Annex 1 Target audience and field of activity by country - In each graph numbers relate to actual number of commitments
Marketing and advertising
Reformulation, availability of healthy food options, portion sizes
Consumer information, labelling
Education
Physical activity promotion
Advocacy and information exchange
Croatia

Marketing and advertising
Reformulation, availability of healthy food options, portion sizes
Consumer information, labelling
Education
Physical activity promotion
Advocacy and information exchange
Cyprus

- Local community
- Special groups
- Policy makers
- Educators
- Parents
- Industry
- (Health) professionals
- Employees
- Children & adolescents
- General public
- Total

Marketing and advertising
Reformulation, availability of healthy food options, portion sizes
Consumer information, labelling
Education
Physical activity promotion
Advocacy and information exchange

Cyprus
Czech Republic

0 10 20 30 40 50 60 70 80

Local community
Special groups
Policy makers
Educators
Parents
Industry
(High) professionals
Employees
Children & adolescents
General public
Total

Marketing and advertising
Reformulation, availability of healthy food options, portion sizes
Consumer information, labelling
Education
Physical activity promotion
Advocacy and information exchange
**Estonia**

- Local community
- Special groups
- Policy makers
- Educators
- Parents
- Industry
- (Health) professionals
- Employees
- Children & adolescents
- General public
- Total

**Marketing and advertising**
- Reformulation, availability of healthy food options, portion sizes
- Consumer information, labelling
- Education
- Physical activity promotion
- Advocacy and information exchange
Finland

- Local community
- Special groups
- Policy makers
- Educators
- Parents
- Industry
- (Health) professionals
- Employees
- Children & adolescents
- General public
- Total

Marketing and advertising
Reformulation, availability of healthy food options, portion sizes
Consumer information, labelling
Education
Physical activity promotion
Advocacy and information exchange
France

- Local community
- Special groups
- Policy makers
- Educators
- Parents
- Industry
- (Health) professionals
- Employees
- Children & adolescents
- General public
- Total

Marketing and advertising
Reformulation, availability of healthy food options, portion sizes
Consumer information, labelling
Education
Physical activity promotion
Advocacy and information exchange
**Slovak Republic**

- Local community
- Special groups
- Policy makers
- Educators
- Parents
- Industry
- (Health) professionals
- Employees
- Children & adolescents
- General public
- Total

**Slovakia**

- Marketing and advertising
- Reformulation, availability of healthy food options, portion sizes
- Consumer information, labelling
- Education
- Physical activity promotion
- Advocacy and information exchange
The first bar chart illustrates the distribution of roles across different target groups in Slovenia. The roles include:
- Local community
- Special groups
- Policy makers
- Educators
- Parents
- Industry
- (Health) professionals
- Employees
- Children & adolescents
- General public
- Total

The second bar chart shows the focus areas in Slovenia:
- Marketing and advertising
- Reformulation, availability of healthy food options, portion sizes
- Consumer information, labelling
- Education
- Physical activity promotion
- Advocacy and information exchange