

Annex 4: Summary of all commitments for 2015

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(1) New Commitments launched in 2015

Action No.1701- Promoting Physical Activity and Health in Ageing (PAHA)

Main type of activity: Physical Activity Promotion

Commitment Owner: EuropeActive

Brief Summary:

The action is centred on the delivery of controlled, structured exercise programmes for more than 1,000 55-65 year olds who are presently inactive. The action states that the results will be analysed to determine evidence-based practice for a larger scale trial. The PAHA action combines the lessons learned in the Commit to Get Fit campaign ran in the UK in the 1990s, with some recent academic and policy developments in this field. In particular, this PAHA action takes into account some of the practical recommendations and policy principles on the contribution of physical activity to active ageing, set out by the European Commission Expert Group on Sport, Health and Participation, in the context of the European Year of Active Ageing and Intergenerational Solidarity in 2012.

Action No.1702- Lifestyle interventions in patients with established cardiovascular diseases

Main type of activity: Education, including Lifestyle modification

Commitment Owner: EUROPREV

Brief Summary:

This action aims to evaluate the implementation of healthy habits such as physical activity, healthy diet and non-smoking habits in cardiovascular patients visited in primary care. The action includes:

A cross-sectional survey will be carried out in 5 European countries of the EUROPREV network.

Interviews with Patients with established cardiovascular disease (myocardial infarction and stroke) diagnosed in the last two years and visited in primary care by general practitioners/nurses.

Collection and review of relevant clinical and pharmacological information held in medical records.

Recruitment of centres from primary care settings by a national principal investigator of each country.

Action No.1703 - Diabetes Prevention Forum "Feel 4 Diabetes"

Main type of activity: Education, including Lifestyle modification

Commitment Owner: International Diabetes Federation European Region

Brief Summary:

The Diabetes Prevention Forum is working to raise awareness of the need for early identification of those at risk of developing type 2 diabetes. The programme is

targeted at health care professionals and people at risk of developing type 2 diabetes.

In order to increase public and stakeholder mutual understanding and support, along with the necessary backing from policymakers and politicians, Work Package 9 (WP) of this HCO-5 project will disseminate its results/outcome and transfer know how to the relevant stakeholders at local, national and international level regarding potential scaling-up of a cost-effective programme to prevent type 2 diabetes.

The project's targets dissemination to the scientific community, to health promotion professionals and to policy makers. To give this task the necessary attention, the HCO-5 project has dedicated a specific Work Package (WP) to dissemination. This WP will also contribute to the Global Alliance for Chronic Diseases partnership, the WHO Global Action Plan on NCDs (2013-2020) and the United Nations Millennium Development Goals.

Action No.1704- Farming and Countryside Education (FACE)

Main type of activity: Education, including Lifestyle modification

Commitment Owner: Copa-Cogeca

Brief Summary:

FACE is a charity that facilitates education and knowledge transfer of information regarding food and farming to teachers and school children. FACE facilitates educational visits to farms; trains teachers to build their confidence so they are able to introduce farming and food topics into their classroom teaching; trains farmers to host school visits; develops classroom activities; and works with businesses to gain their support for this work.

The action has contributed to the development of the new Why Farming Matters primary school resource with the NFU. www.whyfarmingmatters.co.uk, while the Countryside Classroom initiative is supporting teachers in using the "outdoor classroom" as a resource across the curriculum for all ages.

The Commitment also includes the management of Bright Cop, which is the industry careers initiative managed by FACE to raise awareness of the many and varied careers in the agri-food industries and to encourage schoolchildren to investigate how they might work in the often high-tech and challenging roles that are on offer.

Action No.1705- Now We Move – MOVE Week

Main type of activity: Physical Activity Promotion

Commitment Owner: ISCA + FoodDrinkEurope [Joint Action]

Brief Summary:

This commitment covers a European-wide campaign promoting active life-style and physical activity. The campaign is a bottom-up organised mobilisation and advocacy campaign. The flagship event MOVE Week features more than 4000 events with 800,000 participants in 30 or more countries.

MOVE Week is an integral part of the NowWeMOVE campaign. MOVE Week is an open platform for anyone with an interest in getting people active to showcase their activity or event to their community.

MOVE Week and the NowWeMOVE campaign are being coordinated centrally by the International Sport and Culture Association (ISCA), supporting partners (including Coca-Cola Company) and coordinators providing the platform, tools and instructions to inspire MOVE Agents to organise events. A MOVE Agent can be a grassroots sport organisation, club, school, university, voluntary group, company, municipality/city or individual. It is a voluntary position, but ISCA and the National Coordinators in each country can give them advice on how to seek funding and support for their events.

Action No.1706 - European Guidelines for Management of Obesity in Adults and Children

Main type of activity: Education, including Lifestyle modification

Commitment Owner: EASO + EFAD [Joint Action]

Brief Summary:

For this commitment, A Nutrition Working Group (NWG) will assess availability, quality and use of national dietary guidelines then develop and disseminate evidence-based best-practice European dietary & lifestyle guidelines for management of obesity in both adults and children.

To do this, the joint EASO/EFAD NWG will undertake a landscaping exercise with national members to review and assess existing national dietary recommendations and to understand existing resources in terms of scope, cultural differences, use of standardised tools etc. Following this, the action includes:

- A roundtable discussion to discuss existing recommendations and the need for standardised European recommendations based on best practice examples from across Europe, which are appropriate for use in all European countries.
- Draft recommendations drawn up and reviewed by the Executive Committees of EASO and EFAD and other stakeholders. The recommendations will be developed in two distinct categories: food based recommendations for the general population and nutritional recommendations for health professionals.
- During the process, existing EU resources, knowledge gaps and unmet needs will be identified via a survey of EFAD members and through scientific discussion sessions with obesity experts.
- Dietary guidelines for health professionals on the management of obesity in both adults and children will be developed by the NWG with input from expert stakeholders within EASO and EFAD, including the EASO Obesity Management Task Force and EASO COMs. A review process will be undertaken followed by publications. A dissemination strategy will be developed and implemented to coincide with publications.
- Standardised evidence based European dietary recommendations/guideline for obese adults and obese children will be developed by NWG and reviewed and agreed by members of EFAD and EASO before being disseminated in 2017.
- Teaching materials and tools to support the development and implementation of national guidelines based on these joint European best practice recommendations /guidelines will be developed by dietitians experienced in this field in 2018.

The recommendations will be published in a European scientific journal and disseminated using EASO and EFAD channels which will include sharing with National Members for local translation and dissemination and promotion at EASO and EFAD annual congresses.

Action No.1707- Definition of Model School Food Policy and follow-up national action

Main type of activity: Composition of foods (Reformulation)

Commitment Owner: FoodServiceEurope

Brief Summary:

FoodServiceEurope commits to create a Model School Food Policy as guidance for schools, their cooks, caterers and/or parents in the EU, setting a framework for implementation at national level through actions by national associations. The aim of this commitment is to influence decision makers, contract catering operators and other relevant stakeholders that play a key role in defining the children's diet to enable a real improvement of the diets of children in schools across Europe.

The objectives for 2015 include:

- Create FoodServiceEurope Nutrition Working Group and define an action plan for the drafting of the Model School Food Policy.
- Prepare an action plan for engagement with partner organisations for the design and promotion of the Model School Food Policy.

Action No.1709- Breakfast cereal industry commitment in the area of product formulation and innovation

Main type of activity: Composition of foods (Reformulation)

Commitment Owner: FoodDrinkEurope

Brief Summary:

With this Commitment, CEEREAL will encourage its member companies to further develop products with an improved nutritional composition and implement the CEEREAL portion size rationale.

The overall objective is to encourage member companies to continue developing products with an improved nutrition composition by increasing beneficial nutrients, such as fibre, whole grains, vitamins and minerals, reducing sugar and salt where technologically feasible and in line with consumer acceptance, and implement the breakfast cereal portion size rationale.

CEEREAL will monitor the results based on a survey in which members will indicate the progress made in relation to this commitment. Regarding portion sizes, CEEREAL will promote a consistent approach to the provision of portion information through implementation of the CEEREAL portion rationale, and monitor progress through a survey to members.

Action No.1710- FoodDrinkEurope Framework for commitments – promoting healthy lifestyles

Main type of activity: Education, including Lifestyle modification

Commitment Owner: FoodDrinkEurope

Brief Summary:

The initiative encourages the submission of a wide range of existing and new commitments at different levels within the European food and drink manufacturing

industry (National Federations, European Sectors and Companies, including SMEs), promoting healthy lifestyles. FoodDrinkEurope acts as an enabler, for the submission of individual commitments/actions under this Framework, and consequently under the EU Platform.

The Framework concept brings the opportunity to 'scale up' efforts already underway by delivering on the following objectives to:

- Further promote and leverage the national, European and global (voluntary) industry initiatives in the area of diet, nutrition and health that are already in place (e.g. commitments, pledges etc.);
- act as a catalyst, triggering further action, by encouraging members and associations, especially SMEs to sign up to this initiative on a voluntary basis, helping to achieve the Platform's objectives;
- Identify and share good practices across the EU.

The initiative and the commitments is expected in combination with FoodDrinkEurope commitments in other areas of action (composition of foods, responsible marketing communication and consumer information) to help tackle nutrition challenges and contribute to a reduction in obesity levels across Europe.

Action No.1711- FoodDrinkEurope Framework for commitments – responsible marketing and advertising

Main type of activity: Marketing & Advertising

Commitment Owner: FoodDrinkEurope

Brief Summary:

The Framework initiative encourages the submission of a wide range of existing and new commitments to develop marketing communications which are responsible in terms of communications which are responsible in terms of content and of products advert.

The initiative encourages the submission of a wide range of existing and new commitments at different levels within the industry (National Federations, European Sectors and Companies, including SMEs), to develop marketing communications which are responsible in terms of content and of products advertised.

FoodDrinkEurope would act as an enabler, for the submission of individual commitments/actions under this Framework, and consequently under the EU Platform.

The Framework concept brings the opportunity to 'scale up' efforts already underway by delivering on the following concrete objectives:

- To further promote and leverage the national, European and global (voluntary) industry initiatives in the area of diet, nutrition and health that are already in place (e.g. commitments, pledges etc.);
- to act as a catalyst, triggering further action, by encouraging members and associations, especially SMEs to sign up to this initiative on a voluntary basis, helping to achieve the Platform's objectives;
- To identify and share good practices across the EU.

Action No.1712- FoodDrinkEurope Framework for commitments – consumer information

Main type of activity: Consumer Information, including labelling

Commitment Owner: FoodDrinkEurope

Brief Summary:

The initiative encourages the submission of a wide range of existing and new commitments at different levels within the industry (National Federations, European Sectors and Companies, including SMEs), on providing consumers with factual, science-based, objective and consistent nutrition information. FoodDrinkEurope would act as an enabler, for the submission of individual commitments/actions under this Framework, and consequently under the EU Platform.

The Framework concept brings the opportunity to 'scale up' efforts already underway by delivering on the following concrete objectives:

- To further promote and leverage the national, European and global (voluntary) industry initiatives in the area of diet, nutrition and health that are already in place (e.g. commitments, pledges etc.);
- To act as a catalyst, triggering further action, by encouraging members and associations, especially SMEs to sign up to this initiative on a voluntary basis, helping to achieve the Platform's objectives;
- To identify and share good practices across the EU.

Action No.1713- FoodDrinkEurope Framework for commitments - product formulation and innovation (including portions)

Main type of activity: Composition of foods (Reformulation)

Commitment Owner: FoodDrinkEurope

Brief Summary:

The initiative encourages the submission of a wide range of existing and new commitments at different levels within the industry (National Federations, European Sectors and Companies, including SMEs), on further developing products with an improved nutritional composition and implementing portion size control.

FoodDrinkEurope would act as an enabler, for the submission of individual commitments/actions under this Framework, and consequently under the EU Platform.

The Framework concept brings the opportunity to 'scale up' efforts already underway by delivering on the following concrete objectives:

- To further promote and leverage the national, European and global (voluntary) industry initiatives in the area of diet, nutrition and health that are already in place (e.g. commitments, pledges etc.);
- to act as a catalyst, triggering further action, by encouraging members and associations, especially SMEs to sign up to this initiative on a voluntary basis,

- helping to achieve the Platform's objectives;
- To identify and share good practices across the EU.

(2) On-going (active) Commitments

Action No. 263 - Nutritional Policy Charter

Main type of activity: Composition of foods (reformulation)

Commitment Owner: Commitment Owner: FoodDrinkEurope (FEVIA)

Brief Summary:

The Nutritional Policy Charter, launched in 2005, is open to all food and drink companies active in Belgium, both members and non-members of FEVIA. The Charter includes six commitments for industry which have been developed to enable FEVIA to measure progress. These include commitments to:

- have the appropriate knowledge concerning the nutritional and health aspects of their products and of the consumer;
- provide appropriate information to the consumer regarding the nutritional aspects (content) of their products;
- include 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;
- comply with the self-regulating code compiled by FEVIA and the Union of Belgian Advertisers (UBA);
- collaborate, directly or indirectly, with educational programmes to promote healthy lifestyles, particularly at public level;
- remain open to discussions regarding the nutritional policy with all the parties concerned.

The objective of this commitment "Nutritional Policy Charter" is twofold:

- Firstly, the commitment aims to have as many companies as possible as signatories and to stimulate the companies to take actions on the points mentioned in the Charter. In this respect, it aims to reach all FEVIA members (480 companies in 2009) but non-members are invited to sign the Charter as well.
- Secondly, the commitment aims to monitor the actions realised by the signatory companies by means of a survey realised every 2 years, FEVIA gathers data on the implementation of the commitments by the companies.

