Annex III – Summaries of commitments

A) New commitments

1. Obesity and Cancer: promoting the evidence and recommendations (ECL – 1501).

Aim: ECL provides a common platform for cancer leagues around Europe and regularly disseminates information on best practice. This commitment will target the general public and policymakers. ECL will use a dedicated domain name (www.obesityandcancer.eu) to provide evidence and recommendations on obesity and cancer. ECL will explore with the MEPs on organising at least one meeting on obesity and cancer to discuss policy options to decrease the obesity epidemic in Europe. Lastly, ECL will, during the European Week Against Cancer, give special visibility to the messages related to obesity in the European Code Against Cancer.

Reported Achievements: A Twitter account @obesitycancer (“Prevent Obesity EU”) has 62 followers at the time of writing. The URL www.obesityandcancer.eu has been purchased and any visits to the URL are being directed to one of ECL’s pages on its website as content for the URL is still being developed.


Aim: Targeted at advertising agencies and advertisers, this action overcomes the difficulty of accessing and understanding self-regulatory codes and statutory regulation in multiple countries through a dedicated website.

Reported Achievements: The first phase of the G-REGS project, covering the rules for ten sectors in 9 European markets plus the EU, is due for completion in June 2014. Work is on schedule to meet this deadline. Marketing to agencies will commence at that point, although initial approaches to introduce the concept have been made and very well received by the intended target audience. Subsequent phases of the project will cover Central and Eastern Europe (end 2014), Asia Pacific region (2015) and North and South America (2016).


Aim: This commitment will develop a European Obesity Patient Council, with representatives from the patient and scientific communities, to facilitate better collaboration and to promote the needs of overweight and obese patients. The Council will consist of patients, former patients, self-help group representatives, carers and parents of patients/former patients (children/adolescents). It will call for a stronger voice and for better support for the European patient community, for better treatment options and better access to treatment.

Reported Achievements: The EASO Patient Council, established in 2013 and comprising patient representatives from 15 European countries, will hold a Summit Meeting at ECO2014. Representatives will be funded to attend and EASO will develop a ‘Sofia Call to Action’ as a key outcome. The Call to Action and supporting documents will be disseminated to relevant stakeholders at a European and international level, and via EASO channels including its website, e-newsletter system and through member national associations.

4. Integrating behaviour change techniques and digital technology for dietitian support (EFAD / EUFIC – 1504).
Aim: The University of Bath, EFAD and EUNIC 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. The objectives for 2013 were to develop the myPace application, to have myPace tested by dietitians, and to communicate about the progress on conferences and events with dietitians.

Reported Achievements: The application has been developed (mypaceapp.com), has been evaluated by dietitians and has been presented at 5 conferences. The EFAD website, EFAD newsletter, Annual report and promotional brochure each featured information about myPace. The objectives that have been set out for 2013 did not (at the time of reporting) aim to have an impact on determinants of health related behaviours or disease endpoints. Eventually, the myPace Platform is to support dietitians in their consultation with clients, and thereby to have an effect on the health of clients, mainly body weight. A pilot randomised clinical trial is foreseen for 2014-2015 and will be reported on in the respective year’s monitoring report(s).

5. **NowWeMove by cycle (ECF – 1505).**

Aim: ECF will join the NowWeMove campaign to promote cycling to new target groups, promote new collaboration, and create opportunities for new alliances between stakeholders. ECF’s aims to promote cycling as a fun, healthy, social activity to new target groups, and to contribute to the overall goal of getting 100,000,000 more active citizens by 2020.

Reported Achievements: 1 out of 4 MOVE Week events involved some form of cycling; cycling was introduced and promoted in countries with a low cycling culture such as Bulgaria, Romania & Estonia; successful cross-media promotion: Articles on events and achievements were communicated via all NowWeMove channels (including website, Facebook (with 30,000 fans) over 30 press articles, etc.). Items on websites were updated 2-5 times per week. The reach i.e. those who saw posts in their timeline, was over 1 million people. One event was held that promoted cross sector collaboration and active mobility by bringing together 26 stakeholders (including NGs, schools, municipalities, health organisations) in Thessaloniki, Greece. This event was awarded a prize at the MOVE Congress 2013. Since ECF first made this commitment, 10 more EU countries have been added to the geographical coverage of the commitment.

6. **Mobilising the medical profession: the ‘Health Village’ Toolbox II (CPME - 1509).**

Aim: This commitment builds on the CPME commitment ‘Mobilising the medical profession: the ‘Health Village’ Toolbox’ which was implemented during 2011-2013. CPME will consolidate the Toolbox with a view to improving its dissemination and uptake.

Reported Achievements: During 2013 significant steps were taken to review and finalise the Toolbox. Awareness of the Toolbox has been raised with CPME membership and interest is good (individual requests from the membership for more details on the next steps substantiate this).

7. **The mHealth Grand Tour Brussels – Barcelona (IDF – 1510).**

Aim: The Grand Tour is a cycle ride of 2,100 km, and 22,000 meters of climbing in 13 days. The Grand Tour will bring together diabetes patient communities and the mobile health industry to raise awareness of diabetes and to promote healthy and active living. The initiative sets out to drive awareness of diabetes and to highlight the potential role of mobile health in
advancing chronic disease management. An additional objective was to bridge the gap between patient organisations and the fast-growing mobile health industry. IDF Europe aims to convince the industry of the importance of including patient organisations and patient involvement in the development of their tools and solutions in order for their products to appropriately respond to the core needs of the patient.

**Reported Achievements:** Overall 160 riders participated in the event. The total number of media hits was not monitored but the media attention generated was significant.

8. **European savoury snacks industry commitment in the area of consumer information (ESA – 1513).**

**Aim:** ESA members commit to provide consumers with factual, science-based, objective and consistent nutrition information. The main aim for the year 2013 was to further increase voluntary nutrition labelling on savoury snack packs across Europe, where possible. In order to achieve this objective, the objectives were to provide nutrition information on pack, to use the FoodDrinkEurope Guideline Daily Amounts (GDA) nutrition labelling scheme, to provide nutrition information on a per portion basis, to implement the ESA portion rationale (single portion size of 30g for snacks and nuts), and to indicate a consumer helpline / website on pack.

**Reported Achievements:** To implement this commitment, a survey was carried out among members (savoury snack manufacturers across Europe). The survey results demonstrate that savoury snack manufacturers are at a constantly high level of providing voluntary nutrition information on pack; providing consumers with the information as described above empowers them in making an informed choice about the products they buy as part of a balanced and healthy diet. This reflects the ambition of the sector to continue demonstrating its responsibility in the area. Companies that participated in the survey represent more than 60% of the branded savoury snack market in Europe.

This commitment is not a new commitment to the EU Platform but a continuation of the previous umbrella commitment ESA held with the EU Platform (action number 604). It emerges from the separation of this previous umbrella commitment into four different commitments (further action numbers are: 1514, 1515 and 1516). This separation was performed in order to clearly identify one main type of area for each of the commitments, as well as to ease and improve the quality of the annual monitoring.

9. **European savoury snacks industry commitment in the area of product development and choice (ESA – 1514).**

**Aim:** ESA members commit to further develop products with improved nutritional composition, to implement a single portion size rationale of 30g for snacks and nuts, and to make products available in different pack sizes. The key objectives of 2013 in the area of product development and portion sizes were to further develop and increase the number of products with an improved nutritional composition. Other objectives were to increase the availability of different pack sizes and to implement the ESA portions rationale.

**Reported Achievements:** To implement this commitment, a survey was carried out among members (savoury snack manufacturers across Europe). The quantitative survey on 1 million tonnes of products (approximately 76% of the EU total) showed that in 2012 about one third (by tonnes) of all products were reformulated with reduced sodium/salt; and about two thirds (by tonnes) of all products were reformulated with reduced saturated fat. The qualitative
survey confirmed that savoury snack products across Europe have constantly been renovated over the past 7 years in order to improve their overall nutritional composition. Examples of new products are baked products, marketed as ‘crisps’/‘chips’ that entered the market and show a constantly increasing market performance and whose fat levels are 65% to 70% lower than those of traditional potato crisps. Companies that participated in the survey represent more than 60% of the branded savoury snack market in Europe.

10. **European savoury snacks industry commitment in the area of marketing and advertising (ESA – 1515).**

**Aim:** ESA members commit 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. The key objectives were to help ESA advertising pledge signatories to comply with the EU Pledge commitments, to implement the new common nutrition criteria, (applicable as of end 2014), to publish and implement corporate policies that meet – but can go beyond – these requirements, and to submit to independent third-party compliance monitoring.

**Reported Achievements:** Compliance with the EU Pledge was monitored. Results showed that in TV advertising 99.4% of ESA pledge signatories’ spots were compliant. In company-owned websites 100% of ESA pledge signatories’ company-owned websites were compliant. The monitoring activity also reported the following trends in children’s exposure to TV advertising for ESA advertising pledge signatories and direct members of the EU Pledge for products not meeting nutrition criteria, between 2005 and 2013: a reduction of 81% in programmes with a reported profile of 35% or more children under 12, and a reduction of 43% across all programming. For all products, between 2005 and 2013 there was a reduction of 37% across all programming.

These figures appear to confirm the overall trend observed over 5 years of monitoring, of a significant decrease in children’s exposure:

- an 83% reduction in exposure to ads for products that do not meet nutritional criteria in programmes with an audience composed of over 35% of children
- a 47.4% reduction in exposure to ads for products that do not meet nutritional criteria overall, i.e. in all programmes on all channels at all times
- a 30.6% reduction in exposure to ads for all products, regardless of nutrition criteria, overall, i.e. in all programmes on all channels at all times.

This year, no additional ESA member joined the ESA advertising pledge or the EU Pledge directly. Implementation of the common nutrition criteria will be monitored in 2014. The ESA survey helped to take stock of the progress achieved in 2013. Figures on children’s exposure relate to the overall food industry. ESA member companies who have signed up to the EU Pledge represent the bulk of advertising expenditure in the savoury snack market in Europe.

11. **European savoury snacks industry commitment in the area of advocacy and information exchange (ESA – 1516).**

**Aim:** The key objectives of this commitment in the area of advocacy and information exchange for 2013 were to further enhance the best practices in the area 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.

**Reported Achievements:** A number of events, conferences and workshops have been held during 2013. One was a stakeholder roundtable in Brussels in December to discuss the achievements and challenges of savoury snack product reformulation and innovation. Awareness has been raised among ESA membership on the issues related to the EU Platform thus helping to further increase the responsibility of the industry in relation to healthy lifestyles. In addition, an annual survey performed in 2013 (companies which participated in the survey represent more than 60% of the branded savoury snack market in Europe)) showed that a vast majority of respondents have policies in place to promote healthy lifestyles amongst the people they employ. ESA also encourages its members to support initiatives which promote healthy lifestyles amongst the European population, including children.


**Aim:** The Forum takes the form of a website, whose aim is to inspire primary school teachers to use their knowledge on foodstuffs, diet, nutrition and cooking methods acquired over the years by the DAFC. The main objective of the Forum is maintaining contact and dialogue with the teachers and to be their preferred source of information about foodstuffs, diet, nutrition and cooking methods. The Forum strives to maintain a high click-to-open rate of the published newsletters and maintain or increase the number of subscribers. DAFC also wishes to extend the dialogue with home economics teachers by giving lectures at teacher training colleges.

**Reported Achievements:** It is difficult to measure behavioural changes, biological parameters, etc. but DAFC has contact with a lot of teachers who are not members of the Association of Home Economics Teachers. This fact and the high click-to-open rate give reason to believe that the contact between the teachers and DAFC is good.

13. Forum for health professionals including dietitians (DAFC – 1518).

**Aim:** The Forum takes the form of a website (www.diaetistforum.dk), 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 main focus of the activities is to be in regular contact and dialogue with health professionals and be their preferred source of knowledge about foodstuffs and their nutritional contribution to the diet of the Danish population. The activities also focus on disseminating information on the new official dietary recommendations (published in 2013).

**Reported Achievements:** The success of the commitment can be measured from the number of newsletter subscribers, the click-to-open rate on the website and the number of participants at the annual scientific debate meeting (400). After the meeting the participants are able to evaluate the professional and scientific content of the meeting, the professional level, relevance etc, and this evaluation is always very positive. It is difficult, however, to measure behavioural changes. The number of newsletter recipients has increased over the years, ending at about 1,500 in 2013, and the number of participants in the annual meeting has also risen, from about 250 to 400 in 2013.
B) Active commitments

1. **Dissemination of regional education programmes (AREFLH - 724).**

   **Aim:** 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. Activities were focussed on disseminating information on the Regio’com guide, and the Fruit and Vegetable cooking book through participation of AREFLH members, networking and digital media. This aimed to encourage the public to eat more fruit and vegetables and to stimulate debate and discussion. No outputs or outcomes are reported.

2. **Engagement with other stakeholders to discuss out of home nutrition information (BEUC – 1401). This commitment was completed during 2013. Please see section 3.7 for more information.**

3. **Physical activity and nutritional habits for families (CESS – 1059). This commitment was completed during 2013. Please see section 3.7 for more information.**

4. **Media, advertising and nutrition: media literacy educational package (COFACE -1106).**

   **Aim:** The objectives for 2013 were to disseminate the package on 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-médiens session.

   **Reported Achievements:** An online video of a conference was also made available, and was watched by over 500 users online. Promotion of the package was also achieved through the COFACE newsletter and in cooperation with The Consumer Classroom. Over 50 USB keys were sold to a wide variety of stakeholders including paediatricians, school nurses, dietitians and also local family organisations networks who periodically organise seminars and meetings with parents.

5. **Holiday Food and Nutrition Camps/Madskoler (DAFC - 1065).**

   **Aim:** The Camp is a voluntary holiday activity for children aged 8-12, organised by the DAFC and the agricultural youth association 4H. Its main objective is to teach children how to cook healthy food and to teach them about good diet and appropriate levels of physical activity.

   **Reported Achievements:** The programme continues to increase in size and reach - during 2013, 135 camps were run including Ethnic Food and Nutrition Camps (6 in 2013). A total of 2305 children attended in 2013. The material for the Camps includes recipes, leaflets and general course material for the instructors. In 2013, four folders for the instructors were developed, including an encyclopaedia of useful information, a ready-to-use week programme, recipes and activity ideas. Around 56% of the Camps used the week-programme and 65% used the recipes. The instructors also handed out recipe folders to the children at the Camps (the recipes are sponsored). In 2013, a partnership with the leading retail food chain REMA1000 began who made their own folder with recipes to be handed out to the children, and supported each school financially with 5000 DKK to buy food in the local REMA1000, if possible.
The increasing number of Camps launched since the start in 2004 demonstrates the success of the commitment. The Camps have also generated positive press coverage.

The short-term outcome of the Camp is improved knowledge of healthy food resulting in a change in behaviour of the children and their families towards a healthier lifestyle. This may, eventually, lead to reduced incidence of lifestyle diseases. An electronic evaluation questionnaire introduced in 2009 was also sent out to parents in 2013, and the main conclusions were as follows:

1. 80% of the respondents explained that their child had become more conscious about health, nutrition and physical activities after their stay at the Camp.

2. 29% of the respondents confirmed that their family had become more conscious about healthy eating.

3. 40% of the respondents reported that they had introduced a weekly food cooking day for their child - 85% of the respondents reported that their child had tasted new foods at the Camp.

4. 96% of the respondents found that their overall experience with the Camp had been very good or good.

5. Approximately 40% of the parents responded the questionnaire. The parents were also given the opportunity to make additional comments, and, overall, these were very positive. The organisers of the Camps are working on a long-term strategy to increase the number of Camps and to disseminate information about health and nutrition by providing study material to primary/secondary schools. The programme foresees a continued increase in the number of Camps, primarily due to the partnerships established with relevant study programmes and to a recently established partnership with a leading retail food chain.

6. **6 A Day (DAFC - 1209).**

**Aim:** The aim of 6 A DAY is to maintain the daily consumption of fruit of approximately 300g per Dane and to increase the daily consumption of vegetables which at present amounts to approximately 150g. This is achieved by increasing the availability of fruit and vegetables in the retail sector, by introducing healthy convenience products, thus making it more attractive to eat fruit and vegetables, by informing about the positive effects of a high intake of fruit and vegetables (essential vitamins, reduced risk of overweight, lower risk of lifestyle diseases, etc).

As daily consumption of fruit matches the official nutrition guidelines focus is now on increasing consumption of vegetables.

**Reported Achievements:** The main activities in 2013 included: - Guidelines to easy implementation; A new campaign in the form of a poster and a movie on youtube.com aimed at men (viral marketing); Communication of new research results on websites, in the press etc.; Ensuring that 6 A DAY continues to be part of the Danish dietary guidelines; Seeking sponsorships for future activities; Ensuring that a high intake of fruit and vegetables is promoted in the new public/private partnership: "The Meal and Nutrition Partnership"; Publication of a 6 A DAY guide to portion sizes with pictures of fruit and vegetables to make it clear what counts towards 6 A DAY; Establishment of partnerships with various retail chain stores. The objective of 6 A DAY is to change the dietary habits of the Danish population. Increased sales of fruit and vegetables have not been recorded as the tracking period (starting December 2009) is not sufficient to produce reliable results. In 2011, the percentage of
people (in Denmark) who knew about the campaign was 98%. No monitoring has taken place since, due to lack of funds.

7. **Partnership in the reduction of salt content in food (DAFC - 1317).**

   **Aim:** The Danish strategy on salt reduction sets the goal of a 3 grams reduction in daily salt intake by 2014. It has, however, been necessary to postpone the deadline for the goal of reducing the daily intake of salt by 3g until 2018 and it has been divided into two steps: From 2010 to 2014 the daily intake of salt should be reduced by 1.5g and from 2014 to 2018 by 1.5g.

   **Reported Achievements:** In 2013, seven meetings were held among the key partners. Experts from the DAFC have attended various external conferences, including events organised by the Nordic Council of Ministers presenting the experience gained from the partnership on salt reduction. On-going activities by food business operators on salt reduction in accordance with the benchmark tool have taken place. New salt reduced products have been placed on the market, in particular processed meat (sausages, charcuterie) and the aim is to have the 60% of the products with a high salt content match the average salt content of the 40% of the products with the lowest salt content. A monitoring plan for all partners has been agreed. On-going discussions on a communication strategy have taken place to assure raising of public awareness. No impact indicators are reported.

8. **Healthy choices at work (CPME - 1305).** *This commitment was completed during 2013. Please see section 3.7 for more information.*

9. **‘Mobilising the medical profession: the "healthy village" toolbox’ (CPME - 1306).** *This commitment was completed during 2013. Please see section 3.7 for more information.*

10. **‘Informing the medical profession’ (CPME - 1307).**

   **Aim:** CPME is committed 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 annual objectives for 2013 were: - to maintain the information exchange with the CPME membership on policy developments relating to diet, nutrition and physical activity; - to keep the issue of diet, nutrition and physical activity on the CPME agenda; - to strengthen the knowledge base among the CPME membership on diet, nutrition and physical activity, also with a view to facilitating the implementation of CPME’s other commitments.

   **Reported Achievements:** CPME was represented at all meetings of the Platform in 2013. Information was processed by the EU Policy Advisor in cooperation with the CPME Rapporteur on Diet, Nutrition and Physical Activity. Two information mailings of approximately 500 words on the meeting of the Platform on 14/11/2012 and 28/02/2013 were disseminated by EU Policy Advisor to the CPME membership (National Medical Associations of AU, BE, BG, CY, CZ, DK, EE, FI, DE, GR, HU, IE, LV, LT, LU, MT, PL, PT, RO, SK, SI, SE, NL, UK, NO, CH, IS, IL, HR, AD, RS, AL).

   An agenda item on diet, nutrition and physical activity was included in the agendas of both CPME Board meetings in 2013 and notes on activities were drafted to support the presentation. On both occasions there was brief question and answer session.
presentations were delivered to 80 representatives of CPME membership as well as representatives of European Medical Organisations and the World Medical Association. The presentation’s content was recorded by the EU Policy Advisor in the meeting minutes and made available to the CPME membership on the members’ section of the CPME website.

The EU Policy advisor processed information retrieved in the monitoring exercise and disseminated this to the CPME membership via the CPME members’ website for future reference. The EU Policy advisor in cooperation with the CPME Rapporteur on Diet, Nutrition and Physical Activity drafted an article of approximately 200 words on the CPME activities and the adoption of the CPME commitments to the Platform for 2014, which was included in the CPME newsletter disseminated on 28/11/2013. The newsletter is disseminated to approximately 800 contacts including EU institutions, civil society stakeholders, organisations of the medical profession and the media. The newsletter is archived for future reference on the public section of the CPME website.

Due to the above The CPME membership’s awareness for the issue of diet, nutrition and physical activity was maintained, the issue of diet, nutrition and physical activity was continuously on the agenda of CPME Board meetings in 2013, and the newsletter article disseminated on 28/11/2013 communicated the CPME activities in this area beyond the immediate CPME membership to other medical professionals.

11. **To Promote Obesity as a Health, Research and Societal Priority in Europe (EASO - 533).**

**Aim:** The objectives for this commitment for 2013 were: 1) 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. 2) Inform European obesity research via EASO Scientific Advisory Board consultations, think tank conferences and recommendations. 3) 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. 4) Engage stakeholders (sister societies) in fields related to obesity to prepare joint sessions (at the ECO and other relevant conferences), and topic specific scientific statements/guidelines. 5) Develop a network of EASO accredited 'Collaborating Centres of Obesity Management' (COMs). EASO will support and deliver clinical obesity education via the COMs network. 6) Engage relevant consortia and participate in scientific projects as a disseminating partner. Facilitate dissemination via EASO networks and the ECO. 7) 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. 8) Support relevant European projects/initiatives related to obesity. 9) Support and develop the EASO network of National Obesity societies; share relevant data, papers, guidelines etc, and facilitate national translation and dissemination.

**Reported Achievements:** No outputs were reported.

12. **Provide input for setting the European obesity research agenda (EASO – 1309).** *This commitment was completed during 2013. Please see section 3.7 for more information.*
13. **Develop and maintain a network of EASO Collaborating Centres for Obesity Management (COMs) (EASO - 1310).**

**Aim:** Through this commitment EASO aims to develop a network of accredited EASO Collaborating Centres for Obesity Management that will facilitate multi-centre research collaborations, develop treatment protocols and deliver clinical education in Europe via a COMs network.

**Reported Achievements:** 40 centres are now COMs accredited. A COMs webpage was developed and features a member only area for closed discussion, exchange of expertise and developing research consortia. EASO held a COMs Summit meeting in November 2013. COMs information is disseminated to EASO members via the annual report and in society e-newsletters. The COMs network is designed to raise the level of obesity treatment across European, thus having a direct benefit on European citizens. Public benefit and charitable objectives are met through all of these projects. EASO will aim to undertake further analyses throughout 2014.

14. **To increase outreach in obesity research (EASO / EUFIC - 1312).**

**Aim:** In order to contribute to the Platform’s goal of tackling the growing problem of overweight and obesity-related health problems in Europe, EASO and EUFIC have each made commitments that are appropriate and proportionate to their missions. In this first year of a joint commitment together, EASO and EUFIC agreed to commit jointly to produce multimedia content to increase outreach about new knowledge in obesity research, via [www.eufic.org](http://www.eufic.org) and [www.easo.org](http://www.easo.org). Objectives in 2013 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.

