

**EVALUATION OF THE EUROPEAN
PLATFORM FOR ACTION ON DIET,
PHYSICAL ACTIVITY AND HEALTH**

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CONTENTS

1	ANNEX 1: BIBLIOGRAPHY	2
2	ANNEX 2: PROFILING OF PLATFORM MEMBERS	4
3	ANNEX 3: BACKGROUND TO THE MONITORING SYSTEM	17
4	ANNEX 4: ANALYSIS OF THE PLATFORM'S FOUNDING STATEMENT	22
5	ANNEX 5: DATA COLLECTION TOOLS USED	28
5.1	Questionnaire for Platform members	28
5.2	Interview guide for Platform members	39
5.3	Interview guide for Platform observers	41
5.4	Interview guide for former Platform members	43
5.5	Interview guide for national authorities	45
5.6	Interview guide for representatives of national platforms	47
6	ANNEX 6: TASK SPECIFICATIONS	49

1 ANNEX 1: BIBLIOGRAPHY

The following sources and documents were accessed by the evaluation team during the structuring phase:

EU Platform
EU Platform's Founding Charter (March 2005)
EU Platform Monitoring Framework
EU Platform First and Second Monitoring Progress Reports (2006 and 2007 respectively)
2008 and 2009 Annual Reports which include the monitoring reports
EU Platform plenary meetings minutes and summary reports (February 2005 to September 2009)
Working Groups' summary reports and working papers (May 2005 to April 2009)
Two interviews and one podcast with R. Madelin, Director-General of DG for Health and Consumers
EU Platform for Action on Diet, Physical Activity and Health: Questions and Answers (March 2005)
Platform Members
EU Platform's Members list (updated to September – December 2009)
Statements from Founding Members of the EU Platform (March 2005)
Commitments
Database of commitments by Platform members
List of commitments and commitments synopsis elaborated in 2007
Members States
Overview on National Nutrition Platforms (provided by DG SANCO)
High Level Group
Meeting minutes and summary reports (November 2007 to July 2009)
Nutrition and Physical Activity Network
Meeting minutes (June 2003 to September 2006)
Roundtable on Obesity
Summary reports (July 2004 to January 2005)
Other Commission documents
White paper on A Strategy for Europe on Nutrition, Overweight and Obesity related health issues (May 2007)
Commission Staff Working Document Accompanying the White Paper "A strategy for Europe on Nutrition,

Overweight and Obesity related health issues”: Summary of the Impact Assessment (2007)
International Obesity Task Force: EU Platform Briefing Paper prepared in collaboration with the European Association for the Study of Obesity (March 2005)
WHO Europe’s sources
<i>Please note: Some of the sources listed below are not yet publicly available, as the information is pending validation by the WHO and/or Member States.</i>
Analysis of policies and initiatives to improve diets and physical activity in OECD and other EU countries, OECD Conference Centre (December 2008)
Overview of existing national coordination mechanisms in the policy area “Prevention of obesity” in European Union (provided by WHO Europe)
Overview of national policy documents on nutrition, physical activity and obesity in the European Union (provided by WHO Europe)
Overview of obesity objectives stated in the national policy documents in the European Union (provided by WHO Europe)

2 ANNEX 2: PROFILING OF PLATFORM MEMBERS

Drawing on the review of background documents and Members' websites, the evaluation team elaborated a profile for each Platform Member and used this information to classify them according to a set of criteria. The main criteria used to classify Members included:

- **Type of member:** For profit / Not-for profit based on the status of Platform members' member organisations
- **Sector:** Advertising / Agriculture / Broadcasting / Consumer groups / Food & Drink / Health / Research / Retail & Catering / Sports & Fitness
- **Type of represented organisations:** Companies, Cooperatives & Associations / Non-profit organisations / Public organisations, research institutes and universities

In addition to this, the team also collected information on:

- Number of Member States covered;
- City where Members are based;
- Core business of the organisations the Members represent;
- Number of represented organisations per Member;
- Date when Members were founded;
- Date when Members joined the EU Platform;
- Date when Members were suspended / resigned (if appropriate); and
- Members' contact details (name of point of contact, email and website addresses).

A semi-complete¹ profile of EU Platform Members can be reviewed in the table overleaf – this was first compiled by the evaluation team and then reviewed by Platform members. The table below shows the breakdown of members by sector.

Sector	'For profit' members	'Not for profit' members	Total
Advertising	3	0	3
Agriculture	2	0	2
Broadcasting	1	0	1
Consumer groups	0	2	2
Food & Drink	1	0	1
Health	0	9	9
Research	0	3	3
Retail & catering	6	0	6
Sports & Fitness	2	4	6
Total	15	18	33

¹ For space reasons, not all fields are included in the table, but the most important have been.

Evaluation of the EU Platform for Action on Diet, Physical Activity and Health

Nr	Platform member (updated green)	Platform member Description	Classification of Platform member (Advocacy / Information Provision)	Type of Platform member	Sector	Entered the Platform	Nr of sub-members	Type of sub-members	Coverage	Core business of individual sub-members (where applicable)
1	Agricultural Organisations and Cooperatives (COPA-COGECA)	Represents the interests of the agricultural sector as a whole, uniting approximately 15 million farmers and over 40,000 agricultural cooperatives.	Advocacy	For Profit	Agriculture	May-05	76	Companies, Cooperatives & Associations	27 MS + Iceland, Norway, Switzerland and Turkey	Production of agricultural and food products
2	Association of Commercial Television (ACT)	Represents the interests of the commercial broadcasting sector in Europe	Advocacy	For Profit	Broadcasting	May-05	27	Companies, Cooperatives & Associations	27 MS + other European countries	Free-to-air, pay-tv and digital distribution of audiovisual content
3	Confédération Européenne Sport et Santé European Confederation Sport and Health (CESS)	Promotes physical activity as a healthy practice	Advocacy	Not-for-Profit	Sports & Fitness	Jul-07	35	Non-profit organisations	17 MS + Israel	Promote physical activity as a healthy practice
4	Confederation of the Food and Drink Industries of the EU (CIAA)	Represent the interests of the Food and Drink Industry in the EU and beyond	Advocacy	For Profit	Food & Drink	Mar-05	70	Companies, Cooperatives & Associations	20 MS + Norway, Turkey and Croatia	Manufacturing of food and drink products (e.g. Bakeries, Breakfast cereals, Chocolate, biscuits and confectionery, Dairy products, Dietetic products, Fruit & vegetable

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										preservers, fruit juices, Mineral waters, Pasta, Pet foods, Processed meat, Processed potatoes, Snacks, Soft drinks, Soluble & roasted coffee, Spices and sauces, Spirits, Stock & soups, Sugar, Tea/Infusions etc.)
5	EuroCommerce	Represents the retail, wholesale and international trade sectors' interests in Europe	Advocacy	For Profit	Retail & Catering	Mar-05	100	Companies, Cooperatives & Associations	26 MS + Croatia, Iceland, Norway, Switzerland and Turkey	Retail, sale, trade and distribution of goods
6	EuroCoop	Represents the interests of national consumers cooperatives associations to the European institutions	Advocacy	For Profit	Retail & Catering	Mar-05	17	Companies, Cooperatives & Associations	16 MS + Norway	Defend the interests of consumer cooperatives in food policy, environment policy and sustainable consumption, consumer information and education
7	EuroHealthnet	It is a platform of health promotion and public health agencies in Europe	Advocacy	Not-for-Profit	Health	Jul-05	33	Public organisations, research institutes and universities	24 MS + Iceland, Norway and Switzerland	Promote a healthier Europe with greater health equity between and within countries