FEVIA produce a survey which is completed by companies signed up to the Nutritional Policy Charter. All this information is put together in a Report on the Nutritional Policy. The report includes examples of actions by companies and sector organisations to illustrate initiatives in the food industry and is available to all members of FEVIA on their website from February 2016.

Action No. 265 - The self-regulatory code for advertising

Main type of activity: Marketing and advertising

Commitment Owner: FoodDrinkEurope (FEVIA)

Brief Summary:

The FEVIA self-regulatory code for advertising is based on the international code proposed in 2005 by CIAA (the European Food and Drink Federation) and ICC (the International Chamber of Commerce). The Code applies to all advertisings for food and drink in Belgium. The objective is to introduce a number of ethical principles into marketing practice, which entered into force in 2005 and are included in the annual monitoring of the correct application of the Code by the Jury for Ethical Practice in

Advertising (JEP). The general objective of FEVIA in relation to the Code is a permanent decrease of the number of non-conformities. A decrease in the number of non-conformities is proof that self-regulation through a voluntary Code is working, and that there is hence no need for legislation. In September 2012, FEVIA launched, in addition to the self-regulatory code, the Belgian Pledge (part of the EU Pledge). The annual objective in 2015 is to increase the number of major Belgium companies who sign the pledge concerning limitation of advertising.

Action No. 268 - NUBEL (NUtrition BELgium)

Main type of activity: Consumer information, including labelling

Commitment Owner: FoodDrinkEurope (FEVIA)

NUBEL (NUtrition BELgium) is the compiler and supervisor of a scientific database of nutritional composition of food products. NUBEL was created in 1990 and is a cooperation of the federal government (the Federal Public Service Health, Safety of the Food Chain and Environment), the Belgian Federation of Food Industry FEVIA and the Belgian Federation of Distribution FEDIS. The Scientific Council of NUBEL is composed of 30 scientists representing all Belgian universities and scientific institutions. The NUBEL Food Composition Table has the aim to provide updated, standardised, nutritional data concerning the composition of food products on the Belgian market to different groups of users, such as consumers, schools, health professionals, industry, etc.

The objectives for 2015 include updating and extending the database through contact with members to increase the number of products in the database, exchanging data with other food database providers. The commitment also aims to widen access through free access to the database via the NUBEL Website as well as the dissemination of the food planner specifically designed to be used in hospitals.

Action No. 269 - FEVIA Fund (partnership with the King Baudouin Foundation)

Main type of activity: Education, including Lifestyle modification

Commitment Owner: FoodDrinkEurope (FEVIA)

Brief Summary:

FEVIA created this fund to encourage and financially support existing and durable educational projects promoting nutrition, physical activity and a healthy way of living aimed at children between 6 and 18 years old, in their community at local level (for example, school, sport and youth associations). The Fund provides financial support for all kind of initiatives (for example, education, information, product offer) with proven results in the field of nutrition and physical activities. The fund was created in partnership with the King Baudouin Foundation, which assumes the role of objective and neutral manager for the project. The fund holds an annual call for projects and an independent jury selects the award winning projects, receiving financial support to further implement the proposed project or to disseminate an existing project to other institutions/schools.

Action No. 427 - Media literacy & Responsible Advertising to children

Main type of activity: Marketing and advertising

Commitment Owner: World Federation of Advertisers (*Ferrero Group*)

Brief Summary:

The EU Pledge is a voluntary initiative by leading food and beverage companies to change the way they advertise to children. This is a response from industry leaders to calls made by the EU institutions for the food industry to use commercial communications to support parents in making the right diet and lifestyle choices for their children. As part of the EU Pledge, Media Smart has been developed.

Media literacy programmes such as Media Smart help educators and parents impart these skills more quickly and more effectively. Developed in association with teachers and parents, Media Smart is designed for primary school children, aged 6-11 years old and aims to improve children's understanding of advertising

The main objective of Media Smart is to help children develop the ability to understand and interpret advertising effectively from an early age. It develops and provides, free of charge, educational materials for primary schools. The materials use real examples of advertising to teach core media literacy skills. They aim to teach children to think critically about advertising. Media Smart objectives include:

- Provide high quality media literacy teaching materials, focused on advertising, free of charge to European primary schools
- Teach media literacy and critical thinking skills effectively
- Reach a significant proportion of primary schools in European Member States
- Raise awareness of the programme amongst children.

Action No. 431 - Promotion of physical activity

Main type of activity: Physical Activity Promotion

Commitment Owner: FoodDrinkEurope (*Ferrero Group*)

Brief Summary:

Kinder+Sport (K+S) is a proactive global project and constitutes a pillar of the corporate social responsibility strategy of the Ferrero Group. Ferrero promotes physical activity and sport by sponsoring ski, cycling, volleyball, beach volley, basket, sailing, athletics and football teams as well as by promoting children sport activities in different European countries such as Italy, Spain, Portugal, France, Croatia, Czech Republic, Slovakia, Greece, Poland. These activities take place either by involving athletes' teams or by supporting day by day sport activities of children and young people, where appropriate in agreement with the competent school authorities and national governments. The goal of the commitments undertaken in this area is to promote physical activity, so as to rebalance the equation energy-in energy-out and help stimulate a more active lifestyle, especially among children.

The main objective of 2015 was to finalize and implement the participation of K+S at EXPO Milano 2015 Feeding the Planet, through an area of 3,500 square meters that housed a ludic/moving park for children, led by instructors of CONI (National Italian Olympic Committee).

Action No.462 - DANONE NATIONS CUP

Main type of activity: Physical activity promotion

Commitment Owner: FoodDrinkEurope (*Danone*)

Brief Summary:

The Danone Nations Cup is a football world cup for children 10 to 12. This competition gives each year more than 2.5 million children from 32 countries the opportunity to take part in an international football tournament recognised by FIFA. The World Final is held every year at legendary stadiums (e.g. Le Parc des Princes in Paris, Wembley in London, Orlando Stadium in Johannesburg, and Santiago Bernabeu in Madrid). The event has grown substantially over the last 15 years. The main aim of the project is to fight against sedentary lifestyle by promoting sports and physical activity as part of a healthy lifestyle along with good nutrition.

In 2015, the objectives included:

- Organising 32 national tournaments to result in an international final.
 - To enable children participating in the international final tournament to share an experience all together at all times: same place for the meals, same hotels for the 560 children.
 - To provide children the opportunity to learn more about the country of the world final (Morocco) thanks to dedicated activities, and about other countries participating
 - To give the children involved in the events more opportunities to share special moments together and to communicate externally on football credibility and the experience shared by the children thanks to PR, medias partnership and digital assets promotion.
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Action No.521 - Consumer research on nutrition information and labelling

Main type of activity: Consumer information, including labelling

Commitment Owner: European Food Information Council (EUFIC)

Brief Summary:

EUFIC has made a commitment in 2006 to enhance the public's understanding of credible, science-based information on the nutritional quality and safety of foods 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 committed to expand its research programme on nutrition information and labelling, building a knowledge base of existing research and findings and conducting further research on the basis of an assessment of the knowledge gaps in existing research. In 2015, the objectives included monitoring stakeholder access to EUFIC's research on pan-European consumer response toward nutrition and portion information on food and drink packaging, and, to produce new scientific publications.

Action No.524 - Increasing the outreach of EUFICs information on healthy lifestyles

Main type of activity: Education, including lifestyle modification

Commitment Owner: European Food Information Council (EUFIC)

Brief Summary:

EUFIC has made commitments in 2006 to enhance the public's understanding of credible, science-based information on the nutritional quality and safety of foods 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 committed provide science-based information on healthy diets and lifestyles to larger audiences in many languages, in cooperation with partners in Europe and promotion via its website <http://www.eufic.org> In 2015, the objective of the commitment was to focus on EUIFCs commitment to the Childhood Obesity Plan which included monitoring and producing new consumer orientated content for adults and children. To do this included producing a consumer orientated video on energy balance for parents and children; monitoring downloads of the '10 Healthy Lifestyle Tips for kids' and monitoring the use of the EUIFCs website for children, CoolFoodPlanet.org and the Facebook page.

Action No.526 - Using EUFIC communication vehicles to raise awareness of the EU Platform

Main type of activity: Education, including lifestyle modification

Commitment Owner: European Food Information Council (EUFIC)

Brief Summary:

EUFIC has made a commitment in 2006 by using EUFIC's communication tools to help raise awareness of and spread information about the work of the EU Platform for Action on Diet, Physical Activity and Health. To achieve this objective, a number of activities have been implemented, including developing an external media strategy; creating core messages for the EU Platform; and creating a range of communication tools & materials that would increase external understanding of what the Platform is achieving.

The objectives of this commitment for 2015 include measuring the outreach of information about the EU Platform for Action on Diet Physical Activity & Health posted on EUFIC's website.

Action No.529 - Freshfel Europe "Fresh Fruit and Vegetables Consumption Monitor"

Main type of activity: Advocacy and information exchange

Commitment Owner: European Fresh Produce Association (Freshfel Europe)

Brief Summary:

Freshfel publishes an annual 'Consumption Monitor' report with information on annual fruit and vegetable consumption across Europe. The document includes a section on the EU's total gross supply of fresh fruit and vegetables, and specific sections by country. The report is based on the analysis of Eurostat and Faostat data on production and trade, to identify trends on supply and per capita consumption at EU level as well as per Member State level.

The objective of the report published in 2015 was to show with the latest available data whether fruit and vegetable consumption continues to fall or not. The information from the report can be used to decide on promotion campaigns, to give information to the sector and policy makers, and to raise general awareness. The report is available to Freshfel members free of charge and is presented to the Commission and other stakeholders in the Advisory Group on Fruit and Vegetables and at other occasions. A press release and social media announcements are used to further disseminate the

key findings of the report.

Action No.530 - "Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion

Main type of activity: Advocacy and information exchange

Commitment Owner: European Fresh Produce Association (Freshfel Europe)

Brief Summary:

As an established platform for the exchange and dissemination of information on promotional activities, Freshfel Europe is committed to fill this gap by creating a newsletter (named "Fresh Times" and published bi-monthly) to raise awareness and exchange information on best practices to stimulate promotion and communication activities to increase the consumption of fresh fruits and vegetables. The objective is likewise to raise the effectiveness of campaigns, inform industry and policy makers on best practices, and inspire new actions, which in turn benefits the consumer. The newsletter is produced by Freshfel's Secretariat on a bi-monthly basis. The newsletter is then distributed via email on pdf format to approximately 1,000 contacts. A survey/questionnaire is sent to all contacts on a yearly basis to gather feedback on the impact of the newsletter, and whether it has served its informative and inspirational objective. In 2015, the objectives included distributing six editions of Fresh Times, with about six to seven articles per edition.

Action No.533 - To Promote Obesity as a Health, Research and Societal Priority in Europe

Main type of activity: Advocacy and information exchange

Commitment Owner: European Association for the Study of Obesity (EASO)

Brief Summary:

EASO is committed to facilitate and engage in actions that prevent and combat the epidemic of overweight and obesity in Europe, directly benefiting the health of European citizens. EASO promotes obesity as a health, research, and societal priority. It facilitates and engages in actions that reduce the burden of overweight and obesity on European citizens. The objectives of EASO include:

In 2015, the annual objectives included:

- Develop and deliver education on the prevention and management of obesity in Europe, covering adult and childhood/adolescent obesity and delivered via EASO's Task Forces and Scientific Advisory Board.
- Organise the annual European Congress on Obesity, incorporating topic specific EASO Task Force educational workshops, on Childhood Obesity (COTF); Management (OMTF); Prevention and Public Health (PPHTF).
- Workshops will incorporate input from leading European researchers and will address key issues in each area of obesity science.
- Develop and support a network of New Investigators (New Investigators United), facilitating networking and delivering education.
- Undertake joint actions with the WHO Regional Office for Europe, with which EASO is in formal relations. Actions will include joint workshops, statements and input into scientific projects and networks.
- Develop a network of EASO accredited 'Collaborating Centres of Obesity

Management' (COMs). EASO will support and deliver clinical obesity education via the COMs network.

- Engage relevant consortia and participate in scientific projects as a disseminating partner. Facilitate dissemination via EASO networks and the ECO.
- Disseminate scientific and association information via the EASO website, member e-newsletters, journal articles and social media. Develop and disseminate guidelines, papers and position statements.
- Support relevant European projects/initiatives related to obesity.
- Support and develop the EASO network of National Obesity societies. Share relevant data, papers, guidelines etc., and facilitate national translation and dissemination.

Action No.535 - Product Composition

Main type of activity: Composition of foods (reformulation)

Commitment Owner: [Serving Europe \(Changed their name during 2015 from EMRA \(European Modern Restaurants Association\)\)](#)

Brief Summary:

The members of Serving Europe have committed to bring salt, fat or sugar levels in line with the recommendations of the appropriate regulatory bodies. In 2015, Serving Europe members will, on an ongoing basis, research how they can reduce salt, fat or sugar levels where appropriate.