**Reported Achievements:** The ECO 2013 podcast produced by EUFIC was posted on 10 January 2014. An automatic announcement of its existence was made to over 46,000 of EUFIC’s online subscribers. EASO disseminated information on the ECO 2013 podcast via a membership e-bulletin, sent to more than 18,500 recipients. Download statistics for the ECO2013 podcast, published in January 2014, will be provided in the 2014 monitoring report. The ECO2012 podcast was downloaded 713 times in 2013. The ECO2011 podcast was downloaded 293 times in 2013 (compared to 750 times in 2011, and 382 times in 2012). The ICO2010 podcast was downloaded 1,663 times in 2013 (compared to 1,696 times in 2011, and 1,852 times in 2012). These figures indicate that interest in the subject remains high and that conference podcasts are a format that can be and is accessed long after the event has taken place.

Working together, EASO and EUFIC contribute concretely to impacting the pursuit of healthy diets, physical activity and the fight against obesity. For the third year in a row, EUFIC with EASO's joint collaboration produced a podcast that contains the latest advances in obesity prevention and related new science. It reaches the public by dissemination efforts of EASO and EUFIC. Together with the previous ECO/ICO podcasts, it also creates a trail of scientific progress in the field. By spreading this information to a much greater audience than those present at the meetings, it is hoped that studies that will lead to efforts to help decrease obesity rates in Europe will be informed.

15. **Dietitians Improving Education and Training Standards (DIETS) (EFAD - 282).**
**Aim:** The objectives for 2013 were: 1) Exploit deliverables to DIETS2 partners and other stakeholders; 2) Maintain contemporary, interactive web site for exchange of information within the EFAD network, supporting education and work of dietitians and their role in improving nutritional health; 3) Produce webinars and YouTube movies to disseminate deliverables; 4) Maintain a functioning DIETS2 Facebook page. 5) Publish two newsletters; 6) Organise a conference for practising dietitians, practice placement trainers, lecturers and students from higher education institutes (HEI); 7) Develop pedagogic standards for dietetic placement teachers and a guide for best practice in practice placement; 8) Produce a Lifelong Learning (LLL) strategy for dietitians; 9) Publish a LLL Toolkit for dietitians; 10) Produce and maintain a database of LLL opportunities for dietitians; 11) Maintain and extend database of tools for Teaching Research Skills and Evidence Based Practice in Dietetics; 12) Publish an eJournal of student research findings; 13) Produce 4 eLearning courses; 14) Work closely with EFAD member associations and HEIs to provide synergistic outcomes for development of the dietetic profession: to adopt and promote Standards, including European Dietetic Advanced Competences (EDAC), to establish EFAD Education Committee and Research Committee; 15) Agree a strategy to sustain the network beyond the life of the project.

**Reported Achievements:** Outputs and impact are clearly defined. After 39 months the DIETS2 network continues to have discernible impact:

1) A survey of 49 stakeholders found that 88% informed others about the project, 71% passed DIETS2 materials to someone else, including colleagues and students, 76% used materials produced by DIETS2, 90% said DIETS network was meeting their needs and expectations, 70% could navigate website easily and 80% had downloaded information from it, 59% visited the DIETS Facebook page, 76% read the DIETS newsletters and 74% had shared them with others, 98% would attend another DIETS conference and recommend conferences to others.

2) Partners considered the DIETS deliverables useful. The most popular deliverables (ranking >4.5) were: “Guide to best practice for student placements”, “Pedagogic standards for dietetics teachers”, “Policies on LLL and Advanced Competences”, “Database of LLL courses”, “Conferences” and “Guide to e-Learning”.

3) The EFAD web site will host the DIETS web-site from 2014 onwards.

4) DIETS Facebook, Twitter and YouTube will continue to be maintained voluntarily by WP4 members.

5) EFAD will include education and research matters in quarterly newsletters.

6) EFAD will invite DIETS network to annual conferences.

7) The LLL database is of great importance to advise dietitians of the existing educational opportunities and gives dietitians the possibility to go abroad for study/education/professional development.

8) The Advanced Competences (EDAC) have been used to assess Masters Courses, to develop new curricula and to document advanced skills. EDAC was adopted by and promoted to all dietitians within the EFAD network (over 30.000 practising dietitians in 26 EU countries) as well as all HEIs within the DIETS network and the International Confederation of Dietetic Associations (over 160.000 dietitians around the world).

9) EFAD has introduced “Education Associate Membership” to enable DIETS partners to join EFAD and sustain the network and established Research and Education Committees (chaired
by WP5 and 2 leads respectively) to continue some of the DIETS projects (e.g. promoting EDAC & LLL, supporting eJournal, maintaining databases of practice placements, eCourses, LLL courses and tools for teaching).

10) Seven DIETS partners are working on a proposal for funding to develop a Knowledge Alliance

16. **Collaborate to promote increased awareness and use of energy balance (EFAD / EUFIC - 1111).**

**Aim:** EFAD collaborated with EUFIC to launch and promote the EUFIC Energy Balance Tool, and train Dietitians with new language versions at respective national Dietitians’ conferences. 2013 objectives were 1) to carry out a usability survey of the EUFIC Energy Balance tool to identify potential usability problems, understand the ways in which users interact with, and experience, the tool and to identify solutions to improve the overall user experience of it; 2) to present the EUFIC Energy Balance tool – available in 11 languages - at national conferences of dietitians and other public health experts; 3) to monitor visitor statistics on the Energy Balance website.

**Reported Achievements:** A usability survey was conducted and indicated that the tool is currently at an acceptable level of development and that reconceptualising or redesigning some elements and functions of the interface, and testing the tool with a larger sample of users, is recommended. The tool has been presented and promoted at a number of conferences. The EFAD website (1947 registered users), EFAD newsletter (30,000+ practising dietitians), the EFAD Annual report (all member associations and stakeholders) and promotional brochure (Stakeholders) each featured information about EUFIC and the energy balance tool project.

Monthly visitor statistics for the Energy Balance website, including a breakdown by language, were collected for 2013. Visits to the Energy Balance tool on http://www.eufic.org/page/en/page/energy-balance/ amounted to 122,838 visits in 2013, which is 29.5% more than in 2012, and 33.9% more than in 2011. The majority (42%) were visits to the English section. The next three most visited language sites are Spanish (14%), Portuguese (11%), and French (10%). In total, 393,750 visits have been recorded since the baseline year 2008 when the commitment was made. English remains the main language of use at an average of 40%, followed by Spanish (15%), French (10%), Portuguese (8%), Italian (7%), German and Greek (6% each), Polish (5%), and Hungarian (3%). Impact indicators are difficult to measure, and a cause-effect relationship can never be established for website visits and the effect on determinants of health related behaviours or disease outcomes. Nevertheless, the increase of 29.5%, which equals 28,000 more page visits than the year before, shows a positive trend of individuals actively seeking for information that aims to support weight management.

17. ukactive & Greenwich University Research Institute Health and Wellbeing Investigation (ukactive – 1411). *This commitment was completed during 2013. Please see section 3.7 for more information.*

18. Heart Walks (Slovenian Heart Foundation - 569).
Aim: The Slovenian Heart Foundation set up a Heart Walks. The Walks take place on a monthly basis, year round and are guided. Once every month blood pressure checks are offered, and healthy lifestyle advice is given.

Reported Achievements: The programme is promoted through a newsletter and website - www.zasrce.si website.

19. Diet, physical activity and cardiovascular disease prevention in Europe (EHN – 1204). This commitment was completed during 2013. Please see section 3.7 for more information.

20. Nutritional criteria for foods/ drink advertised to children (EHN- 1404). This commitment was completed during 2013. Please see section 3.7 for more information.


Aim: The objective for 2013 for this commitment is that EMRA members will, on an on-going basis, research how they can reduce salt, fat or sugar levels where appropriate.

Reported Achievements: Activities through the year have resulted in the reduction of salt, sugar and fat across a range of brands and products in several European countries, for example, McDonald’s Europe adjustments implemented in 2013: Ready-to-Eat Bacon slices salt reduction -25% • Value chicken salt reduction -20% • Potato Wedges reformulation: -25% salt • All pan European and promotional buns have only 1.6% salt/based on Flour weight • Sprite with Stevia introduced in some countries (e.g. France) -30% added sugar • Smoothie natural fruit drinks without added crystal sugar • Allergen reduction: no soy flower in buns anymore; Chicken McNuggets: no egg, whey and lactose; all Chicken products: no egg.

22. Consumer information (EMRA - 536).

Aim: The 2013 objective of EMRA 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).

Reported Achievements: A range of outcomes are reported from members, for example, Quick Restaurants provides consumers with educational and accessible nutritional information for all of Quick’s products in two primary ways: a) a calculator tool launched in May 2013 that in 8 months had 74 000 unique visitors and 434 000 hits; b) Quick Restaurants gives nutritional information on 22 500 000 placemats.


Aim: Within this commitment EMRA members pledge to continuously make options available for those seeking balanced diets and to ensure that these options are properly highlighted in members’ restaurants.

Reported Achievements: As is the case in commitment number 535, work on this commitment has been on-going since 2006. Outcomes for 2013 are wide ranging and include: - Domino’s Pizza - the fresh hand-tossed crust remains the predominant crust of Domino’s loyal customers in the EMEA region. The thinner base in the UK represents 5% of all
pizzas sold. The consumption of the fresh Italian thin crust continues to grow throughout the EMEA region of Domino’s Pizza. The Artisan line in Belgium is 0.62% of all pizzas and nearly 2 million printed marketing flyers went out from April through December.

- KFC France launched a new oven-baked product: Brazer (a filet of chicken) Parmesan. KFC Germany introduced salads (on offer since 2012) with a multi-grain bread during 2013. KFC Spain introduced salads (on offer since 2012). KFC Netherlands put an oven-baked chicken sandwich (Brazer Sati) on the menu during 2013. KFC UK re-launched kids meal options so that no combination exceeds 25% of a child’s GDA for calories, fat and salt.

24. **The role of Health in Grassroots Sport – Health4Sport (ENGSO - 1405).**

**Aim:** This commitment aims to support and promote health programmes in grassroots sports clubs.

**Reported Achievements:** During 2013 a number of activities took place. Health and health enhancing physical activity were promoted during the ENGSO GA in Belgrade (Serbia, May, 2013). In cooperation with the ENGSO members, ENGSO has prepared a position paper on the future EU Work plan for sport: "health-enhancing physical activity and participation would contribute to the Europe 2020 Strategy for smart sustainable and inclusive growth. With these priorities all European citizens would be in the target group of the EU sports policy and the sport funding chapter of the Erasmus+" (www.engso.eu).

Unfortunately for this moment ENGSO has not achieved and defined the appropriate model of the cooperation with other EU Platform organisations. In 2013 the focus has been on developing ENGSO web services and during the GA and ENGSO Forum (Brussels, Belgium, October, 2013) on identification of the common needs related to health enhancing physical activity in grassroots sport. The role of health in grassroots sport clubs was discussed on various annual ENGSO events. The commitment offered ENGSO members new information related to health issue policy, best practices and priorities. Feedback from and participation in the annual ENGSO events, especially from the ENGSO partners, were very positive indicating interest and support from the participants.

25. **Dissemination of information with EPHA’s member’s organisations (EPHA - 1043).**

**Aim:** As in 2012, food marketing, advertising and taxation were some of the main issues the European Public Health Alliance followed along the year and consequently informed its members about during 2013. Through its commitment to disseminate information with its members’ organisations, EPHA objectives for 2013 were: a) The regular reporting of relevant, up-to-date information on national and European food and nutrition-related policy developments, including communication from EU Institutions’; b) The reporting of relevant events attended by the EPHA Secretariat, to its members; c) Strengthening communication between the EPHA Secretariat and its members.

**Reported Achievements:** Outputs and impact are clearly defined:

- Objective a) In 2013, EPHA disseminated updated information on food and nutrition-related issues to its members regularly. Compared to previous years, the attendance of the meetings remained stable despite the changes in the nature of the dossiers monitored by the Secretariat. EPHA ensured that all its member organisations have access to the information distributed or discussed in meetings that they cannot attend. EPHA’s secretariat used fully the potential of these meetings to raise awareness on nutrition policy amongst its membership,
with a particular attention given to members that do not have a direct interest in it. These activities contributed to the achievement of the 2013 annual objectives.

- **Objective b)** Through regular communication with its members and the monthly Newsletter, EPHA ensures that its member organisations and partners are provided with quality and up-to-date information on nutrition policy. The EPHA website received an average of 162,633 per year (average day: 445 & average month: 13,552). Thus it remains a very relevant source of information for many interested individuals and organisations. Over the course of 2013, EPHA expanded its media presence reaching to 1187 journalists, increasing its presence on Facebook (increase from 571 to 1113 followers) and Twitter accounts (2847 followers). The EPHA Newsletter and presence on social media fully contributed to the achievement of the 2013 annual objectives.

- **Objective c)** Since they were established, EPHA has received positive feedback from its participants on the Platform’s pre-meetings. They all agreed on the fact that the meetings were very useful, allowing important exchange on the agenda items to be presented. EPHA was encouraged to continue organising them as it was felt to be beneficial in terms of the preparation of the meeting and of the achievement of a more coordinated approach during the Platform meetings. The organisation of the Platform’s pre-meetings also contributed to the achievement of the 2013 annual objectives, between EPHA and its members but also beyond, with partners.

26. **The link between the Common Agricultural Policy and Diet (EPHA - 630).**

**Aim:** 2013 was a decisive and a final year for the reform of the Common Agricultural Policy (CAP) with negotiations on the legislative proposal as well as on its funding. EPHA took the opportunity of these key legislative and policy developments to fully implement its commitment and advocate for the link between the Common Agricultural Policy and diet-related issues to be better emphasised. EPHA objectives for 2013 were the following: 1) Further develop the communication and common understanding among EPHA members on the CAP and related issues. 2) Encourage EPHA members to participate to the European Union developments related but not restricted to the Common Agricultural Policy and highlight the importance of including public health messages. 3) Further develop working relationships with DG AGRI, DG ENTR and DG ENVI. 4) Further develop working relationships with the Members of the European Parliament.

**Reported Achievements:** To achieve this commitment, EPHA also worked together with the European Public Health and Agriculture Consortium (EPHAC) of which EPHA is a member. Outputs and impact are clearly defined and include:

- **Action 1)** EPHA disseminated updated information on food, nutrition and the CAP-related issues to its members regularly, via the Newsletter and monthly PCMs. 22 articles have been written under the “Make the CAP healthy” section of the EPHA website, including 4 press releases and open letters disseminated to more than 1187 contacts in EPHA media database. The articles generated high level if hits, for example “Clock is ticking in the run up to historic CAP reform deal” www.epha.org/a/5758 (1562), “Sugar users disappointed by agriculture committee vote to keep sugar quotas” www.epha.org/a/5560 (2200), or “A greener Common Agricultural Policy crucial for Public Health Community” www.epha.org/a/5581 (2757). The attendance of the PCMs increased throughout the year.
which can be explained by an increasing interest in the information communicated. Moreover, for members that could not attend, articles were published on EPHA website with the information distributed and discussed. Therefore, it can be considered that the level of information of members in this area has increased, so did their understanding of the connections between agriculture, food and diet.

- **Action 2)** 2013 was a crucial and decisive year for the Common Agricultural Policy. Therefore, EPHA closely monitored the EU developments related to the CAP and continued its involvement on the developments related to the issue. Through a regular flow of information communicated to its members, EPHA participated in timely raising awareness on the importance of including public health messages in agricultural-related policies and thus encouraged them to take part in related debates and political opportunities, the European Parliament and Council involvement on the legislative proposal being some of them. Such an involvement was possible partly thanks to the distribution of regular and updated information.

- **Action 3)** The EPHA Policy Co-coordinator systematically attended the meetings organised in the context of the HLGBFFSC. EPHA was one of the few NGOs present and the only one representing the public health community. This ensured that public health messages were communicated to the DG AGRI and DG ENTR. As a clear consequence, EPHA’s objective to strengthen our working relations with DG AGRI and DG ENTR was achieved. In addition, EPHA also increased its relations with other DGs such as ENVI or EMPL through the attendance of many events, either by EPHA or EPHAC. Going beyond the CAP-related discussions, EPHAC/EPHA actively advocated for public health-supportive agriculture related amendments to be included in developments such as the negotiations on the Health for Growth Programme, Horizon2020, the Multi-Annual Financial Framework 2014-2020, post-2015 Development Agenda or EU Cohesion Policy debates. The agriculture dimension was also advocated for in Commission consultation on the 7th Environment Action Programme, poverty and social exclusion and anti-microbial resistance-related developments (AMR).

27. Monitor, encourage and support the implementation of the EU SFS (EPHA – 1105). This commitment was completed during 2013. Please see section 3.7 for more information.

28. Active and Healthy – the role of physiotherapists in physical activity (ER-WCPT - 1408). This commitment was completed during 2013. Please see section 3.7 for more information.

29. Contribution to obesity prevention (ESPGHAN - 1060).

Aim: Objectives for 2013 were: - to develop a specific Symposium about Prevention and Treatment of obesity in childhood and adolescence at the 45th Annual Meeting in London (May, 2013); - to develop specific topics within the ESPGHAN Summer School to be developed in Czech Republic (Prague); - to develop new specific healthy nutritional recommendations for infant, toddler, children and adolescents; - to disseminate the new nutritional recommendations for toddler in the International ESPGHAN CoN Symposium to be held within the IUNS World Congress of Nutrition, Granada, September 2013.

Reported Achievements: Outputs include publications, meeting participation, conferences, courses, and other activities within different project and advisory expert meetings. ESPGHAN
CoN is considered as a reference group of expertise all over the world. The recommendations established in their papers are taken into account by the EU Committee on Nutrition, the Codex Alimentarius, EFSA, physicians, health care professionals, the Industry, and many Stakeholders. So, their recommendations have a significant impact in the development of new products as well as in the way, quantity and quality of the nutrients to be provided to infants, children and adolescents, and in the policy, and to health care practitioners.

30. Using EUFIC communication vehicles to promote physical activity (EUFIC - 1061).

Aim: In order to contribute to the 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. The objectives of this commitment for 2013 include producing and monitoring access to science-based content about the benefits of physical activity.

Reported Achievements: A number of articles were published during 2013. Public interest in the multimedia content about physical activity on eufic.org was monitored. Downloads of EUFIC multimedia content about the benefits of physical activity amounted to a combined 5,238 times in 2013 up from 4,077 in the previous year. Since the baseline year (2008) when EUFIC made the commitment, the total impact has been 64,407 downloads of related multimedia content. The average number of people visiting Eufic.org each month in the last three years (since EUFIC began using Google Analytics) is 313,000 people per month. At the end of 2013, there were 46,842 subscribers receiving new EUFIC material on-line, 70% of which EUFIC estimates are health professionals, scientists, educators and consumers, based on data from a representative sample.

31. Consumer research on nutrition information and labelling (EUFIC - 521).

Aim: 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 commitments was made in 2006 and its objective for 2013 is to improve stakeholder access to EUFIC’s research on pan-European consumer response toward nutrition and portion information on food and drink packaging.

Reported Achievements: In order to achieve this aim a number of scientific presentations were made at stakeholder conferences during 2013. Webinars and forums were held on topics such as the importance of portion size information. Downloads of relevant documents from eufic.org were monitored (upwards of 30,000 downloads during 2013). An important measure of impact of EUFIC’s publications is the number of times they are cited in other peer-review journals. Using “Google Scholar” as a source, these EUFIC publications on nutrition and portion information labelling have been cited 575 times since 2007, including 181 more in 2013.

32. Increasing the outreach of EUFIC’s information on healthy lifestyles (EUFIC - 524).
Aim: This commitment was made in 2006 and its for 2013 include producing new and updated web-based interactive multimedia content for both adults and children, and then monitoring and reporting access to these.

Reported Achievements: During 2013, 5 new multimedia content materials were produced for the general public and scientific community (downloaded 2301 times). EUFIC launched both English and French versions of www.coolfoodplanet.org in December 2012, then a Greek version in late 2013. By the end of 2013, the number of visits to coolfoodplanet.org’s three language versions had reached 32,949, growing by 25,841 in the past year. The CoolFoodPlanet Facebook page for adults, where nutritionists, parents and school officials may exchange best practice about using CoolFoodPlanet with children, had 148 ‘Likes’ at the end of 2013.

Overall therefore, EUFIC impacts a significant audience by not only attracting both adults and children to its popular Eufic.org website and its CoolFoodPlanet.org website, but also through an expanded social media audience: over 3.6 million overall web visits in 2013 according to Google Analytics (for both Eufic.org and CoolFoodPlanet.org combined). In order to increase the impact of EUFIC’s multimedia content related to diet, physical activity and health, EUFIC launched Facebook (in 2011) and Twitter accounts (in 2012). By the end of 2013, the number of followers of its Facebook account was 4,738 and the number of followers of its Twitter account had reached 1,167. The average number of visits to Eufic.org each month in the last 3 years (since the use of Google Analytics began) is over 313,000. At the end of 2013, there were 46,842 subscribers to Eufic.org, including health professionals, scientists, educators, consumers and journalists, enabling them to receive the new information that EUFIC disseminates.

A measure of the impact of EUFIC’s investment in launching the CoolFoodPlanet website for children is the credibility bestowed upon it by HON Code certification obtained in 2013. The Health on the Net (HON) certificate serves as a guarantee that the website complies with and pledges to honour the 8 principles of the HON Code of Conduct as drawn up by the HON foundation. More evidence of the impact of the launch of CoolFoodPlanet is the professional and scientific support obtained for the European Childhood Obesity Group (ECOG) annual conference in Liverpool in November 2013 where a Scientific Poster about CoolFoodPlanet was represented at ECOG.

Finally, in 2013, CoolFoodPlanet obtained the recognition of POSCON, www.positivecontent.eu, the EU-funded project that is a reference for ‘Positive Online Content and Services for Children in Europe.’ In its 2013 publication entitled ‘Checklist & Concrete Criteria for Positive Content,’ it cited CoolFoodPlanet as an example of educational content that is attractive for children. POSCON consists of institutions and companies from over 15 European countries – content producers and providers, researchers, parents’ associations, experts from the area of media for children.

33. Using EUFIC communication vehicles to raise awareness of the EU Platform (EUFIC - 526).

Aim: This commitment was made in 2006 and its objectives for 2013 include measuring the outreach of information about the EU Platform for Action on Diet, Physical Activity & Health posted on EUFIC’s website.
Reported Achievements: A range of Podcasts and webinars relating to the Platform were published e.g. a video of the European Commissioner for Health and Consumer Policy, John Dalli, addressing a joint meeting of stakeholders, was referenced by EUFIC on its website on 29th November 2011. This multimedia content featuring senior DG Health & Consumers officials, accessed 127,470 times by 2013, impacts on a wide external audience of interested stakeholders via the EUFIC website, www.eufic.org.