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8	European Association for the Study of Obesity (EASO)	Promotes research , the dissemination of the results of such research and exchange of scientific information in the field of obesity within Europe	Advocacy	Not-for-Profit	Research	May-05	30	Public organisations, research institutes and universities	20 MS + Croatia, Georgia, Iceland, Norway, Russia, Serbia, Switzerland and Turkey	Promote research into obesity, facilitate contact between individuals and organisations, and promote action that tackles the epidemic of obesity
9	European Association of Communications Agencies (EACA)	Represents the interests of full-service advertising and media agencies and agency associations in Europe	Advocacy	For Profit	Advertising	Jun-05	62	Companies, Cooperatives & Associations	27 MS + other European countries	Advertising, media and sales promotion
10	European Cyclists Federation (ECF)	Promotes and encourages cycling throughout Europe and abroad as a health and sustainable economic factor and as an environment-friendly mobility.	Advocacy	Not-for-Profit	Sports & Fitness	Mar-08	60	Non-profit organisations	25 MS + Bosnia & Herzegovina, Croatia, Iceland, Norway, Russia, Serbia, Switzerland and Turkey	"Promote bicycle use and create a favourable climate for cycling in transport, environmental and tourism policies"

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11	The European Consumers' Organisation (BEUC)	Represents the interest of European consumers and independent national consumer organisations	Advocacy	Not-for-Profit	Consumer groups	Mar-05	43	Non-profit organisations	26 MS + Croatia, Iceland, Macedonia, Norway, and Switzerland	Defend the interests of consumers regarding consumers contracts, digital rights, energy and sustainability, financial services, food, group actions, health and safety.
12	European Federation of Contracting Catering Organisations (FERCO)	Represents the interests of contract catering in the EU decision-making process on issues such as labour laws, food safety and hygiene, environmental legislation, nutrition and health legislation, etc.	Advocacy	For Profit	Retail & Catering	May-05	10	Companies, Cooperatives & Associations	27 MS	Provision of food services at the workplace to private companies and public administrations and to public and private organisations in the education, health and social sectors
13	European Federation of the Associations of Dieticians (EFAD)	Promotes the development of the dietetic profession and encourages a better nutrition situation for the population of Europe	Advocacy	Not-for-Profit	Health	May-05	29	Companies, Cooperatives & Associations	19 MS + Iceland, Norway, Switzerland and Turkey	Develop the dietetic profession and improve the nutrition situation of the population of Europe

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14	European Food Information Council (EUFIC)	Provides science-based information on food safety & quality and health & nutrition to the media, health and nutrition professionals, educators and opinion leaders, in a way that promotes consumer understanding	Information provision	Not-for-Profit	Research	May-05	18	Companies	EU	Food and drink industry
15	European Group of Television Advertising (EGTA)	Represents the interests of television and radio sales houses that market the advertising space of both public and private broadcasters across Europe and beyond	Advocacy	For Profit	Advertising	Jun-05	113	Companies, Cooperatives & Associations	23 MS + Croatia, Macedonia, Norway, Russia, Switzerland, Turkey and Ukraine	Advertising, media and sales promotion
16	European Heart Network (EHN)	Promotes the prevention and reduction of cardiovascular disease through advocacy, networking and education	Advocacy / Information provision	Not-for-Profit	Health	Mar-05	33	Non-profit organisations	20 MS + Bosnia & Herzegovina, Iceland, Norway, Switzerland and Turkey	Promote the prevention of cardiovascular disease in Europe

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17	European Health and Fitness Association (EHFA)	Represents the interests of the sector at the EU level. With its objective to get 'More People, More Active, More Often', EHFA is a standards setting body of the health and fitness industry in Europe and promotes and implements best practice in instruction and training through its European Register of Exercise Professionals (EREPS).	Advocacy / Information	For Profit	Sports & Fitness	Sep-06	71	Companies, Cooperatives & Associations	23 MS + Norway, Switzerland	Provision of health & fitness services (e.g. instruction and training)
18	European Modern Restaurants Association (EMRA)	Represents the interests of the leading restaurant chains (e.g. McDonalds, KFC, Starbucks, Pizza Hut)	Advocacy	For Profit	Retail & Catering	Mar-05	11	Companies, Cooperatives & Associations	27 MS	Restaurant chains

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19	European Non-Governmental Sports Organisation (ENGSO)	Defends the interests of sport at a European level, especially vis-à-vis the political and administrative sports organisations of the European Union	Advocacy	Not-for-Profit	Sports & Fitness	Jun-05	41	Non-profit organisations	25 MS + Albania, Andorra, Belarus, Bosnia & Herzegovina, Croatia, Georgia, Iceland, Macedonia, Norway, Russia, Serbia, Switzerland, Turkey	Promote the practice of sports (e.g. children and youth sports, "sports for all", elite sports)
20	European Public Health Alliance (EPHA)	EPHA is the European Platform bringing together public health organisations representing professional groups, patients, health promotion and disease specific NGOs and other health associations.	Advocacy	Not-for-Profit	Health	May-05	85	Non-profit organisations	18 MS + Albania, Armenia, Azerbaijan, Croatia, Georgia, Norway, Russia, Serbia, Switzerland, Turkey, and Ukraine	Promote and protect the health interests of people living in Europe

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21	European Vending Association (EVA)	Represents the interests of the whole European vending industry vis-à-vis the European Institutions and other relevant authorities or bodies.	Advocacy	For Profit	Retail & Catering	mar-05	88	Companies, Cooperatives & Associations	17 MS + Russia, Switzerland Ukraine and Turkey	Self-service sale or provision of goods and/or services operated by a vending machine
22	European Society of Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN)	It is a professional and scientific society which seeks to influence the standards of care for patients and their families; it sets standards for education, training and clinical excellence within Europe	Information provision / Advocacy	Not-for-Profit	Health	May-05	500	Public organisations, research institutes and universities	27 MS	Develop clinical research aimed at improving care for patients and their families
23	European Network for Prevention and Health Promotion (EUROPREV)	It is a network of organisations working on health promotion and prevention	Information provision	Not-for-Profit	Health	Jul-07	21	Public organisations, research institutes and universities	19 MS + Croatia, Georgia, Russia, Switzerland and Turkey	Develop clinical research aimed at enhancing health promotion and prevention
24	Fruit Vegetables and Horticultural European Regions (AREFHL)	Represents the interests of the fruit and vegetables and horticulture producing regions in Europe	Advocacy	For Profit	Agriculture	Sep-06	24	Companies, Cooperatives & Associations	5 MS	Production of fruits and vegetables

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25	Federation of the European Play Industry (FEPI)	Represents the interests of the manufacturers and distributors of both outdoor and indoor play equipment and safety surfacing	Advocacy	For Profit	Sports & Fitness	Sep-06	26	Companies, Cooperatives & Associations	5 MS	Manufacturing and distributors of outdoor and indoor play equipment and safety surfacing
26	Family Associations Confédération des organisations familiales de la Communauté européenne (COFACE)	Promotes family policy, solidarity between generations and the interests of children within the European Union in areas such as the promotion of consumer interests, social protection, equal opportunities, the promotion of health and education, etc	Advocacy	Not-for-Profit	Consumer groups	Jun-05	52	Non-profit organisations	20 MS	Promotes and support family policies
27	Freshfel Europe	Represents the interests of fruits and vegetables traders towards the various European institutions	Advocacy	For Profit	Retail & Catering	Jul-05	200	Companies, Cooperatives & Associations	18 MS + Switserland Norway, Turkey,...	Commerce (importers, exporters, distributors, wholesalers, retailers, providers) of fruits and vegetables