Action No. 536 - Nutrition Labelling Initiative: Indication of Guideline Daily Amounts (GDAs)

Main type of activity: Consumer information, including labelling

Commitment Owner: [Serving Europe \(Changed their name during 2015 from EMRA \(European Modern Restaurants Association\)\)](#)

Brief Summary:

Serving Europe members pledge to inform their customers about how product options and product composition compare to Guideline Daily Amounts, or other nutrition driven references, through the use of various communications and consumer information materials. The objective of Serving Europe members is to continue to communicate to consumers on GDAs and other nutrition driven references for consumers' understanding and appropriate usage of this tool (maintenance of websites, continued printing on packaging, continued editing of brochures as well as other dissemination tools, and updating as required depending on scientific and regulatory developments).

Action No.537 - Choice

Main type of activity: Composition of foods (reformulation)

Commitment Owner: [Serving Europe \(Changed their name during 2015 from EMRA \(European Modern Restaurants Association\)\)](#)

Brief Summary:

Within this commitment Serving Europe members pledge to continuously make options available for those seeking balanced diets and to ensure that these options are properly highlighted in members' restaurants. Increasing the choice between products with different nutritional profiles, combined with nutritional information, consumers are empowered to make an informed decision about their meal composition.

Action No.545 - Media Smart media literacy programme for primary school children

Main type of activity: Marketing and advertising

Commitment Owner: World Federation of Advertisers (WFA)

Brief Summary:

Media Smart develops and provides, free of charge, educational materials to primary schools that teach children to think critically about advertising in the context of their daily lives. Media Smart objectives include providing high quality media literacy teaching materials, focused on advertising, free of charge to European primary schools; teaching media literacy and critical thinking skills effectively; reaching a significant proportion of schools in European Member States and raising awareness of the programme amongst children. In 2015, the commitment had separate objectives for the UK, France, Sweden, Netherlands, Portugal, Hungary and Germany.

Action No.581 - Advertising and Commercial Communications, including school vending

Main type of activity: Marketing and advertising

Commitment Owner: FoodDrinkEurope (UNESDA)

Brief Summary:

This commitment relates to soft drinks advertising in printed media, websites and broadcast programmes aimed at children, including in school vending. The main objectives are:

- **ADVERTISING:** Not place any advertising in printed media, websites or during broadcast programmes (TV and radio) specifically aimed at children below 12 years' old.
- **SCHOOLS** a) Primary Schools: Not engage in any direct commercial activity, unless otherwise requested by the school authorities. b) Secondary Schools Ensure, with the agreement and active participation of educators and parents that a full range of beverages (including water, juices and other beverages in both regular and low-calorie versions) are made available in appropriate container sizes to allow for portion control; and Respect the commercial-free character of schools by providing, where directly responsible for final distribution of products, unbranded vending machines preferably including educational images and messages promoting balanced diets and healthy and active lifestyles.

In 2015, objectives included ensuring compliance was maintained and increased (100% compliance with print media and online media commitments and 99% compliance with TV commitment) .and to ensure compliance was maintained in schools to ensure that UNESDA were not directly offering our products for sale in primary schools across the EU and that in secondary schools, we offered a balanced

range of products for sale, in unbranded vending machines and that we consulted parents and caregivers on the choice available.

Action No.582 - Consumer information

Main type of activity: Consumer information, including labelling

Commitment Owner: FoodDrinkEurope (*UNESDA*)

Brief Summary:

This commitment relates to the provision of information to the consumer on labelling for non-alcoholic beverages. The commitment is ongoing, with a consistent annual objective to 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. Signatories to the UNESDA commitments must be able to prove that they are compliant with providing, in a consumer-noticeable way nutrition information, as defined in current EU legislation, even where this is not legally required; providing on-pack calorie information per 100 ml and/or based on individual serving size on all products; starting market tests with on-pack Guideline Daily Amounts and prominently advertise on-pack the low- or no-calorie content of beverages. Guideline Daily Amount labelling has now been replaced by Reference Intake Labelling (RI) in line with EU legislation.

Action No.583 - Products, Choice & Portion Size

Main type of activity: Composition of foods (reformulation)

Commitment Owner: FoodDrinkEurope (*UNESDA*)

Brief Summary:

UNESDA aims to expand the product and package offer in the marketplace in order to offer consumers opportunities to reduce calorie intake. This is to be achieved by: increasing the number of new beverages with low- or no-calorie content and light versions of existing soft drinks, where technologically possible, safe and acceptable to consumers; as well as by increasing the choice and availability of individual packaging sizes and pursue, where appropriate, cup downsizing to help reduce individual over-consumption. This commitment is ongoing, and the objectives remain consistent every year.

Action No. 619 - Product development, consumer information, marketing/advertising and the promotion of healthy lifestyles

Main type of activity: Marketing and advertising

Commitment Owner: FoodDrinkEurope (*PepsiCo Europe & UK*)

Brief Summary:

PepsiCo has recognised the global nature of diet and health related problems and the need to produce a coordinated, holistic response covering all areas of relevance: calories in, calories out, consumer information and advertising and marketing (especially to children). To that end, they have adopted a strategy which focuses on the element where they can have the greatest impact, notably the nutritional composition of their food and drink products. Over recent years, PepsiCo has

developed "better for you" snacks and drinks which are now available on the market - and with much more to come in the future. In terms of consumer information and labelling, they provide GDA labelling on-pack throughout the EU. PepsiCo recognises the concerns about heavy advertising and marketing to children and to this end they have adopted industry- or sector- wide voluntary agreements. They aim to (1) accelerate roll-out of healthier snacks, beverages and breakfast cereals; (2) continue to build on and strengthen responsible advertising & marketing guidelines and (3) promote healthy lifestyles among employees.

Action No. 724 - Dissemination of Fruit and Vegetable promotion initiatives

Main type of activity: Advocacy and Information Exchange

Commitment Owner: Fruit Vegetable and Horticultural European Regions Assembly / *Assemblée des Régions Européennes Fruitières, Légumières et Horticoles* (A.R.E.F.L.H.)

Brief Summary:

AREFLH's commitment in this area relates to collecting information on promotion programmes carried out by the regional authorities of Europe, by regional agencies and by professional organisations.

In 2015, activity focused on updating the new guide on the School Fruit Scheme, with presentations of the programme carried out by the member states and their specified agencies; Lobbying European Authorities to develop promotion for fruit and vegetables, an event in Brussels promoting quality agricultural products and participation in a European programme that promotes IGP and AOP fruit and vegetables titled 'Taste the difference, a showcase of Europe's regional products'.

Action No. 807 – Product formulation and portion sizes

Main type of activity: Composition of foods (reformulation)

Commitment Owner: FoodDrinkEurope (*Ferrero Group*)

Brief Summary:

Ferrero is committed to pursue a strategy mainly aimed towards portion size control, minimization of salt content and no-use of TFAs. Given the increasing level of obesity in the population, Ferrero is reacting by a series of actions which include reformulation of products. Ferrero is committed to no-use of trans-fatty acids (TFAs), to reduce the quantities of sugar and salt, to the extent that this is feasible from the point of view of technology, taste and costs. Furthermore, it aims to tailor portion sizes, namely those for Kinder chocolate, to children. In 2015, Ferrero completed the 'Nutritional ID card' for ten of its products and a study on 'Metabolic effects of cocoa and hazelnut based products'. Ferrero Group also completed, and continued with a number of clinical research studies in China and India which will be completed by the end of 2016. Finally the group participated in several conferences throughout 2015.

Action No. 810 – Improving medical and health professional skills to

counteract obesity

Main type of activity: Education, including lifestyle modification

Commitment Owner: World Obesity Federation (WOF)

Brief Summary:

WOF (formerly IASO-IOTF) is developing an online training course for clinicians to improve their knowledge and skills in weight management, diet and activity and the prevention of related chronic diseases. The overall objective is to improve the treatment of the obese patient and overweight patient. The key objectives of the SCOPE programme are (1) to recognise the skills and expertise of professional health workers who are responsible for the management of obese and overweight patients, and to create a Register of SCOPE Fellows; (2) to enhance the quality of obesity education by offering "continuing professional development" events and an on-line course to complement existing national activities and to provide obesity education to clinicians everywhere and (3) to encourage and endorse evidence-based treatment guidelines for obese patients. In 2015, the objectives included attracting 1000 site visitors and certifying 30 health care professionals; to translate existing materials into French, to develop six e-learning modules; to accredit obesity events in new countries, to host a SCOPE school in London and Greece and to recognise new SCOPE National and International Fellows from around the world.

Action No. 833 – Responsible marketing and advertising

Main type of activity: Marketing and advertising

Commitment Owner: FoodDrinkEurope (*Unilever*)

Brief Summary:

Unilever is committed not to advertise to children below 6 and for children from 6 to 12 years only products which comply with benchmarks based on international applicable dietary guidelines. In July 2003 we adopted the Global Principles for Responsible Food and Beverage Marketing. Since then, the Principles have been reviewed regularly. In March 2006, we introduced a voluntary restriction not to directly target marketing to children below six years of age. In April 2007, the Principles were further extended to focus on marketing communication to children between the ages of 6 and 12 only for those products that meet the benchmarks based on internationally applicable dietary guidelines. In December 2010, the Principles were updated to remove exemptions on the use of cartoon characters and celebrities as applied to packaging, labelling and point-of-sale materials. In October 2014, the Principles were further updated to include clarifications of Unilever's principles, including a clear time-bound calorie target of 110 kilocalories or fewer per portion for children's ice creams. In 2015, objectives included continuing the roll out and implementation of Unilever's Global Marketing and Advertising Principles; continue the roll out of national and regional pledges with other industry partners; continue the training provided to agencies, brands and marketers and to cascade the EU Pledge common nutrition criteria and reformulate products in Europe to meet the EU pledge Criteria.

Action No. 834 – Product reformulation and innovations

Main type of activity: Composition of foods (reformulation)

Commitment Owner: FoodDrinkEurope (*Unilever*)

Brief Summary:

In the context of the Unilever Sustainable Living Plan (USLP), the company aims to set targets for the improvement of their food portfolio 30,000 products (22,000 formulations) worldwide for levels of trans-fats, saturated fats, salt and sugar. A monitoring system is in place led by the Unilever nutrition function. This monitoring system is reviewed by R&D senior management. Through regular reviews the USLP targets are fully integrated into the business processes. Building on past reformulation achievements, the USLP provides global targets that will drive continued improvements of the nutritional aspects of their foods portfolio.

Action No. 837 – Healthy Choice the Easy Choice

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Unilever*)

Brief Summary:

Unilever has endorsed the Choices Programme, which is a global food information initiative, open to any food industry and governed by the Choices International Foundation and its national foundations. The objective of Choices Programme is to help consumers quickly identify a healthier product at the moment of purchase. The Choices Programme was introduced in the Netherlands in 2006 as a way to help consumers to easily select healthy food and beverage options in the blink of an eye, by means of a front-of-pack logo. In order to carry the Choices logo, products have to comply with the product criteria, developed and periodically evaluated by the Choices Scientific Committee. Since its inception, the Programme has been rolled out in multiple countries and established European national foundations in Czech Republic, Poland and the Netherlands. The Choices Programme has two complementary objectives:

- it sets a scientifically sound framework that helps consumers recognise the healthier option at the moment of purchase;
- it sets a scientifically sound framework that stimulates food companies to innovate and reformulate their products.

This labelling is complementary to the GDA nutrition labelling scheme which provides for factual information.

Action No. 1001 – EEN (European Epode Network) / EPODE (Ensemble Prévenons l'Obésité Des Enfants)

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Ferrero Group*)

Brief Summary:

The programme aims at helping to prevent childhood obesity and at promoting healthy lifestyles by conveying a broader vision of the benefits of a balanced diet and of regular physical activity. EPODE (from the French Ensemble, Prévenons l'Obésité des Enfants / Together Let's Prevent Childhood Obesity), is a community intervention action plan that sets out a prevention model based on community involvement. It relies on the sustainable mobilisation of local key players (teachers, healthcare professionals, sports teachers, early years professionals, shopkeepers, restaurateurs) taking part in a health drive aiming at giving families the desire and means to adapt

their lifestyles to a less obesogenic environment.

The EPODE Program's implementation is based on 5 basic principles: the sustainable involvement of local stakeholders; the political support of elected officials; the involvement of scientists; a public-private sector partnership; the expertise of a project engineering social marketing agency (Protéines).

The evaluation framework of "EPODE for the Promotion of Health Equity" (EPHE) is designed to assess the outcomes of EPODE Country Based Programs in relation to the improvement of the energy balance-related behaviours and their determinants in the most deprived families across Europe. Three evaluation phases are foreseen: May-June 2013 (Baseline Measurements); May-June 2014 (Evaluation of EPHE Outcomes); May-June 2015 (Evaluation of EPHE Sustainability).

Between 2015-2105, EPHE aimed to analyse:

- The added value of the implementation of the EPODE methodology for the reduction of socio-economic inequalities in health-related diet and physical activity behaviours of families with children aged 6 to 12 living in 7 different European communities;
- Opportunities to sustain the implementation of the EPHE best practices in other EU regions and Member States via EU structural funds focusing on the replicability and transferability at a larger scale of those to leverage the experience to develop action plans by Member States and make use of structural funds for the promotion of healthy equality.

Action No. 1004 - Product Reformulations & Portion Size Reductions

Main type of activity: Composition of foods (reformulation)

Commitment Owner: FoodDrinkEurope (*Mars*)

Brief Summary:

Under the Mars Health and Nutrition Strategy, the company aims to implement a product renovation programme to improve the nutritional balance of its products and a portion size reduction programme to reduce the average caloric intake per portion.

In accordance with the Mars Health and Nutrition Strategy, Mars will implement a product renovation programme as well as a portion size reduction programme in the coming years.