The average number of visits to Eufic.org in the last three years (since EUFIC began using Google Analytics) is more than 313,000 per month, up from 277,000 per month in the previous two years. EUFIC’s mission to communicate about health, nutrition, food safety and physical activity is in line with the goal of the Platform.

EUFIC regularly invests about 1/5 of its staff time annually to the Platform’s goal of tackling the growing problem of overweight and obesity-related health problems in Europe in the form of specific commitments, including:

- generating consumer insights research, submitting resulting peer-reviewed papers to scientific journals and communicating these,
- disseminating EUFIC-mission relevant content to the public,
- making and administering measurable commitments to the Platform,
- making presentations to peers at Platform plenary meetings,
- exchanging best practices and making joint commitments with other members of the Platform, one with the European Association for the Study of Obesity (EASO), two with the European Federation of the Associations of Dietitians (EFAD), and importantly, volunteering to contribute valuable feedback to the evaluation process of both the EU’s Nutrition Strategy and the Platform itself.

34. Promotion of a balanced nutrition programme for restaurants and employees (Edenred (ex Accor Services) - 1028).

Aim: 2013 was the second year of the programme following the end of the EU co-funding. The objectives follow the ones of 2012. They still focus on the sustainability of the programme and its actions without an allocated budget: 1) Programme actions and quality; 2) Dissemination - communication of the actions and results; 3) Dissemination - promotion of the programme to new partners and new countries.

Reported Achievements: A range of output and impact indicators are reported:
- Objective 1: 7 countries participated in the evaluation of 2013 (all but Portugal because the partners launched the communication campaigns in too short a time before the evaluation process). The minimum expected return of the questionnaires was of 3500 respondents for employees and 350 for restaurants. The results were above expectations thanks to the preparation and experience of the partners. There were 4612 returns from employees and 670 returns from restaurants. A network of FOOD restaurants was developed, a total of 2876 restaurants in 8 countries.
- Objective 2: The website has been updated regularly in order to generate regular visits. In early January 2014 there had been 185 273 visits (since February 2009). An important point is
the quality of the visits. Indeed, the average time spent by visit is up to 6.08 minutes (1 min more than in 2012), which is enormous compared to the majority of websites. Then, visits are mainly done between 9am and 7pm which corresponds to working hours which is the target setting. It is also important to stress that in 2013, Portuguese visitors were the third most active on the EU website, thanks to the translation done the same year. The Portuguese partners won the national Nutrition Award 2013 in the "Mobilization Initiative" category for the Alimentação Inteligente book directed at employees and general public.

- Objective 3: Dissemination outcomes included a new partner joining the Consortium: the Spanish Association of Dietitians and Nutritionists (AEDN) which is part of a European network (FEDN). 2013 has been an interesting year for the FOOD programme because the actions and structure have been consolidated and a lot of new perspectives have been considered and discussed. The partners needed this time in order to test the reliability of the programme without external funds before launching new activities and events. All partners agree that the dissemination process must focus on participation in conferences and Awards, since this offers great visibility and recognition whilst maximising cost-efficiencies.

35. German retailers’ initiatives in the field of nutrition and healthy lifestyles (HDE - 738).

**Aim:** The objective for 2013 was to inform members of developments and obtain their feedback on actions.

**Reported Achievements:** Members were informed via internal reports, guidelines, and newsletters as well as through direct contacts of the HDE staff discussing current nutrition developments in HDE committees and working groups. The HDE has 100,000 members including company members. An internal consultation of HDE members on the implementation of voluntary nutrition labelling in April 2010 showed that:

- more than 80 % of own-brand products have a nutrition labelling
- the majority of own-brand products with nutrition labelling depict labelling of the big 8 nutrients
- about 75 % of own-brand products with nutrition labelling have a GDA-labelling.

36. Club 4-10 (Coop Italia - 1110).

**Aim:** The annual objectives for 2013 were: - to raise awareness and to train mothers about what constitutes a correct and healthy diet for their children; - to increase the visibility of Club 4-10; - to maintain sales.

**Reported Achievements:** At the end of 2013, the line Club 4-10 includes 19 products. Compared to 2012, 4 items have been removed and 2 added. Sales totalled 4 billion €. There was a significant increase of monthly single visitors of www.alimentazionebambini.it from 50,000 to 85,000 and of Crescendo Facebook page fans to 43,500. There was an increase of both spontaneous (from 36% to 46%) and stimulated awareness (from 66% to 67%).

37. Tackling Obesity: consumer cooperatives leading the way (EuroCoop - 1412).

**Aim:** The primary objective for 2013 was to challenge members to have as many new initiatives as possible in the 2013 edition of the Report “Talking obesity: consumer cooperatives leading the way”, compared to those stated in the previous edition. The comprises the best examples of the initiatives carried out by consumer cooperatives in different countries. Notably the report is categorised using the field of activity of the Platform.
Secondly, in support of last year’s objectives, a stronger communications plan was set up, with a particular focus on developing a more attractive report. Lastly, an updated database on Euro Coop website was to be developed, comprising of all the initiatives, and, over two years to improve its structure and readability.

**Reported Achievements:** By the end of the year the report was ready to be disseminated among networks. As a result of the new resources in the communications department, recipients were targeted and ad-hoc communications material (brochure, emails, press releases) were prepared. Encouragingly, countries which do not have a tradition of strong engagement in promoting healthier lifestyles, such as Bulgaria, showed great interest in the report and the intention to replicate some of the initiatives.

38. **Improved information exchange about the Platform (EuroHealthNet – 1050).** *This commitment was completed during 2013. Please see section 3.7 for more information.*

39. **Evaluation of the implementation of diabetic guidelines in primary care (EUROPREV – 1301).** *This commitment was completed during 2013. Please see section 3.7 for more information.*

40. **Smart Choice Programme for Vending in Education (Mars Inc. - 1036).**

**Aim:** The Smart Choice Programme is a long-term commitment dating from 2005 that is run mainly in secondary schools and targets students between 12 and 18 years of age. The objective of the programme is to continue strengthening efforts in education by supporting schools to encourage responsible snacking, promoting appropriate vending practices with the ultimate goal of promoting a healthy lifestyle and in particular:

1) **INFORM and SUPPORT** schools in order to raise awareness amongst students, the future consumers, in relation to nutrition, balanced diet, physical activity and healthy lifestyle. Part of this programme is encouraging the schools to promote physical activity outside the curricular sports hours by setting up a reward system.

2) **RENOVATION** (formulation and commitment to sustainability), which is the improvement of the nutritional composition of Mars products, on one hand, and the sustainable sourcing of the raw materials, on the other hand.

3) **INNOVATION** - providing more space in the Mars vending machines for alternative snacks to Mars ones and also adapting the portion size of Mars range to smaller bars with a calorific content under 250Kcal per portion. In addition, no large packs, “plus” packs, or promotions are allowed in Mars vending machines.

**Reported Achievements:** Throughout 2013 INFORMATION was progressed through school meetings, website development, improved vending machine point-of-sale information, and CTZ certified cocoa in its products. Due to spending additional time at year-end with schools Mars were able to discuss in more depth and see first-hand the impact of this programme within the schools. The recess areas were now equipped with ping-pong tables, football tables, basketball hoops, football goals and other equipment. During each break students are using these facilities. In some cases, the number of vandalism incidents in schools has dropped.

41. **Increasing vending choice to promote healthy eating habits (EVA - 1314).**

**Aim:** An objective of the EVA in 2013 was to continue to monitor the ‘feelGood’ label of the French Vending Association (NAVSA) offering a wider range of healthy options, and
investigate if it would continue to grow in 2013. The NAVSA target was to expand and develop the label so that most regions of France could be served by a “feelGood” machine by the end of the year.

**Reported Achievements:** Due to the success of the ‘feelGood’ label in France, in 2013 EVA also supported the UK Association (AVA) in the launch of their partnership with University College Birmingham (UCB) and the ‘Culinary Product Development’ module. This project involved 36 students at UCB taking a 12 week module where they created and marketed a range of healthy snacks suitable for use in vending machines. The 36 students operated in 6 different healthy product categories. The best students were invited to attend the UK’s largest Vending trade show (AVEX 2013) to be judged on their products. This project is part of the AVA’s ongoing strategy to drive change in vending. Due to its success, the project will run again in 2014. The full 36 students are already enrolled in the module for 2014.

Throughout 2013, the EVA has promoted the advantages of a more diverse and healthier offering to the national vending associations, and in 2013 the industry has recognised the aims and objectives of this commitment as a positive direction for vending. A key example of how a more and better vending choice is being promoted is the EVA ‘Image of Vending’ Award 2013. This Award was designed to give recognition to innovation from every segment of the vending industry, where a marked improvement has been added to the global image of vending. In 2013 the industry decided the ‘Image of Vending’ Award should be given to the NAVSA Feelgood programme for encouraging a more nutritious range of products in vending machines. It is hoped that this award will encourage other national associations to adopt similar programmes to encourage more nutritious products in vending.

In 2013, the NAVSA goal was to give greater visibility of vending machines through a specific advertising campaign, and to explain to employees and consumers, the origins and aims of the program. This included giving out some educational flyers and a press release. Due to the resources contributed by NAVSA to the ‘feelGood’ campaign, direct outputs are as follows:

- Over 1500 vending machines were labelled by end of 2013 in France (70% of the certification was done in 2013).
- 5 operating companies have subscribed to this programme;
- 4 companies are involved as partners.
- The majority of French regions have at least one ‘feelGood’ machine.

Due to the progress and expansion of the ‘feelGood’ label in France and the culinary student project in the UK, in terms of the outcome of the commitment (so far), the EVA can draw the following conclusions:

- The purchase of the 4 categories to qualify as ‘feelGood’ label (fruit and vegetables, non-alcoholic fruit juices, cereal products, and dairy products) from vending machines has likely increased due to more availability.
- The vending industry is taking steps proactively to understand and tackle dietary issues and obesity in Europe.
- The misguided perception of a vending industry that offers poor quality and unhealthy products is changing. One of the methods to get the ‘healthy eating in vending machines’ message across, was through the ‘Being Healthy Conference’ organised by a vending consultancy firm (24 Vend) and actively supported by the EVA. This conference highlighted
the opportunities for vending operators, and food manufacturers, to adopt the trend for a healthier offering in vending machines.

42. **Product reformulation and innovation (Barilla - 1415).**

**Aim:** The commitment aims to reduce the salt levels Barilla’s portfolio of soft and dry bread, sauces and filled pasta while fat reduction will take place in biscuits and mini-cakes. For salt, the objective for 2013 was to reduce the salt level in 12 products and further investigate ways of reducing salt more widely in products. For fats the objective for 2013 was to reduce total fat in 8 biscuits and mini-cakes recipes, and to reduce the saturated fat content of the soft bread category, substituting the current vegetable fat with a less saturated source.

**Reported Achievements:** To achieve this approximately 20 soft bread recipes were involved, with a SFA reduction of approximately 40%. Since most of the actions originally planned already took place in the previous years, what has been completed in 2013 seems to be a quantitatively negligible result, but nonetheless allowed Barilla to reach the relevant result of having 85% of its portfolio aligned with its Nutrition Guidelines. In 2013, 2 bakery products (rusks) reached the sodium target level, as well as 10 sauces and filled pasta. Most of the targets have been achieved through a step-by-step reduction of salt amount, or, in some cases, with the use of salt replacers or herbs.

Barilla also completed a research plan on salt replacers to help in a possible further sodium reduction of soft bread in the future. The total fat reduction in 2013 involved 8 products for a total fat reduction of 10%. The goals have been reached by completely rebalancing the recipes, with many impacts on taste, texture and shelf-life, solved with the same or better acceptance by consumers. The saturated fat reduction (-40% on average) of approximately 20 soft bread recipes was carried out replacing palm oil with different oils (olive, rapeseed, sunflower). With these actions, Barilla removed in the 2010-2013 period more than 700 tons of salt, with a considerable effect on the dietary salt intake of consumers.

43. **Malin Program to improve dietary habits of vulnerable adults (Blédina (Danone) - 1417).**

**Aim:** The 2013 objective was: - to implement the Malin program in 1 new pilot city (Villefranche sur Saone); - to prepare an evaluation protocol with local teams; - to undertake questionnaire development & validation on sites; - to undertake investment and site validation (Lille area with local players); - to perform wow & logistic definition (CHRU - Lille, F&V baskets & Vouchers distribution); - to find additional subventions.

**Reported Achievements:** All were achieved with the following results: 1870 children involved since the beginning of the programme, 4600 toolkits distributed, 7500 vouchers reimbursed.

44. **Ma santé au quotidien/Health @ work (Danone - 1114).**

**Aim:** 2013 objectives for Danone Research (Palaiseau) were to maintain the level of use of our sport facilities and of our specific healthy menus (veggie, full breakfast), to offer dietitian consultations and to develop new actions / offers to promote healthy lifestyles. 2013 objectives for Danone Headquarters (Danone Place Paris) were to maintain the actions started and developed over previous years.

**Reported Achievements:** At Danone Research (Palaiseau) more than 120 employees pay to go to the fitness room and there is large consumption of the veggie meals. There were 200
attendees at the event "I cook my Danone Yogurt". Two newsletters "Nutrition" were sent to 400 persons in the Centre, and recognition was awarded from the Health public authorities, certified, in September, "site active on the PNNS programme" (programme of the French Ministry for Health).

At Danone Place Paris (about 756 employees), there have been campaigns for disease prevention and screening involving the workplace physician, skin cancer screening, an osteoporosis campaign (whereby 140 employees visited the exhibition and 50 bone checks have been performed), a cardiovascular campaign was run, First Aid full courses were run for 7 employees (work doctor and nurse), First Aid “refresher” sessions were run for 15 employees, and conferences were held on blood raising. Vaccinations were administered, ergonomic advice was provided for people who work from home, and Stress Prevention actions including continuation of telework agreement (possibility to work from home for up to 1 day per week) which 331 employees chose benefit from in 2013.

45. **Nutritional Improvement Programme (Danone - 1218).**

**Aim:** For 2013 the objectives were to secure the continuity of the commitment despite the context of economic crisis and reorganisation projects at European level and also at central R&D level. Also the objective was to pursue the project to upgrade the automatized tool used in the Dairy division that is used to perform analyses, and to develop the same kind of tool for the other Divisions (continuity of the action started in 2012).

**Reported Achievements:** The outcome of the programme is to launch reformulation programmes in the subsidiaries, examples include:

- For Dairy products: reformulation actions have been decided for France (Taillefine range for instance), Spain, UK;

- For Baby Nutrition products, there is a global strategy of reformulation of many products. This activity has been reported in a meeting of the Platform in February 2013. For instance regarding the GUMs (growing up milks) in Europe/Middle East/Latin America zone, Danone’s consolidated calculations show an average energy reduction of 9% (up to 25% reduction for some formulas) and an average sucrose reduction of 4% for the formulas containing sucrose. Only a very few of Danone’s GUM formulas still contain sucrose. For Waters there is a continuous effort in reduction of the sugar content of the aquadrink formulas, with the support of central R&D team. In Germany for instance, local teams were able to propose to consumers a range of aquadrinks around 70 g/L (about one-third less sugared than the reference soft drink on the market), and another range at about 33 g/L (about two-thirds less sugared).

46. **'Bon appétit, Bouge ta santé’ (Danone Belgium - 1207).**

**Aim:** Objectives for 2013 were to continue to give access to the game via the web platform for the initial target groups (schools, children, families, healthcare professionals).

**Reported Achievements:** A focus was given to healthcare professionals by informing them of the existence of the toolkit on the web platform, because they have a role as intermediaries to children and they can use the toolkit with their patients. Whilst at the moment there is no measure of impact of the game on children, it is planned that during 2014 those registered on the website will participate in a survey.
In total in 2013, 66,614 healthcare professionals, and 10,000 children were reached through the Danone Nations Cup, there were 3605 unique visitors to the website, and 1011 toolkits have been downloaded on the web platform.

47. ‘Eat Like a Champ’ (Danone - 1208).

Aim: In 2013, the objective was to roll-out ELAC in 1,000 UK classes (reaching around 30,000 children) around the country recruited on a first come first serve basis following a recruitment campaign in January 2013. Further, the objective was to create some PR around the publication of the results of the research conducted by the Children’s Food Trust in 2012.

Reported Achievements: The campaign took place in April and May 2013. As per previous years a few London schools close to the head office received the "high intervention" package including teachers training, volunteers from Danone and an invitation to a special event featuring the ambassadors. The SFT research noted that the Eat Like a Champ (ELAC) program improves children’s eating behaviours and choices, both in the short-term and in the medium-term:

- At 6 weeks, children who had taken part in the ELAC intervention shifted their consumption toward healthier eating patterns. The biggest changes were increases in the reported consumption of vegetables and fruit (esp. fresh fruit, dried fruit, smoothies) and a decrease in the proportion of biscuits, cakes, chocolate and confectionery. Other important changes were decreases in the reported consumption of less healthy foods such as fried noodles or rice, burgers, fish-fingers, jam and other sweet spreads, crisps, and a shift toward consumption of healthier items such as whole-wheat breakfast cereals, roast meat, skimmed or semi-skimmed milk, plain yogurt, and water. These changes reflect the teaching in the curriculum pack.

- At 12 weeks, the changes in consumption were similar to those seen at 6 weeks, although for some foods the shift was greater than seen at 6 weeks. The reduction in the percentage choice of biscuits and confectionery was greater at 12 than at 6 weeks, for example, and for sweet drinks, while the consumption of the healthier “other” drinks was greater. This suggests that the messages from the teaching were persisting in the medium-term.

When analysed at the level of individual children, based on the 4-day diaries, there was clearly a net shift toward healthier eating. For example, between baseline and 6 weeks, 28.5% of children reported having “a lot more” (an increase of two or more portions per week) semi-skimmed milk on cereal; this is more than would be expected to have changed their habits just by chance. Similar increases in the frequency of consumption in individual children were seen for salad, fruit and water, decreases for the frequency of consumption for sweets, savoury snacks, and “high-juice” squash. The "high-intervention" appeared to be more effective than the "low-intervention" in encouraging vegetable and water consumption and reducing reported levels of biscuits and confectionery consumption, especially at 12 weeks. The conclusion was that “ELAC seems to have been an effective programme for encouraging children aged 9-11 to make healthier food choices in the short and medium-term. This project provides a model for demonstrating genuine corporate social responsibility in bringing about improvements in population health.”

48. Healthy Start (Nutricia, a.s., Czech Republic & Slovakia - 1416).

Aim: The Healthy Start project aims to help prevent childhood obesity in the Czech Republic and Slovakia through cooperation with paediatric nurses. The 2013 objectives were to: - train 40% of nurses in both Czech and Slovak Republics in total; - reach 40% of parents of children
up to 3 years of age; - educate 60% of employees on the latest nutritional recommendations and motivate them to become active ambassadors of healthy nutrition in their surroundings.

**Reported Achievements:** The program tracks carefully achieved behavioural change among nurses in two steps. First, it measures the impact immediately after the course. The received feedback is very positive. In submitted questionnaires, 81% of nurses claim that they consider the course as beneficial for their professional career and motivation. Additionally, 87% of nurses in Czech Republic (CR) and 100% in Slovak Republic (SR) appreciate that the course is bespoke to their needs. They are also committed to motivate parents towards healthy nutrition (87% CR, 93% SR). They want to dedicate more time to communication with parents (84% CR, 86% SR), agree with their paediatrician to give them more opportunities for nutritional consultancy (81% CR, 93% SR). They commit themselves to further self-education in the field of nutrition (94% CR, 96% SR). Nurses perceive the positive contribution also after their return to the practice. As much as 85% claim that the program inspired them to change their behaviour. They became more focused on the healthy diet of babies and communicated more intensively with parents about their family eating habits.

49. **Danone Sport Schools (Danone Spain - 1418).**

**Aim:** As this commitment is based within schools it operates on the basis of academic years rather than calendar years. Thus, the objectives of the 2012-2013 academic year were firstly to raise the awareness of the Danone Sport Schools programme beyond the communities that are currently involved. A second objective was to extend the program to other companies and associations which could contribute to its development in terms of number of cities, schools and of students reached. The third objective was to explore the feasibility of a joint venture with NGO’s working on the same topic. A fourth objective was to complete the monitoring and evaluation process. The fifth objective was to expand corporate volunteering among Danone employees in order to increase the number of girls participating in the program. The sixth objective was to continue with the program. The final objective was to make preparations for the 10th anniversary that will take place in 2014.

**Reported Achievements:** In 2012-2013, the programme reached 929 students: 835 boys and 94 girls. The programme has created 4 hours of courses per week during the school year- 2 hours of training sports (soccer and basketball); 1 hour of support to the school (new material for literacy); 1 hour of lectures about healthy habits and social values (new material has been added to the program); 102 children attended the Summer Soccer and Basketball Campus during their holidays (for free); DSS participated again in the Danone Nations Cup, doubling the first year participation rate with more than 100 children playing in the tournament. The programme has been given an award by the Ministry of Spain, "Consejo Superior de Deportes". A study of behavioural indicators is underway that will look at impact.

50. **Dietary habits and nutrient intakes in infants and toddlers (Danone Research - 1420).**

**Aim:** During 2013 the objectives were: - finalisation of dietary surveys in Netherlands and Spain; - submission of peer reviewed publications on dietary surveys (and hopefully accepted); - additional analyses performed on dietary survey data from the UK; - Danone Baby Nutrition Feeding guidelines finalised (e.g. the right portion sizes per product per age); - Danone Baby Nutrition Nutritional standards updated (guidelines for product development on right levels of macro- and micronutrients); - start of dietary surveys in France and Italy; - start of follow-up dietary survey with 1700 children in Spain.
**Reported Achievements**: Results of dietary intake of >1000 toddlers from 112 day care centres in the Netherlands were analysed. The toddlers had a relatively high energy intake compared to recommendations. The intake of vegetables in Dutch toddlers was too low. Intake of protein was much higher than protein requirements (14 %). Results are reported in a paper, which was accepted for publication in the peer-reviewed journal *Nutrients*. The energy and nutrient consumption of Spanish children 0-36 months were evaluated and published in "Anaales de Pediatrìa" (Spanish journal of AEP - Spanish Society of Paediatrics). Protein intake reached almost 400% of the dietary reference intake. Additional analyses were done on the Irish dietary intake data. Nutrient intake of cows' milk users was compared to users of growing up milks. It was shown that a relatively high proportion of children consuming cows' milk had an inadequate intake of iron and vitamin D. The use of growing up milks significantly reduced the risk of deficiencies of these nutrients. Moreover, by using GUM, protein and saturated fatty acid intake was reduced and became more in line with the recommended intakes. The data are published in a peer-reviewed journal. Additional analyses were performed on the dietary intake data from UK. Simulation modelling was used to study the effect of replacing cows' milk by GUM on nutrient intakes. This simulation shows that use of GUM overall leads to a more balanced nutritional intake, with higher intake of relevant micronutrients and a lower intake of protein and saturated fatty acids. A poster with the results will be presented at the Nutrition and Growth Conference in January 2014. The feeding guidelines are still under development and will be finalised in 2014. The nutritional standards were updated on the latest science. Scientific rationales are under development and will be finalised in March 2014.

