & drink industry federation	NUBEL	175
269	FEVIA - National food & drink industry federation	FEVIA Fund (partnership with the King Baudouin Foundation)	124
263	FEVIA - National food & drink industry federation	Nutritional policy Charter	87
265	FEVIA - National food & drink industry federation	The self-regulatory code for advertising	88
644	Finnish Centre for Health Promotion	Guidelines for Health Promoting Communication	102
586	Finnish Heart Association	Sports adventure around the Globe	101
587	Finnish Heart Association	Heart Symbol	100
606	Finnish Heart Association	Vegetables for better health	117
607	Finnish Heart Association (EHN)	Women's Heart Programme	152
608	Finnish Heart Association (EHN)	From overweight to balance	100
796	Fitness Industry Association	Active at Work - Healthy Workforce Programme	132
797	Fitness Industry Association	Adopt a School (Healthy Schools Programme)	133
798	Fitness Industry Association	Go (Teenage Girls - Healthy Schools Programme)	134
759	Food standards agency	Food Competences for Young People	36
762	Food standards agency	Food Vision website (www.foodvision.gov.uk)	160
765	Food standards agency	UK National Diet and Nutrition Survey	176
158	Food standards agency	Reformulation of processed and prepared foods to reduce salt contents	51
159	Food standards agency	Development of a Front-of-Pack 'Signposting' Labelling Scheme	34
777	Food standards agency	Guidance for small and medium-sized businesses on salt reduction	52
760	Food standards agency -	Out of school hours cooking clubs - roll out in the North East England	128
761	Food standards agency -	2nd edition - Food Policy in Schools: framework document for Governing Bodies	159
527	Freshfel Europe	Pan-European Logo for the promotion of fruits and vegetables consumption	63
529	Freshfel Europe	Freshfel Europe's Fresh fruit and vegetables consumption monitor	172
530	Freshfel Europe	Freshfel Information on Promotion	147
775	Freshfel Europe	Freshfel "Fresh Produce Charter" on fruit & vegetables at the workplace	136

776	Freshfel Europe	EGEA International Conference "The role of fruit & vegetables in the fight against obesity"	162
570	German Heart Foundation	Skipping Hearts	98
638	German Sports Confederation in Cooperation with the German Medical Association (ENGSO)	SPORT PRO GESUNDHEIT, a quality seal for programs which promote health enhancing physical activity	117
738	HDE - Confederation of German Retail	German retailers' initiatives in the field of nutrition and healthy lifestyles	122
600	HISPACOOOP [®] - Spanish National Federation of Consumer Cooperatives	Educational Training Sessions on healthy dietary habits	115
615	IBFAN	Continued protection, promotion and support of breastfeeding and appropriate CF	151
734	ICA	Healthy diets and lifestyles	83
800	Institute Danone France	Ensemble surveillons sa corpulence (Watching their body mass together)	161
640	International Diabetes Federation, European region	Gluco-forum - a new European initiative leading the fight against pre-diabetes	156
621	Intersnack Vertriebs GmbH (Part of ESA commitments)	Fit am Ball - Der Schul-Cup von funny-frisch" (1000 schools, 35.000 children - for more physical activity and a balanced diet)	99
531	IOTF	Research, informing policy and advocacy	180
809	IOTF	Research, informing policy and advocacy	177
814	IOTF	Research, informing policy and advocacy	183
810	IOTF	Improving medical and health professional skills to counteract obesity	163
811	IOTF	Research, informing policy and advocacy	164
754	ISCA	P.A.T.H.E. Physical Activity Towards a Healthier Europe	159
618	KiMs A/S (Part of ESA commitments)	KiMs' commitments in the areas of consumer information, product development, physical exercise and advertising to children	59
601	Kooperativa Forbundet	Healthy diet	150
452	Kraft	Provision of nutrition and other information to the consumer	61
453	Kraft	Voluntary restriction on promoting certain products to children	30
455	Kraft	Reduction of fat, sugar and salt across a range of products	46
457	Kraft	Health4schools	126
758	Marks & Spencer	Encouraging healthy eating - through labelling, product reformulation, consumer awareness/education	182
735	Metro Group	Healthy diets and lifestyles	84
572	National Medical Associations of Europe	National Medical Associations to approach decision-makers	181
573	National Medical Associations of Europe	National Medical Associations mapping activities against obesity	173