The product renovation programme for the years 2008 to 2010 will specifically focus on reducing the saturated fat content of Mars' products. The main goal will be to continue improving the nutritional balance of key products in the snack food portfolio.

The main goal of the portion size reduction programme is to reduce the caloric intake per portion. Therefore, Mars will continue to develop new versions of existing products in order to:

- Reduce bar weight of major brands. The company aims to achieve a reduction of approximately 7% in bar weight on average in 2008.
- Introduce smaller options into major brands of confectionery.

These actions will help guide and offer the consumer a broader range of choice.

In 2015, Mars set objectives to pursue the energy reduction programme by:

- Harmonizing its M&M's chocolate recipes across its European factories by reducing the fat content.
- Reducing the pack sizes of M&M's peanuts single packs to a new Stick format.

- Reducing calorie content of Snickers fun size and Snickers miniatures in the Dutch factory.

Action No. 1009 - CleverNaschen

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Mars*)

Brief Summary:

Through the communication platform CleverNaschen (www.clevernaschen.de), Mars aims to inform parents on how to cope with children and chocolate in a responsible way and to provide them with information on how to adopt a healthy lifestyle for their children. They provide parents with information provided by independent experts and institutions around the following three main themes: Nutrition, Exercise and Health. They also create events to dramatize their message in order to receive additional press coverage from publications/formats targeting parents (e.g. Familie, Healthy Living, Urbia, Fibie) The aim is to reach more than 1.000.000 consumers with the communication around CleverNaschen and will also incorporate the CleverNaschen Message on all products relevant for Gatekeepers (Formats: Minis, Multipack). Furthermore, in 2015, the commitment objectives included dedicating at least 6 activities focussed on health and nutrition of MARS associates as well as enabling them to act as "Clever Naschen" ambassadors; Encouraging physical activity amongst the local migrant community by training 10 female coaches with a migrant background in cooperation with District Sports Association Viersen.

Action No. 1012 - 'Bielice Run' - Young Europeans Run

Main type of activity: Physical activity promotion

Commitment Owner: FoodDrinkEurope (*Mars*)

Brief Summary:

Since 2004, Mars Poland sponsors a full day sports event ('Bielice Run') promoting physical activity among schoolchildren, the notion of Fair Play, the interaction with and integration of disabled children. The 'Bielice Run' is supported amongst others by the Polish Olympic Committee, the Polish Athletics Committee, the Minister of Sport, local authorities and teachers. The main goal of Mars Polska is to maintain a continuous and sustainable logistic and financial support to Bielice Run project in order to promote an active promotion of fitness and a healthy lifestyle. The key objectives of the 'Bielice Run' programme are as follows:

- To promote physical activity among schoolchildren in Poland;
- To promote running as the easiest and cheapest way to do physical activity;
- To present and promote other forms of physical activity (e.g. outdoor activities);
- To encourage children to be active during their free time.

Other important objectives of the programme are also:

- To promote the notion and practise of Fair Play;
- To promote the integration between healthy and disabled children.

Action No. 1013 - Supporting the Epede European Network

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Mars*)

Brief Summary:

Mars supports the activities of the Epode European Network, which aims to contribute to an effective and sustainable prevention of child obesity and associated diseases related to lifestyle. The EPODE Programme sets out a prevention model based on community involvement. This model relies on the sustainable mobilisation of local key players (teachers, healthcare professionals, sports teachers, early years professionals, shopkeepers, restaurateurs) taking part in a health drive aiming to give families the desire and means to adapt their lifestyles and create a less obesogenic environment. The EPODE Programme was initially developed in France (covering 127 cities and more than 1 million inhabitants in 2007), in Belgium (2 cities), and in Spain (5 cities). With the objective of extending these projects Europe wide, it became important to establish a more formal structure to facilitate exchanging ideas, sharing project practices and technology in order to allow a wider application of these. In 2015, the objectives included strengthening data collection through stakeholders' outreach and awareness raising; completion of the final evaluation to assess health inequalities on water. Fruits and vegetables, physical activity and sleep two years after the baseline requirements; producing a research report and scientific papers for publication; organisation of international conferences and the closing event and publication of the book "EDOPE for the Promotion of Health Equity".

Action No. 1016 - Reduction of salt levels in rice and sauce products

Main type of activity: Composition of foods (reformulation)

Commitment Owner: FoodDrinkEurope (*Mars*)

Brief Summary:

The project aims to reduce the salt levels in the portfolio of rice, cooking sauces and soups without affecting the taste superiority of their products against competition. Following the significant salt reduction achieved in the UK market as part of its Commitment under the Responsibility Deal, whereby all products in the UK market were compliant with the 2012 FSA targets, as well as in the French (PNNS) and Swiss market (Action Santé), the Mars Food segment consolidated its commitment to responsible salt/ sodium content of its European food product portfolio during 2015, without compromising the taste experience for the consumer. During 2015, the commitment also set the objective to set nutrition criteria covering energy, fat, saturated fat, added sugar and sodium/salt.

Action No. 1018 - Mars Marketing Commitments (MMC)

Main type of activity: Marketing and advertising

Commitment Owner: FoodDrinkEurope (*Mars*)

Brief Summary:

The Mars Marketing Commitments are part of the Mars Health & Nutrition Strategy, which aims to contribute to creating a healthier environment. The core theme is that Mars will not direct marketing communications to children under 12. Thus, from 2008:

- Mars will not direct its marketing communications to children under 12;
- Mars will not link its marketing communications to or sponsor films or media

programs where the intended audience is primarily under the age of 12; for television when more than 25% of the viewers is under the age of 12;

- Mars will not place vending machines in primary schools;
- Mars will not use incentives and/or give-aways linked to educational themes, intended solely for children under the age of 12;
- Mars will not link its brands to any celebrity or animated character of which the audience is primarily children under 12 for their snack food products;
- SMS and Internet based activities will not be open to participants under the age of 12;
- Mars will not show children under 12 consuming its snack food products;
- Mars will not show children being physically inactive;
- Mars will not use brand characters primarily for children under the age of 12.

During 2015, the objectives involved rolling out the upgraded Mars Marketing Code at a global level; to improve the compliance rate of the Marketing Code to above 97%; future proof marketing commitments and make new ones where necessary; steer local markets in driving self-regulated pledges at a national level consistent with the Marketing code and have at least one new national pledge signed; continue training to ensure staff understand the code; focus on ensuring agencies comply with objective 2. As part of this, roll out the New Digital Agency Certification tool developed in 2014 (certifying digital agencies to MMC standards); strengthen the Global Ambassador Group and govern the responsible use of brand characters by developing strict usage guidelines.

Action No. 1027 - Guideline Daily Amount Labelling

Main type of activity: Consumer information, including labelling

Commitment Owner: FoodDrinkEurope (*UNESDA*)

Brief Summary:

UNESDA aims to expand information on packaging in order to offer consumers opportunities to reduce calorie intake. The guidelines for the signatories propose the same format as adopted by FoodDrinkEurope for the wider food industry, but adapted for the beverages sector. This commitment, to provide Guideline Daily Amount labelling (GDA) across all products, largely supersedes the UNESDA commitment to provide consumer information across its product ranges. The changes in the regulation to use the terminology 'Reference Intake' (RI) means of course that UNESDA members are now using this labelling and not GDA. The objective in 2015 was to ensure the high levels of compliance with the commitment was maintained.

Action No. 1028 - Promotion of a balanced nutrition programme on the working place

Main type of activity: Consumer information, including labelling

Commitment Owner: EuroCommerce (*Edenred*)

Brief Summary:

The general objective of the programme is to enable citizens to improve their

nutrition, by acting on supply and demand at the same time, so as to improve the nutritional quality of the offer in restaurants and facilitate the choice of informed consumers. It is also meant to ease access to affordable balanced meals. The actions are led through 2 original networks: individual restaurants and companies. The specific and detailed objectives of the programme are to:

- act on both demand and offer at the same time with concrete and adapted communication tools
- promote the fact that balanced nutrition can be affordable and good at the same time
- cross public and private expertise and networks
- develop actions of multiplying and long term effects

This action has already started in 10 countries (6 in Europe) and should be developed in 12 European countries for the next years (as well as in other countries in the world, as Accor Services is present in 40 countries). The results will be monitored and surveyed at least every 6 months by a representative of Edenred in each country. Objectives for 2015 included holding a general meeting with the partners; communication of the actions and their results via 50 communication tools and 60 press releases and the promotion of the programme to new partners and new countries through one conference involving 120 participants and one stand at a Congress.

Action No. 1036 - Smart Choice Programme for Vending in Education

Main type of activity: Education, including lifestyle modification

Commitment Owner: European Vending Association (*Mars Inc.*)

Brief Summary:

Smart Choice is a programme to promote responsible snacking in vending in schools, focussing on balanced diets and active and healthy lifestyles. The overall goal of the Smart Choice programme is to promote responsible snacking in schools as well as to promote physical activity and healthy lifestyles. The Smart Choice programme was launched in 2005 and, since then, it is continuously looking for complementary ways to promote responsible snacking and integrate healthy lifestyles in schools. For the school year 2007-2008, the Smart Choice programme has established a specific action to increase physical activities in schools by rewarding all schools who did/will increase physical activity opportunities for their students. With this action schools can collect Smart Choice sports points which they can exchange for sports equipment to use in the school. To better implement this action, a survey was carried out to identify the needs of the schools. The results of this survey were very useful to engage in a partnership with the Olympic games sports equipment supplier Janssen-Fritsen. Every school can/will be able to choose equipment, according to their needs, from a wide selection of quality sports equipment included in the Janssen-Fritsen catalogue. Through this action, the Smart Choice programme actively supports schools in increasing the number of occasions to practise sports, such as weekly gym classes as well as sports days, special events, etc. During 2015, the commitment aimed to support 500 secondary schools to encourage responsible snacking; develop new communication material, consolidated brochure and an updated website; to provide 500 schools with sports equipment as a reward for taking on sports initiatives and to increase the availability of alternative snacks in Mars vending machines by 5% and to offer one more portion size under 250 calories.

Action No. 1061 - Using EUFIC communication vehicles to promote physical activity

Main type of activity: Physical activity promotion

Commitment Owner: European Food Information Council (EUFIC)

Brief Summary:

In order to contribute to the EU Platform's goal of tackling the growing problem of overweight and obesity-related health problems in Europe, EUFIC has made commitments that are appropriate and proportionate to its mission, which is to enhance the public's understanding of credible, science-based information on the nutritional quality and safety of foods and to raise consumers' awareness of the active role they play in safe food handling and choosing a well-balanced and healthy diet.

This commitment is designed to raise awareness of and encourage physical activity. EUFIC provides scientific information that will help European citizens understand how small incremental changes can contribute to leading healthier lifestyles. Through the addition of new information on physical activity and energy balance to its website www.eufic.org, EUFIC aims to promote physical activity through helping consumers understand the concept of Energy Balance through the provision of supportive information and personalised interactive tools - www.eufic.org/energy-balance and providing interviews (podcasts) with leading scientists who explain in layman's terms the latest scientific thinking about physical activity benefits, and the negative aspects of sedentariness. EUFIC will put in place measurement tools that will record the number of people who access this information and be able to provide statistics on the uptake of the information.

Action No. 1064 - No advertising in cinemas during films aimed at children under 12 years

Main type of activity: Marketing and advertising

Commitment Owner: FoodDrinkEurope (UNESDA)

Brief Summary:

Following the UNESDA commitment of 2006 to not advertise to children under 12 on television, print, or online, this commitment has been extended to cover cinemas. The commitment has also been made by the International Council of Beverage Associations. In this respect, no advertising shall be bought within media destined to be screened during films aimed at children under 12. Hence this would cover all general entertainment films carrying a U certificate in Europe as well as those films specifically aimed at children. Advertising agencies will be briefed not to purchase slots in such films. In 2015 the objective of the monitoring was to ensure that UNESDA signatory companies were using the guidelines created and upholding the commitment to not advertise in Cinemas during programming aimed at children under 12.

Action No. 1065 - Holiday Food and Nutrition Camps (Madskoler)

Main type of activity: Education, including lifestyle modification

Commitment Owner: COPA-COGECA (Danish Agricultural & Food Council - DAFC)

Brief Summary:

The Camp is a voluntary holiday activity for children aged 8-12, organised by the DAFC, the agricultural youth association 4H and REMA 1000. Its main objective is to

teach children how to cook healthy food and to teach them about diet and physical activities. According to the commitment, the Children should:

- acquire knowledge about healthy and varied food, based on the official Danish dietary recommendations;
- get detailed knowledge of pork, beef, poultry, dairy products, fish or vegetables "from farm to fork";
- prepare and cook breakfast, lunch, dinner and snacks;
- be physically active every day during the Camps;
- take their meals in pleasant and relaxed surroundings;
- prepare and cook dinner for their parents and siblings on a "visitors' evening" during the Camp.

The aim is to extend cooperation with the teaching assistants and to focus on reducing the burden of administration and planning for the voluntary instructors. In 2015, the commitment aimed to extend food camps to new locations in Denmark and to use a new comprehensive digital work database to reduce the workload for consultants and voluntary instructors as well providing administrative data/overview.