51. **Mum, Dad I prefer water! (Zywiec Zdroj (Danone) – 1217)**. *This commitment was completed during 2013. Please see section 3.7 for more information.*

52. **Educazione alimentare / Food education (Federalimentare - 1316).**

**Aim**: The initiative aims to introduce nutrition education as an interdisciplinary subject in school programs, making young people aware of the importance of adopting healthy lifestyles. Objectives for 2013 were: - to accomplish teachers training courses in April 2013; - to convert the contents of the course in a booklet meant for students; - to introduce food culture as an interdisciplinary subject in secondary school programs; - to upload video courses online for teachers.

**Reported Achievements**: No outputs were reported.

53. **Product formulation and portion sizes (Ferrero Group - 807).**

**Aim**: Ferrero continues to actively participate in many European and national initiatives dealing with R&D activities for confectionery products’ reformulation and keeps its strong strategic commitment to provide consumers with the best taste satisfaction and, at the same time, with the most reasonable and acceptable energy per portion content.

**Reported Achievements**: A specific internal research department undertakes this work. Three new products were brought on the market in 2013: Kinder Chilled Sponge Cake with Yogurt, with reduced energy density and energy per portion contents; “Nutella Bready”, pre-packed bread with Nutella in a fixed little portion; and confectionary mints sugar-free with an enlarged range of flavours.

54. **EPODE (Ensemble Prévenons l'Obésité Des Enfants) /EEN (European Epode Network) (Ferrero Group - 1001).**
**Aim:** The focus of the 2013 activities of the Epode European Network were mainly targeted at the EPHE Project (Epode for the promotion of Health Equity). In particular, the specific objectives were: - design and development of the EPHE evaluation framework to measure the added-value of Community-Based Programmes (CBP) based on the EPODE Methodology in reducing health inequalities linked to diet and physical inactivity; - selection of the pilot community in each of the 7 CBPs across Europe; - awareness raising campaign and mobilization phase to enhance the data collection process and the involvement of local stakeholders; - implementation of the baseline measurements to assess health inequalities on 4 key issues (water, fruits and vegetables consumption, physical inactivity and sleep); - design of community-based interventions by local teams in the selected communities with a focus on the most deprived families; - ongoing awareness raising activities through the presentation of the EPODE methodology and the EPHE project in international congresses and conferences.

**Reported Achievements:** A range of outcomes are reported, for example, following the awareness and motivation campaigns, the average participation rate to the EPHE questionnaires across the 7 communities for the baseline measurements was 80 %. The analysis of the results is still underway and will be published in 2014.

In order to maintain their relevance and to measure their impact, the EPODE national programs set targets to extend their audience. In the Netherlands, the program JOGG currently has 35 "JOGG-municipalities". Ferrero is actively involved in the municipality of Breda where it helped build a public playground in the primary school. The idea was to stimulate physical activity in the town by campaigning for the playground to remain open for the children of the neighbourhood even after school hours. Ferrero contributed to almost half of the costs (35K out of 80k).

With regard to the 2013 JOGG theme, “drinking water”, Ferrero covered the costs (4K) to install a water tap point next to Breda school to allow people to tap free water. In the Belgian project VIASANO, the number of pilot towns involved grew compared to the previous year: two cities joined, reaching a total of 18 cities covering 700,000 inhabitants and meeting the objective set in 2012. In general, the impact of the EPODE model (and the country specific projects such as THAO, VIASANO) in the scientific community was quite large.

55. **Promotion of physical activity (Ferrero Group - 431).**

**Aim:** Ferrero promotes physical activity by supporting the Kinder+Sport programme. In 2013, Kinder+Sport officially became one of the company’s corporate social responsibility “pillars”. The 2013 objectives focused on: - extending the geographical coverage of the existing actions while launching new activities; - strengthening the project in terms of responsibility.

**Reported Achievements:** Consistent and accountable guidelines were developed to be globally applied by Kinder+Sport. As part of the new strategy to strengthen Kinder+Sport, a global website was designed with a specific section dedicated to parents with advice and information about active lifestyles. In 2013, Ferrero continued to support the project “Minivolley FiPAV-Kinder+Sport” as well as the associated scientific monitoring research, carried out since 2008 by the Istituto di Medicina dello Sport of Turin.

In 2013, Kinder+Sport was able to engage with 2,300,000 children in Europe. An example of a project is Kinder+Sport “Trofeo Tennis”, an Italian youth tennis trophy with stages in 100 cities. The idea was born from Rita Grande, former champion and organizer of the tournament. In 2013 the Trophy had 25,000 participants aged between 8 and 16 years old.
The tournament defined a “code of conduct and fair play”. The rules of the game also establish that “arbitrage” is made by the participants, putting forward the non-competitive element that sport should have and highlighting its educational and enjoyable scope.

In 2013, Kinder+Sport has started enforcing internally a concrete program of Key Performance Indicators. This approach has the objective to constantly measure the performance of the project, in particular by supervising the following items: number of children engaged with the project, effectiveness of the programs, publicity of the program and sentiments connected. Such indicators will give each country useful data to improve and fine-tune its local plans in order to better understand how to act with respect to children, families and communities.

56. **Nutritional Policy Charter (FEVIA - 263).**

**Aim:** Every 2 years, FEVIA organises a survey amongst the signatory companies of the Charter. The aim of this survey is to see if these companies have effectively implemented actions. In the years that there is a survey (like 2013), the global objectives are to increase the representativeness of the results in comparison with the previous edition. In the years there is no survey, the global objective is to increase the number of companies signing the Charter.

**Reported Achievements:** In 2013 76 companies responded to the survey. The results of the survey include:

1) Impact on the consumer - the number of companies that answered the survey increased but the representativeness of the responses slightly decreased since the turn-over of the total food industry has increased 20% as compared with the previous survey in 2011. The number of companies that signed the Nutrition policy charter has remained more or less constant but the Food industry has continued to grow over the last two years. These figures indicate that for 2014 the objective of increasing the number of companies that sign the Charter will be important to prevent a further decline.

2) Effectively implemented actions by the companies - 50 actions by sector federations and more than 300 actions by companies are summarised in the Report.

3) Knowledge of nutrition - 79% of the companies have staff members that keep up with the latest scientific research and general knowledge about nutrition. About 66% of staff members complete additional training (courses, symposia, own learning). Almost 100% of the companies with > 50 employees has an R&D department.

4) Consumer information - 91% give nutritional information, 22% give the Big 4 (energy, proteins, fats and carbohydrates), 30% give the Big 8 (energy, proteins, fats, carbohydrates and sugars, saturated fats, fibres and sodium), 20% already comply with the FIC regulation, 11% mention more than the FIC regulation requires. Another question in the survey was “Did you adjust your nutritional labelling according to the new EU legislation”. 59% of companies that responded to this question still used GDA but indicated that they will change this before December 2014. 33% had already adjusted their information on the package according to the FIC legislation.

5) Nutritional composition of the products - 33% of the companies have modified the composition of at least one product. The priorities for product reformulation are salt content (17%), saturated fat (15%), sugar content (14%) and energy (9%). In comparison with 2011, more efforts were made to reduce energy, sugar and saturated fat. In total 193 new products were launched in 2012 by the food companies that participated in the study.
6) Educational programs for employees - 67% of the companies promote a healthy lifestyle, 47.5% encourages the use of a bike-to-go work scheme, and 13% offer fruit or soup.

7) Other educational programs - 73% of the companies collaborate with third parties to promote healthy lifestyles, and 26% of the companies sponsors sport activities.

57. **The self-regulatory code for advertising (FEVIA - 265).**

**Aim:** In 2012, the Belgian Pledge to limit food and beverage advertising on TV, print and internet to children under the age of 12 in Belgium was launched. All food companies are subject to the Code.

**Reported Achievements:** In 2013 advocacy activities for the Code were undertaken. The Code applies to all food and drink companies in Belgium. 36 new companies joined the pledge in 2013, comprising 65% of the food and beverage advertising spend. The JEP (Jury for Ethical Practice in Advertising) is responsible for the correct application of this Code. In 2013, 44 advertisements were analysed by the JEP. A total of 21 of the analysed adverts were in accordance with the Publicity Code and hence all legal obligations. In 21 cases a recommendation was issued by the JEP to modify the advertisement (5 for food, 1 for non-alcoholic beverages and 15 for alcoholic beverages). There have been 4 decisions to stop a campaign in 2013 (1 for non-alcoholic beverages and 3 for alcoholic beverages). The BE Pledge has been evaluated at the end of 2013 and the results will become available in February 2014.

58. **Website “alimentationinfo.org/voedingsinfo.org” (FEVIA - 266).**

**Aim:** In 2001, FEVIA developed a website www.alimentationinfo.org/www.voedingsinfo.org, in order to provide objective information to the consumer on food safety and on the relation between food and health. The objective for 2013 was for the website to keep up-to-date with information and be a reference point for objective information about food change.

**Reported Achievements:** The website offers the possibility for visitors to ask for more information on a number of topics. The website has 82 pages in 2 languages and provides information on the food chain, food safety, health and food quality. In 2012 the website had 2481 visitors, of which 87% were new visitors.

59. **NUBEL (FEVIA - 268).**

**Aim:** The objectives for 2013 were to update and extend the database, and to make NUBEL more widely known.

**Reported Achievements:** The database was fully updated and launched. The database now contains detailed information on 7000 food products. A search engine allows filtering of the products on minimum and maximum values of different food components (e.g. sugar). The database is an interesting tool for people that have to follow a certain diet (e.g. diabetic people). 574 new products were added to the database in 2013. The NUBEL PRO food planner is used in 90 hospitals. It is also used in different schools in Belgium reaching 325 students in 2013. Since the Flemish Ministry of Education has included the NUBEL Food Composition Database in the official program of secondary schools, the NUBEL database is used as a textbook during classes. This ensures that both the official nutritional recommendations and the use of the NUBEL database are well-known by the future health workers (e.g. nurses, dietitians). The NUBEL database is also basic knowledge for every professional dietitian since it is part of the study program of the specialised high schools.
The data of the NUBEL database are used in combination with the results of the Food Consumption Survey by the Ministry of Health to estimate the consumption pattern of the population in Belgium, Flanders and Wallonia. An agreement has been reached with the Federal Agency for the Safety of the Food Chain to exchange data from the monitoring programs. NUBEL will publish the results of official analyses to be included in the database. Companies use the NUBEL database to calculate the nutritional composition of their products. In 2013, 11,242 copies of the database were sold, and 741 licences for the online food planner were sold.

60. **FEVIA Fund - partnership with the King Baudouin Foundation (FEVIA - 269).**

*Aim:* The fund has been in place since 2005. The objectives for 2013 were to launch an annual call for projects which would be selected by an independent jury. The winning projects were to be published and followed up.

**Reported Achievements:** In 2013, the 50,000e prize money was allocated to 11 projects: 7 schools, 1 youth organisation, 1 municipality organisation, 1 childcare organisation and 1 sport organisation. Each project was awarded a financial support ranging between € 2 500 and €5 000. All selected projects combine a balanced diet (information, product offer, workshops) and physical activity (sport infrastructure, information, sensibilisation). The complete list of selected projects with a brief description can be found on the website of the Foundation. No impact measures are reported.

61. **Healthy Lifestyle Campaign 'Happy Body' (FEVIA - 1069).**

*Aim:* The objectives of this commitment in 2013 were 1) to extend the network with partner organisations active in the fields of nutrition and health promotion; 2) to consolidate existing partnerships with partner organisations and search for new partners; 3) to evaluate the working of the Happy Body Foundation.

**Reported Achievements:** An evaluation of the Happy Body Foundation was conducted and lead to the formation of two commissions within the Foundation: a commission for Flanders and a commission for Wallonia. Both commissions focused in 2013 on finding new partners on a regional level. The commission for Wallonia also decided to evaluate in 2014 the outcome of a memorandum that was drafted in 2012 in view of the elections then (see monitoring report of 2012).

62. **Participation in NU-AGE project (FoodDrinkEurope - 1318).**

*Aim:* The main objective was the dissemination via web sites and web technology, the production of dissemination materials, and the development of activities to publicise and disseminate both the project and the results. Further, there were objectives to participate and contribute in the General Assembly Meeting of the Nu-Age Project in Grenada, to present and promote the Nu-Age Project at EU Level, and to submit the second annual project report.

**Reported Achievements:** Increased awareness of the Nu-Age project was achieved through a variety of means. A description of the project with a direct link to the Nu-Age web site was introduced in the Food Safety and Science Priorities section on the FoodDrinkEurope web site. Web stats: 1,500 visits per week (on average). An update on the Nu-Age activities was provided in the ETP ‘Food for Life’ newsletter in August 2013. This newsletter has 1200 online subscribers (majority non-ETP members) and is also circulated by email to all ‘Food for Life’
networks, which corresponds to more than 5000 stakeholders from industry, academia, research centres, organisations and policy-makers.

The Food and Consumer Policy Committee progress reports and the FoodDrinkEurope Annual report are shared with the wider membership of FoodDrinkEurope. FoodDrinkEurope membership includes 26 National food and Drink Federations (including 3 non-EU observers), 26 European Sector Associations, 18 companies, which altogether reach the vast majority of the EU food and drink industry, which in total consists of more than 280,000 companies.

FoodDrinkEurope attended the General Assembly Meeting on 20-21 September 2013 in Grenada, Spain. During this meeting, FoodDrinkEurope delivered training session/presentations on Regulation (EU) 1169/2011 on the Provision of Food Information to Consumers and Regulation (EC) No 1924/2006 on Nutrition and Health Claims made on Foods. The training was delivered to approximately 20 participants. Three internal FoodDrinkEurope meetings were held in 2013 to organise the work and deliverables of the project. These meetings facilitated the delivery of dissemination of information via websites and web technology, and to the production of dissemination materials. The second annual report was submitted. A training session was delivered that increased the understanding of the EU legislative and economical framework amongst partners of the project, working towards the project’s objective of promoting new dietary strategies addressing the specific needs of the elderly population for healthy ageing in Europe.

63. FoodDrinkEurope Recommendation for the continued use of GDA’s (FoodDrinkEurope - 1414).

Aim: FoodDrinkEurope recommends and encourages its members to implement voluntary labelling using Guideline Daily Amounts (GDA) and to commit to continue providing simple, objective and factual information on their products across all markets in the EU. In order to achieve this overall objective, the following key objectives were set for 2013: - to prepare alignment of the Guideline Daily Amounts (GDA) Scheme to the new Regulation (EU) No. 1169/2011 on the provision of food information to consumers; - to readily advocate for the GDA scheme through FoodDrinkEurope events and meetings; - to promote Guideline Daily Amounts (GDA) Scheme online through the FoodDrinkEurope website and the GDA website; - to implement progressively the scheme across the whole European food and drink industry, including small and medium sized companies; - to promote the understanding and use of the GDA scheme within the food and drink industry.

Reported Achievements: A review of associated members’ products showed mostly very high levels of GDA labelling during 2013 (between 94-100%). For example:

FEVIA (Belgian Food and Drink Industry Federation): out of 76 Belgian companies that responded to a survey on nutritional policy, 33% of these adjusted their nutritional labelling according to the new EU legislation and 59% still use GDA. When GDA is used, 40% of the companies labelled GDA for calories for 91-100% of their SKUs. 45% of the companies labelled GDA for calories and 4 nutrients for 91-100% of their SKUs.

- Federalimentare: percentage of eligible products that carried (front-of-pack) nutrition information according to the GDA nutrition labelling scheme in the year 2013: AIDEPI (pasta, confectionary, chocolates, ice-cream, cakes and biscuits) 75%.

- Federation of the Food and Drink Industries of the Czech Republic: The aggregated average percentage of eligible products of direct members that carried (front-of-pack) nutrition
information according to the GDA nutrition labelling scheme in the year 2013 is 30 % and 65 %
or more for private brands.

Other manufacturers (including many SMEs) and retailers are also implementing GDA labelling
and GDAs are applied in other parts of the world as well. Companies are currently preparing
to comply with the new legal requirements by 13 December 2014 as per Regulation (EU)
1169/2011. The costs for each signatory or company implementing the scheme are significant,
but may vary according to the number of SKUs and product portfolio.

64. **Kellogg’s Breakfast Clubs (Kellogg Company - 1115).**

**Aim:** The Kellogg’s Breakfast Clubs programme provides a healthy, nutritious meal for young
people with their teachers and classmates at the start of the day.

**Reported Achievements:** During 2013 Kellogg’s launched its global CSR programme
“Breakfasts for Better Days”. This programme which is focused on Global Hunger Relief with
an emphasis on Breakfast aims to provide 1bn servings of cereal and snacks to children and
families in need all over the World by the end of 2016.

Specific targets for 2013 included: - providing 2m breakfasts to breakfast clubs in the UK and
Ireland through the Give-Child-a-breakfast Campaign; - creating 50 new breakfast clubs in the
UK; - creating 4 new breakfast clubs in Ireland; - creating new projects in Italy (Milan) and
France (Paris); - creating new projects in Turkey (Istanbul) Russia (Pskov) and Denmark
(Copenhagen) These will start in early 2014; - developing a new approach to Breakfast clubs in
Germany by creating a breakfast club in the wider community; - creating a new Breakfast Club
training programme for breakfast clubs in the UK (with NGO Business in the Community).

**Reported Achievements:** The financial and time input will result in approximately 439,310
breakfasts being served in the 12 month period from when each of the below clubs was
funded.

The breakfast clubs supported in 2013 by KCCF are as follows: UK 50; Ireland 4; Germany 31;
Italy 1; France 1; Sweden 7; Belgium 1; Denmark, Russia and Turkey (1 each starting in Jan/Feb
2014). The 2013 Give a Child a Breakfast campaign (UK & Ireland) is still distributing money to
breakfast clubs. By the time the distribution is complete - in March 2014 - the 2013 campaign
will have funded 2m breakfasts in app. 900 schools in the UK and Ireland. During Q2 and Q3
2014 an evaluation will be conducted into the impact of these breakfast programmes. In the
meantime the feedback received is consistent and un-wavering. Breakfast Clubs provide
improved attendance, punctuality, behaviour and concentration in students who attend the
programmes. Anecdotally, teachers and schools report that breakfast clubs are providing
children with a meal that may not otherwise be available.

Kellogg created new projects in Italy and France, is piloting a new approach to breakfast clubs
in Germany and has new projects ready to go in early 2014 in Denmark, Turkey and Russia.

65. **Kellogg’s ASA Awards Scheme (Kellogg Company – 1116).** *This commitment was
completed during 2013. Please see section 3.7 for more information.*

66. **Schools Swimming Competition – Basta Fyran (Kellogg Company – 1117).** *This
commitment was completed during 2013. Please see section 3.7 for more information.*
67. **Kellogg’s Belgian Prize for Dietetics (Kellogg Company - 1206).**

**Aim:** The annual objectives for 2013 reflect the general objectives of this commitment: - provide support for the profession of dietitians; - stimulate research and the quality of the research in the area of food and nutrition; - increase awareness in the population of the important role dietitians can play in promoting healthy lifestyles; - encourage positive stakeholder engagement in the area of nutrition and health.

**Reported Achievements:** The Kellogg’s in-house physician visited the 11 dietetic colleges in Belgium (totalling approximately 400 students) raising awareness for the prize and positively engaging with the profession. In October the 3 eminent jury members from the dietitian profession were appointed. Each dietitian school submitted its best paper - 11 in total for Belgium - to the 3 independent jury members. 3 winning prizes in Belgium were awarded at the end of November 2013. Through this commitment Kellogg supports and encourages the profession of dietitians and helps the winners of the dietetics prize to establish themselves in the profession. This is also achieved through communication opportunities and press coverage during the prize giving ceremony. This initiative also encourages positive interaction with the profession and presents an example of how they can develop their career and become, for example, integrated within a business. The winners are also profiled in the national dietitian’s newsletters.

68. **Mondelēz International - Employee Wellbeing (Mondelēz International - 1211).**

**Aim:** Healthy employees are one of the most important assets for Mondelēz International. The focus in 2013 was on: 1) Providing employees with information to help support a balanced, active and healthy lifestyle by providing information on healthy food choices, hosting nutrition and health seminars run by professional dietitians and nutritionists, and cookery demonstrations focused on balanced meals in at least 50% of Mondelēz International sites in Europe. 2) Supporting the promotion of activities that encourage employees to be healthy and more active at work such as encouraging access to gym facilities supporting employees with their membership fees, organising running groups, as well as participation in public races, organisation of nutrition and health seminars on topics such as heart health and smoking cessation in at least 50% of Mondelēz International sites in Europe.

**Reported Achievements:** Outputs and impact were wide ranging. In 2013, 399 participants were part of the global GCC programme (www.gettheworldmoving.com). Collectively through the GCC programme, employees took an additional 533,390,867 steps totalling 341,370 km – with an average of 13,132 steps/day, burning 21,506,320 calories and losing an estimated 686 kg. In UK, 47% of people who participated in “Spots v Stripes” community programme said, after 6 months, they had or would be involved in more game playing (60,000 people). In data collected from the “Health for Life” programme which was run in primary schools, 100% reported an improvement in the physical activity of pupils, range of activities and an increased understanding of pupils of the need to be active every day. 80% of pupils (an increase from 77%) reported that they took part in physical activity outside school hours. There has been a 27% increase in the overall activity participation from April 2012 to March 2013. On-site gym membership has steadily increased over 2013 and now includes family members of employees, retirees and contractors. In one site, the gym membership increased by over 40%, and in the other by 7%. In Bulgaria, the number of employees participating in H&W activities has increased by 27% compared to 2012. In Hungary, Health-consciousness raised by 35% in the organisation. In Italy and Greece, running has been one of the biggest trends. The
Mondelez Running Team “Run for JOY” participated in three running events: Milan City Marathon (4 participants), Corporate Relay Run (44 participants) and Athens Classic Marathon (37 employees, 4 ran the 42.5 km route). The employees’ effort and preparation was supported by a team of trainers with weekly training meetings (for 3 months). 30 employees donated blood.

69. **Product Reformulations & Portion Size Reductions (Mars Inc. - 1004).**

**Aim:** As part of the Mars Health and Nutrition (H&N) Strategy, Mars has committed itself to continually reformulate its products in order to improve the nutritional content of its existing brands whilst maintaining the same quality and taste. In 2013, Mars’ objective was to continue its energy reduction programme.

**Reported Achievements:** In 2013 the following results were achieved: - For Snickers sold in continental Europe: caramel fat was reduced from 14% to 8%, Peanuts in nougat from 34% to 24%, high oleic sunflower oil reduced from 4% to 0%. The following absolute and relative reductions in the product size were achieved: - Twix was reduced by 13,79% from 58g to above 50g for the following markets: Germany, UK, The Netherlands, Austria, Belgium, Greece, Ireland, Duty-free, Central Europe, Portugal, Spain and Switzerland; - Milky Way was reduced by 1,83% from 21,9g to approximately 21,5g for the following markets: Germany, UK, The Netherlands, Austria, Belgium, Greece, Ireland, Duty-free, Central Europe, Portugal, Spain and Switzerland; - Snickers for continental Europe was reduced by 12,28% from 57g to 50g in the following markets: Germany, The Netherlands, Austria, Belgium, Greece, Ireland, Duty-free, Central Europe, Portugal, Spain and Switzerland; - Snickers for UK market was reduced by 17,24% from 58g to 48g; - Mars for UK market was reduced by 12,05% from 58g to 51g. The reduction of portion sizes of Mars products and their recipes reformulation will contribute to a lower energy intake by consumers and as such contribute to their overall energy intake reduction and the risk of calories overconsumption.