574	National Medical Associations of Europe	Exchange of scientific articles on obesity	148
571	National Medical Associations of Europe	Doctors as role models	111
575	National Medical Associations of Europe	CPME advocacy for a "good health for all"	112
437	Nestlé	Nestlé Austria Schulläufe + Nutrition training workshops + Obesity symposium	104
438	Nestlé	Apetece-Me / Nestlé Nutrition Prize	105
440	Nestlé	NUTRITION I KNOW	107
441	Nestlé	Public Health Programme	104
442	Nestlé	NUTRIKID	105
443	Nestlé	Parks Tennis League + Schools Athletics	104
444	Nestlé	Jan Age Fjortoft's Football School	105
445	Nestlé	Healthy Breakfast with Cereals	106
446	Nestlé	Dialogues of Nestlé Nutrition	106
447	Nestlé	Springtime Running Event	106
448	Nestlé	NUTRIKIDS	108
449	Nestlé	Plaisir de l'équilibre	108
450	Nestlé	Nestlé Team Tennis / Healthy Eating for Tennis / Lawn Tennis Association	107
451	Nestlé	Exercise your Choice	107
656	Nestlé	Nutrition and Physical Activity Platform / Nestlé Alete Doctor	31
657	Nestlé	Promotion of healthy lifestyle	103
658	Nestlé	Fleurbaix Laventie Ville Santé / EPODE	103
588	Netherlands Heart Foundation	Children, healthy weight, healthy diet	98
589	Netherlands Heart Foundation	Heart for your life	99
726	Norwegian Association of Wholesale Grocers	Healthy diets and lifestyles	80
773	Partnership for Danish potatoes (DAC)	Potato trailer for events and exhibitions	92
619	PepsiCo Europe & UK	PepsiCo commitments in the areas of product development, consumer information, marketing/advertising and the promotion of healthy lifestyles	60
714	Pohid	Healthy diets and lifestyles	76
748	Polish Federation of Food Industry	Keep fit!	123
731	Retail Ireland	Healthy diets and lifestyles	82
715	Royal Ahold	Healthy diets and lifestyles	78
567	Slovenian Heart Foundation	Eat your words	97
569	Slovenian Heart Foundation	Heart Walks	111
590	Slovenian Heart Foundation	The "Nature - Health Fair	112
616	Slovenian Heart Foundation	Healthy lifestyle workshops	116
598	SOK - Inex	Health and Nutrition Activities in SOK and Inex	74
432	Spanish Food & Drink Industries Federation	FIAB contribution to NAOS (Spanish Strategy nutrition, physical activity, obesity and health)	89

732	Svensk Dagligvaruhandel	Promotion of Healthy Lifestyles	50
821	TESCO	Product Improvement Programme	55
822	TESCO	Guideline Daily Amount (GDA) Labelling – Monitoring and Customer Information	43
823	TESCO	Simple Steps to a Healthier 2007 Calendar	96
824	TESCO	The Tesco Great School Run	137
602	The Co-operative Group LTD	Healthy living- Product Reformulation towards healthier alternatives	75
816	The Co-operative Group LTD	Healthy Living - Nutrition Labelling	54
818	The Co-operative Group LTD	Healthy Living - Responsible advertising and marketing practices	94
203	The Swedish Heart Lung Foundation	Recipes for the Heart - a Lifestyle and Cook Book	97
551	The Swedish Heart Lung Foundation	Cholesterol campaign	113
634	UNAF	Fight against obesity. Different ways of family action	142
583	UNESDA - Union of European Beverage Associations	Non-alcoholic beverages: Products, choice and portion sizes	44
581	UNESDA - Union of European Beverages Associations	Advertising and Commercial Communications, including school vending	57
582	UNESDA - Union of European Beverages Associations	Non-alcoholic beverages: Consumer Information	28
617	United Biscuits (Part of ESA commitments)	UB's commitments in the areas of product development, consumer information and advertising to children	45
538	World Federation of Advertisers (WFA)	Strengthening advertising self-regulatory mechanisms across the EU25	64
539	World Federation of Advertisers (WFA)	Strengthening advertising self-regulatory mechanisms across the EU25	65
540	World Federation of Advertisers (WFA)	Strengthening advertising self-regulatory mechanisms across the EU25	66
541	World Federation of Advertisers (WFA)	Strengthening advertising self-regulatory mechanisms across the EU25	67
542	World Federation of Advertisers (WFA)	Strengthening advertising self-regulatory mechanisms across the EU25	68
543	World Federation of Advertisers (WFA)	Strengthening and expanding food and beverage advertising self-regulation across the EU25	69
544	World Federation of Advertisers (WFA)	Strengthening and expanding food and beverage advertising self-regulation across the EU25	70
545	World Federation of Advertisers (WFA)	Media Smart – teaching children to be media-literate	110
546	World Federation of Advertisers (WFA)	Promoting healthy lifestyles through advertising	71