Action No. 1068 - Policy and programme coherence in infant and young child feeding in the EU

Main type of activity: Advocacy and information exchange

Commitment Owner: International Baby Food Action Network (IBFAN)

Brief Summary:

This commitment focuses on coordination of IBFAN members' advocacy for EU policy and programme coherence on infant and young child feeding, in line with Member States' global commitments to ensure objective and independent information and monitoring of commercial activities. In this respect, IBFAN is committed to ensure that the advocacy activities of IBFAN groups and its partners in 21 countries are well-coordinated, well-informed and supported, with the aim of strengthening national and regional policies and so reducing the extent and harmful impact of marketing on infant and young child feeding practices, and subsequently health. Key aims are that independent systematic monitoring and reporting of the baby feeding industry, Code advocacy and implementation become an integral part of counselling, mother-support and all those working in child health. The commitment aims to draw the attention of the Commission, Member States and Platform Members to weaknesses in EU policies that risk undermining child health. In 2015 the three new IBFAN groups were formed in Ireland, Greece and Portugal continued to be effective; two IFBAN euro members attended key meetings across Europe and input onto global position papers for electronic working groups.

Action No. 1075 - The EU Pledge - Changing Food Advertising to Children

Main type of activity: Marketing and advertising

Commitment Owner: World Federation of Advertisers (WFA)

Brief Summary:

The EU Pledge is a commitment to change food and beverage advertising on TV, print and internet to children under the age of 12 in the EU. Participating companies do so by restricting the advertising of products to children under 12 years, except for

products which fulfil common nutrition criteria which entered into force on 1 January 2015. In addition, participating companies do not engage in any communications related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

The objectives of the EU Pledge programme for 2015 were to:

- continue monitoring of compliance and impact on TV and to strengthen third-party monitoring of the EU Pledge member companies' own websites;
- report publicly on the outcome of the third party monitoring programme;
- provide feedback to individual companies so as to enable them to address reported instances of non-compliance;
- continue discussions with non-member companies so as to broaden membership of the initiative;
- continue discussions with interested parties in the context of the ongoing debate on food advertising and children.

Action No. 1106 - Media, advertising and nutrition: media literacy educational package

Main type of activity: Marketing and advertising

Commitment Owner: Confederation of Family Organisations in the European Union (COFACE)

Brief Summary:

COFACE is committed to develop a media literacy tool regarding advertising techniques, destined to educators and which will help them develop lessons on media literacy. This tool will focus essentially on tele-visual ads with content relating to nutrition.

Objectives for 2009: Present the initial advertisements analysis tool, developed by the French COFACE member, UNAF, during a workshop with COFACE members and other participants in Monza (Italy). Get feedback from Members on the content and discuss the way forward in order to develop a tool for the European level. Disseminate content to COFACE members for input on the tool.

Objectives for 2010: finalise the media literacy package regarding food advertisements (subject to amendments next year).

Objectives for 2011: COFACE intended to finalise the media literacy package regarding food advertisements destined to parents and educators.

Objectives for 2012: publish the finalised tool on a medium (USB key), officially present the tool in Paris and promote its use.

Objectives for 2013: disseminate the USB key via UNAF (French COFACE member), organise training sessions for parents and initiate work on "activity sheets" to be distributed to parents as a practical tool after a Nutri-médias session.

Objectives for 2014: finalize several "activity sheets" to be distributed to parents and develop an online tool for parents and children to learn about online advertising.

Objectives for 2015: to make the tools available in English.

Action No. 1111 - Collaborate to promote increased awareness and use of energy balance

Main type of activity: Education, including lifestyle modification

Commitment Owner: European Federation of the Associations of Dietitians (EFAD) / European Food Information Council (EUFIC)

Brief Summary:

EFAD and EUFIC collaborate to address the concept of energy balance and refine and promote the EUFIC Energy Balance Tool. The objectives of this commitment include to:

- Address the concept of energy balance, among health professionals and consumers, with the online Energy Balance Tool.
- Fine-tune and create new language versions in order to minimise national barriers to using this educational tool with their local clients.
- Achieve optimal outreach at national level by actively promoting the Energy Balance Tool in the respective language and to key target audiences at national dietitian congresses, who furthermore act as multipliers.

This will be achieved by promoting the concept of energy balance and the EUFIC Energy Balance Tool – available in 11 languages - widely, through both EUFIC's and EFAD's networks and by means of the available communication tools reaching a wide European audience that includes health professionals (including dietitians, nutritionists, physical activity experts), educators, regulators, media, and consumers as well as through monitoring visitor statistics on the Energy Balance website (<http://www.eufic.org/page/en/page/energy-balance/>); to extend the EUFIC Energy Balance tool for children and adults (aged 6-17) in 2015 as it is currently only accessible to people aged over 18; to translate the EUFIC Energy Balance video into five additional languages and to monitor visitor statistics on the Energy Balance website and views of the Energy Balance video.

Action No. 1113 - "Keep fit" educational programme

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Polish Federation of Food Industry Union of Employers*)

Brief Summary:

The "Keep fit!" educational programme aims to educate teenagers to get them into permanent pro-health habits by promoting an active lifestyle and balanced diet based on individual responsibility for health and freely making informed choices. The Programme uses an innovative didactic method based on the voluntary involvement of students, teachers, parents and local governments. Each school develops a unique, original project to promote physical activity and balanced diet at school and in the local community. Such projects closely match students' interests and capabilities. Sanitary Inspection employees are the local programme coordinators and they help to introduce the "Keep fit!" programme in schools in particular country districts. In order for the programme to be implemented by teachers, parents and pupils, an education package has been prepared in cooperation with Polish Food and Nutrition Institute, Chief Sanitary Inspectorate, Mother and Child Institute; which are the leading authorities for health and diets in Poland. The materials were provided to each school taking part in the programme. These advanced educational materials ensure fast access to knowledge crucial to realise the programme, based on simultaneous study of several different subject areas.

Action No. 1115 - Kellogg's Breakfast clubs

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Kellogg Company*)

Brief Summary:

Kellogg's Breakfast Clubs programme started in the UK in 1998 and has been extended to nine other European countries building on the learnings of the UK experience. The Breakfast Clubs are mainly focused on schools, providing a healthy, nutritious meal for young people at the start of the day in a safe and friendly environment. Breakfast clubs aim to improve children's behaviour, punctuality and attendance rates at school. They also look to increase concentration levels throughout the morning and improve relationships between teachers and children. Whilst Kellogg supports and finances the breakfast clubs, it is up to the management to select the choice of breakfast products on offer. In 2015 the commitment sought to fund 339 breakfast clubs/projects; provide training in Sweden on Best Practice in Breakfast Clubs; to create new projects in Germany, Denmark, Belgium, Sweden and Spain; undertake research into the Nutritional Benefits of Breakfast Programmes on children from communities with a low socioeconomic status; as well as additional specific country based objectives.

Action No. 1118 - International standards for marketing food to children

Main type of activity: Marketing and advertising

Commitment Owner: World Obesity Federation (WOF)

Brief Summary:

This project monitors standards for marketing food and beverages to children, based on scientific and policy experts' consensus. The overall objective is to promote deeper understanding and learning among policy-makers and researchers concerned with policies to tackle obesity and related ill-health.

Outcome objectives:

- To assess current evidence on the relationship between promotional marketing and diet, with a focus on children and on health inequalities;
- To promote high standards for the marketing of foods and beverages, and ensure that these encourage children to consume a healthy diet;

Process objectives:

- To provide comparative analyses of evidence and policies on marketing food to children;
- To support policy-makers developing marketing standards;
- To disseminate evidence and develop recommendations in a form easily accessible to policy-makers

In 2015, specific objectives included supporting the WHO dissemination of nutrient profiling tools for assessing foods and beverages suitable for marketing to children; maintain a website with information on marketing regulations and policies; maintain an email subscription news service focusing on marketing related news worldwide; and, disseminate civil society concerns on marketing methods and make recommendations for action.

Action No. 1203 - Not to market to children under 12 years in the Digi sphere

Main type of activity: Marketing and advertising

Commitment Owner: FoodDrinkEurope (UNESDA)

Brief Summary:

The objective of this commitment is that no website, game, social media or communication tool that is aimed children under 12 carries any marketing communications from UNESDA members. The overall objective is to demonstrate that self-regulation can be effective and that European Drinks companies can commit to not influencing the diets of children under 12 by exposing them to marketing. A further objective is to ensure that responsibility and control for what children drink resides with their parents and caregivers.

To achieve this aim:

- UNESDA members will be reviewing their own corporate websites to ensure that they are compliant.
- UNESDA members will be working with independently audited data to ensure that the digital media that they do use do not constitute an audience of more than 50% of children under 12 years of age.
- UNESDA members will be continuing to police and audit this and to update the initiative in line with new digital developments and changing audience profiles.

In 2015, the commitment holder aimed to improve and maintain compliance levels.

Action No. 1207 - Bon appétit, Bouge ta santé / Spring in het rond, eet gezond

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (Danone Belgium)

Brief Summary:

"Bon appétit, bouge ta santé" is a public health tool developed to enable teachers to create awareness among their pupils (8 to 12 years old children) about nutrition and a healthy lifestyle in general. The concept is based on game which aims to give children insight about nutrition. The game was developed by a multi-disciplinary skills Danone team in partnership with external experts such as European Club of Paediatric Dietitians (Marie-Josée Mozin) / Danone Institute/ Société Belge de Pédiatrie. All the materials have been co-created with teachers, school directors and an inspector. The key messages of the cooperative/ competitive game to be played in the classroom focus on 5 daily golden rules:

- Eat 5 fruits and vegetables
- Eat cereal products or starchy food at every meal
- Eat 3 milk products
- Drink 1 to 1.5 litre of water
- Move for one hour.

In 2015, the commitment objectives included continued access to the game via the web platform and to increase the number of unique visitors by 10%; and to start a new animation tool of the game during pedagogic days of the Danone Nations Cup.

Action No. 1208 - Eat like a Champ

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Danone*)

Brief Summary:

Eat Like A Champ is a free 6 week healthy eating education programme aimed at primary school children aged 9-10 years. The aim of the campaign is to tackle the growing issue of poor nutrition and sedentary lifestyle amongst children and parents through six specially tailored lessons about healthy eating. The concept of Eat Like A Champ (ELAC) is to make healthy eating exciting, and inspire children to adopt the healthy choices of champions they admire; since 2014, former Blue Peter presenter and multiple Guinness World Record holder Helen Skelton. In 2015, the aim of the programme was to increase the reach of the programme through increased numbers of schools taking part, and to increase the credibility of the programme by building relationships with key stakeholders through more parliamentary engagement, setting up new relationships with key stakeholders and to set up a second behaviour change evaluation project. During the 2015/2016 school year, the commitment holder would like to feature ELAC in 2 000 UK classes (reaching 60 000 children).

Action No. 1209 - 6 A DAY

Main type of activity: Education, including lifestyle modification

Commitment Owner: COPA-COGECA (*Danish Agricultural & Food Council - DAFC*)

Brief Summary:

At the beginning of 2014 the 6 A DAY campaign was formally taken over by the Danish Agriculture & Food Council (DAFC) from the Danish Fruit, Vegetable and Potato Board. 6 A DAY is the Danish equivalent of the 5 A DAY campaigns in other countries. The aim of the campaign is to increase daily consumption of fruit and vegetables to at least 600 g for adults and 3-500 g for children aged 4-10. 6 A DAY was launched in 2001 and has been divided into several campaign periods. 6 A DAY was a public-private partnership consisting of the following partners: Danish Horticulture, the Research Association for Fruit, Vegetables and Potatoes, FDB (cooperative retail chain), Danish Veterinary and Food Administration, the Danish Cancer Society, the Danish Heart Foundation, the National Board of Health and Danish Agriculture & Food Council. As at 1 Jan 2012, the partnership was dissolved and 6 A DAY was formally taken over by the Danish Fruit, Vegetable and Potato Board. 6 A DAY has its own logo which can be used in advertising and marketing campaigns. A key strategy is to increase the availability of fruit and vegetables in places where people with a low intake are (work places, schools, shopping centres) and to provide general knowledge about fruit and vegetables. This is done by marketing fruit and vegetables together with other food products, by introducing attractive convenience products, by providing facts on healthy food, and by supplying food recipes and information on how to store your fruit and vegetables. The comprehensive website (www.6omdagen.dk) contains articles, videos and blogs, all available as RSS-feeds. In 2015, the objectives included launching the 6 A DAY campaign on social media and establishing a network between retailers and food producers to encourage retailers to advertise the 6 A DAY in advertising circulars, on websites and in shops.

Action No. 1307 - Informing the medical profession

Main type of activity: Advocacy and information exchange

Commitment Owner: Standing Committee of European Doctors (CPME)

Brief Summary:

CPME commits to keeping the topic of diet, physical activity and health high on its agenda by including the topic on the agenda of its Board meetings and disseminating information on this topic to its members on a continuous basis. The commitment aims to ensure that the issue of nutrition, physical activity and health is kept on the CPME agenda continuously and a platform is available for in-depth discussion of this issue, so as to engage the medical profession in debate. Secondly, CPME is committed to ensure and optimise communication with the CPME membership on developments and activities in relevant policies at EU level as well as to report on and discuss CPME's activities in the context of the Platform, to inform CPME members and their policy activities and to create a context for the implementation of other commitments. Lastly, CPME will make the compiled information available to CPME members continuously by creating a 'database'. In 2015 the objectives for the commitment included the continuation of CPME information mailings to members of CPME regarding the outcomes of the Diet Platforms meetings, news on policy and research; to present bi-annual up-dates of members at CPME General Assemblies and to use CPME communication tools to report on CPME activities relating to diet, nutrition and physical activity to external contacts.