70. **CleverNaschen (Mars Inc. - 1009).**

**Aim:** The 2013 objectives of “CleverNaschen” communication platform were to continue:

1) supporting obesity prevention in high-risk target groups: educate parents of families with a Turkish migration background about the benefits of an active and healthy lifestyle. Help them incorporate more physical activity and balanced nutrition into their everyday family life. Promote the Turkish initiative for North Rhine-Westphalia in co-operation with the consumer advice centre North Rhine-Westphalia;

2) offering families all over Germany information on nutrition and a healthy and active lifestyle by bundling information and relevant addresses;

3) offering relevant information in a form that is suitable for the respective target group and making information resources easily accessible and comprehensive by managing and promoting the website [www.clever-naschen.de](http://www.clever-naschen.de);

4) encouraging physical activity amongst the local migrant community by educating female coaches with migrant background: Cooperation with District Sports Association Viersen;

5) broadening the reach of the CleverNaschen initiative;
6) to undertake health and nutrition activities specifically targeting MARS associates as part of the CleverNaschen initiative.

**Reported achievements:** In 2013 approximately 57,000 people visited the CleverNaschen website to get information on health and nutrition. The number of page prints was above 380,000. A Google AdWords Campaign was regularly updated depending on which topic was the "topic of the month". Due to successful campaign-optimization the page impressions increased by 21 % compared to 2012. In total 63 articles featured the health and nutrition programme of MARS. Online: 702 million page visits/ print: circulation: above 7.5 million.

158,500 books of the “Action Kids” series in German have already been sold since the launch in September 2008. 60,000 copies of the German-wide compilation “Action Kids Germany” book have been sold. 8,500 books “Action Kids Berlin” in Turkish language have supported an active lifestyle in Turkish families. User research found that more than one member of the family uses these books: parents, children, grandparents, aunts and uncles. “Action Kids” books are also available in public libraries, multiplying the actual reach.

Stage 2 of the Turkish initiative for North Rhine-Westphalia LALE resulted in 8 bilingual coaches being trained and 200 participants being reached. In the last three years, more than 30 women of different nationalities have participated in the "Ambassador for the schwer mobil" training courses. The training involves 120 hours of instruction with the target of achieving the German C-license for instructors. This programme is designed to contribute to improved lifestyles in Germany.

1) Stage 2 of the Turkish initiative for North Rhine-Westphalia LALE: In 2013 the initiative gained momentum and is likely to achieve a certification of all health insurance companies, thus opening the opportunity for a sustainable continuation of the trainings without additional external funding in the future. LALE was assessed as a blueprint for further initiatives.

2) Cooperation with KreisSportBund Viersen (District Sports Association Viersen): In close cooperation with the KreisSportBund Viersen Mars has supported the education of women from Turkish descent in the Viersen area to become physical education coaches. Not only can physical activity be strengthened in the relevant community of the Turkish minority, but also this certificate gives the participants the access to coaching jobs in local sports clubs. Having coaches with migration background and foreign language skills will lower entrance barriers especially for female migrants to engage in sports.

3) Management and Promotion of website www.clever-naschen.de including additional service and interactive tools: • Continuous content updates to provide information on healthy lifestyles and how to bring more physical activity into the everyday life of families in Germany. Information modules that can be easily handled by members of the target group. • The Turkish part of the CleverNaschen Website offers detailed and specific information and counselling suitable for the target group. In 2013 the key target of the initiative Lale – iss bewusst und sei aktiv! was to obtain the certification of the programme and implement mechanisms and financial models which would enable LALE programme to run independently on a longer term basis. With this model LALE will be rolled out in 2014 on a broader level and prepare for a nationwide launch in 2015. Mars chocolate will develop a new flagship project in the fields of health and nutrition in 2014 building on the milestones reached with the CleverNaschen programme so far.
Supporting research and communication on physical activity (Mars Inc. – 1011). This commitment was completed during 2013. Please see section 3.7 for more information.

'Bielice Run' - Young Europeans Run (Mars Inc. - 1012).

**Aim:** The main goal of Mars Polska is to maintain continuous and sustainable logistic and financial support to Bielice Run project in order to promote fitness and a healthy lifestyle. The specific objectives of the project for 2013 were as follows:

1) Maintaining the existent number of participants at the Olympic Youth Run 2013, i.e. to 3500 children and teenagers.
2) Organizing 6 physical activities for the children waiting for their scheduled run.
3) Organizing a mini-marathon (4219.5m which is 1/10 of a marathon) for runners beyond 16 years of age.
4) Maintaining the participation in the organized sport activities of at least 200 disabled children from the area of Sochaczew.
5) Maintaining the involvement of at least 40 adult volunteers in the organisation of the run.
6) Maintaining the participation of at least 50 parents and careers of disabled children attending the event (25% of the number of disabled children).
7) Creating a group of 10 volunteers designed to engage the 200 disabled children and their 50 parents/ careers in the organized activities.
8) Promoting the Olympic spirit among youth.

**Reported achievements:** Outputs were as follows:

1) In 2013 2400 children and teenagers participated to the Olympic Youth Run.
2) Six outdoor games were set up. 2 coaches from Mars gym and 18 young volunteers prepared and coordinated the basketball throwing, potato sack races, tug-of-war, slalom run, walking on mini-stilts, ping-pong ball bouncing.
3) The run was open to all adults and youth beyond 16.
4) To ensure the participation of 200 disabled the following was undertaken: individual meetings of Mars representative with headmasters of 9 hubs for disabled children; sending out official invitations; displaying promotional posters on the premises of schools.
5) The association composed of 46 members and 28 sponsors assigned the tasks required to meet the above-mentioned objectives to a specific member. The association together with the local authorities (education, sport and wellbeing-related), local businesses and sport associations has: promoted the event during 30 other sport events held in the community during the school year; sent 250 invitations (120 schools accepted the invitation); recruited physical activity teachers for the pre-selection of the best runners for the 22 runs; produced, sent out and displayed across the region 250 posters; organized meetings with headmasters from invited schools; coordinated the sponsors’ support: donations, transport, promotion and prizes. 7 local media promoted the event. In 2013 local publications have run many articles about the run over the year, while the local radio broadcasted live from the venue during the whole day of the event.
6) Because of motion disabilities the energy intake and expenditure balance some handicapped children suffer from obesity. Therefore, 50 parents and carers were informed on how to help a handicapped child engage in physical activity.
7) For Mars Polska office Bielice Run is the Mars flagship event for the past 20 years. Mars’s Induction Programme, Company Social Responsibilities activities, photos on notice boards, Intranet info invite Mars associates to get involved.

8) The association assigns a specific country, member of the Olympic Committee, to every participating school. The schools create a colourful parade around the stadium in an Olympic manner during the opening ceremony. Prior to the event children study the culture and sport achievements of the country they represent. Over 2000 children participated in outdoor play via this event. In all 21 editions of the run a staggering number of 62 550 children took part. Due to the health and safety rules, the capacity of the venue and the infrastructure, the number of participants involved in Bielice Run is limited. This is the reason why the number of participants is maintained constant during the years in spite of substantial interest in the event.

73. Supporting the Epode European Network (Mars Inc. - 1013).

**Aim:** Since June 2007, Mars has been financially supporting the activities of the EPODE European Network (EEN), including the following specific objectives of the “EPODE for the Promotion of Health Equity” (EPHE) project in 2013:

1) Design and development of the EPHE evaluation framework to evaluate the added-value of Community-Based Programmes (CBPs) based on the EPODE methodology in reducing health inequalities linked to diet and physical inactivity;

2) Selection of the pilot community in each of the 7 CBPs across Europe;

3) Sensitization and mobilization phase to empower data collection and involvement of local stakeholders;

4) Implementation of the baseline measurements to assess health inequalities on the 4 themes (water, fruits and vegetables, physical activity and sleep);

5) Design of community-based interventions by local teams in the selected communities targeting the whole community and focusing on the most deprived families;

6) Undertaking awareness activities through the presentation of the EPODE methodology and the EPHE project in international congresses and conferences.

**Reported achievements:** An evaluation protocol was designed to assess the interventions aimed at improving energy balance-related behaviours and their determinants. The evaluation study and the interventions took place in a medium-sized city with a varied socio-economic status. The cities were selected following the principle of scarcity of nutrition and physical activity interventions to avoid biased results. Selection was undertaken in mid-March with the approval of the Scientific Advisory Board.

National coordinators and local project managers identified the tools to collect data and involve the stakeholders: - Schoolmasters were involved for reasons of school’s reputation and social involvement. - Teachers benefited from additional activities organised in their classes. - Parents were invited to complete the evaluation questionnaire in exchange for food vouchers. - Children were motivated to bring their parents’ completed questionnaires in exchange for gadgets. This phase lasted from May until the evaluation’s implementation and led to a high participation rate. All countries are represented by one city, with the exception of France and Bulgaria where two towns/cities participated. The EPHE project was presented at more than 22 European and world events in 2013 with several additional occasions to
represent the event by means of posters and written information. The analysis of the baseline measurements is in progress and could not be disseminated yet, but it will be the object of a publication next year.


**Aim:** In 2013 the Mars umbrella objective was to maintain its commitment to provide objective nutritional information on all product labels in the form of Guideline Daily Amounts in addition to the nutritional table and across all core pack (all year round). Mars specific objectives for this commitment were to:

- finalise the development of a new GDA execution called internally GDA2.1 for back and front of packs in line with new food labelling legislation 1169/2011/EC. The legislation in question introduced rules for uniform application of voluntary nutritional information. Therefore, the GDA presentation required a revision;

- start the implementation of the GDA2.1 onto the EU core and seasonal chocolate packs, foods and chewing gum;

- start developing the working solution to enable the UK initiative on ‘hybrid (traffic light colours) GDA labelling’ to be implemented onto UK multipacks, chewing gums and foods in 2014. GDA labelling enables consumers to understand how each product contributes to their daily needs for different nutrients. The main goal of this commitment is to facilitate consumer choice and to allow consumers to make informed choices.

**Reported achievements:** Throughout 2013, Mars has continued to display GDA (old and new GDA systems) labelling across all Chocolate brands. In total in 2013, more than 97% of all Mars Chocolate, Food and Ice Cream brands on sale throughout the EU displayed GDAs on their labels, excluding the travel retail packs (duty-free). 99% of all Mars foods have implemented GDA labelling on their packs with the exception of the condiments that do not require nutritional labelling as per Food Information Regulation 1169/2011/EC. In 2013 the majority of chocolate seasonal packs already carried the new GDA2.1 execution in line with new food labelling legislation 1169/2011/EC. The majority of packs in Mars’ bars range (MARS, SNICKERS, TWIX, BOUNTY, MILKY WAY) now carry the GDA2.0 execution in compliance with the new food labelling legislation which means that 5 GDAs are provided on the back of the pack and 1 GDA is provided on front of pack. The chewing gum part of Mars business has maintained the GDA labelling for all brands and sub-brands concerned (Starburst, Skittles, Sugus, Solano, Extra chewy mints) in the European region (EU countries, Serbia, Croatia, Bosnia, Switzerland, Kosovo, Macedonia, Norway, Albania and Montenegro). Chewing gum and specific confectionary products such as Lockets and breath freshening mints are exempt from GDA labelling under Mars’ policy.

The chewing gum side of Mars’ business is also in process of implementing the hybrid GDA labelling in UK. Mars remains committed to delivering GDA labelling across all brands and anticipates that this will be achieved by end 2014 as it needs to implement the new GDA version (GDA2.1) across its entire portfolio before 13th December 2014 (in line with new food labelling legislation). Increasingly the European consumers are becoming familiar with the information provided by GDA’s. In this context, Mars believe that they have contributed to the consumer information and education through this voluntary initiative. Mars is committed to delivering GDA labelling across all its products sold within the EU, and will continue to
invest time, money and resources to make this happen as quickly as possible within practical commercial constraints. 100% compliance is forecasted for end 2014 for core packs and seasonal packs for all domestic markets.

75. **Reduction of salt levels in rice and sauce products (Mars Inc. - 1016).**

**Aim:** Following the significant salt reduction achieved in the UK market as part of its Commitment under the Responsibility Deal, Mars Food segment continued to roll-out its commitment to further reduce the salt/sodium content of its European food product portfolio during 2013 without compromising the taste experience for the consumer. In 2013 the focus was on salt reduction in Ready To Heat (RTH) Flavoured Rice and Cooking Sauces (Uncle Ben’s, Dolmio and Seeds of Change) product categories where Mars continued the reformulation at a significant level, using the targets set by the UK Department of Health (DoH) jointly with the UK Food Standards Agency (FSA) for 2012. (There are no targets set by these organisations for the year 2013 yet).

**Reported achievements:** The overall compliance across the Mars Food portfolio with the UK DoH/ FSA targets for 2012 for salt is 100% for the UK region and 78% for the continental Europe Union. The figure for EU for 2013 is lower than the figures of last year (drop from 89% to 78%) due to Mars’ acquisition of the Miracoli product range that has higher salt levels than the average Mars Food portfolio. Nonetheless, the main focus was on sodium control and a plan was put in place to start the salt reduction in Miracoli branded products as well. Since end 2012, 100% of the Uncle Ben’s flavoured rice products sold in the UK market do meet the recommended targets from DoH/ FSA for 2012, which are of 0.45g salt or 180mg sodium/100g. Since 2007 and until now, MARS Food removed 411,113 tons of salt from its products sold in EU. The significant reduction in salt will positively contribute to reduce the salt intake of the European consumer and will consequently reduce the risk of the diseases linked to high blood pressure. Mars Food is committed to deliver products with reduced levels of salt in a gradual manner and managed to achieve great results. This is a global effort.

Salt targets have become an integrated part of the product innovation brief for New Product Development too. In their assessment of how industry implemented the salt reduction targets of the UK DoH/ FSA, Which?, a UK based consumer NGO, made a presentation at the EU Platform on Diet, Physical Activity and Health in February 2013, in which it ranked Mars as the top company as far as reaching the targets on salt were concerned giving it 4 out of 5 points. In addition, the French Ministry of Health acknowledged Mars’ reduction in salt for uncle Ben’s brand as an over-achievement in comparison with the commitment initially made. In 2011 Mars Food signed the French Charter of Voluntary Commitments on Progress in Nutrition. The commitment consisted of reducing the average salt content in Uncle Ben’s Express range by 24% and in Uncle Ben’s Sauces by 18%.

76. **Mars Marketing commitments (Mars Inc. - 1018).**

**Aim:** The clear mission that Mars pursues with its Marketing Code is maintaining the leadership position on responsible marketing. Mars is proud to be one of the few companies not advertising to children under 12 years of age at all. In 2013, the objectives were:

A) to review Mars Marketing Code (MMC) at global level in order that all “above the line” and “below the line” advertising on child appeal are brought in line with Mars 5 core principles;

B) to introduce a quarterly monitoring system for each region;
C) to identify and evaluate non-compliant cases;

D) to receive approval from the global management team to evaluate opportunities for upgrading the MMC with the view of its strengthening and maintaining Mars in a leading position.

E) to maintain the compliance rate with the MMC at above 97% with both internal and external evaluations;

F) to steer all local markets in driving self-regulatory pledges at national level;

G) to continue the integration of Wrigley segment into Mars policies regarding the MMC;

H) to continue providing regular training via internet and live meetings for all marketing associates and external marketing communication agencies to ensure the full understanding of the revised Code.

**Reported achievements:** Key activities and main results for 2013 are as follows:

A) A Steering Committee responsible for the Code was set up to review it. This Committee was supported by a Working Committee. The updated version of the Mars Marketing Code bringing “above the line” and “below the line” advertising on child appeal in line with Mars’ 5 core principles, will be released in 2014. The Global Chief Marketing Officers Team has actively participated in the review of the Code, providing support and underlining the importance of responsible marketing. Mars Retail Group played an active role as well.

B) Mars introduced a quarterly monitoring system for each region. End 2013, 100% compliance was reached.

C) In 2013 only several cases of doubts over compliance with MMC were encountered. The Marketing Department undertook changes to ensure full compliance. Therefore, for 2013 100% compliance was achieved.

D) The Global Management Team approved the idea of strengthening Mars Marketing Code when new opportunities present themselves.

E) Independently, Mars obtained high scores from the Centre for Science in the Public Interest and the International Food and Beverage Alliance to its commitments to abstain from advertising to children under 12. The EU Pledge commitment, a voluntary initiative by leading food and beverage companies to change the way they advertise to children, was also rated very high by independent parties. The feedback on Mars’ commitments proves the efficiency of the Code. Following the Code, Mars introduced an informative footer on over 200 Mars websites, explaining to parents that Mars websites are mainly addressed to adults and teenagers above 12 years of age. A Global Media Director was appointed in charge of social media compliance.

F) Mars continues establishing formalised governance process across different markets in Europe. In UK, 3 external advisers scrutinise Mars activity plans and provide guidance.

G) Mars and Wrigley included, achieved 100% compliance regarding Mars digital space;

H) In 2013 Mars hosted successfully 2 international global meetings of regional Marketing Code Ambassadors and a Global Marketing Leadership Team, including the Digital Labelling Team. At Mars University 2 dedicated people provided classes and virtual training to marketing associates on a bimonthly basis. Over 98% of all marketing associates and marketing agency staff in Europe hold a Marketing Code Driver’s license.
77. **Nestlé Healthy Kids Global Programme (Nestlé - 1406).**

**Aim:** This commitment aims to raise nutrition, health and wellness awareness of school-age children in partnership with governments and NGO's in countries where Nestlé has direct operations. The objectives for 2013 were three-fold:

1) Implementation of Healthy Kids Programmes in 16 EU countries (including now Croatia).

2) Further strengthening of partnerships for Healthy Kids Programme implementation and strengthening of the evaluation/monitoring.

3) Increase synergies with IAAF and the EPODE International Network.

**Reported achievements:** The programme has been rolled out in 16 countries – either under the name "Healthy Kids" (3 programmes) or under another multi-partnership name: e.g. "Vivons en Forme", THAO, Keep Fit, etc. In the 16 countries, the content was reviewed by external experts (mostly Universities), and checked against local and national government recommendations/WHO guidelines. Programme objectives/plans were developed with the implementing partners. Yearly monitoring/evaluation is embedded in all 16 programme plans. Most programmes are based on multi-stakeholder approaches. The programmes in the EU are either supported or implemented by National Ministries of Health, Education, Sport, by National Nutrition Institutes, NGOs, sporting organisations and Universities. In addition, Healthy Kids Programmes in the UK, Bulgaria, Romania, Spain, Netherlands, and Poland are now part of the EPODE International Network, and will benefit from the EPODE methodology. In 2013 only, Nestlé Healthy Kids Programmes in the EU reached 3,042,692 children directly. The indirect reach was not measured. Evaluations of specific programmes within this commitment are available.

78. **Innovation and renovation - with focus on culinary, ice cream and confectionary (Nestlé - 1407).**

**Aim:** The objectives for this commitment for 2013 were:

For culinary products: to further reduce sodium level of foods that contribute significantly to total dietary sodium intake to allow for a 10% decrease by 2015. In 2013, focus on the re-launch of the Maggi Juicy in Europe and on the bullions range.

For ice-cream products: reach 80% of the European children portfolio below 110 calories per serving by end 2013.

For confectionery products: As of September 2012 a serving will not exceed 170 calories for new product launched on the European market. Work on essential nutrient content in Nestlé's products to improve nutrition for children throughout growth.

**Reported achievements:** A range of outputs are reported:

Salt reduction: The figures available for 2012 show a 3.7% salt reduction in relevant products in Europe. The 2013 figures will be available in April 2014. In 2013, the Maggi Juicy range was re-launched in Europe with a 20% to 30% reduction (depending on the reference). In soups, after past years’ significant efforts in reducing salt in France, European rollout is being addressed.

For ice-cream the target was almost reached - at the end of 2013, 76.1% of the children portfolio was below 110 kcal per portion. The main difficulty faced was that the ice-cream
portfolio is made of both water-based and milk-based ice-creams. The latter is more difficult to reformulate without compromising the taste and nutritional value of the product.

For confectionery: Children's products launched in 2013 in Europe are below 170 calories per portion include the Smarties new recipe (5.75% less sugar) for all EU markets.

For dairy: In 2013, several children products were renovated in order to achieve the Nutritional Foundation (sugar reduction). In October 2012, Nestlé committed to reducing the sugar content of 20 breakfast cereal brands popular with children/teenagers to 9g or less per serving by the end of 2015. To date, 63% of Kids and Teens products (by sales volume) now meet the 9g or less requirement for sugar. This means that since 2003 efforts began to reduce sugar in Nestlé’s products 13000 tonnes of sugar have been removed from products in the EU.

79. **Nestlé Nutrition Studio: Consumer education for healthy and balanced nutrition (Nestlé – 1020).** This commitment was completed during 2013. Please see section 3.7 for more information.

80. **A comer bien! (To eat well) (Nestlé S.A. (Spain) - 1024).**

**Aim:** The 2013 objectives for this commitment were to

1) increase on-line database from 2.8 million users to 3 million in 2014 for "A Gusto con la Vida";

2) increase "qualified on-line users" in the database to better understand what specific topics are of interest to them, whether they read the nutrition, health and wellness newsletters or browsed the website;

3) reinforce the nutrition, health and wellness message;

4) 20% increase culinary/wellness viewed videos and nutrition website visits.

5) launch a new program addressed to families through the 2.8 million users of the database with the aim of educating on nutrition, health and wellness and to promote the change of habits to a healthier lifestyle for the families who join the program.

**Reported achievements:** The current database has 2,800,000 users, out of whom 2,600,000 users have been qualified. 105 million newsletters were sent to users, 21,000,000 of these have been provided information regarding nutrition, health and wellness.

81. **Health Professionals Magazine (Nestlé S.A. (Spain) – 446). This commitment was completed during 2013. Please see section 3.7 for more information.**

82. **Wellness for me (Nestlé Switzerland - 449).**

**Aim:** The objectives for this commitment for 2013 were under 3 headings: Nutritional objectives; Physical activity objectives; Health objectives.

Nutritional objectives were to organise a campaign on “salt reduction” with the aim to raise consciousness among employees of the risk of salt abuse in their meal; to continue providing free fruits and free bottled water to Nestlé employees; to offer a total of 60 individual and personalized nutritional consultations.

Physical activity objectives were to inform employees on the wide offer of the Nestlé sports clubs; to maintain/increase the offer of 30 sport clubs ("Nestlé Sports & leisure Association"); to increase accessibility of the 3 bike sharing station.
Health objectives were to provide a "Wellness Week" aligned on the PAHO wellness week organisation and according to Nestlé’s commitment with the World Diabetes Association; to implement a "Stress prevention" program among a pilot of 350 employees.