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28	International Baby Food Action Network (IBFAN)	Seeks the reduction of infant and young child morbidity and mortality through the protection, promotion and support of breastfeeding and optimal infant feeding practices	Advocacy	Not-for-Profit	Health	May-05	22	Non-profit organisations	10 MS + Croatia, Georgia and Ukraine	Protection, promotion and support of breastfeeding and optimal infant feeding practices
29	International Diabetes Federation (IDF)	Promotes diabetes care, prevention and a cure worldwide	Advocacy	Not-for-Profit	Health	Jul-05	200	Non-profit organisations	27 MS + Albania, Azerbaijan, Belarus, Croatia, Iceland, Georgia, Kazakhstan, Kyrgyzstan, Macedonia, Moldova, Norway, Serbia, Switzerland, Russia, Turkey, Ukraine, Uzbekistan	Influence policy, increase public awareness and encourage health improvement in relation to diabetes

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30	International Obesity Task Force (IOTF)	It is a research-led think tank and advocacy arm of the International Association for the Study of Obesity; it works to inform the world about the urgency of the problem of obesity and to persuade governments that the time to act is now	Advocacy / Information provision	Not-for-Profit	Research	Mar-05	N/A	N/A	1 MS	N/A
31	International Sport and Culture Association (ISCA)	Promotes sports and culture for all	Advocacy	Not-for-Profit	Sports & Fitness	Nov-06	130	Non-profit organisations	21 MS + Albania, Bosnia & Herzegovina, Iceland, Moldova, Montenegro, Russia, Serbia and Turkey	Promotes sports and culture for all

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32	Standing Committee of European Doctors (CPME)	Represents the medical doctors at European level and promotes the highest standards of medical training and medical practice in order to achieve the highest quality of health care for all patients in Europe	Advocacy	Not-for-Profit	Health	mar-05	27	Companies, Cooperatives & Associations	24 MS + Iceland, Norway and Switzerland	Represent medical doctors at national level
33	World Federation of Advertisers (WFA)	Represents the interests of the advertising industry	Advocacy	For Profit	Advertising	Mar-05	105	Companies, Cooperatives & Associations	18 MS + Norway, Russia, Switzerland, Turkey	Advertising, media and sales promotion

3 ANNEX 3: BACKGROUND TO THE MONITORING SYSTEM

To demonstrate the concrete inputs and outputs of the commitments made by the members of the EU Platform, commitments have been monitored annually since the launch of the Platform in March 2005. In April 2009, the Commission published the 4th Monitoring Report.

Given that not all Platform members were equally skilled in the monitoring, a Monitoring Working Group was established in 2005, just after the Platform was created. This Working Group produced a First Monitoring Progress Report² in 2006 to account for the commitments implemented by members in 2005. The Report concluded that commitments needed to be more specific, more measurable, and easier to monitor in terms of relevance to the Platform goals. That said, in 2007, a simplified monitoring form, along with a guiding document (a Monitoring Framework) were introduced, in order to help Platform members improve the quality of their monitoring forms.

The **Monitoring Framework**³ was elaborated to provide guidance to members on how to take forward the monitoring of their commitments. The Monitoring Framework comprises an introduction, a users' guide and a list of practical examples for information. As explained in the document, back in 2005, Platform members agreed to *"monitor their own performance in a transparent, participative and accountable way, so that there is a degree of multi-stakeholder involvement in reviewing progress and outcomes that creates trust in the data"*. There was also an aspiration amongst participants to develop not only participative self-monitoring, but also some more ambitious good practice on monitoring, including aspects such as evaluation.

The main **objectives** of the monitoring system were stated as follows:

1. Ensuring commitments are relevant to the general aims of the Platform
2. Fine-tuning commitments (e.g. taking early corrective action)
3. Understanding what needs to be done and how (for the commitment to achieve its objectives)
4. Better integrating their commitments with those of other members
5. Enhancing the trust of other stakeholders in commitments
6. Identifying and eventually duplicating good practices

Following this, a set of **minimum requirements** for monitoring were defined:

- That the commitment is relevant (or pertinent, connected, or applicable) to the general aims of the Platform and that this is clearly described
- That the commitment has a clear set of concrete and precise objectives
- That the commitment has a set of input (i.e. resources put into the commitment) and output (i.e. what has been achieved) indicators for its monitoring

² http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_1mon-framework_en.pdf

³ http://ec.europa.eu/health/archive/ph_determinants/life_style/nutrition/platform/docs/eu_platform_mon-framework_en.pdf

- That the outputs are made public

From the beginning, it was stated that it was unlikely that members (and the Platform itself) would be able to monitor if the outputs had actually led to the desired long term changes in the form of **outcomes** (e.g. changes in attitudes and behaviours, biological parameters, incidence on diseases, etc). Thus it was agreed that indicators related to outcomes were not part of the minimum requirements, but could be provided by those who were in a position to do so.

In addition to this guiding document, an **external contractor**, RAND⁴, was commissioned to assess the quality of monitoring forms using a scoring mechanism to quantify quality levels⁵. RAND also provided advice to members on specific actions they could take to improve the quality of their monitoring practices. In summary, two main guides were provided to members to help them monitor their commitments: the Monitoring Framework and RAND's advice.

RAND conducted the assessment of monitoring forms in 2007, 2008 and 2009, resulting in three Progress Monitoring Reports. After some desk research and a set of consultations with key informants, back in 2007, RAND identified six aspects of monitoring that were particularly relevant to the Platform:

1. The need to be **specific** when setting objectives and reporting on actions
2. The need to **focus** on relevant information when monitoring
3. The need to devise appropriate methods of **measuring** results
4. The need to communicate information **clearly**
5. The need to state the Platform's **contribution** to a commitment
6. The need to dedicate sufficient **resources** to allow effective monitoring

RAND identified these areas of monitoring that were particularly relevant to the Platform by applying its own knowledge about monitoring to the 121 monitoring forms it received in 2007. Further to this, RAND developed a process for assessing the quality of monitoring forms that used a scoring mechanism to quantify quality levels.

The quality categories and the scoring system

Four quality categories were proposed, reflecting the aspects of monitoring relevant to the Platform:

1. **Specificity:** How well the monitoring form makes its objectives specific (both in terms of quantity and time). This includes examining if the form states exactly what the commitment aims to do, how it will be done, and by when its actions will be accomplished.
2. **Clarity:** What the commitment is about. This implies assessing if the monitoring form allows the reader to fully understand the commitment, if it offers clear links between objectives, inputs, outputs and outcomes, and if the form gives a plausible account of why, or why not, certain effects should be attributed to the commitment's actions.

⁴ The RAND Corporation is a nonprofit research organisation providing objective analysis and effective solutions that address the challenges facing the public and private sectors around the world (<http://www.rand.org/randeurope>).

⁵ EU Platform for Action on Diet, Physical Activity and Health, Monitoring of Members' Commitments, Background Note, September 2009 (provided as input by the European Commission)

3. **Focus:** How far the form provides an appropriate level of information to allow effective monitoring. It includes evaluating if the form excludes trivia and ensures that crucial information is present and if it provides necessary contextual information to enable the reader to judge the scale of a commitment's impacts.
4. **Measurement:** The extent to which the form measures the commitment's results appropriately and frames those results in an understandable manner. This implies determining if the form includes quantitative data, if the data is appropriate, if it states for what period the results apply, if there is a solid basis for being confident in the data, and if appropriate resources have been dedicated to measuring the commitment's results.