Action No. 1310 - Develop and maintain a network of 'EASO Collaborating Centres for Obesity Management'

Main type of activity: Education, including lifestyle modification

Commitment Owner: European Association for the Study of Obesity (EASO)

Brief Summary:

Under the EASO Collaborating Centres for Obesity Management (COM) scheme, centres will be accredited in accordance with accepted European and academic guidelines. The network will provide physicians, health-care policy makers and health-care providers with authoritative criteria for the development of Obesity Management Centres across Europe, recognized by national health authorities. Accreditation will be granted for a three year period, after which time re-assessment will be undertaken. The EASO COMs network will act as a consortium to develop treatment protocols, position statements and guidelines. EASO will deliver clinical education via the network, in the form of ECO Workshops and an annual COMs Summit Meeting. The network will share expertise and clinical experiences through a private COMs online community, facilitated via the EASO website. In 2015, the commitment objectives included increasing membership to more than 50 European Centres; establish a paediatric COM section; organise a COM session at ECO2015; organise a 2015 Summit Meeting educational course and to facilitate research consortia building via COMs.

Action No. 1312 - Increase outreach of new knowledge in obesity research

Main type of activity: Advocacy and information exchange

Commitment Owner: European Association for the Study of Obesity (EASO) / European Food Information Council (EUFIC)

Brief Summary:

EASO and EUFIC agreed a joint commitment to produce multimedia content of EASO's European Congress on Obesity to increase outreach to health and nutrition professionals about new knowledge in obesity research, via www.eufic.org and www.easo.org. Working together, EASO and EUFIC contribute concretely to the pursuit of healthy diets, physical activity and the fight against obesity. Objectives in 2015 include promoting and measuring take up of multimedia content produced by EUFIC, in the form of podcast interviews with experts on different aspects of obesity, who are speakers at major conferences organised by EASO.

Action No. 1313 - Diabetes Prevention Forum "MANAGE-CARE"

Main type of activity: Education, including lifestyle modification

Commitment Owner: International Diabetes Federation European Region (IDF Europe)

Brief Summary:

The Diabetes Prevention Forum is working to raise awareness of the need for early identification of those at risk of developing type 2 diabetes. The programme is targeted at health care professionals and people at risk of developing type 2 diabetes. Starting with diabetes as a chronic care example, MANAGE-CARE will develop an innovative chronic care model applicable not only for diabetes, but also for other chronic diseases. This model will adequately address the needs of elderly populations in particular, but also of young populations increasingly affected by chronic disease, as well as challenges given by the changes in the healthcare systems and financing structures in European countries.

The final deliverable of MANAGE-CARE will be a practical toolkit for the development of chronic care management programmes applicable to health care management organisations, scientific and medical associations, but also insurance and payer stakeholders as well as the political partners. MANAGE-CARE will act as the basis for the development and implementation of innovative chronic care management programmes in Europe. In 2015, MANAGE CARE undertook a systematic assessment about the existence and state-of-the-art on disease management models addressing elderly people with chronic diseases; a European Practice Compendium on disease management in Europe describing the challenges and needs of older people in the management of chronic diseases; created a technical handbook describing the innovative Chronic Care Management Model and recommendations for implementation. They also developed and evaluated a patient empowerment booklet and eHealth portal on active ageing with type 2 diabetes, enabling older people and their families/environment to take an active role in managing their chronic disease.

Action No. 1317 - Partnership on the reduction of salt content in food

Main type of activity: Composition of foods (reformulation)

Commitment Owner: COPA-COGECA (*Danish Agricultural & Food Council - DAFC*)

Brief Summary:

The Danish strategy on salt reduction sets the goal of reducing the daily salt intake with 3 g by 2014. Specific targets on salt reduction in categories of food have been established and must be reached in 2013 - the targets will be helpful in monitoring

the process and outcome against the overall objectives. It has, however, been necessary to postpone the deadline for the goal of reducing the daily intake of salt by 3 g until 2018. The Partnership on the reduction of salt content in food is a government-driven and voluntary initiative which sets specific reduction targets for e.g. meat and dairy products and provides best practices to be used in the food industry. In 2015, the commitment holder set a goal to reduce men's intake of salt by 1.5g and women's' intake by 1g; to produce an action plan for the partnership for 2016; to produce a monitoring plan up to and including 2018 on all major food categories (processed meat, cheese, cereals, ready-to-eat meals and bread).

Action No. 1402 - SPOTLIGHT - Sustainable prevention of obesity through integrated strategies

Main type of activity: Advocacy and information exchange

Commitment Owner: World Obesity Federation (WOF)

Brief Summary:

SPOTLIGHT aims to examine the evidence for the determinants of obesity and to identify interventions that have strongest effects and can be implemented in health promotion practice. The overall objective of SPOTLIGHT is to provide clear evidence on the best approaches to tackle overweight and obesity, to support policy-making in the region. To achieve this objective, SPOTLIGHT will focus on studying multilevel intervention approaches for sustainable behavioural change. Specifically, SPOTLIGHT will:

- produce state-of-the-art systematic and narrative reviews, identify multi-level entry points for community-based intervention approaches aimed at changing obesogenic behaviours;
- report on the Reach, Efficacy, Adoption, Implementation and Maintenance (RE-AIM) aspects of multi-level intervention approaches;
- report on the factors most closely associated with success and failure of implementation of multi-level intervention approaches;
- develop and publish an evidence-based model for effective multi-level intervention approaches in health promotion practice applicable across European regions; and
- disseminate the findings to European Member State stakeholders.

2015 was the final year of the project and objectives for year included data analysis, reporting of results and dissemination of the project.

Action No. 1406 - Nestlé Healthy Kids Programme

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Nestlé*)

Brief Summary:

The main objective of this commitment is to raise nutrition, health and wellness awareness of school aged children in partnership with governments and civil society in all countries where Nestlé has direct operations. Local programmes are rolled out and are built on a good understanding of the target population's nutritional and physical

activity status, its needs and the existing resources available in each community. The aim of the Nestlé Healthy Kids Global Programme is to raise awareness of the benefits of a healthy lifestyle amongst school-aged children, through nutritional education and the promotion of regular physical activity. In 2015, objectives of the programme included implementation of the Healthy Kids Programme in 21 EU countries; strengthening national partnerships for the Healthy Kids Programme implementation and strengthening evaluation/monitoring; and to focus on global partnerships including increase synergies with the EPODE International Network, strengthen the partnership with the IAAF and build the partnership with the World Association of Chefs Societies

Action No. 1413 - Global Employee Health Programme - Lamplighter

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Unilever*)

Brief Summary:

Unilever, through its Sustainable Living Plan, is committed to protecting its employees from work-related hazards, as well as promoting their health so that they can enjoy fit and healthy lives, both at work and at home. Its health promotion strategy focuses on promoting the overall health of employees, which brings both individual and business benefits, further roll out of its employee health programme (Lamplighter), promoting mental wellbeing and resilience, including all NCDs and supporting the concept of 'agile working' for its employees.

The single most important factor in evaluating the outcome of Lamplighter is the improved health risk status of employees. They start by determining the health risks that an individual faces with risks assigned to a number of factors: lifestyle (alcohol and smoking), non-modifiable (i.e. age, gender), nutritional (e.g. consumption of fruit and vegetables, access to healthier food choices), physiological (heart rate, blood pressure and body mass index), biochemistry (cholesterol and diabetes) and workplace (stress and engagement). They monitor the change in the risk factors over a period of time with reference to hypertension, cholesterol, sugar, obesity as well as nutrition, exercise and mental wellbeing.

Action No. 1414 - FoodDrinkEurope Recommendation for the continued use of Guideline Daily Amounts (GDAs)

Main type of activity: Consumer information, including labelling

Commitment Owner: FoodDrinkEurope

Brief Summary:

FoodDrinkEurope recommends and encourages its members to implement voluntary front-of-pack nutrition labelling using Reference Intakes (also known as Guideline Daily Amounts - GDAs) and to commit to continue providing simple, objective and factual information on their products across all markets in the EU.

Following the adoption of the Regulation (EU) 1169/2011 on the provision of food information to consumers, the commitment to voluntarily continue providing factual, objective information using Guideline Daily Amounts (GDAs) by food business operators aims to reinforce consumer understanding of the role of energy and key nutrients in a portion of a food or drink relative to the overall context of an individual's

daily diet.

Based on guidelines jointly developed by FoodDrinkEurope and EuroCommerce in implementing the new legal requirements of the Regulation, consistency and transparency is provided for consumers on the provision of voluntary (front-of-pack) nutrition information by means of GDAs in addition to the mandatory nutrition information.

In 2015, the following objectives were set:

- To prepare alignment of the Reference Intakes (RI) Scheme to the new Regulation (EU) No. 1169/2011 on the provision of food information to consumers;
- To readily advocate for the Reference Intakes through FoodDrinkEurope events and meetings;
- To promote Reference Intakes online through the FoodDrinkEurope website and the new FoodDrinkEurope Reference Intakes website;
- The scheme to be implemented progressively by the whole European food and drink industry, including small and medium sized companies;
- To promote the understanding and use of Reference Intakes scheme within the food and drink industry.

Action No. 1417 - Malin program, to improve dietary habits of vulnerable infants

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Blédina - Danone*)

Brief Summary:

The Malin programme aims to promote healthy habits in infants aged 0 to 3 from French low-income families. It relies on dietary education, breastfeeding promotion and access to adapted foods (fresh F&V, baby food). This program will be evaluated through a cluster-randomized controlled trial from 2015 to 2018. This evaluation will be based on the follow-up of 750 families during 2.5 years, with vegetable consumption at 2 years of age as the main evaluation criterion. Other criteria will include breastfeeding rate and duration, weaning age and practice, food diversity and anthropometric parameters (BMI, head circumference). This study will allow for proper fine tuning and roll out of the program in the coming years. In 2015, the commitment aimed to continue follow up of the four pilot cities and include one new pilot city, as well as improving the nutritional education offer with family workshops and increase training with professionals. The commitment also aimed to prepare for the final evaluation.

Action No. 1418 - Danone Sport Schools

Main type of activity: Physical activity promotion

Commitment Owner: FoodDrinkEurope (*Danone Spain*)

Brief Summary:

Danone Sport Schools (DSS) is an educational program that promotes healthy habits and social integration among children aged 6 to 12 from unprivileged areas through sport, education in values (health, nutrition, citizenship) and tutoring. The DSS are fully integrated into the operation of the school in which children are located. Since

its launch in 2004, more than 7000 children have participated in the 17 DSS. The programme measures the individual impact on each child participating in the programme by using a set of 59 quantitative and qualitative indicators. Data is obtained through a survey that children complete on a quarterly basis. The programme was awarded by the Spanish Ministry of Health with the NAOS Strategy Award (Strategy for Nutrition, Physical Activity and Obesity Prevention). In 2015, the objectives for the commitment included measuring the impact on children participating in the programme using a new set of indicator tests; to complete the implementation of the basketball in the remaining DSS (to increase participation of girls).

Action No. 1419 - World Diabetes Day

Main type of activity: Advocacy and information exchange

Commitment Owner: International Diabetes Federation European Region (IDF Europe)

Brief Summary:

IDF Europe is committed to organizing a week long campaign of advocacy and awareness-raising on prevention and successful management of diabetes, health promotion, attention to determinants of health and healthy living entitled "Eat Right, Move More" around World Diabetes Day in the 3 sites of the European Parliament (Brussels, Luxembourg and Strasbourg). The campaign includes the following activities:

- Organising a breakfast meeting within the European Parliament in Brussels and presenting the latest figures of the diabetes epidemic;
- Partner with the catering services of the European Parliament to reach a larger public; offering healthy meals and vegetable and fruit cocktails;
- Prepare all material required for a diabetes exhibition in the European Parliament;
- Recommendations of a healthy and balanced diet and physical activity throughout the event;
- Glucose Testing event;
- Awarding of two diabetes prizes: one for long standing achievement and the other for young researcher

Action No. 1420 - Dietary habits and nutrient intakes in infants and toddlers

Main type of activity: Composition of foods (reformulation)

Commitment Owner: FoodDrinkEurope (*Danone Research*)

Brief Summary:

To better understand the dietary habits and nutrient imbalances of young children, dietary surveys were done in several European countries. Data will be used to optimise Danone Baby products and adapt communication to parents. The action is divided into 2 phases (per country). The first phase comprises the execution of dietary surveys in young children (sample size is between 190 and 800 children per country). The second phase covers the dissemination and implementation of results. Results might lead to product innovations, renovations and adjustments of portion sizes. Results are shared with local authorities, presented at congresses and might lead to adaptation of communication to parents or health care professionals. The

objectives of the commitment are to:

- Increase the knowledge on dietary habits and nutritional imbalances in young children in Europe, by performing dietary surveys in countries where information on diet & nutrition is lacking, of poor quality or too old. These surveys are anticipated to provide an in-depth insight in the dietary habits (e.g. intake of vegetables, breakfast use, and intake of sweet drinks) and nutrient intakes (i.e. energy, macronutrient and micronutrient intakes) of the populations.
- Identify opportunities for product innovations and needs for product reformulations that can play an important role in optimisation of the diet of infants and toddlers.
- Adjust (advised) portion sizes for infant and toddler products to optimize daily energy and nutrient intakes.
- Adjust communication to parents and health care professionals to improve the development of healthy eating habits

Action No. 1503 - Development of the EASO European Obesity Patient Council

Main type of activity: Advocacy and information exchange

Commitment Owner: European Association for the Study of Obesity (EASO)

Brief Summary:

EASO will establish the European Obesity Patient Council', with patient representatives from as many European countries as possible (the aim in year one is to have representation from 15 countries). Members will include patients, former patients, self-help group representatives, carers and parents of patients/former patients (children/adolescents). The Patient Council will call for a stronger voice and for better support for the European patient community. It will call for better treatment options and for better access to treatment. In 2015, objectives included:

- Create a Steering Committee with elected members and develop a 2015 action plan and working group to undertake the actions;
- For ECO2015; organise a Summit meeting; undertake social media and media training; and capture Patient Council Webcasts;
- Develop a Patient Council Portal on the EASO website and a GP Recommendations paper; and
- Expand the Patient Council to include 25 Countries.