Reported achievements: The outputs of this commitment were wide-ranging and include nutritional consultations being offered to employees, free fruit and water to employees. 7 teams of 4 employees took part in the Bike to work campaign organised by Provelo Suisse. 1050 km were covered from 1st to 30th of June 2013 by these teams. Nestlé offered a mechanical inspection of the bicycle to all participants and a safety jacket. 4 bike sharing stations were built near Nestlé buildings. There were 2912 transactions by Nestlé employees in 2013 between these stations. A satisfaction survey of the stress management pilot program was run with a very high level of satisfaction by the respondents.

83. Product development, marketing/advertising and the promotion of healthy lifestyles (PepsiCo - 619).

Aim: The objectives for 2013 were

1) Product development: - continue the roll-out of PepsiCo’s salt reduction technology to new markets; - extend the use of healthier oils across PepsiCo’s product portfolio; - develop approaches to reduce added sugars in key beverage brands; - increase the amount of whole grains in the product portfolio; - seek innovative, tasty ways to encourage consumers to eat more fruit and vegetables.

2) Marketing/Advertising: - build on and strengthen our existing responsible advertising commitment; - continue to work together with PepsiCo’s partners in the EU Pledge group to ensure the Pledge responds to consumers’ expectations, and to extend the Pledge programme to national players in local markets wherever possible.

3) Promotion of healthy lifestyles: - continue to roll-out PepsiCo’s internal health & wellness programme, seeking to provide elements such as sports infrastructures and activities, workshops, relaxation programmes, on-line relaxation exercises, free medical check-ups and massages to broad sections of our workforce across the EU.

Reported achievements:

Product development: PepsiCo UK has helped create a new category in the UK with the launch of Trop50. Since its launch it has sold £18mill. This new innovation has helped PepsiCo expand its ‘Better For You’ range and offer consumers the taste of juice at half the calorie value. In France too, a new category was created (reduced calorie colas) with the launch of Pepsi Next. 10 months after its launch, 5 mill litres have been sold, making it the most successful innovation on the French soft drinks market in volume in 2013. Sodium content of Doritos Nacho Cheese was reduced by 31% as a result of the R&D project. This product was launched on the market in the Benelux in 2013.

Marketing/advertising: Compliance rates measured for the EU Pledge members (including PepsiCo) in 2013 were at 98.1% for TV advertising. 94% of company-owned websites monitored in 2013 were found in compliance with the EU Pledge. The monitoring showed an overall reduction in children’s exposure to advertising for all EU Pledge member companies’ products (regardless of nutritional criteria) of an average of 37% over all markets monitored since 2005.
Promotion of healthy lifestyles: 60 participants took part in the Belgian tennis tournament, with a further 9 in the hockey tournament and 6 in the soccer tournament. 20 employees attended the monthly massage session and some employees have started using the swimming pool regularly. Since its establishment in 2006, Keep Fit has reached more than 5.2 million children across Poland promoting balanced diets and physical activity among school children. In 2013 a group of 51 participants completed the Resilience Coaching Program in the Netherlands. They increased their Personal Vitality Index (PVI, a combination of health, vitality and energy management) by 5% to an average of 7.1. 83% of participants improved their PVI.

84. Keep Fit! (Polish Federation of Food Industry Union of Employers - 1113).

Aim: The key objective of the Keep Fit! programme is 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 specific objectives for 2013 were:

1) The improvement of pupil’s knowledge about the importance of properly balanced diet and physical activity for the human body.

2) Shaping attitudes and behaviours related to proper nutrition, adequate health quality of food and physical activity.

3) Providing knowledge about the information contained on the packaging of food products and the ability to use them.

Reported achievements: The 2012/2013 academic year’s edition of the Programme operated the motto: "A Plate of Health - an effective tool for healthy eating" and was supported by the Polish Council on Diet, Physical Activity and Health at the Ministry of Health. The Programme was based on developing instructive projects (a novel didactic approach) run and devised by pupils and teachers supported by local communities and parents as well as local governments. In 2012/2013 academic year, the Keep Fit! programme has reached 7,946 secondary schools in Poland. 784,666 pupils were participating in this edition of the programme. The majority of the "Keep Fit!" programme participants stated that the Programme is very interesting, attractive and professionally prepared. The "Keep fit" programme is very positively rated by the majority of the participating schools.

A decrease in the amount of absences for physical activity classes has been observed, together with an increase in participation with variety of after-hours sport activities. Positive changes to the nutritional habits are also visible. The important feature of the programme is the simultaneous education of pupils, their parents and teachers, which proved to deliver optimum results and helps in integration of family and school environments. Results of the research on pupils’ nutritional habits, performed by Sanitary Inspection, show that more than 50% of children tend to buy their second breakfast in the school-shops, which expand the offered range of products, to fit the experts’ recommendation and conform to the assumptions of the Programme. The main types of products introduced to the shops are sandwiches, milk-based soft drinks (i.e. yoghurts), fruit, and various types of nuts, sunflower seeds, juices and mineral water. The Programme is voluntary and it is based on developing instructive projects (a novel didactic approach) run and devised by pupils and teachers supported by local communities and parents as well as local governments. Each school implemented its own project - a unique and original concept developed to promote physical activity and a balanced diet at school and in the local community. One of the projects main
strengths was that they closely matched students' interests and capabilities. The programme design of allowing a large freedom of choice (the project method) has undoubtedly contributed to its effectiveness as the pupils could develop and put into practice their own ideas leading towards a healthy lifestyle. The Keep Fit! Programme is the first of its kind to be so wide ranging an educational initiative involving the promotion of a balanced diet and physical activity amongst teenagers throughout Poland.

During its past seven editions (2006-2013) the programme activities have reached more than 5,215,000 students. In keeping with the EC recommendations and those from EU Platform on Diet, Physical Activity and Health, the Polish Nationwide Educational Programme "Keep Fit!" is based on a full partnership between public administration and private sector.

85. **No advertising in cinemas during films aimed at children under 12 years (UNESDA - 1064).**

**Aim:** In 2013 the objective of for this commitment was to ensure that UNESDA signatory companies were using the guidelines created and were upholding the commitment to not advertise in cinemas during programming aimed at children under 12.

**Reported achievements:** As there is no standard film rating across Europe UNESDA has not found an effective way of placing responsibility with external auditors. Hence for this commitment, UNESDA is dependent on feedback from members as to how the guidelines are applied on the ground in the markets. Member companies have reported compliance at levels over 85% to UNESDA. However there is no reliable data available to check audience ratings. When a film is a cartoon or Disney type film with a U rating then it is clearly aimed at children, so it is avoided and compliance levels here are 100%. The challenges arise for the industry when either a film has no rating or when the rating is 12+ (such as the latest James Bond film Skyfall) but nevertheless has some appeal to the under 12 age group. However it is assumed that the number of children under 12 in an audience would not be anywhere near the 35% threshold. Instances of non-compliance were rectified on the spot and were in most instances due to the inaccuracy of available literature on the nature of the film and its appeal to under 12s. In most cases this is unavoidable as films become a surprise 'hit' with children when they were intended for a more general audience. While of course it is not usually the case that these films have an under 12 audience comprising more than 35% of viewers, it is nevertheless against the spirit of the commitment, although it is not clear how UNESDA could address this. Challenges remain related to the way in which cinema advertising is purchased in some markets. Often advertising slots are sold by cinemas in weeks, and do not distinguish between films. Neither the IMAX screen association or market leader UGC have specific guidelines for working with advertisers as advertising is predominantly purchased centrally as a package, rather than screen by screen. UNESDA continues to work with member companies to ensure that guidelines are in place despite the absence of an EU-wide approach by cinema screens.

86. **Advertising and Commercial Communications, including school vending (UNESDA - 581).**

**Aim:** Having used independent, external consultants in 2012 to audit compliance with commitments in the area of advertising and marketing there was confidence that systems were working well. Objectives in 2013 were to ensure that systems were maintained and the good practice across all companies and territories was upheld and levels of compliance ensured.
Reported achievements: 100% compliance with print media, and online media commitments was achieved and 99% compliance with TV. In UNESDA’s schools commitments the objective was to continue to increase compliance and ensure that products were not offered for sale in primary schools across the EU and that in secondary schools, a range of products were offered for sale. With a new joining EU member in 2013 efforts were made to ensure that this commitment was upheld across the whole EU28. UNESDA members continue to record compliance levels of at least 98% for their commitments to not advertise to children under 12. The ability to select programming and media that do not have this profile enables the companies to be confident in upholding their commitment. Advertising and new media agencies are able to audit the commitment for their soft drinks clients through the published audience rating data. They can thereby reassure them that the programming and media in which they advertised never had a threshold of viewers under 12 years which exceeded 35% of the total audience.

Schools commitments: External auditors confirmed that compliance rates for the primary school commitment ran at as high as 99% in a number of large markets including Germany and Spain the last time that independent monitoring was undertaken. An overall compliance rate of 84% was achieved with the commitments in secondary schools to offer a full range of drinks and to offer them in non-branded vending machines. The UNESDA member companies have continued to uphold the same standards. The same procedures and checks and balances remain in place in all markets and UNESDA continues to remind members of their obligations and to run spot checks to ensure compliance levels are maintained.

87. Consumer Information (UNESDA - 582) (NOTE: should be read in conjunction with commitment 1027 below).

Aim: As an ongoing commitment, the objectives for the provision of consumer information are consistent each year. Signatories to the UNESDA commitments must be able to prove that they continue to be compliant with the commitment and the KPI’s originally set - i.e.:

1) provide, in a consumer - noticeable way nutrition information, as defined in current EU legislation, even where this is not legally required;

2) provide on - pack calorie information per 100 ml and/or based on individual serving size on all products;

3) start market tests with on - pack Guideline Daily Amounts;

4) prominently advertise on - pack the low - or no - calorie content of beverages.

Reported achievements: Responses to UNESDA monitoring has revealed full levels of compliance across the companies which are signatory to the UNESDA commitments: - nutrition information provided in a consumer noticeable way - 100%; - on - pack calorie information - 100%, with some 40% displayed front of pack and the rest elsewhere on the pack; - GDA information - The GDA compliance rate has moved from 60% in 2008 when the system was being rolled out to above 90% in 2010. Questioning of brand owners revealed that GDA labelling is now standard across all brands. External studies show a growing understanding of labelling and a wide acceptance of Guideline Daily Amount labelling across the EU27. They demonstrate that consumer’s welcome information and will sometimes (but not always) use it when shopping for food and drink products. Now that the legal definition is to use the term ‘Reference Intakes’, UNESDA members will be ensuring that they comply with
all laws and requirements and UNESDA is discussing what impact this will have on the commitment and its monitoring in the future.

88. **Products, Choice & Portion Size (UNESDA - 583).**

**Aim:** This commitment is an ongoing one and the objectives remain constant year on year: UNESDA undertakes to meet the two original KPI's: to increase the number of new beverages with low- or no-calorie content and to increase the choice and availability of packaging sizes.

**Reported achievements:** All signatory companies to the UNESDA commitments have an ongoing commitment to place their development resources behind low and no-calorie products. Soft drinks manufacturers also offer waters and juices in their portfolio of products and so are able to offer a variety and choice of options. Through the purchasing of CANADEAN data UNESDA member companies are able to review annual changes in calorific value and packaging formats for the purposes of monitoring. As an industry operating in a fast moving sector UNESDA recognises that consumption patterns and packaging needs change as a function of lifestyle and social changes. Consumer market research undertaken by member companies enables UNESDA to understand exactly how and when packaging is used and enables the sector to innovate to produce new formats and sizes to meet consumer demand.

CANADEAN data confirms that some 60% of new product introductions in the soft drinks sector in Europe are of no- or low calorie products. In some markets across Europe including UK, Netherlands and Belgium, no- and low-calorie drinks now account for more than 30% of category sales and hence calorific intake from soft drinks has reduced. The calorie contribution of soft drinks to the average European diet is less than 3%. CANADEAN statistics show that the average calories per litre of soft drinks fell each year since 2004 although the initial annual drop of 16% has now begun to level out.

89. **Guideline Daily Amount Labelling (UNESDA - 1027).**

**Aim:** The 2013 objective was to maintain the high levels of compliance with this ongoing commitment which was made by UNESDA Corporate members in 2008. This commitment, to provide Guideline Daily Amount labelling (GDA) across all products, largely supersedes commitment 582 to provide consumer information across UNESDA’s product ranges.

**Reported achievements:** There is evidence that members rolled out GDA labelling across all brands and formats by the end of 2011 and that therefore this has been in place for at least four years. Review and spot checks on members and brands reveal complete compliance. During 2013 UNESDA members continued to work with their production facilities and packaging designers to ensure that all understand the requirement to include GDA labelling and that it continues to be a standard element of labels across all of their brands and packaging formats. Questioning of brand owners by UNESDA reveals that GDA labelling is now standard across all brands. All UNESDA Corporate members who are signatory to the Commitments include Guideline Daily Amount labelling across all of their products and variants. Compliance is above 98%. The changes in the regulation to use the terminology 'Reference Intake' (RI) means that UNESDA members are required to have completed their change of labelling by the end of 2014. UNESDA will need to consider, with the guidance of the EU Platform, how this will impact the UNESDA GDA commitment.

90. **Not to market to children under 12 years in the Digisphere (UNESDA - 1203).**
Aim: Having employed independent, external experts to audit compliance with this commitment in 2012 the objective for 2013 was to ensure that any learning was fed back to the corporate signatories.

Reported achievements: High levels of compliance for both the social media and company owned websites were seen, and efforts are being made to maintain and improve on this in 2013 internal monitoring. Levels of compliance are 100% for the digisphere commitment and 95% for the commitment to not appeal to children on company websites. It is now possible to obtain clear details on visitors to sites and social media profiles, hence UNESDA members simply do not buy space on sites aimed at children under 12 years of age. As with the 2012 independent monitoring, members found no instances of non-compliance in their social media monitoring in 2013. On their own websites, where they obviously do not control who chooses to visit, independent auditors found UNESDA members to be 95% compliant in 2012. This was based on several instances of endorsement of celebrities (footballers) and use of characters which could have been argued to appeal to under 12s. Football obviously appeals to everyone, not just children under 12, but a thorough approach to monitoring is taken, and it is flagged up as a potential violation of the commitment. Members took the same criteria in their own monitoring of their websites in 2013 and found themselves to have levels of at least 95% compliance once again.

Challenges in monitoring in the digisphere continue to arise. Today’s multi-media formats are technically open to visits from all age groups - despite the fact that websites are designed for an audience that is over 12 years of age. The universal appeal of some sporting celebrities and action movies also makes it difficult to characterise something as appealing to over 12s or not. While both Batman and James Bond carried a 12+ cinema rating, they nevertheless have some appeal with younger viewers too. The same is true of footballers and other sports people featured in promotions. Compliance with digital commitments will also continue to be challenged by the increase in digital formats on which media and websites can be viewed - phones, tablets etc. While these are not currently widely used by children under 12 years it will be important to understand how developments in technology and its use may have an impact on this commitment and to review this in order to ensure continued compliance. Lessons learned will be shared with other Platform members.

91. Responsible marketing and advertising (Unilever - 833).

Aim: The objectives for 2013 were:

1) Global roll-out and implementation of Unilever’s Marketing & Advertising Principles, which were updated in December 2010 to remove exemptions on the use of cartoon characters and celebrities as applied to packaging, labelling and point-of-sale materials. This included ensuring that 100% of Unilever products are compliant with extension to include all product packaging, labelling and point of sale, and to reformulate all existing products to meet Unilever’s Nutrition Criteria by the end of 2014.

2) Continuation of roll-out of national and regional pledges together with other industry partners.

3) Ensure independent monitoring of the implementation of Unilever’s Principles, specifically Marketing & Advertising to children.

Reported achievements: In 2013, the fifth monitoring exercise of the EU Pledge on advertising for food and non-alcoholic drinks was carried out by independent auditors. The TV
compliance monitoring was executed in 6 countries: France, Germany, Hungary, Poland, Portugal and Spain. All spots by all EU Pledge member companies, aired in the 6 markets from 1 January to 31 March 2013 were analysed. This was a total of 845,904 spots. As of January 2013 'Pledge Programmes' have been implemented in 20 markets, namely Australia; Brazil; Canada; the EU; Gulf States; Hungary, India; Mexico; Poland, the Philippines; Peru; Portugal, Romania, Russia; Singapore, South Africa; Switzerland; Thailand; Turkey; and the United States.

By the end of 2014, harmonised nutrition criteria will replace individual company criteria applied until now to determine what foods may be advertised to children until 12. The common criteria set energy caps, maximum thresholds for nutrients to limit (salt, saturated fat and sugar) and minimum requirements for positive nutrients, category by category. In the 2013 monitoring exercise of the EU Pledge, industry had an overall compliance rate of 98.1% concerning all TV spots. In case of breaches, appropriate actions have been taken to resolve them. In addition, the results and methodology are discussed with the EU Pledge members and auditors to optimise where possible. Compared to a 2005 benchmark, there was an overall reduction of 81% in the advertisement of products not fulfilling companies’ nutritional criteria, during programs with a children audience above 35%.

92. **Product reformulation and innovations (Unilever - 834).**

**Aim:** In 2013 work has continued on a range of targets to reduce levels of salt and saturated fat, and to reduce energy content and sugar.

**Reported achievements:** The Company’s Sustainable Living Plan continues to shape developments. In 2013 there were reductions in sodium in food products (for example, soups, bouillons, spreads, dressings), while maintaining consumer preference. In the UK, Unilever’s Knorr Mealmakers range was reduced in salt by 6% while Hellmann’s mayonnaise for the foodservice business in UK and Ireland was reduced by 17%. There is an interest in working with governments and organisations on national salt reduction initiatives, as the various stakeholders for salt reduction have different roles to play in creating a positive environment for salt reduced foods.

Sugar reduction is also continuing. Ready to Drink teas make up a significant portion of the volumes of the total products sold. In Europe, the rollout of Lipton Green Ice Tea and Lipton Black Ice Tea 30% sugar reduced with Stevia* (e.g. Switzerland, Italy, Turkey) was rolled out. Sugar levels were reduced from around 7 to 4.5 g sugar per 100 ml. Within USLP’s health and wellbeing pillar, there is a global target to double the proportion of the portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines. Through the USLP, by 2020, more than a billion people will be helped to take action to improve their health and well-being. Millions of people around the world enjoy the foods and drinks created by Unilever. The ingredients and recipes used and the way advertising is undertaken and marketed can potentially make a big impact on global health.

93. **Healthy Choice the Easy Choice (Unilever - 837).**

**Aim:** Supported by Unilever, the Choices International, using the Choices logo, sets a scientifically sound framework that helps consumers recognise the healthier option at the point of purchase and sets a scientifically sound framework that stimulates food companies to innovate and reformulate their products. In 2013 Unilever committed to continuing to support the Choices International Foundation’s consolidation on European markets and
support scientific developments of the Choices nutrition criteria. It aims to continue raising awareness about Choices with national, EU and international authorities and other stakeholders. Participation in the scientific debate is a clear example of a broadening of the scope of the commitment. There will be continued support in the planning of Choices scientific events, such as congress side-events and high level conferences.

**Reported achievements:** The Choices logo can be found on over 7000 food and beverage products in all categories from over 120 companies. Choices has increased its network and reputation among the international food companies by its membership of the Consumer Goods Forum. Ahold has joined the Choices Board as observer and advisor in September 2013. The market in the Czech Republic has grown and the national foundation has become a stronger partner. Within the last year, the number of participants has increased, reaching a total of nineteen and so far there are 296 products approved to use the logo. More recently in 2013, Heineken became supporter of the Czech initiative, with its non-alcoholic beer Zlatopramen N.A. as hallmarks of the Programme’s international dimension. Consumer awareness of the logo in Czech Republic grew from 5% (in 2012) to 31% at the end of 2013. In the Netherlands, Choices covers 94% of the retail market and it benefits of 91% consumer recognition. In April 2013, the Dutch Choices logo was confirmed as the single food choice logo for the Netherlands. This was officially recorded in the Dutch Food Information decree and the authorisation was approved by the EU and its Member States. For the following years, Choices will aim at to increase participating companies and expand the programme into other countries in Europe and beyond.

94. **Global Employee Health programme - Lamplighter (Unilever - 1413).**

**Aim:** Lamplighter is a global health and wellbeing framework which coaches employees on their exercise regime, nutrition and mental resilience. An initial check-up is followed up by six-monthly visits in order to monitor progress. The 2013 objective was to improve global alignment and create guidelines to ensure quality improvement, which is based on Unilever’s World Class Manufacturing Supply Chain quality improvements.

**Reported achievements:** Lamplighter was extended into an extra 10 countries in 2013. Unilever adopted a policy implementation tracker on its No Smoking Policy Implementation Tracker. Overall compliance in 2012 was 72%. Unilever was committed to reach 100% compliance in 2013, which it did. In 2013 a global mental health & wellbeing standard was implemented focusing on creating a local policy. In 2013 participation in the Lamplighter programme increased 28% across 49 countries to 48% participation.

95. **Provision of nutritional information to the end consumers (FoodServiceEurope - 504).**

**Aim:** In this commitment FoodServiceEurope encourages contract catering companies to provide nutrition information on the meals served and work with their clients and suppliers to improve the availability, for the end-consumer, of understandable and relevant nutritional information.

**Reported achievements:** Concrete examples of initiatives at national level that reflect the overall objectives of this commitment in 2013 are notably:

- Development of healthy eating awareness campaigns in France by Compass and in Spain by COEMCO.
- Out-of-home calorie labelling in the UK by 10 contract catering companies that have signed this pledge under the UK Responsibility Deal.

- Healthy cooking classes with the support of a "Chef" kitchen has been put in place in Portugal by the national association AHRESP along with lectures on healthy eating and information sessions for both consumers and staff.

- Sodexo has now also implemented its Vitality programme in Hungary by which consumers are provided with detailed information about the nutritional qualities of Vitality dishes. Several actions have been organised in this country as well to advertise healthier nutrition. The "Healthy Rainbow" programme, specifically designed for children, has also been developed by Sodexo to teach children in a playful manner how to eat healthier. Given that implementation of this food information objective is done at company and national association level, the outcome is difficult to measure, but examples can be provided notably concerning the following initiative:

  - In France, as a result of the healthy eating awareness campaigns led by Compass, a significant increase in the consumption of fruits and vegetables per meal has been reported: 2011: 0.196 kg/per meal; 2012: 0.207 kg/per meal; 2013: 0.264 kg/per meal.

96. **FERCO General Nutrition Recommendations (FoodServiceEurope - 505).**

**Aim:** The overall and long term scope of the commitment is to make meals served in the contract catering sector healthier by encouraging FoodServiceEurope members to take a proactive part in the national Platforms and working groups set up by the national authorities and by endorsing the national nutrition guidelines.

**Reported achievements:** Concrete examples of initiatives at national level that reflect the overall objectives of this commitment in 2013 are notably:

  - In France Sodexo has implemented two nation-wide actions for salt and sugar reduction ("La maîtrise du sel" and "La réduction du sucre", respectively).

  - The company Apetito implemented in France awareness campaigns to promote the consumption of fresh vegetables and fruits (called "Fraîch'attitude") and the consumption of dairy products.