Following this, a **rating system** from one to five was used to provide a scale that offered detailed results without being overly complicated. Criteria were then defined for each of the scores from one to five:

	5	4	3	2	1
Specificity	Excellent level (e.g. objectives are comprehensively defined and address most of the points given in the Monitoring Framework)	Good level (e.g. objectives are given parameters that greatly reduce the ambiguity about the exact scope of the commitment)	Adequate level (e.g. objectives are specific enough to be satisfactory, but some aspects are still unclear)	Poor level (e.g. objectives are vague and poorly separated from larger, over-arching goals)	Very poor level (e.g. objectives are extremely vague or totally generic and hardly any achievable goals are stated)
Clarity	Excellent communication (e.g. each element has clear links between inputs, processes and outputs)	Good communication (e.g. although some ambiguities remain, there is some linking between sections)	Adequate communication (e.g. with some effort it is possible to understand fully what has happened)	Poor communication (e.g. it is not possible to understand fully what has happened, even with effort)	Very poor communication (e.g. information is often incomprehensible, or simply absent)
Focus	Excellent level (e.g. it is tightly focused and provides the maximum amount of relevant information in the minimum amount of space)	Good level (e.g. it is focused on communicating specific details of the commitment and irrelevant details are included very occasionally)	Adequate level (e.g. it includes useful details that aid the understanding of the commitment, but it also either contains more information than is needed or omits certain useful)	Poor level (e.g. it contains large sections of information that are irrelevant to the objectives and the commitment or there is a significant amount of information missing)	Very poor level (e.g. it is little more than a "dumping ground" for heterogeneous information and statements)

			information)		
Measurement	Excellent measurement (e.g. it provides extensive quantitative and qualitative data that have been measured using techniques that are wholly appropriate)	Good measurement (e.g. it provides a range of quantitative and qualitative data which seem to have been measured appropriately)	Adequate measurement (e.g. some quantitative data are provided, and the period to which these data refer is indicated, but it may contain some inappropriate elements)	Poor measurement (e.g. it provides very little quantitative data, there are some indications as to the period to which the data refer, but they are ambiguous)	Very poor measurement (e.g. extremely limited or no quantitative data are provided, there are serious indications that the data are spurious or unreliable)

Regarding how the system was applied, each form was read in turn and given a score for each of the categories above, ticking each category and comparing the monitoring form against the criteria for score levels in that category (as defined in the table above). For each monitoring form, an average (mean) score was calculated from the scores awarded in each assessment category. The individual averages were then used to create an overall average score for all monitoring forms.

In its reports, RAND also included a section detailing a concise **overview of the main actions** the Platform had undertaken in each implementation area that year together with a few comments on how the monitoring of these actions might be improved. In addition to this, in the 2008 and 2009 Annual Reports, RAND did a mapping exercise creating a geographical scale of the level at which commitments were active (e.g. national, international and European). This was then combined with the policy area that commitments referred to (e.g. labelling or reformulation) in order to provide a clear overview of Platform commitments.

The system was used again in 2008 and 2009, assessing both commitments that continued to be active in the previous year and new commitments. The scoring process for the following years was largely similar to that stated in 2007 in order to secure consistency and allow for temporal comparisons. However, some differences did exist in each year's scoring exercise which could influence the scoring of commitments.

The main difference in the 2008 process was that the European Commission introduced a new system for gathering information on commitments, based on a **single form** (rather than the previous system of a basic commitment form and a monitoring report). The single form comprised of a section containing the basic details about a commitment, followed by sections to be completed each year to report on annual achievements. The single form was introduced to simplify the Platform's reporting procedures, allowing the information on a commitment to be updated easily as it evolves⁶. More important for the

⁶ EU Platform for Action on Diet, Physical Activity and Health, 2008 Annual Report (http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_2008frep_en.pdf)

monitoring system was that the new form contained more information about commitments due to the space allocated to descriptions and small summaries, thus the scoring exercise applied in 2008 and 2009 reflected the quality of a different form (compared to that of 2007) and covered more information about commitments.

On the other hand, the category "measurement" in 2008 had an extended focus: attention also started to be paid to the quantification of inputs.

In April 2009, the Platform agreed that members should consider revising their commitments with a view to **raising the overall standard of the scores** awarded for monitoring. A guide with some notes about how to improve their current monitoring scores was sent to all members. Suggestions were grouped around the criteria that were used to assess Platform monitoring forms: specificity, focus, measurement, and clarity.

After reviewing the 2009 commitments and in the view that at least 16 Platform members still scored **under an average of 3** and failed to resubmit any commitment, DG SANCO offered these members a chance to attend a "1-1 coaching session" to improve their monitoring skills. Post-session, DG SANCO also sent out bespoke tips on how the monitoring of their commitment might be improved.

For the next monitoring exercises, DG SANCO has asked RAND to give better **individual feedback** so that the authors can see where they have to progress.

4 ANNEX 4: ANALYSIS OF THE PLATFORM'S FOUNDING STATEMENT

1. Background

Two initiatives that took place prior to the Platform can be seen as important steps leading up to the Platform set up in 2005: The Round Table on Obesity and, to a lesser extent, the Nutrition and Physical Activity Network (NPA Network).

The NPA Network was established in 2003 for the duration of the public health programme 2003-2008 as a forum for national experts to discuss and exchange views on public health nutrition and on the contribution of physical activity to the improvement and maintenance of good health.

DG SANCO then organised a Round Table on Obesity in 2004, which brought together leading representatives of retailers, food processors, the catering industry, the advertising business, consumer and health NGO's, and medical professions, as a forum for open and informal discussions on approaches to tackle the obesity epidemic, with a focus on contributions that economic operators, consumer organisations/NGOs and the European Commission can make towards reversing the alarming current obesity trends. The underlying reasoning was also that obesity, because of the severe diseases for which it is a major risk factor is not a marginal, but a core health issue, which will be a high priority for the next Commission.

The main conclusion from the first Round Table in July 2004 included that "the obesity epidemic is a serious health issue; its multi-causal character calls for multi-stakeholder approaches. Action at all levels, including the European Union level, is required to address this issue". Participants also emphasised the need for taking national / regional / local cultural and dietary differences into account: there is neither a typical European diet nor a typical European consumer, which means that only a general framework should be established at European level.

Consumer organisations and NGOs encouraged the Commission to proceed with the development of a Community strategy in the field of nutrition and physical activity, and referred in particular to the results of the Eurodiet project and the International Obesity Taskforce's paper on "*Obesity in Children and Young People – A Crisis in Public Health*". In addition, the World Health Organisation stated at the meeting that a Community strategy on nutrition and physical activity would be a valuable complement to the WHO's Global Strategy on Diet, Physical Activity and Health which was adopted at the May 2004 World Health Assembly.

The second meeting in November 2004 established that most action in the obesity prevention area is spontaneous and unilateral, and deprives other potential partners of participation and validation opportunities, which diminishes the actual value added. In order for the European Union to contribute to non-legislative action on a broad basis, there is a need to create a systematic and transparent process where

- outcomes from individual actors' performance can be reported and reviewed, experience can be pooled and synergies can be created;
- firm commitments for action will be made;
- such commitments will be validated and receive credit as appropriate.

The concept of a “European Platform for Action on Nutrition for Health” was presented and discussed, and feedback from the Round Table participants on the proposed Platform approach was very positive: all stakeholders declared in principle to be willing to take an active part in the Platform, and to be ready to make commitments. The need for a multi-stakeholder character of the Platform with broad participation and coverage of a vast array of issues, including physical activity, was underlined. The relationship of the Platform with other processes, such as the European Network on Nutrition and Physical Activity on the one hand, and with the ongoing legislative activities (in particular health & nutrition claims and nutrition labelling) was described as parallel processing as opposed to exclusive.

A paper “Nutrition and Health – a European Platform for Action” outlining the scope of the Platform was presented at the third Round table meeting in December 2004 and it was established that the Platform will step up the Obesity Round Table to establish a more formal process, which will bring together all relevant players willing to enter into binding and verifiable commitments that could help to halt and reverse current obesity trends. It will also enable all individual obesity-related initiatives to be more promptly shared amongst potential partners and emulators across the European Union as a whole. The European Platform for action on Diet, Physical Activity and Health was subsequently created in March 2005.