Action No. 1504 - Integrating behaviour change techniques and digital technology for dietitian support

Main type of activity: Education, including lifestyle modification

Commitment Owner: European Federation of the Associations of Dietitians (EFAD) / European Food Information Council (EUFIC)

Brief Summary:

The University of Bath, EFAD and EUFIC will develop and test the myPace mobile phone app to help with weight management, and to see if it enhances the relationship between dietitian and client. It will include the following activities:

- to continue the development of the myPace mobile phone application by introducing additional modules to enhance its functionality;
- to conduct a proof of concept randomised control trial (RCT) with the myPace application in the United Kingdom to evaluate the way the intervention works in a real world setting both with freelance dietitians and within the NHS;
- to disseminate the developed resource in conferences and workshops across Europe, including consideration of the use of the technology by primary health care professionals To develop and test myPace in close collaboration with the University of Bath and with dietitians to ensure effective development, a wide outreach, and use by dietitians eventually contribute to changing health related behaviours of patients/clients effectively and sustainably.

In 2015, the commitment aimed to carry out an intervention study with dieticians to evaluate weight management technology myPace to establish an evidence base to develop the platform from a research platform to a usable platform; and to disseminate information about my Pace, through the development of a new website; increasing social media presence and presenting myPace at conferences and the European Congress on Obesity.

Action No. 1513 - European savoury snacks industry commitment in the area of consumer information

Main type of activity: Consumer information, including labelling

Commitment Owner: FoodDrinkEurope (*European Snacks Association - ESA*)

Brief Summary:

ESA members from the European savoury snack industry have committed to further develop products with an improved nutritional composition, to implement a single portion size rationale of 30g for snacks and nuts, to make products available in different pack sizes. The overall objective of the ESA commitment in the area of consumer information is to encourage ESA members to provide consumers with factual, science-based, objective and consistent nutrition information. ESA will monitor their efforts on the basis of the following key performance indicators: provision of nutrition information on packaging; use of GDA nutrition labelling; nutrition information on a per-portion basis; implementation of the ESA portion rationale (single portion size of 30g for snacks and nuts) and indication of a consumer helpline/website). In 2015 the main aim was to increase voluntary nutrition labelling on savoury snack packs across Europe. To do this, the following objectives were set for surveyed members to:

- provide nutrition information on pack;
- use the Reference Intakes nutrition labelling scheme (replacing the GDA scheme);
- provide nutrition information on a per portion basis;
- implement the ESA portion rationale (single portion size of 30g for snacks and nuts); All surveyed members indicate a consumer helpline / website on pack.

Action No. 1514 - European savoury snacks industry commitment in the area of product development and choice

Main type of activity: Composition of foods (reformulation)

Commitment Owner: FoodDrinkEurope (*European Snacks Association - ESA*)

Brief Summary:

ESA members from the European savoury snack industry have committed to further develop products with an improved nutritional composition, to implement a single portion size rationale of 30g for snacks and nuts, to make products available in different pack sizes. The overall objective of the ESA commitment in the area of product development and choice is to encourage members to follow the commitment to further develop products with an improved nutritional composition, to implement a single portion size rationale of 30g for snacks and nuts, to make products available in different pack sizes. ESA will monitor their efforts on the basis of the following key performance indicators:

- increased availability of reformulated products reduced in fat, saturated fat, sodium/salt and/or containing more positive nutrients (fibre, vitamins, dietary minerals etc.) than mainstream products
- increased availability of new products with a lower level of fat, saturated fat, sodium/salt and/or containing more positive nutrients (fibre, vitamins, dietary minerals etc.) than mainstream products
- increased availability of different pack sizes
- implementation of the ESA portions rationale (single portion sizes of 30g for snacks and nuts)

Action No. 1515 - European savoury snacks industry commitment in the area of marketing and advertising

Main type of activity: Marketing and advertising

Commitment Owner: FoodDrinkEurope (*European Snacks Association - ESA*)

Brief Summary:

ESA members from the European savoury snack industry have committed to promote the ESA advertising pledge to change food and beverage advertising on TV, print and internet ensuring responsible advertising to children under 12 in the EU among its members. ESA also recommends that savoury snacks manufacturing members do not engage in any commercial communications related to savoury snack products in primary schools, except where specifically requested by or agreed with the school administration for educational purposes. In addition, ESA will inform relevant stakeholders about new signatories to the Pledge by issuing press releases and other communication activities.

Action No. 1516 - European savoury snacks industry commitment in the area of advocacy and information exchange

Main type of activity: Advocacy and information exchange

Commitment Owner: FoodDrinkEurope (*European Snacks Association - ESA*)

Brief Summary:

ESA commits to enhance the exchange of best practice amongst its membership in all areas covered by the EU Platform which can be addressed by savoury snack manufacturers, in compliance with EU competition law. The association ensures that its membership is well-informed about the regulatory, self-regulatory or other initiatives in place or under development relating to these areas, at European level. ESA will further promote the dialogue of the savoury snack industry with other current or potential members of the EU Platform, and policy makers, as well as share

the results of this work with them.

ESA will enhance the exchange of best practices in the areas of consumer information including nutrition labelling, product development and choice, responsible advertising and marketing to children, projects to enhance health and well-being at the workplace, and the support of initiatives to promote physical activity (including children), within compliance of the EU competition law; and to share these results with stakeholders at European level.

In 2015, objectives included organising 10 meetings with stakeholders involved in the EU Platform and policy makers and organise at least 2 events to raise awareness of key sector stakeholders to the sectors challenges and achievements in the field of nutrition and health.

Action No. 1517 - Forum for home economics teachers in primary and lower secondary schools

Main type of activity: Education, including lifestyle modification

Commitment Owner: COPA-COGECA (*Danish Agricultural & Food Council - DAFC*)

Brief Summary:

The Forum takes the form of a website, whose aim is to inspire primary school teachers to use the knowledge on foodstuffs, diet, nutrition and cooking methods acquired over the years by the DAFC. Study materials are to be downloaded on the site. The overall objectives include :

- ensure that the website is the teachers' preferred source of information about foodstuffs, diet and nutrition;
- reach a high number of home economics teachers by publishing newsletters, by giving lectures at teachers' colleges, by study materials etc.;
- meet the need of the teachers for relevant, updated and high-quality study material;
- promote the use of products from agriculture and the food industry in classes and to encourage visits to farms and processing industries.

Action No. 1518 - Forum for health professionals including dieticians

Main type of activity: Advocacy and information exchange

Commitment Owner: COPA-COGECA (*Danish Agricultural & Food Council - DAFC*)

Brief Summary:

The Forum takes the form of a website, whose aim is to communicate up-to-date knowledge on foodstuffs, diet and nutrition to health professionals, both in the private and the public sectors. The overall objectives of the Commitment are as follows:

- To be the health professionals' preferred source of information on foodstuffs, diet and nutrition
- To be in dialogue with a major part of the target group, partly through newsletters, partly through the organisation of meetings and workshops.
- To meet the need of the target group for up-to-date knowledge, scientific documentation etc.
- To promote the use of products from agriculture and the food industry when

giving advice on healthy living.

Action No. 1604 - Ready steady Go

Main type of activity: Physical activity promotion

Commitment Owner: Confédération Européenne Sport Santé (CESS)

Brief Summary:

The "Ready Steady Go" programme consists of three parts: (1) Kidness - promoting physical activity for children between 6-12 years old; (2) Family fit - promoting families doing sport together and (3) Teenfit - to encourage teenagers to carry out sport. The commitment aims to engage children, young people and families in sport and physical activity and encourage them to lead healthy, active lifestyles. It includes a range of different activities with one common purpose which is to get more youngsters, more active, more often. The aim is also to get families to work together through physical activity and create good relationships between parents and children and between youngsters and their peers. Since the programme started, the programme has grown to 18 families joining the family fit programme and 80 teenagers attending twice a week for 1 hour sessions. A number of different activities have been included to the kidness programme, including Zumba Kids, Combat Kids, basketball, rugby and psychomotricity for kids.

Action No. 1605 - Helping consumers to make healthier and more-informed food choices

Main type of activity: Advocacy and information exchange

Commitment Owner: European Consumers' Organisation (BEUC)

Brief Summary:

The commitment aims to gather latest BEUC members' articles on nutrition and information on initiatives relating to nutrition labelling, marketing and reformulation to see how ambitious they are and identify areas where more action or regulatory intervention is needed. Furthermore, the commitment focuses on identifying best nutrition labelling systems to help consumers identify most unhealthy products at-a-glance and putting BEUC members' results in perspective with industry and government initiatives. In 2015, objectives included:

- Collect, collate and analyse BEUC members research data on food labelling, food composition and the food environment;
- Identify BEUC members most recent and relevant publications and share them with other members of the Platform;
- Provide regular updates on BEUC members research, priorities and main lobbying activities in the field of nutrition to other members of the Platform;
- Put companies' commitments to the Platform in perspective by sharing real life examples from BEUC members tests;
- Provide advice to national and European authorities on effective strategies for improving diet and reducing obesity.

Action No. 1606 - Now We Move Activation

Main type of activity: Physical activity promotion

Commitment Owner: International Sport and Culture Association (ISCA) / FoodDrinkEurope (*Coca Cola*)

Brief Summary:

The aim of the commitment is to build the capacity of local and national organisations (including NGOs and public institutions) to develop and/or implement physical activity initiatives for hard-to-reach populations. The two central elements of the project are to develop and deliver a European Quality Mark for physical activity promotion initiatives for hard-to-reach physically inactive populations and a Transfer and Scale-Up Process of adapted existing physical activity promotion initiatives. In addition, the commitment includes the adaptation and transfer 20 excellent European practices of reaching larger numbers of a target audience in a broader geographic area. In 2015, the commitment sought to establish the selection process for the Quality Mark and MOVE Transfer second round and MOVE Transfer International.

Action No. 1607 - Provide nutritionally sound products for all consumers including children

Main type of activity: Composition of foods (reformulation)

Commitment Owner: FoodDrinkEurope (*Nestlé*)

Brief Summary:

Nestlé has committed to reformulating and improving the nutritional profile of its products in terms of salt, sugar and saturated fats in order to meet scientific nutritional criteria. The Nestlé Nutritional Foundation has set a target to reduce sugar, salt and saturated fat content by 10% in products that do not meet the Nestlé Nutritional Foundation criteria. Four sub-commitments include: (a) by the end of 2014 all children's products in Europe will meet all Nestlé Nutritional Foundation criteria for children; (b) by the end of 2015 in any serving of children's or teenagers' breakfast cereal brands, the sugar content will be reduced to 9g or less; (c) by the end of 2015, Nestlé will have more whole grain than any other ingredient in any serving of children's or teenagers' breakfast cereals; and (d) by the end of 2016 Nestlé will further reduce sugar, salt and saturated fat content by 10% in products that do not meet the Nestlé Nutritional Foundation criteria and will remove trans fats originating from partially hydrogenated oils (PHOs).

Action No. 1608 - Promote information exchange and innovation, including health and social equity

Main type of activity: Advocacy and information exchange

Commitment Owner: EuroHealthNet

Brief Summary:

EuroHealthNet, through this commitment, is focused on supporting the exchange of information and experiences and promoting effective and sustainable approaches across the social gradient. This will be done through building on the Non-Communicable Diseases (NCD) Action Group and in liaison with EU Joint Actions. The action will focus on the following activities:

- Improving the information exchange about the Platform with interested network

- members and increasing awareness of EU policy developments;
- Supporting exchange of experiences and practices between members and partners;
- Analysing and exchanging evidence to its members on scientific developments and innovations in the area of diet, nutrition and physical activity, with a focus on lifestyle related factors resulting from social and economic changes;
- Facilitating input and contribution to the policy consultation processes organised by the EC and WHO in the area of nutrition, food systems, physical activity and obesity;
- Building links with other EU related policy areas through its work with institutions, agencies and stakeholders, for example via active participation in the European Innovative Partnership on Active and Healthy Ageing and in the European Platform against Poverty and Social Exclusion.

In 2015, the objectives focused on improving the information exchange about the Platform with interested network members; to use communication platforms to increase awareness of EU policy developments and bring together participants and other stakeholders working in relevant sectors (i.e. disseminate key information about the EU Platform's agendas, meetings and work programme, policy developments, events or projects, and practices).

Action No. 1609 - Promoting physical activity in children, the role of Physiotherapists

Main type of activity: Physical activity promotion

Commitment Owner: European Region of the World Confederation for Physical Therapy (ER-WCPT)

Brief Summary:

This commitment focuses on the role of physiotherapists to promote and prescribe physical activity programmes in the treatment of children with specific relevance to Childhood Obesity prevention and treatment. The commitment focuses on developing a resource document for the ER-WCPT and its individual Member Organisations to assist and support them in advocating and influencing the EU as well as national governments, government departments and local authorities with regard to physical and healthy life style in children. The document will outline how Physiotherapists are best placed to prescribe physical activity programmes for individuals and groups in the areas of prevention, maintenance, promotion and treatment for children, highlighting programmes and campaigns across Europe.