  - In the Netherlands, Veneca, the national association, is a member of the Covenant Healthy Diet that focuses in making the healthy choice the easy choice. The Association has also entered into an agreement with the Ministry of health, welfare and sport, to improve products sold and make them healthier.

  - In Hungary Sodexo put in place in several schools and kindergartens the "green island" programme, where over the regular offer they place from time to time a self-service salad bar with vegetables and fruits. Also in Hungary, several of the national association's members have joined the National Salt Reduction programme.

  - In the UK several contract catering companies have signed relevant pledges under the UK Responsibility Deal, notably: 11 contract catering companies have signed the salt reduction pledge; 6 the "salt catering: training and kitchen practice" pledge; 4 the "salt catering: procurement" pledge; 10 contract catering companies have signed the pledge not to use artificial transfat; 4 have signed the "artificial trans-fat removal" pledge; 3 contract catering
companies signed-up to the "saturated fat reduction" pledge, 5 to the "calorie reduction" pledge and 5 to the "fruit and vegetables" one.

- In Portugal initiatives by companies (Trivalor and Eurest) have been implemented to provide healthy dishes and alternative daily dishes without added fat or salt and alternatives daily desserts without added sugar. Given that implementation of this food information objective is done at company and national association level, the outcome is difficult to measure, but examples can be provided notably concerning the following initiatives:

- Regarding Sodexo's programme on salt reduction in France, «La maîtrise du sel" a reduction in the salt per meal of 11% was achieved overall. - In Sodexo's programme on sugar reduction in France the outcome was a reduction of 25% sugar in the desserts served.

97. **FERCO partnership with its European Social Partner, EFFAT (FoodServiceEurope - 507)**.

**Aim:** FoodServiceEurope is working with EFFAT, the EU Trade Unions, to promote healthier lifestyles and to encourage contract catering companies to develop training programmes on nutritional balance for employees.

Reported achievements: During 2013, a joint meeting of FoodServiceEurope and EFFAT’s representatives was held to discuss progress made at national level on its implementation. Some examples of achievements by FoodServiceEurope members and contract catering companies in 2013 include:

- BHA (UK) and members continue to implement numerous pledges with the aim of reducing salt used in their kitchens and these pledges include actions regarding the training of Chefs and kitchen staff.

- Sodexo's salt and sugar reduction programmes in France (detailed report under commitment 505) include actions to raise the awareness of chefs and kitchen staff to the importance of reducing the quantity of salt and sugar in their recipes and provide them with instruments and training to help them achieve the targets set.

- The CCOEMCO initiative to inform consumers and promote a healthy diet (please refer to report on commitment 504) included the training of 50 staff members. As last year, actions to implement this commitment have ensured that social partners are updated regarding the EU Platform objectives and activities. Training activities around nutrition and healthy lifestyles are now well embedded in the companies' training programmes for employees that seek to inform staff not only professionally but also personally.

98. **Freshfel Europe "Fresh Fruit and Vegetables Consumption Monitor" (Freshfel Europe - 529)**.

**Aim:** Although a significant number of national reports and studies on the consumption of fruits and vegetables are available in the various EU Member States (often in different formats), consolidated information on fresh produce consumption at the European level remains scarce, especially in view of comparable data over the years for the whole EU. Freshfel Europe is filling this gap with its annual 'Consumption Monitor'.

**Reported achievements:** The 2013 monitor 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, for the period 2007 to 2012. Due to missing 2012
production figures from the FAO, the report will only become available in February 2014. It will then be made available in a pdf-format and possibly a limited number of hard copies are printed and CDs will be produced. A press release will be published announcing the report to over 1,000 contacts. Freshfel members have direct access and there is an explanatory section and order form on Freshfel’s website. The results and the report will also be promoted through social media activities (Facebook and Twitter) and on the newly launched 'Enjoy Fresh' website (www.enjoyfresh.eu). The results are presented at various meetings and conferences (i.e. Advisory Groups of the European Commission) and distributed to representatives of Member States (at Management Committees for fruit and vegetables with the support of DG AGRI). Due to the fact that FAOSTAT published official data necessary for the report just very late in the process, the latest Consumption Monitor will officially only be released in February 2014 after a final review process is complete.

99. "Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion (Freshfel Europe - 530).

Aim: Freshfel Europe continues the production and distribution of the bimonthly Fresh Times Newsletter with information on fruit and vegetable promotion to a mailing list of over 1,000 stakeholder contacts (actors in the sector, journalists, etc.). The objective in 2013 was to distribute six editions of the Fresh Times with a number of about ten articles per edition.

Reported achievements: The distribution was via email in pdf format to approximately 1,000 contacts all over Europe and beyond. It was planned to continue widening the scope of reported activities, e.g. by including more social media and online actions. To attract more readers, it was envisaged to keep promoting the issues via own social media sites (Facebook and Twitter), and also through the 'Enjoy Fresh' website (www.enjoyfresh.eu). This sub-site of the Freshfel website was visited by 8880 visitors. The number of combined downloads from the Freshfel webpage and the Enjoyfresh website were as follows: No 1, 228 times, No 2, 281 times, No 3, 187 times, No 4, 268 times, No 5, 188 times, No 6, 117 times. All initiatives mentioned in the Fresh Times have also been listed as individual items on the EnjoyFresh website, where they have been visited by a total of 257 visitors in 2013. All Fresh Times issues have been also promoted via Facebook (357 followers) and Twitter (464 followers).

At the end of the year a survey was undertaken. These results show that the Newsletter is a valued source of information, and appreciated in its current format. Although being limited in its impact possibilities, it has the potential to inform also those outside the sector, which are less aware of the campaigns. In general, figures might switch between the categories "strongly agree" and "agree", but are not showing a trend towards a dissatisfaction of the current format and content (as it has been also the case in the years before). Rather, a broad feedback from all readers (e.g. people not active in the industry) is reflected in the diversity of answers received.

100. Kids Enjoy Fresh (Freshfel Europe - 1409).

Aim: This commitment is an online Platform for young people, their parents and teachers, providing relevant information on all aspects of fresh produce. The Kids Enjoy Fresh website was launched amid wide PR activity in June 2012. In the second year of its existence, the objectives were:

- to make the website known to a wider audience, e.g. by reaching out to web fora and bloggers;
- to establish KidsEnjoyFresh as a reference point that can give kids an interest in fruit and vegetables and increase their fresh produce consumption.

**Reported achievements:** At the FruitLogistica, the world’s largest fresh produce conference, in February 2013, Freshfel applied for the FruitLogistica Innovation Award and had the opportunity to present KidsEnjoyFresh to a global audience. Freshfel has also continuously mentioned the new website in conferences, events, on social media, and in its regular publications (e.g. Fresh Times and Headlines). The EC services have been asked to include a link to KidsEnjoyFresh into their websites and several have done so (Nutrition & Physical Activity page of DG SANCO, Public Health page of DG SANCO). The website is supported by content on other platforms which reinforce its message (Enjoyfresh YouTube channel and Facebook page). Since its launch in July 2012, the website has seen a steady increase in the numbers of visitors. During 2013, the website registered a total of almost 31,000 visits, of which 18% were interested in the "Kids" content, 12% in the "Parents" content, and 11% in the "Teachers" content and the rest in other content.

101. **Policy and programme coherence in infant and young child feeding in the EU (IBFAN – 1068).**

**Aim:** Objectives for 2013 were to raise awareness with EU policy makers regarding the WHA Resolutions on infant and Young Child Feeding, in particular, the 2010 Resolution that called for inappropriate marketing of all foods for infants and marketing of baby foods to end, and the 2012 Resolution that called for better safeguards on conflicts of interest at all levels (national, regional and global); - advocacy at EU level for the revision of the PARNUTS Directive to ensure a more transparent and democratic decision making in relation to infant feeding products, pre-authorisation of ingredients and stricter controls on marketing and claims; - advocacy at Codex Alimentarius Commission with the aim of ensuring that the new guidelines and standards on baby foods are in line with the WHA Resolutions; - advocacy for improvement of EU maternity protection provision; - dissemination of briefings and other materials via web and other means to assist IBFAN members and national partners working on the above. (Target: IBFAN groups, health professional and lay organisations, the general public); - understanding of the International Code is integrated into mother-support, counselling and health worker training.

**Reported achievements:** A range of activities has taken place to support these objectives. EU Legislation relating to foods for infants and young children, the procedures for evaluating the safety of ingredients, and the general oversight by EFSA and Parliament is now under discussion. At this point in time it is not known how effective IBFAN's advocacy will be. Two reports by EFSA seem to support IBFAN’s main contention (supported by MEPs and many health advocates) that there is no evidence to support the use of promotional claims for the optional ingredients commonly added to formulas for babies and young children (including so called growing up or toddler milks). The issue of formulas for older babies is being discussed at Codex. Conflicts of Interest are an overarching issue at the centre of discussions on World Health Organisation’s Reform Process.

IBFAN and partners in the Democratising Global Health and Conflict of Interest Coalition are playing an active role in the consultations and among other things, highlighting the need to ensure that Business front groups should not be registered as NGOs. At the Executive Board meeting in January 2014, the International Special Dietary Foods Industries representing the baby food industry lost its status as an NGO working in official relations with WHO. The Global
Alliance for Improved Nutrition claimed to have closed down its Business Alliance just one month before its evaluation, so achieved NGO status.

Addressing inequalities: Long-term health problems such as high blood pressure and diabetes are influenced by how babies are fed, and breastfeeding women reduce their own risk of breast cancer. However, significantly lower rates of breastfeeding initiation and duration are found among women from low-income groups. Families from deprived backgrounds are most at risk of ill health, are least likely to gain the protective benefits of breastfeeding and are most likely to be exposed to the hazards of artificial feeding. The lack of coherence between the EU and the Recommendations of the World Health Assembly remain a serious obstacle to improving infant and young child feeding practices in the region.

102. **Diabetes Prevention Forum (IDF - 1313).**

**Aim:** Via the Diabetes Prevention Forum the International Diabetes Federation (IDF) is working to raise awareness of the need for early identification of those at risk of developing Type 2 diabetes. The Annual objective of DPF for 2013 was to begin the MANAGE-CARE programme. MANAGE-CARE focuses on the development of new chronic care management standards and guidance in Europe. The goal of the project is to develop an innovative Chronic Care Model with applicable standards for clinical pathways as well as guidelines and training curricular for healthcare professionals using these standards. 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. The results of MANAGE-CARE will be of relevance for all the stakeholders involved in diabetes care and management: healthcare authorities, healthcare professionals, professional organisations, the pharmaceutical industry, IT and health technology partners and political stakeholders. Results from the programme are not yet available.

103. **World Diabetes Day (IDF - 1419).**

**Aim:** Objectives for 2013 included advocacy and raising awareness on prevention and successful management of diabetes, health promotion, attention to determinants of health and healthy living.

Reported achievements: A range of activities took place to support the achievement of these objectives:

- launch of IDF Europe Audit Publication "Access to medicines and medical devices in diabetes care in Europe";
- organisation of a breakfast meeting within the European Parliament in Brussels (Launching of IDF Europe publication);
- partnership with the catering services of the European Parliament to reach a larger public; offering healthy meals and vegetable and fruit cocktails etc.;
- partnership with the Gym facilities of the European Parliament; offering three extra sports classes during the week, a free trial card valid for two sessions and a 6 week buddy offer;
- preparation of 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;
- presentation of sporting events that IDF Europe will be partnering on with Golazo in 2013.

The World Diabetes Day breakfast meeting was attended by 40 participants including MEPs, assistants, permanent representations, EU institution staff, policy makers and other stakeholders in the health sector in Europe. The event overall was a success and allowed IDF Europe to reach out to several thousand people, with a large number of vitality dishes being sold during the week of raising awareness activities at the restaurant of the European Parliament in Brussels alone. Sodexo are yet to provide IDF with the exact figures for the number of vitality dishes, and cocktails consumed across the 3 sites.

- On 13 November, our blood glucose testing event rendered 150 glucose tests.

104.  **International standards for marketing food to children (IASO-IOTF – 1118).**

**Aim:** Actions anticipated for 2013 included:

a) a review of different approaches to regulation of advertising to children;

b) support to the World Health Organisation’s review of marketing to children in the European region;

c) support for the development of systems for nutrient profiling of foods as a tools for determining which products should and should not be promoted to children;

d) to maintain a website with information on marketing regulations and policies internationally;

e) to maintain a weekly news service (by email subscription) on marketing-related news world-wide.

**Reported achievements:** Outputs were wide-ranging. Reviews of the impact of different regulatory regimes were undertaken, involving analysis of 614 potentially useful reports and scientific papers. Analyses of 194 food products for nutrient profile analysis were undertaken as well as a comparison of their nutrient profiles using 6 different profiling schemes. A website containing an interactive map on regulations on marketing to children in Europe and globally (http://www.iaso.org/policy/marketing-children/policy-map/) and a bibliography of research into the topic has been maintained. A weekly news service on marketing has been maintained throughout the year, which has over 600 subscribers. (There is no charge for being a subscriber). IASO published two peer-reviewed papers in scientific journals during 2013, both of which add significantly to the evidence base for policy makers. One paper concerned the application of different types of nutrient profiling schemes to a common set of food products to determine which scheme most effectively restricted the marketing of high fat, sugar and salt foods to children. The second paper reviewed regulatory regimes and found a severe lack of progress being made under self-regulatory regimes for effective control of marketing to children. The work of the project has been recognized by researchers and policy-makers, including a presentation to the Platform (June 2013) and appearances in the popular media (print, radio and online). Project staff have presented the outputs of the project to the World Health Organisation, and to a European governmental network on marketing of food and
beverage to children (hosted by Norway). IASO contributed to a review of marketing to children published by the European Regional Office of the World Health Organisation in 2013.

105. **Improving medical and health professional skills to counteract obesity (IOTF - 810).**

**Aim:** Objectives for 2013 were to:

- continue to offer an obesity focussed e-learning programme open to all health professionals, with short modules that can easily be incorporated into their busy schedules;
- add at least five extra course modules to the online content;
- increase registrations by at least one thousand registrants;
- accredit events in at least one under-resourced region (including South America, Africa, South Asia);
- achieve recognition by at least one independent professional body.

**Reported achievements:** Outputs included: nine additional online course modules have been launched (total now: 29 modules); advertising was placed in Network Health magazine with a focus on Dietitians; SCOPE is now promoted in Google through Google Adwords; leaflets, displays and online promotions were undertaken in six international obesity conferences and related meetings; nine extra course modules were added to the online content (target was five); registrations increased by four thousand (target was one thousand); an event in South America was accredited (target was at least one such event); the SCOPE page received over 52,600 hits in first 11 months of 2013 (no target set); recognition by the Association for Nutrition and by the Royal College of Physicians was achieved (target was at least one such organisation).

106. **SPOTLIGHT - Sustainable prevention of obesity through integrated strategies (IOTF - 1402).**

**Aim:** 2013 is the first full year for this project. The objectives for the year are to complete the establishment of the operational parameters and structures for undertaking the project, and to start fulfilling the related tasks. The tasks include:

(i) launch and maintain a website;
(ii) establish protocols for the research;
(iii) select case studies for analysis and commence data collection;
(iv) assess data storage requirements and develop on-line data display methods.

**Reported achievements:** For the project as a whole 12 deliverables are scheduled, 4 of which have already been delivered: a report on the systematic review on individual-level self-regulation predictors; a report on two systematic reviews on the obesogenicity of environments; a report on the development and validation of an instrument to collect data on obesogenicity; and a report on the systematic review on the RE-AIM of evidence-based multi-level interventions.

The creation of a Web-Atlas of actions to tackle obesity in EU member states is well-advanced as a deliverable. Data have been obtained from over 70 initiatives, and the software and content structure for a public-facing atlas have been designed and agreed for beta-testing. A symposium and a presentation at conference level have also been conducted. One of the objectives is to strengthen the evidence base for policy-making. Towards this, several deliverables have been completed (see above) and these will lead to peer-reviewed
publications (anticipated during 2014). The publication of peer reviewed papers forms part of the evidence base used by policy-makers. In addition, over 70 local and community initiatives to tackle obesity have been identified, and data collected from each one. This information will create a resource showing examples of ‘best practice’ for health educators and policy-makers to use as a reference. The Web-Atlas will be completed during 2014, and will provide a description and an evaluation of each initiative.

107. **ToyBox (IOTF - 1403).**

**Aim:** This project uses behavioural models to understand and promote fun, healthy food, play and policies for the prevention of obesity in early childhood. The objectives for 2013 were to:

- publish the results of the literature reviews and the protocols for interventions;
- complete the implementation of the family/pre-school interventions in at least five EU member states;
- disseminate the interim results of the project at scientific meetings.

**Reported achievements:** Interventions were undertaken in 2012-2013 in 6 EU member states (Poland, Greece, Germany, Bulgaria, Spain, and Belgium). The intended outcome is to add to the evidence base. In this respect 2013 saw the publication of six papers reporting the interim findings of the ToyBox project, and the preparation of eight scientific papers describing the protocols and tools for the interventions, to be published in a special Supplement to the peer-reviewed journal Obesity Reviews (anticipated April 2014). Interim results of the ToyBox project were presented: (i) at the EU Platform (November 2013); (ii) at a dedicated symposium during the ISBNPA conference, Ghent (May 2013); (iii) at the European Congress on Obesity, Liverpool (May 2013); (iv) at the International Congress on Nutrition, Granada (September 2013).

108. **Move - European Physical Activity Forum (ISCA - 1303).**

**Aim:** The MOVE project in 2013 included a venture by ISCA, 7 Associate Partners and 15 collaborating Partners throughout Europe. The overall objective of the MOVE project is to strengthen organisations’ capacity to design and carry out health-enhancing physical activity initiatives that target socially disadvantaged groups while taking into account their particular needs and life situation.

**Reported achievements:** The partners are united in MOVE to identify, qualify and implement good practices to promote health-enhancing physical activity in socially disadvantaged groups. They are also committed to building new cross-sector partnerships and networks that reach out to socially disadvantaged groups. The MOVE project targets youth, ethnic minorities and immigrants, women/girls and seniors who are experiencing social disadvantage. Pilot projects were undertaken in 13 countries throughout Europe. On the basis of the pilot projects a MOVE handbook on physical activity promotion in disadvantaged groups was drafted.

The MOVE 2013 congress was held in Barcelona on 16-19 October 2013. 290 participants attended the congress representing 54 countries and 157 organisations. Two parallel sessions were dedicated to social inclusion and the MOVE project. 15 MOVE collaborating partners did a poster presentation of their pilot project at the congress. There has been continued presentation of the MOVE project at relevant international platforms including the MOVE 2013 congress, and continued efforts to mobilise partnerships at the local, national and
European/international level. Project partners have strengthened their knowledge on how to reach out and serve socially disadvantaged groups through the MOVE handbook and through incorporating good practice elements in the pilot projects. Dissemination of the main recommendations of the MOVE handbook and preliminary results of the pilot projects to a wider audience was initiated at the MOVE congress 2013.

Analysis of the impact of the pilot projects and extent of partnerships mobilised is due in 2014, in the final stages of the project. At the beginning of the project, an initial assessment of partners’ capacities for serving socially disadvantaged groups was carried out via qualitative analysis. These assessments served as baseline data on perceptions of the capacities of each partner. Each partner will also participate in a post-project interview to determine if and how capacities have changed as a result of the MOVE project. Results of these are due in 2014.

109. **Media literacy & responsible advertising to children (Ferrero Group - 427).**

**Aim:** Ferrero participated in the independent compliance monitoring and assisted with the secretariat of the EU Pledge. In order to maintain high levels of compliance, the company developed throughout the year an intense activity of coordination between all the company teams involved in the issue of responsible advertising (marketing/legal/media planning). As a responsible advertiser, in 2013, Ferrero continued to support Media Smart in the following countries: France, Germany, Portugal, United Kingdom, Hungary, Sweden, and The Netherlands. As an example in France, Ferrero promotes “Pubmalin” and “Mediasmart plus” that set as annual objective for 2013 to continue expanding the coverage and the relevance focusing more on the online environment. In Germany, the 2013 objectives for Media Smart were the following: increasing the visibility and the reach of Media Smart through different activities; enlarge the target group (primary school); complete the primary school material; increase the practical work in schools through cooperation with media literacy institutions.

**Reported achievements:** The monitoring exercise found high compliance rates for different types of media advertising to children. Individual Ferrero compliance for TV and print media advertising to children was high. The average overall compliance rate with the EU Pledge commitment on TV advertising for the 6 EU markets monitored by Accenture Media management was 98.1% (France: 99.6%, Germany: 99.6%, Hungary: 97.8%, Poland: 97.6%, Portugal: 99.0% and Spain: 97.7%). The outcome for Ferrero concerning the compliance rate was the following: Germany: 99.8%, Hungary: 99%, Poland: 98%; Portugal: 100%; France: 100%. Ferrero was informed of its very few reported instances of noncompliance, it identified each spot in question in order to take corrective actions. For company-owned websites, the average compliance rate for the 347 websites monitored was 94%. Out of these 343, 31 belonged to Ferrero. Only 6 of them were considered in breach of the EU Pledge criteria. Ferrero was made aware of the breaches and acted promptly internally to make the necessary changes.

The internal guidelines on responsible advertising have been updated on the basis of the results of the 2013 EASA monitoring. A number of further activities have taken place in individual EU countries. For example, In Hungary, “Media Tudor” increased the number of schools involved in the project reaching 1,609 schools (compared to 484 in 2007 when the program started) with more than 2,600 teachers registered to the project (compared to 1,051 in 2007). In June, the project “digital world” was presented to the National Assembly during an international conference named “Infotér”.

110. **Media Smart teaching children to be media-literate (WFA - 545).**

**Aim:** In 2013, the objective was to continue building and consolidating Media Smart in key markets – UK, Netherlands, Hungary, Sweden, Germany, France, and Portugal.

**Reported achievements:** Output and impact was reported in each of these markets. For example, in Sweden, Media Smart attended the 2013 annual school fair in Stockholm, and a 2012 survey found that 99% of teachers would recommend Media Smart to a colleague. In the Netherlands Media Rakkers was accredited as an official Training Institute by the Dutch Ministry of Education and is now registered in the Central Register of short term vocational training and education, giving an official status to the certificates received by trained media coaches, and in November 2013, its National Media Coach Training was highlighted as best practice in Europe by Even Foundation in its report: "12 good practices that will inspire you".

111. **The EU Pledge - Changing Food Advertising to Children (WFA - 1075).**

**Aim:** The general objective of WFA in relation to the Code is a permanent decrease of the number of non-conformities.

**Reported achievements:** A decrease in the number of non-conformities is the ultimate proof that self-regulation through a voluntary Code is working, and that there is hence no need for legislation. All food companies are subject to the Code. By signing the Nutritional Policy Charter, the companies explicitly commit themselves to promote the application of the Code by their communication agencies. Number of cases/complaints: in 2013, 44 advertisements for food (11), alcoholic (28) and non-alcoholic (5) beverages have been analysed by the JEP. 21 of the analysed adverts were in accordance with the Publicity Code and hence all legal obligations. In 21 cases a recommendation was issued by the JEP to modify the advertisement (5 for food, 1 for non-alcoholic beverages and 15 for alcoholic beverages). There have been 4 decisions to stop a campaign in 2013 (1 for non-alcoholic beverages and 3 for alcoholic beverages). Number of prior copy advices by JEP: in 2013, there have been 17 requests for prior copy advice: 1 request concerning food and 16 requests concerning alcoholic beverages. In 11 of the 16 cases, the JEP requested a modification of the proposed campaign.