2. The structure of the founding statement

The Platform’s founding statement was adopted on 15 March 2005. It consists of 10 sections:

- Section 1 outlines the problem the Platform intends to tackle (“ill health” as a result of an “acute EU-wide increase in overweight and obesity” because EU citizens “are moving too little and consuming too much”), and states that “there are no simple solutions”.
- Section 2 introduces the idea of the Platform and its purpose (“a common forum for all interested actors” where members’ plans to tackle obesity can be presented and discussed and outcomes and experiences reported and reviewed). It states that the Platform is open to “all who can make a commitment to contribute”, and that it is meant to complement, not substitute, other existing initiatives.
- Section 3 lists the five main fields of action identified by Platform members.
- Section 4 outlines Platform members’ commitments to action and the underlying principles, inter alia that actions to be taken will be defined by each Platform member itself, and that each member commits to devoting an increasing level of resources and effort to reverse the obesity trend.
- Section 5 highlights the importance of monitoring of actions, and explains that members will monitor their own performance “in a transparent, participative and accountable way”.
- Section 6 covers the duration of commitments, and states that the Platform progress is to be reviewed in 2006, and appropriate measures taken if necessary.
- Section 7 deals with other initiatives, and outlines that the Platform is to form working groups to deepen its members’ understanding of certain key issues, and can also serve as a forum to discuss issues other than those covered by the fields of action.
- Section 8 contains a call for support of the Platform to the Council of Ministers, Member State authorities, relevant EP Committees, and health, education and media professionals.
- Sections 9 & 10 list the Platform’s founding participants and additional organisations who have recently begun to participate and may join the Platform.

3. The founding statement's intervention logic

a) Needs, problems and issues

The founding statement's section 1 clearly describes the problem the Platform is meant to tackle: EU citizens have too little physical exercise while consuming too much energy, calories, fat, sugar and salt. The result is a sustained, acute EU wide increase in overweight and obesity, which in turn leads to ill health and shortening lives – an “unacceptable” human cost that also brings with it “severe” budgetary and economic costs. While the above is true for EU citizens in general, the statement explicitly singles out children and adolescents, among whom the rise in obesity is “particularly severe”.

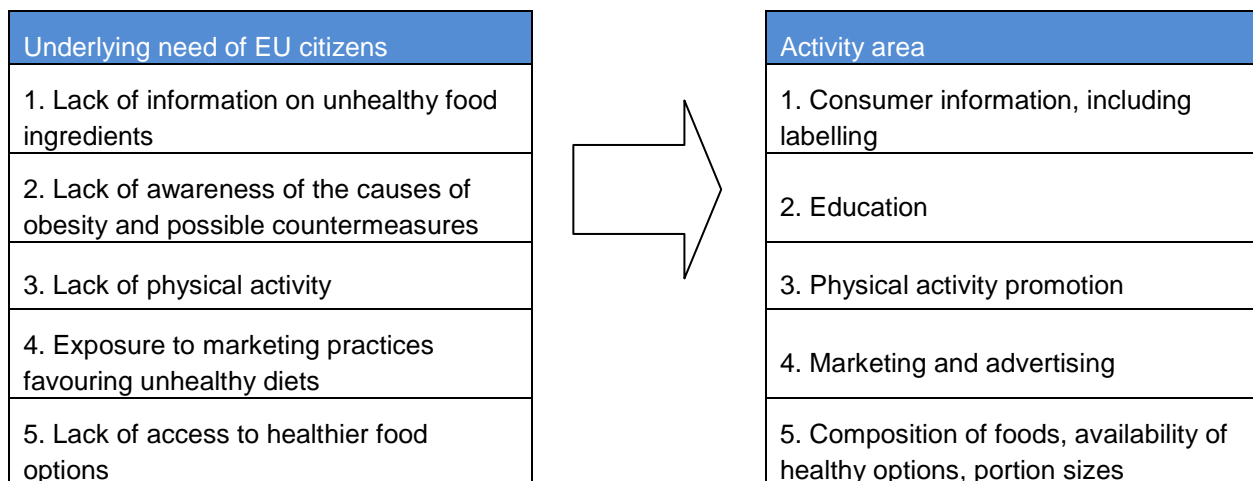


The need for an EU Platform to tackle these problems was identified during the second Round Table on Obesity in 2004, where it was established that until that point, most action in the obesity prevention area had been spontaneous and unilateral, and thus deprived other potential partners of participation and validation opportunities. The need for a multi-stakeholder character of the Platform, with broad participation and coverage of a vast array of issues, including physical activity, was also underlined. Thus, the main needs of *stakeholders* that the Platform is intended to cover can be summarised as follows:



As concerns the underlying needs of the *ultimate beneficiaries* of any actions by Platform members (i.e. EU citizens), the founding statement limits itself to the very general concepts and problems outlined above (i.e. to reverse the increase in obesity). The five fields of action listed in section 3 can be interpreted as corresponding to the main needs of EU citizens the Platform is intended to address, as shown in the diagram below. It is worth noting that the founding statement only mentions children and

adolescents as a group that is especially severely affected; it makes no mention of other groups (such as lower socio-economic groups).



b) Objectives

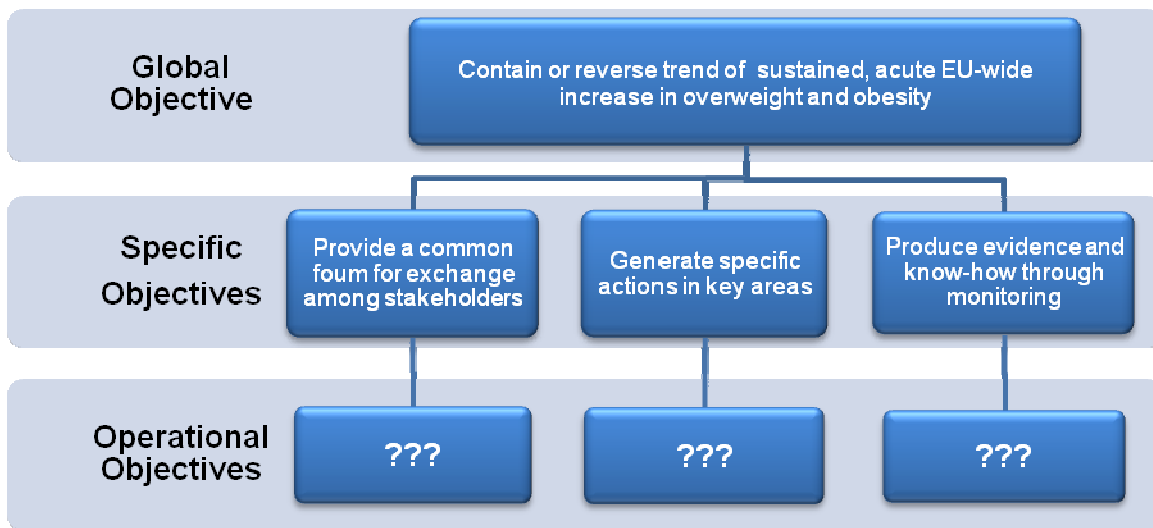
The Platform's founding statement does not contain a section on objectives. However parts of sections 2, 4, 5 and 7 can be interpreted to contain the main objectives of the Platform. Thus, the Platform's global objective is to contain or reverse the trend of sustained, acute EU-wide increase in overweight and obesity (see section 2). A number of specific objectives in order to achieve this can be found throughout the document, in particular:

- (1) Provide a common forum for all interested actors to exchange views, present / discuss plans and share best practice (see section 2)
- (2) Get members to define and commit to specific actions (see section 4)
- (3) Assemble evidence and define best practice through monitoring, reporting and reviewing outcomes and experience from actors' performance (see sections 2 and 5)

One might identify a number of other related objectives throughout the document, including section 7 (such as "to deepen its members' understanding of current levels of knowledge and evidence on key issues"), but all of these can be sub-summarised under the three key specific objectives listed above.