Action No. 1610 - Empower and inform families on diet and physical activity

Main type of activity: Advocacy and information exchange

Commitment Owner: European Heart Network (EHN)

Brief Summary:

EHN is committed to map its members' activities in action area 5 of the EU Action Plan on Childhood Obesity 2014-2020 on educating and supporting families. The commitment will contribute to compiling information on actions on informing families on food and physical activity. The objective for 2015 was to collect information from EHN members on their activities in the field of informing families on food and physical activity to share with the Commission and Platform members, and to make this

information publicly available in an easily accessible manner.

Action No. 1611 - Providing Portion Guidance(TM) on all Nestlé's children's and family products

Main type of activity: Consumer information, including labelling

Commitment Owner: FoodDrinkEurope (Nestlé)

Brief Summary:

Through this commitment, Nestlé will work towards ensuring all the children and family products in Europe will provide Portion Guidance™ on packaging. The committee aims to provide Portion Guidance(TM) on all Nestlé's children's and family products' in Europe by the end of 2015. The objective is to make healthier portion choices intuitive for consumers and to help them when they purchase, prepare, serve and consume Nestlé's products, particularly children's and family products. In 2015, FoodDrinkEurope set a target of achieving 100% Portion Guidance Implementation on child and family products across all of the countries they operate in.

Action No.1613 - Commercial TV channels best practices in promoting physical activity via programming and beyond

Main type of activity: Advocacy and information exchange

Commitment Owner: Association of Commercial Television (ACT)

Brief Summary:

ACT is committed to showcase best practices of commercial broadcasters' contribution to promoting physical activity via programming and other multiple activities within Corporate Social Responsibility programmes. The market study will include among other successful TV formats that encourage viewers to do sports and promote the benefits of healthy lifestyles. This information will be included in a brochure, video or online. In addition, while aiming at promotion and knowledge sharing, they hope to launch this study with a seminar where the best practices could be presented and further discussed.

Action No.1614 - Arla Fonden Food Camps

Main type of activity: Education, including lifestyle modification

Commitment Owner: COPA-COGECA (Arla Fonden)

Brief Summary:

The overall objective of the programme is to bring about a positive change in the lifestyles of Danish children and adolescents, encouraging them to cook, and be more familiar with food, nature and local produce. In the process of doing so, the project also aims at sensitising children and adolescents on issues such as food nutrition and food wastage. To achieve this, a camp will be run for 70 classes in 2015, covering at least 1500 students and educational material would be provided to 150 teachers and 1500 students. Students would acquire knowledge about different types of food, food seasonality, local produce, preparation techniques, nature, health and wellbeing through practical and interactive learning techniques. The aim is for students to feel

more positive and confident about their knowledge of food, and their ability to make simple dishes, to know how to avoid food waste where possible, and to be able to share this knowledge with their families.

Action No.1615 - DAPHNE - Data-as-a-Service platform for Healthy Lifestyle support

Main type of activity: Physical activity promotion

Commitment Owner: World Obesity Federation (WOF)

Brief Summary:

This is an FP7-funded project to design an ICT platform for supporting health service providers by supplying patient data on sedentariness and activity behaviours using personal monitors. The primary objective is to support patients attempting to make behaviour change under medical supervision, through physical activity and bodyweight management. A further objective is to support the use of anonymised data for research and health service management purposes. In 2015, the objectives focused on developing and testing prototypes of personal sensors and the apps and software which will be used, as well as obtaining appropriate permissions such as legal, regulatory and ethical consent. The commitment also aimed to promote the project to researchers, health care providers and policy-makers.

Action No.1616 - Forum on Malnutrition

Main type of activity: Advocacy and information exchange

Commitment Owner: COPA-COGECA (*Danish Agriculture and Food Council (DAFC)*)

Brief Summary:

DAFC has initiated an effort to fight malnutrition in Denmark amongst hospitalized patients and elderly people involving relevant stakeholders in a Forum on Malnutrition. By the end of 2015, Forum on Malnutrition will provide politicians with ten recommendations for actions to fight malnutrition. In 2015, the objectives included developing a workshop on recommendations to be agreed on which would then be sent to politicians in Denmark.

(3) Completed Commitments

Action No.449 - Wellness For Me

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Nestlé*)

Brief Summary:

"Wellness for Me" is an in-house workplace wellness programme for Nestlé employees at Vevey headquarters, and it focuses on nutrition, physical activity and healthy lifestyles for employees. It does this through the development and promotion of practical tools intended to increase wellness into daily routines. The overall objective of the programme is to offer Nestlé employees practical, entertaining tools intended to help build wellness into their professional and personal daily routines. With regard to nutrition, the program aims to trigger employee's interest in nutrition, to enable them to make healthy choices. In terms of physical activity, the programme focuses on promoting employees' well-being, fight sedentary lifestyles, prevent cardiovascular diseases and improve personal quality of life.

Action No. 1015 - Promotion of a balanced nutrition programme for restaurants and employees

Main type of activity: Consumer information, including labelling

Commitment Owner: FoodDrinkEurope (*Mars*)

Brief Summary:

As part of a wider, joint industry initiative within the framework of FoodDrinkEurope (former CIAA), Mars will indicate on all its product labels the energy contribution of the different macronutrients in relation to their respective guidelines daily amounts (GDAs). GDAs will be provided in addition to the already provided nutrition table. A GDA-based scheme aims to help consumers make healthier/informed food choices by providing objective and useful information about the nutritional content of a product. The system is based on the amount of specific nutrients in a portion of a food and, unlike other systems, does not "demonise" individual foods because they happen to be high in certain nutrients. The goal of this initiative is to further help consumers make informed choices. The specific objectives are as follows:

- Replacing previous 'GDA' nutritional executions present on the majority of our packs with the new 'Reference Intake' based scheme, in line with provisions of Regulation 1169/2011 for voluntary nutrition information.
- Implementing the new labelling scheme onto a few remaining seasonal packs that have not previously had nutritional labelling information due to significant space issues but are expected to be on the market from 2015 onwards.
- Implementing the new scheme, combined with hybrid ('traffic light') labelling onto relevant, UK only, sharing packs.

Action No. 1024 - ¡A comer bien! (To eat well)

Main type of activity: Consumer information, including labelling

Commitment Owner: FoodDrinkEurope (*Nestlé Spain*)

Brief Summary:

This commitment introduced by Nestlé provides information to families on balanced nutrition, by distributing biannual newsletters, monthly magazines and updating nutritional information on Nestlé Spain's website. This is done by reinforcing interactive dialogue with consumers by drawing an increasing number of people to the dedicated parts of Nestlé's website; with the overarching goal of improving people's knowledge and consumption habits. Every month the newsletter focused on Nutrition is sent to a database of consumers. The Newsletter consists of different articles and balanced recipes related to 4 main pillars on which our website A gusto con la Vida was created: Food&drinks; Nutrition; Physical Activity and Healthy Habits.

Action No. 1043 - Dissemination of information on European food, nutrition and physical activity policy developments with EPHA's member organisations

Main type of activity: Advocacy and information exchange

Commitment Owner: European Public Health Alliance (EPHA)

Brief Summary:

This commitment will allow EPHA to communicate information to its members in a manner that is concise and effective. Similarly to previous years, food advertising and marketing, fiscal measures applied to food and drinks products, coherent approach to food and farming systems, as well as the right to food and health equity were some of the main issues that the EPHA monitored and conveyed to its members. Through its commitment to disseminate information to its members' organisations, EPHA objectives for 2015 remained the following:

- The regular reporting of relevant, up-to-date information on national and European food and nutrition-related policy developments, including EU Institutions' communication,
- The reporting of relevant events attended by the EPHA Secretariat, to its members,
- The strengthening of the communication between the EPHA Secretariat and its members.

Action No. 1114 – My Everyday health (Ma santé au quotidien)

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Danone*)

Brief Summary:

The programme aims at engaging Danone's employees from French R&D centre and Danone HQ in a healthy lifestyle, consistent with Danone's mission. It is designed by employees and for employees (about 500+600 persons) in a collaborative perspective. The programme focuses on 2 dimensions: nutrition (healthy diet) and physical activity (healthy body). Some of the activities included in the Healthy diet dimension are: free dietician consultancies (2 days per week); an on-line tool providing individual nutritional diagnosis and dietary advice; breakfast, veggie meals, no sugar by default in the coffee and tea within the vending machines offer; posters in the offices with

"the sentence of the week" with nutrition or physical activity advice. The healthy body dimension comprises a fitness club in the centre, physical activity courses and free use of the machines, helped by a coach; spontaneous community of joggers that practice jogging during lunch in the site surroundings.

Action No. 1211 - Mondelēz International - Employee Wellbeing

Main type of activity: Education, including lifestyle modification

Commitment Owner: FoodDrinkEurope (*Mondelēz International - formerly Kraft Foods*)

Brief Summary:

Mondelēz International is committed to creating a working environment that encourages and supports employees in their efforts to lead a balanced, active and healthy lifestyle. Each business unit has a programme in place that promotes employee wellbeing initiatives. The Human Resources department and Healthy living manager leads on the development and implementation of Employee Wellbeing program, in conjunction with other departments. The key objectives of the initiative are to:

- Providing employees with information and education to help build or support a balanced, active and healthy lifestyle (employee emails, intra-net, nutrition and health seminars, cookery demonstrations, and providing nutritious options in the canteen)
 - Supporting the promotion of activities that encourage employees to be healthy and more active at work.
 - Offering a large spectrum of education, nutrition, sport and community activity's such as running and biking groups, personal trainers, free gym, studio activities, yoga, dancing, boxing, singing, stress management sessions, ergonomic awareness assistance and mother seasonal events.
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Action No. 1305 - Healthy choices at work

Main type of activity: Composition of foods (reformulation)

Commitment Owner: Standing Committee of European Doctors (CPME)

Brief Summary:

CPME commits to promoting the up-take of healthy food choices at work by providing fresh fruit as a snack to both staff and visitors of the CPME Secretariat offices and in dedicated breaks of the bi-annual CPME Board meetings. In this respect, CPME commits to make a healthy food choice available to staff members and visitors at all times, as an alternative to other foods. CPME can thus act as a role model for the concept of healthy food choices. By introducing visitors to the idea, they are encouraged to copy the concept and apply it to their own workplaces. Similarly, staff members are encouraged to continue with healthy food choices outside of the workplace setting.

Action No. 1314 - Increasing vending choice to promote healthy eating habits

Main type of activity: Composition of foods (reformulation)

Commitment Owner: European Vending Association (EVA)

Brief Summary:

The EVA has committed to investigate how its members (vending operators) try to offer more diversity in their machines and how they increase cross-category choices. To this end, the EVA will monitor and support its national associations in launching and implementing initiatives to foster more vending choice. Through this commitment, reporting is then done on this by the EVA which will promote the results across its membership at national level.

Action No. 1509 - Mobilising the medical profession: the 'Health Village' Toolbox II

Main type of activity: Advocacy and information exchange

Commitment Owner: Standing Committee of European Doctors (CPME)

Brief Summary:

Building on the CPME commitment 'Mobilising the medical profession: the 'Health Village' Toolbox' which was implemented from 2011-2013, CPME will consolidate the toolbox with a view to improving its dissemination and up-take. The commitment has several objectives to:

- consolidate and validate the outputs of the commitment 'Mobilising the medical profession: the 'Health Village' Toolbox'
- increase the relevance and comprehensiveness of the toolbox by making use of possible synergies with related initiatives.
- ensure the format and presentation is suitable and user-friendly to allow for best possible dissemination and up-take
- draft a case study as a) an example for implementation and b) assess the feasibility for implementation by CPME

Action No. 1602 - EU Platform for Action on Diet, Physical Activity and Health - analysis of the industry's commitments against public health objectives

Main type of activity: Advocacy and information exchange

Commitment Owner: European Public Health Alliance (EPHA)

Brief Summary:

The commitment undertaken by EPHA aims to provide Platform industry members and DG SANTE with an analysis of the Platform members' commitments against public health objectives. Based on the analysis, EPHA will provide recommendations on how to improve quality and public health-relevance of the industry commitments. To achieve this aim, EPHA will commission a qualitative study into the industry commitments and will develop criteria for quality and public-health relevance of the industry commitment to the Platform's goals.

Action No.1705- Now We Move – MOVE Week

Main type of activity: Physical Activity Promotion

Commitment Owner: ISCA + FoodDrinkEurope [Joint Action]

Brief Summary:

This commitment covers a European-wide campaign promoting active life-style and physical activity. The campaign is a bottom up organised mobilization and advocacy campaign. The flagship event MOVE Week features more than 4000 events with 800,000 participants in 30 or more countries.

MOVE Week is an integral part of the NowWeMOVE campaign. MOVE Week is an open platform for anyone with an interest in getting people active to showcase their activity or event to their community. That person, group or organisation is a MOVE Agent.

MOVE Week and the NowWeMOVE campaign are being coordinated centrally by the International Sport and Culture Association (ISCA), supporting partners (including Coca-Cola Company) and coordinators providing the platform, tools and instructions to inspire MOVE Agents to organise events. A MOVE Agent can be a grassroots sport organisation, club, school, university, voluntary group, company, municipality/city or individual. It is a voluntary position, but ISCA and the National Coordinators in each country can give them advice on how to seek funding and support for their events.