Commitment of food companies: Major Belgian companies representing 64 % of the food and beverage advertising spend in Belgium have signed a pledge concerning the limitation of advertising. This BE Pledge is a commitment to change food and beverage advertising on TV, print and internet to children under the age of 12 and is inspired by the EU Pledge. The BE Pledge has been evaluated at the end of 2013 and the results will become available in February 2014. The JEP received in 2008 the Golden Award for most effective self-regulation organism. This award was issued by EASA (European Advertising Standards Alliance), the international organisation of self-regulation organisms.
C) Completed commitments

1. **Engagement with other stakeholders to discuss out of home nutrition information (BEUC – 1401).**

   **Aim:** The purpose of this commitment was to obtain an overview of the situation in various Member States on the provision of nutritional information on food bought and consumed outside the home, and to engage with other stakeholders and discuss the provision of nutrition information in such settings.

   **Reported Achievements:** In 2013 the BEUC secretariat continued to examine the state of play regarding initiatives (government guidance/industry led) on provision of nutritional information on foods bought and consumed outside home in the Member States. A questionnaire was sent to BEUC members on the issue, and 11 members responded. The results of the questionnaire were used as a rationale to hold meetings with restaurant associations and fast-food chain representatives. The purpose of these meetings was to share good practice and expand it to other Member States. Unfortunately it emerged that there was a lack of appetite from the industry to provide calorie information on menu boards on a voluntary basis. As such the commitment could not be further implemented and BEUC decided to suspend it for the time being.

2. **Physical activity and nutritional habits for families (CESS – 1059).**

   **Aim:** The CESS ‘physical activity programme for children of school age’ began as a 3 year-long study in 2010. In this final year of the project the study was carried out on 342 students aged 11 or 12 years.

   **Reported Achievements:** The results showed that the diet that the participants followed, in comparison to dietary recommendations given by the state agencies (Government of Catalunya), contained deficiencies (water, fruit, vegetable and fish were less than 30% of recommended intake) and excesses (red meat, pasta and sugar which in some cases even doubled the recommended intake). These must be corrected in order to insure a healthy diet. Despite the unsuitable eating habits, the results of the participants BMI were acceptable - 88% of the students were within their appropriate percentile. However there was a slight deviation towards obesity in the boys whereas in the girls there was an equal spread between overweight and underweight. The study concluded that carrying out physical exercise regularly helps to keep an adequate BMI even where diet is not entirely healthy.

3. **Healthy choices at work (CPME – 1305).**

   **Aim:** The commitment had two objectives during 2013. Firstly, to maintain the availability of fresh fruit in the CPME secretariat for staff and visitors, and secondly to raise awareness of the initiative for healthy choices at work among CPME membership and visitors and to promote uptake of it.

   **Reported Achievements:** Fruit baskets comprising a selection of 7 different fresh fruits were delivered to the CPME Secretariat on a bi-weekly basis throughout 2013. Each of the 9 CPME Secretariat staff members made use of the offer on a regular basis. Fruit baskets were presented at meetings held in the CPME Secretariat premises, including both internal meetings as well as meetings with external visitors (average 2 per week). All meeting participants were actively encouraged to help themselves to fruit. In the context of the CPME
meetings in Dublin on 27/04/2013 and Bucharest on 23/112013, 3 coffee breaks took place on each occasion. On each occasion a variety of fresh fruit was made available to the meeting participants which comprised approximately 80 representatives of CPME membership. Due to the visible implementation of this commitment through the encouragement at meetings for participants to make use of the fruit offering, awareness for the CPME involvement in the Platform has been raised and the implementation of other commitments has been enhanced.

4. **Mobilising the medical profession: the ‘Healthy Village’ Toolbox (CPME – 1306).**

**Aim:** CPME committed to developing and disseminating a Toolbox in order to facilitate the implementation of the ‘Health Village’ intervention, which provides the general public with information on their state of health through doctors in an informal setting. The annual objectives for 2013 were: - to consolidate the draft ‘toolbox’ both in structure and content; - to continue to raise awareness for the commitment in the CPME membership; - to encourage engagement/up-take in CPME membership; - plan for the finalisation and dissemination of the Toolbox.

**Reported Achievements:** A consolidated draft ‘toolbox’ is now available to finalise and disseminate. The CPME membership have requested more details on the future of the Toolbox and how it will be used. This has resulted in a new commitment “Mobilising the Medical Profession: the ‘Health Village’ Toolbox II” which will develop a framework for the continued expansion and implementation of the Toolbox.

5. **Provide input for setting the European obesity research agenda (EASO – 1309).**

**Aim:** This commitment involved undertaking a consultation that challenges current thinking in European obesity research in order to identify the key research priorities that may push the scientific frontier in the field and achieve the greatest societal and economic impact.

**Reported Achievements:** During 2013 EASO organised workshops, think-tank meetings, and other meetings with stakeholders. The outcomes of these meetings were included in reports and a policy paper published on the EASO website, were published in their newsletter, and sent to stakeholders across Europe. The positioning of obesity as a research priority in Horizon 2020 will indicate how successful this commitment has been.

6. **ukactive & Greenwich University Research Institute Health and Wellbeing Investigation (ukactive – 1411).**

**Aim:** This commitment researched the effectiveness of programmes to get people more active, and educated physical activity providers and the health service. The main focus of the year’s activity was the implementation of the Project "get ukactive". This included participant recruitment, baseline data collection, intervention delivery and follow up data collection (24 & 48 weeks). Key objectives included the successful implementation of the project elements described above. In addition a key objective was the reduction of cardiovascular risk and increases in strength and fitness of participants.

**Reported Achievements:** The successful completion of Project "get ukactive" allowed analysis between different fitness centre-based physical activity interventions and their feasibility as broader public health tools. Initial data revealed clinically and statistically significant increases in cardio-respiratory fitness, muscular strength and reductions in cardiovascular risk (blood pressure / lipid profile). Data suggests a positive and sustained behaviour change leading to objectively measured improvements in health. The design of this investigation would suggest
that such results could be replicated in real world public health settings i.e. in a community setting. Previous ‘exercise is medicine’ research has not translated into evidence based on best practices nor has it been successfully delivered in the "real world". It is hypothesised that the controlled nature of such research limits this translation / implementation. Complete 48-week data will reveal longer term changes and whether behaviour change elicited in the opening 24 weeks is really being sustained.

7. **Diet, physical activity and cardiovascular disease prevention in Europe (EHN – 1204).**

**Aim:** In 2013, the objectives of this commitment were to disseminate the findings of the scientific reviews performed in 2009 and 2010 and the population goals for nutrition and physical activity to decision makers and stakeholders involved in the debate via the organisation of national workshops. Whereas the activities in 2011 and 2012 focused on dissemination at European and regional level, 2013 focused on dissemination at national level.

**Reported Achievements:** National workshops were organised in Ireland, Belgium, Spain, Iceland, and Slovenia. The meetings reviewed the burden of cardiovascular diseases and the benefits of a healthy diet and enhanced physical activity amongst the population at large. Participants debated policies required to promote healthy diets, such as food-related taxes and subsidies for fruits and vegetables as well as active promotion of fruits and vegetables in ready-made meals and in catering and restaurant services. Promoting physical activity was considered quite hard to achieve in individuals. Interventions that might work were: doctors’ prescription of physical activity for people at high risk of cardiovascular disease; and apps to promote everyday physical activity, though these would mainly attract the younger generation. The five workshops reached over 250 participants directly.

By disseminating information from the national workshops through participating organisations, media coverage, email and website distribution, it is estimated that several thousand people were reached. The following target audiences participated in the national workshops: government departments (health, nutrition, agriculture, sports); non-governmental organisations; industry (food industry, physical activity economic operators such as fitness centres); health professionals in the field of food industry and physical activity.

An evaluation questionnaire was distributed to each of the participants of the regional workshops. Response rate was about 50%. The evaluation questionnaire showed that most participated improved their knowledge on diet and nutrition and the impact on cardiovascular diseases (or potential to reduce the burden of cardiovascular diseases). This positive link was less recognised for physical activity.

Stakeholders in the wider debate on prevention of chronic diseases other than heart disease and stroke were also invited to the national workshop, and, where present, they too stressed the importance of the fight against all chronic diseases via improved diet and nutrition and increased everyday physical activity. Policy recommendations were thoroughly reviewed at the national workshops. The outcome of the workshops was posted on the EHN webpage under the heading EuroHeart II events.
8. **Nutritional criteria for foods/ drink advertised to children (EHN-1404).**

**Aim:** The commitment examined the potential for cross-sector agreement on nutritional criteria for foods and drinks marketed and advertised to children that can be applied across Europe. Key objectives for 2013 were to examine the positions of selected Platform members on nutritional criteria for foods / drinks marketed and advertised to children with a view to achieve cross-sector agreement on nutritional criteria that can be applied across Europe; to organise a stakeholder meeting with selected Platform members where the findings of the research can be discussed; to finalise the report of the research findings following the stakeholder meeting; to present the results of the research findings and the outcomes of the stakeholder meeting to the EU Platform on diet, physical activity and health.

**Reported Achievements:** A meeting was held in February 2013 with some Platform members, and a report of this meeting made available on the EHN website. Developments have taken place: - In November 2012, the EU Pledge presented its new commitment on common nutrition criteria for the purpose of advertising to children. According to the EU Pledge commitment, 12 companies will only advertise their products if they comply with the EU Pledge Criteria or if they are more stringent. - In July 2013, Member States of the WHO European region adopted a declaration on Nutrition and Non-communicable Diseases in the Context of Health 2020, which included a reference to the use of nutrient profiling tools. WHO Europe is developing a nutrient profile model for Europe.

9. **Monitor, encourage and support the implementation of the EU SFS (EPHA – 1105).**

**Aim:** In collaboration with the European Heart Network (EHN) and Freshfel, the European Public Health Alliance (EPHA) monitors, promotes and supports the EU School Fruit Scheme (SFS), which aims to increase the consumption of fruit and vegetables by school children. 2013 was another crucial year for the EU School Fruit Scheme (EU SFS) as a number of important steps took place during the year, notably the finalisation of the Common Agricultural Policy (CAP) legislative proposals process including financial arrangements. Objectives for 2013 were the following: - to provide information to member organisations, Member States and to the general public on the SFS; - to represent sector interests and concerns vis-à-vis relevant EU Institutions; - to address the relationship between public health and agricultural policy; - to develop mechanisms for multi-sector collaboration, notably eligible criteria.

**Reported Achievements:** To achieve this commitment, the three organisations worked with the European Public Health and Agriculture Consortium (EPHAC) of which EPHA is a member. EPHAC coordinates several public health organisations’ activities relating to the CAP. The outputs of this commitment are vast. A number of articles were produced which were widely disseminated, and information was successfully disseminated via various social media channels. A range of meetings with stakeholders have been arranged and held. Freshfel has monitored the work of the Expert Group to the SFS in order to follow-up in any developments regarding the recommendations and guidelines for promotion of fruit and vegetables in schools from the project. 2013 was a decisive and a final year for agricultural policy including the EU School Fruit Scheme to be debated. In their contributions to Commission consultations on the CAP-related issues all organisations involved with this commitment advocated for the School Fruit Scheme and its importance in promoting the accessibility and affordability of high quality, natural, health, nutritious and regionally and locally sourced foods.
10. **Active and Healthy – the role of physiotherapists in physical activity (ER-WCPT - 1408).**

**Aim:** This commitment addressed how physiotherapists promote and prescribe physical activity programmes in the areas of prevention, maintenance, promotion, and treatment across the lifespan. The aims of this commitment for 2013 were: - to promote the use of the final document by member organisations as an aid to assist them in influencing public policy makers at local, regional and national levels to promote physical activity; - to gather and collate the extent of national guidelines on physical activity; - to gather and collate the level of activity among member organisations in promoting physical activity in their respective countries; - to gather data specifically related to the involvement by member organisations in targeting physical activity in the older population.

**Reported Achievements:** A database of national guidelines on physical activity/exercise or fitness through collecting information from each member organisation was developed. A database of the campaigns and activities that member organisations were involved in to promote physical activity was developed. The database was circulated, assisting member organisations in developing other campaigns. Information from member organisations on any “older people” specific campaigns in which they were involved was collected. The use of a resource document by member organisations at national/public policy level was monitored. Member organisations were found to be active in national discussions on physical activity, and to have their own guidelines in place related to physical activity. National campaigns were regularly developed by member organisations, including campaigns for older people (e.g. the film ‘Balanced’). The data collection process will be reviewed to ascertain why not all member organisations responded. The ER-WCPT believes that other work in area of physical activity is being undertaken by member organisations but is unfortunately not being captured at a European level. It was envisaged that more member organisations would have used the resource document as a resource at national level and ERWCPT will explore whether a short guide on how to use the document might promote greater use by members.

11. **Improved information exchange about the Platform (EuroHealthNet – 1050).**

**Aim:** EuroHealthNet’s commitment in this area relates to improving information exchange about the Platform. The objectives of this commitment for 2013 were: - to maintain and coordinate the Policy Action Group on non-communicable diseases (PAG-NCD), i.e. a group of expert members able to provide expertise, good practices and recommendations for policy developments at EU and national level; - to forward documents and agendas circulated by the EU Platform prior to each plenary meeting to members of EuroHealthNet's PAG-NCD. This gives its members the opportunity to comment, to make suggestions or to forward relevant information from their own organisation or country; - to systematically report on the plenary meetings of the EU Platform for Action on Diet, Physical Activity and Health of 2012, taking place on 9 February, 24 May, 20 September and 14 November; - to further strengthen the work of EuroHealthNet’s PAG-NCD by involving them in various EU initiatives and to feed back into the work of the EU Platform for Action on Diet, Physical Activity and Health during its plenary meetings.
Reported Achievements: In 2013, EuroHealthNet has continued its work in linking health promotion and sustainable development through an active dissemination of SPREAd results, meetings with other DGs, and by organising a thematic workshop at the European Public Health Conference (“How can public health research respond to new trends and lead to sustainable societies?” Brussels, 15 November 2013). All reports of the plenary meetings of the Platform, the high level group on Nutrition and Physical Activity and the Annual Report 2013, the Special Report 2006-2012 were disseminated among the members of the EuroHealthNet PAG-NCD. All reports and materials were well received by the members of the PAG-NCD. Members also indicated that the documents forwarded are sufficient and helpful as they provide information and ideas that can be implemented at national level and they supplement additional information from other sources and keep members updated allowing closer access to the EU perspective. Members of EuroHealthNet’s network have been continuously updated on EU activities, and have therefore been able to establish links with national and local initiatives, as well as with organisations from other Member States.


Aim: The European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV) committed to assessing the implementation of European diabetic guidelines in Type 2 diabetic patients visited in primary care in 11 European countries. The aim was to analyse how European GPs manage diabetic patients in terms of recommending healthy lifestyles and managing risk factors.

Reported Achievements: Two hundred and forty-eight diabetic patients (56% women, mean age 59.1+6.0 years) were finally selected by 41 investigators across Europe (6 patients per physician on average). There were high rates of important clinical data missing in the health records (26% % for BMI, and 17% for LDL). The most widely non-pharmacological treatment used is diet and exercise, followed by 81% of the patients interviewed. The most frequent anti-diabetic drug used is Metformin (72.2%). 43.6 % of patients have high levels of blood pressure. 34.3% of patients with LDL above 100 mg/dl and 63.7% above 70 mg/dl. Eighty-one physicians from different networks participated in the survey and answered a questionnaire about specific questions on guidelines.

Results of the physician’s survey: - There is high variability in the screening methods, criteria and tools used for detecting diabetes among the European primary physicians. There is also a high variability in the assessment of cardiovascular risk among the European primary physicians, with many different approaches and risk scores used. - There are large discrepancies in managing patients with impaired glucose tolerance to delay the onset of diabetes. - There are also remarkable discrepancies regarding which BP and LDL target values should be used, as well with the use of Aspirin in Diabetics.

Mum, Dad I prefer water! (Zywiec Zdroj (Danone) –1217).

Aim: The Zywiec Zdroj educational programme ‘Mum, Dad, I prefer water’ is dedicated to pre-school children and their parents. It aims to promote drinking water and contribute to a healthy lifestyle.

Reported Achievements: An educational kit was developed in cooperation with nutrition specialists, ecologists, psychologists and physicians. It is accredited by the Ministry of Education and endorsed by the Institute of Mother and Child and the Ministry of Health. In
2013 educational materials were downloaded and printed by 1,014 pre-schools in 497 cities/towns in Poland. The remaining pre-schools can download the materials from the website throughout the year. There were 9,900 teachers involved in the delivery and implementation of the programme, and 95,881 children and 191,762 parents were engaged in the program.

13. **Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication (ESA – 604).** This commitment has been replaced by four new commitments (#1513; 1514; 1515; 1516 – see section 3.3 for a summary of these new commitments)

14. **Kellogg’s ASA Awards Scheme (Kellogg Company – 1116).**

**Aim:** The Amateur Swimming Association (UK) programme encourages people to include swimming among their everyday physical activities. During 2013 the objective was to continue the programmes and activities started from 2011 to allow them to become embedded.

**Reported Achievements:** Over 1.8 million certificates and badges were distributed to people through the Kellogg’s ASA Awards scheme. The Trunx on Tour roadshow saw athletes and Trunx the elephant visit pools across the country to generate excitement around the Awards scheme and learning to swim. As a result of this commitment 7000 young people have been provided with extra swimming lessons, 4000 children have been supported through specific Learn to Swim and School Swimming projects, and 1800 swimming sessions were provided across all 10 projects that formed part of this commitment. Over 300 nominations were received for the Swimmstastic awards which took place in November 2013. Winners were invited to take part in a Swim with the Stars session before the awards ceremony which was a chance for children to swim with their swimming heroes.

15. **Schools Swimming Competition – Bästa Fyran (Kellogg Company – 1117).**

**Aim:** The ‘Bästa Fyran’ (Sweden) programme is a 4th grade swimming competition. The objective is to inspire children to learn to swim and instil the importance of a healthy lifestyle and diet, and to encourage people to include swimming in their daily life.

**Reported Achievements:** In 2013, a total of 456 school teams competed (up from 413 in 2012); a total of 3488 children participated in the competition (up from 2012); classmates of each team that participated in the competition also attended the events broadening the reach to 11,400 (456x25) children who had contact with the project through the competition. Furthermore, there was promotion of the programme through newspapers, radio and digital media reaching around 3.5 million people in Sweden. The homepage was updated during 2013 (www.bastafyran.se) to simplify the sign-up process for the competition as well as providing updated information from the districts.

16. **Supporting research and communication on physical activity (MARS Inc. – 1011).**
**Aim:** Mars Inc. was the founding sponsor of the European College of Sport Science (ECSS) and created the Young Investigators Award which aims to stimulate scientific research on physical activity. In 2013 the ECSS focused on the following objectives: - to recruit new members affiliated to the College; - to increase the number of congress participants for the 2013 event in Barcelona, Spain; - to increase the number of applicants to the ECSS Young Investigators Award (YIA) and the ECSS Travel grant sponsored by MARS; - to identify and honour young scientists with outstanding achievements in any field of Sport Science throughout the ECSS Young Investigators Award and the ECSS Travel grant sponsored by MARS.

**Reported Achievements:** The number of ECSS members has increased over the years. Comparing the year 2013 with 2010 it increased by 73% and comparing the 2013 with 2011 it increased by 30%. Again, in 2013, the ECSS confirmed its reputation as key organisation in interdisciplinary sport science bringing 3114 participants to its annual Congress organised this year in Barcelona, Spain.

The percentage of applicants for the Award has increased in 2013 by 56% compared with 2012 and by 278% compared with 2007 (540 applications in 2013). In 2013, because of a special financial contribution allocated for travel, students from low-income countries participated at the Barcelona Congress and the programme of Young Investigator Award winners. The number of prize-winners is kept to 20 each year. However, the call for applications targets more members every year in order to achieve a higher quality of submissions. The ECSS Young Investigators Award produces high quality research by young scholars in the field. This is needed in order to provide scientific evidence to encourage behavioural change in the population when it comes to topics such as public health. The ECSS Young Investigators Award is a prestigious award to win. and adds a high profile to young researcher’s career. In the 19th year of its existence former YIA winners have become members of the committee where other former winners, now being head of scientific institutes, have promoted their own students to become a YIA winner.

17. **Nestlé Nutrition Studio: Consumer education for healthy and balanced nutrition (Nestlé – 1020).**

**Aim:** The Nestlé Nutrition Studio is an information and counselling platform for consumers on nutrition and lifestyle, which provides consumers with personalised information and advice on demand via the internet, in the media and at relevant events. This commitment had 2 objectives in 2013: Objective 1- Achieve an average of >350,000 visits per month on the NNS website to improve awareness amongst German consumers about the importance of healthy nutrition and balanced lifestyles. Objective 2 - Improve awareness of the NNS website as one of the preferred sources for nutritional information and advice.

**Reported Achievements:** With reference to objective 1: NNS has had 4.2 million visits in 2013 (350,000 visits per month on average) for its free and tailored online service; over 500,000 consumers currently enjoy the benefits of registration, including: coaching programs, forum participation and community exchange.

Outcomes relating to objective 2: Regular nutritional counselling from Nestlé nutrition experts in daily newspapers result in contact with more than 10 million people; NNS is also present at
the largest nutrition-related consumer trade fairs in Germany (Int. Green Week, 450,000 visitors in total). The visitors had the chance to receive individual nutrition tips from Nestle nutritionists. Further, the NNS is regularly present at 10 selected food scientist congresses (DGE - Deutsche Gesellschaft für Ernährung, VDOe - Verband der Oecotrophologen and other). The 2013 German Corporate Equity Monitor survey continues to find that Nestlé is considered as THE nutrition expert among leading food & beverage companies by German consumers. Social Media analysis confirms high acceptance of NES online services as qualitative and neutral advisor within specific consumer groups.

18. **Health Professionals Magazine (Nestlé S.A. (Spain) – 446).**

Aim: "nesvida" is a publication edited by Nestlé Spain and targeted to nutrition and health professionals. This publication encourages dialogue with the main nutrition professionals in Spain. There were 2 objectives for 2013: - send 3 magazines to 7500 health professionals and opinion leaders; - send 6 online newsletters (e-nesvida) with information on the Nestlé Research Centre investigation, and one article per newsletter. The overall aim was to increase Nestlé’s own health professional database during 2013.

**Reported Achievements:** A total of 3 magazines were distributed to 7,500 health professionals and opinion leaders, as well as 8000 paediatricians. The digital version was published on the Nestlé nutrition web. Additionally 6 online newsletters e-nesvida with information around Nestlé Research Centre investigation was distributed. The database increased to 3300.

19. **The mHealth Grand Tour Brussels – Barcelona (International Diabetes Federation European Region – 1510).** This commitment has been summarised in section 3.3 (bullet 7)