The founding statement does not, however, list any concrete operational objectives to guide the Platform members and ensure that the activities are appropriate in achieving the specific and global objectives. Regarding members' commitments, the statement remains vague, stating instead that actions to be taken "will be defined by each actor". (see section 4)

Thus, the hierarchy of objectives of the Platform as contained in the founding statement can be depicted as follows:



c) Inputs, activities and expected outputs

As noted above, the statement does not include any detailed information on the input expected from members with regard to the amount of funding and effort they are supposed to invest into working towards the objectives of the Platform, except that each actor is expected to commit “an increasing level of resources and effort, beyond their baselines”, and will have to monitor their own performance. With regard to activities, the statement identifies five fields of action for diet and physical activity, but notes that actions will be defined by the individual actors themselves (in consultation with their usual stakeholders), and that not all actors may choose to operate in all of the five fields. The Statement does not include information on the actual *types of activities* suggested / required to achieve the Platform’s objectives. The only activities described relate to the processes of the Platform and the cooperation amongst platform members, including the sharing of action plans, working together in groups, co-ordination with other initiatives in the field, reporting on actions and self-monitoring (including the involvement of stakeholder in reviewing progress and outcomes).

Expected outputs are not clearly defined, reflecting the lack of operational objectives in the founding statement. The wider outcomes and ultimate impacts are defined through the specific and global objectives, respectively.

4. Preliminary SWOT analysis

Given the preliminary analysis of the founding statement’s key features as outlined previously, one can identify a number of potential strengths and weaknesses of the statement in relation to the main objective of the founding statement as expressed in evaluation questions 1.1: Is the founding statement solid enough to guide effectively the Platform and does it propose appropriate steering mechanisms? The assessment below was discussed and validated with interview partners during the data collection phase.

Most importantly, it seems clear that the founding statement clearly identifies the problem to be addressed by the Platform, and consequently its global objective. It provides an indication of why a Platform is a necessary and appropriate way of addressing these problems, and lists appropriate fields of action (which allow one to deduce the main needs of EU citizens that are to be covered⁷).

However, the founding statement appears particularly weak as concerns the type of concrete action that members are expected to engage in, and corresponding operational and (to a somewhat lesser extent) specific objectives. It provides very little guidance as to how different members should contribute to reversing the obesity trend, and does not set out anything that might be regarded as a concrete action plan, or any milestones or interim goals to be pursued. Thus, the statement does little to operationalise its overall objectives and turn it into concrete action.

At the same time, it must be noted that this relatively vague nature of the founding statement is not necessarily a flaw in its design, but more likely a reflection of a relatively low common denominator among the Platform's founding members. It appears likely that the ability of each member to define its own actions and commitments was key to securing support for the Platform, and that, given the innovative nature of the Platform instrument, it would have been difficult to define more concrete activities and related operational objectives a priori. Nonetheless, this might represent a problem for the Platform insofar as there is little common understanding of the concrete vision, goals and priorities of the Platform, or a concrete timeframe for their (partial) achievement.

⁷ While it remains difficult to judge what EU citizens' real needs are, the statement will go some way to allowing the evaluation team to establish whether the needs underlying the 5 action areas mentioned above are / continue to be relevant and ascertain whether specific groups are targeted adequately.

5 ANNEX 5: DATA COLLECTION TOOLS USED

5.1 Questionnaire for Platform members

The questionnaire for Platform members was administered electronically in the form of an MS Excel file consisting of several spreadsheets. These sheets are shown on the following pages.

Answers to most questions were sought on a pre-defined 5-point scale (included in the questionnaires that were sent to members, but not shown on the following pages).

Evaluation of the European Platform for action on Diet, Physical Activity and Health



the evaluation partnership 

QUESTIONNAIRE FOR PLATFORM MEMBERS

This questionnaire forms part of the evaluation of the European Platform for action on Diet, Physical Activity and Health. It is designed to collect input from all Platform members regarding their experiences, perceptions and opinions of the Platform process. At a later stage, the evaluators also intend to conduct an interview with each Platform member in order to expand and follow up on the responses to this questionnaire.

This questionnaire consists of a total of 22 questions, spread across 4 data sheets. To navigate between these sheets, please use the tabs at the bottom of your screen. Most of the questions have multiple pre-defined response options; please choose from the drop-down menu that will appear once you click in the relevant cell. In addition, there are open-ended questions and comment boxes for you to provide more detail, explain your responses, provide examples and/or evidence, etc.

We would be very grateful if you could fill in the questionnaire and return it to us by email before 29 January 2010. Should you have any questions or require any clarifications, please don't hesitate to contact a member of the evaluation team.

Thank you very much in advance for your co-operation!

1	Profile	
1a	Which Platform member do you work for?	
1b	Name of person filling in the questionnaire	

Please continue to the next sheet (Platform set-up & membership)

Part 1: Platform set-up & membership

2	What were your initial expectations when you decided to join the Platform? Please rate how important the following aspects were for your organisation:	
2a	• Increase knowledge of obesity in Europe	
2b	• Foster a political debate around the issue of obesity	
2c	• Develop a better understanding of other stakeholders' situation and positions	
2d	• Identify opportunities for joint approaches and synergies between the activities of different actors	
2e	• Gain ideas and inspiration on what my organisation might do to counter obesity	
2f	• Ensure the industry steps up its efforts to counter obesity	
2g	• Develop a base of evidence and best practice through monitoring activities	
2h	• Explain and give visibility to your organisation's efforts to combat obesity	
2i	• Gain insights into policy-making in the EU	
2j	• Other (please specify in the row below)	
	Other expectations:	
2k	Please provide any comments on the above here:	

3	<p>The Platform's founding statement:</p> <ul style="list-style-type: none"> • Defines the problem the Platform is to address (a sustained, acute EU wide increase in overweight and obesity), and outlines its main causes and consequences • Sets a clear global objective (contain or reverse this trend) and three main specific objectives (provide a common forum for exchange among stakeholders; generate specific actions in key areas; produce evidence and know-how through monitoring) • Does not define operational objectives or expected inputs or outputs, but leaves it to members to define their own actions 	
3a	Do you agree that the statement is sufficient to effectively guide the Platform's work going forward?	
3b	Would you say the Platform's objectives (as spelled out in the founding statement) are sufficiently clear and operational?	
3c	Please provide any comments on the above here:	
4	<p>According to the founding statement, the Platform operates "under the leadership of the European Commission", whose role is to make sure that a cooperative and action-oriented approach is respected, and that activities are in harmony with those of other relevant bodies and fora.</p>	
4a	Do you agree that this role for the Commission is appropriate and sufficient to steer the Platform?	
4b	How well does the Commission fulfil this role?	
4c	Please provide any comments on the above here:	

5	<p>The Platform currently has 33 active members:</p> <ul style="list-style-type: none"> • 15 “industry” (for-profit) members representing the food industry, retail & catering, advertising & broadcasting, agriculture, and sport & fitness. • 18 “NGO” (not-for-profit) members representing the sectors of health, research, consumer organisations, and sports & fitness. 	
5a	Would you say the current membership is conducive to achieving the Platform’s objectives?	
5b	Are any relevant sectors over or under-represented? If so, please explain here:	

6	<p>The Platform addresses 4 main implementation areas. In your view, how important is action in each of these areas with a view to reducing obesity in the EU?</p>	
6a	• Reformulation	
6b	• Labelling	
6c	• Marketing / advertising	
6d	• Lifestyle / education	
6e	Please provide any comments on the above here:	

Please continue to the next sheet (Commitments & monitoring)

Part 2: Commitments & monitoring

7	<p>The active commitments by Platform members can be broken down as follows:</p> <ul style="list-style-type: none"> • For-profit members: Total of 107 commitments (Lifestyles 54; Marketing and Advertising 22; Labelling 12; Reformulation 9; Others 10) • Not-for-profit members: Total of 48 commitments (Lifestyles 28; Marketing and Advertising 3; Labelling 1; Reformulation 1; Others 15) 	
7a	Do you consider this spread appropriate with a view to reducing obesity in the EU?	
7b	Please provide any comments on the above here:	
8	<p>Overall, do you consider the level of action(s) initiated by Platform members to be in line with the Platform objectives, namely that:</p>	
8a	• Actions should contribute to containing or reversing the rise in obesity	
8b	• Members should devote a higher level of resources and effort to the fight against obesity than before the Platform was launched	
8c	Please provide any comments on the above here:	
9	<p>In your view, do the actions instigated by Platform members to date adequately address the needs of:</p>	
9a	• Stakeholders and potential multipliers (such as educators, parents, etc.)?	
9b	• Especially vulnerable or affected groups (such as children, lower socio-economic groups, etc.)?	
9c	Please provide any comments on the above here:	
10	<p>How effective has the Platform been in inspiring its members to make new or revised commitments (beyond what they would have done if the Platform did not exist)?</p>	

10a	• For profit (industry) members	
10b	• Not for profit (NGO) members	
10c	Please provide any comments on the above here:	

11	Looking at your own organisation's commitments:	
11a	Were these a direct result of the Platform, or would they probably have happened anyway?	
11b	Could you provide examples of commitments that were a direct result of the Platform, and evidence for this?	

12	Question for <i>industry</i> members only: Looking at your own organisation's commitments:	
12a	To what extent are these linked to your organisation's (or its members') core business?	
12b	Could you provide evidence for how one or more of your commitments are linked to your organisation's core business?	

13	How effective is the current monitoring system in helping Platform members to achieve the following objectives (as defined in the Platform monitoring framework):	
13a	• Ensure commitments are relevant to the general aims of the Platform	
13b	• Fine-tune their commitments	
13c	• Understand what needs to be done and how (for the commitment to achieve its objectives)	
13d	• Better integrate their commitments with those of other members	
13e	• Enhance the trust of other stakeholders in commitments	
13f	• Identify and eventually duplicate good practices	
13g	Have you encountered any problems and challenges with the current monitoring system? Please describe them here.	
13h	If you have encountered problems or challenges with the monitoring system: How could these be overcome?	

Please continue to the next sheet (Dialogue & communication)

Part 3: Dialogue & communication

14	Has participation in the Platform had any effect on:	
14a	... your understanding or perception of the obesity situation?	
14b	... your responses to the challenge of countering obesity?	
14c	Please provide examples of how participation in the Platform has affected your organisation's understanding of the situation and/or its responses to the challenge of countering obesity.	
15	Question for <i>industry</i> members only: Has participation in the Platform had any effect on:	
15a	... your approach to Corporate Social Responsibility (CSR)?	
15b	Please provide examples of how participation in the Platform has affected your approach to CSR.	
16	Concerning the dialogue between Platform members:	
16a	Have you observed that the Platform has led to a better understanding among members of each other's positions?	
16b	How would you describe the dialogue between different sectors in the Platform today?	
16c	How has the dialogue between different sectors in the Platform evolved since 2005?	
16d	Please provide any comments on the above here:	
17	Internal communication: How often do you...	

17a	... disseminate information generated / discussed in the Platform to relevant member organisations or companies, or to your usual stakeholders?	
17b	Please explain how you disseminate information internally, and which channel(s) or tool(s) you use.	

18	External communication: How often do you...	
18a	... use the Platform in any of your external communication activities (with customers, stakeholders and/or the general public)?	
18b	Please explain how you use the Platform in your external communication, and which channel(s) or tool(s) you use.	
18c	Do you see potential for enhancing the dissemination of relevant information about the Platform and its work to interested audiences? If so, how?	

Please continue to the next sheet (Overall assessment)

Part 4: Overall assessment and recommendations

19	Fulfillment of expectations (before answering this question, you may want to refer back to question 2)	
19a	To what extent has the Platform met the expectations you had when joining?	
19b	Which of your expectations were fulfilled to the greatest extent, and why?	
19c	Which of your expectations were not fulfilled, and why?	

20	What do you consider to be the main benefits of being a Platform member for your organisation? How important were the following potential benefits for you?	
20a	• Privileged access to information	
20b	• Participation in cross-sectoral dialogue and mutual learning	
20c	• Contact with peers from your own sector	
20d	• Contact with representatives of other sectors	
20e	• Contact with the European Commission	
20f	• Incentives to make new commitments	
20g	• Publicity for your commitments	
20h	• Ability to scrutinise and discuss the commitments of others	
20i	• Other (please specify in the row below)	
	Other benefits:	
20j	Please provide any comments on the above here:	
21	Your expectations for the future of the Platform	
21a	How would you like to see the Platform develop in the next 3-5 years?	
21b	What are the main areas or aspects of the Platform that will have to be tackled or improved in order for this to happen?	
22	The Platform's mandate / vision	
22a	Do you consider the Platform is in need of an explicit new vision / mandate?	
22b	If so, what should this new vision / mandate include?	

You have now completed the questionnaire. Thank you very much for your collaboration!

5.2 Interview guide for Platform members

Evaluation of the EU Platform for action on Diet, Physical Activity and Health *Interview Guide for Platform members*

Date and location of interview	
Interviewee name(s), organisation and position	
Interviewer name	

Notes for interviewer: Please review the organisation's written responses, then use the interview to expand on especially relevant points, and to fill in any remaining gaps. The questions below are to give some structure to the interview, but there is no need to cover all the issues listed, especially if a detailed response has already been provided in writing. Instead, the interview provides an opportunity to discuss in detail the issues that the interviewee considers to be most important.

Introduction

1. Please briefly summarise your own position and role and that of your organisation.
2. Please outline the nature and extent of your involvement with the EU Platform.
3. Why did your organisation decide to join the EU Platform? What concrete benefits did you expect from your membership? (4.2)

Platform set-up and membership

4. What is your opinion of the Platform's founding statement? How useful is it with a view to providing guidance for the Platform's work? (1.1, 2.1)
5. Are the mechanisms to steer the Platform sufficiently clear and strong? How would you evaluate the Commission's role? (1.1)
6. Is the current Platform membership appropriate? Are any important sectors missing, over or under-represented? (1.2)
7. Do you consider that the four main implementation areas of the Platform continue to be appropriate? Are there other areas the Platform should address? (2.2)

Commitments and monitoring

8. Do you consider that overall, Platform members have taken enough action in view of the Platform's objective to reverse the trend of sustained, acute EU-wide increase in overweight and obesity? Are there differences between members? (2.1)
9. In your view: Are the majority of commitments made a (direct or indirect) result of the Platform process? In other words, has the Platform inspired its members to do more than they would have otherwise done to combat obesity? (1.3)

10. Please describe how one of your organisation's commitments has or has not been a consequence of the Platform. (1.3)
Industry members only: Please also specify the extent to which this commitment is linked to your organisation's core business. (2.4)
11. Does the way commitments are spread across the 4 implementation areas adequately reflect their respective importance (and the ability of different members to become active in these areas)? Do the commitments adequately target the needs of the key target audiences? (2.2, 2.6)
12. How would you describe the Platform's monitoring system? Does it give sufficient focus to implementation to support a sound development of the Platform? (2.9)

Dialogue and communication

13. Has your participation in the Platform changed your understanding / perception of the obesity situation at all, and if so, has this also had an effect on your responses to this problem? (2.7)
Industry members only: Has the Platform had any effect on your CSR approaches? (2.5)
14. Overall, how would you describe the nature of the dialogue between Platform members (especially those representing different sectors)? Does it lead to a better understanding of each other's positions? Which factors tend to affect the quality of the dialogue? (4.1)
15. Do you use the Platform in any of your (internal or external) communication activities? If so, please describe how. (4.4)
16. Overall, is the knowledge generated by the Platform disseminated effectively? If not, how could this be improved? (3.6)

Overall assessment and recommendation

17. In your view, how successful has the Platform been to date, and why? How much progress has been made towards its main objectives?
18. How beneficial has Platform membership been for your organisation in particular, and why? In view of this, would you join again? (4.3)
19. In your view, what are the main challenges the Platform needs to overcome in the next 3-5 years to remain relevant and useful?
20. Do you have any recommendations for the future of the Platform?

5.3 Interview guide for Platform observers

**Evaluation of the EU Platform
for action on Diet, Physical Activity and Health
*Interview Guide for Platform observers***

Date and location of interview	
Interviewee name(s), organisation and position	
Interviewer name	

Introduction

1. Please briefly summarise your own position and role and that of your organisation.
2. Please outline the nature and extent of your involvement with the EU Platform.

Platform set-up and membership

3. What is your opinion of the Platform's founding statement? How useful is it with a view to providing guidance for the Platform's work? (1.1, 2.1)
4. Are the mechanisms to steer the Platform sufficiently clear and strong? How would you evaluate the Commission's role? (1.1)
5. Is the current Platform membership appropriate? Are any important sectors missing, over or under-represented? (1.2)
6. Do you consider that the four main implementation areas of the Platform continue to be appropriate? Are there other areas the Platform should address? (2.2)

Commitments and monitoring

7. Do you consider that overall, Platform members have taken enough action in view of the Platform's objective to reverse the trend of sustained, acute EU-wide increase in overweight and obesity? Are there differences between members? (2.1)
8. In your view: Are the majority of commitments made a (direct or indirect) result of the Platform process? In other words, has the Platform inspired its members to do more than they would have otherwise done to combat obesity? (1.3)
9. Does the way commitments are spread across the 4 implementation areas adequately reflect their respective importance (and the ability of different members to become active in these

areas)? Do the commitments adequately target the needs of the key target audiences? (2.2, 2.6)

10. How would you describe the Platform's monitoring system? Does it give sufficient focus to implementation to support a sound development of the Platform? (2.9)

Dialogue and communication

11. Has your participation in the Platform changed your understanding / perception of the obesity situation at all, and if so, has this also had an effect on your responses to this problem? (2.7)
12. Overall, how would you describe the nature of the dialogue between Platform members (especially those representing different sectors)? Does it lead to a better understanding of each other's positions? (4.1)
13. Overall, is the knowledge generated by the Platform disseminated effectively (by you and/or by others)? If not, how could this be improved? (3.6)

Overall assessment and recommendation

14. In your view, how successful has the Platform been to date, and why? How much progress has been made towards its main objectives?
15. How beneficial has being a Platform observer been for your organisation in particular, and why? In view of this, would you join again? (4.3)
16. In your view, what are the main challenges the Platform needs to overcome in the next 3-5 years to remain relevant and useful?
17. Do you have any recommendations for the future of the Platform?

5.4 Interview guide for former Platform members

Evaluation of the EU Platform for action on Diet, Physical Activity and Health *Interview Guide for former members*

Date and location of interview	
Interviewee name(s), organisation and position	
Interviewer name	

Introduction

1. Please briefly summarise your own position and role and that of your organisation.
2. Please outline the nature and extent of your past involvement with the EU Platform.

Platform set-up and membership

3. What was/is your opinion of the Platform's founding statement? How useful was/is it with a view to providing guidance for the Platform's work? (1.1, 2.1)
4. Are the mechanisms to steer the Platform sufficiently clear and strong? How would you evaluate the Commission's role? (1.1)
5. Was Platform membership at the time appropriate? Were there any important sectors missing, over or under-represented? (1.2)
6. Do you consider that the four main implementation areas of the Platform continue to be appropriate? Are there other areas the Platform should address? (2.2)

Commitments and monitoring

7. Do you consider that overall, Platform members have taken enough action in view of the Platform's objective to reverse the trend of sustained, acute EU-wide increase in overweight and obesity? Are there differences between members? (2.1)

8. In your view: Are the majority of commitments made a (direct or indirect) result of the Platform process? In other words, has the Platform inspired its members to do more than they would have otherwise done to combat obesity? (1.3)
9. Does the way commitments are spread across the 4 implementation areas adequately reflect their respective importance (and the ability of different members to become active in these areas)? Do the commitments adequately target the needs of the key target audiences? (2.2, 2.6)
10. How would you describe the Platform's monitoring system? Does it give sufficient focus to implementation to support a sound development of the Platform? (2.9)

Dialogue and communication

11. Did your participation in the Platform change your understanding / perception of the obesity situation at all, and if so, has this also had an effect on your responses to this problem? (2.7)
12. Overall, how would you describe the nature of the dialogue between Platform members (especially those representing different sectors)? Does it lead to a better understanding of each other's positions? (4.1)
13. Overall, is the knowledge generated by the Platform disseminated effectively (by you and/or by others)? If not, how could this be improved? (3.6)

Reasons for leaving/being inactive

14. Why did you stop being an active member of the Platform?
15. How beneficial was being a Platform member for your organisation in particular, and why? In view of this, would you join again? (4.3)

Overall assessment and recommendation

16. In your view, how successful has the Platform been to date, and why? How much progress has been made towards its main objectives?
17. In your view, what are the main challenges the Platform needs to overcome in the next 3-5 years to remain relevant and useful?
18. Do you have you any concerns about the Platform (any unintended consequences)?
19. Do you have any recommendations for the future of the Platform?

5.5 Interview guide for national authorities

Evaluation of the EU Platform for action on Diet, Physical Activity and Health *Interview Guide for national authorities*

Date and location of interview	
Interviewee name(s), organisation and position	
Interviewer name	

Introduction

1. Please briefly summarise your own position and role and that of your organisation.
2. Are you aware of the EU Platform for action on Diet, Physical Activity and Health? Do you follow the Platform process, and if so, how?
3. Do you feel that you and/or other relevant actors in your country are effectively and regularly informed about the activities of the EU Platform? Would you like more/less information, and is the information made available in a timely fashion? (EQ 3.6)
4. From your point of view, how effective has the EU Platform been as an innovative approach to tackle obesity? What do you see as its main strengths and weaknesses?

The EU Platform and national NPA policies

5. Please briefly describe the main elements of your national nutrition and physical activity (NPA) policy, in particular:
 - a) When the policy was developed, why and by who.
 - b) The strategic approach behind the policy.
 - c) The main action areas the policy addresses.
 - d) The experience with the policy's implementation to date.
6. The EU Platform covers 4 main implementation areas (reformulation, labelling, marketing/advertising and lifestyle/education). Do these areas form part of your national NPA policy, and if so, how are they addressed? (EQ 3.1)
7. In your experience: Are there synergies and complementarities between the EU Platform and your national NPA policy, and if so, why and in what areas / fields? To

the contrary, are there any areas or fields in which the EU Platform interferes with your national policy? (EQ 3.2)

8. Has the EU Platform had any direct or indirect effect or influence on the development or review of your country's NPA policy? If so, how has this influence come about? (EQ 3.1)
9. In the framework of the EU Platform, industry members have committed themselves to a number of self-regulation commitments in areas such as reformulation or advertising/marketing. Have such commitments played a role in your decisions regarding if and/or how to regulate on such issues? Please give examples. (EQ 3.7)
10. Have the activities of the EU platform had any effect or influence on national policies in your country in areas other than NPA policy, e.g. media or education? (EQ 3.5)

Impact of national platform

11. **This question applies to MS with no national platform only:** Are there any plans to create a national NPA platform or similar mechanism in your country? If so, please explain the rationale, timetable and envisaged structure.
12. **The following questions apply to MS with national platforms only:** Can you please talk us through the main elements of your national platform, and explain when and why it was developed.
13. To what extent would you say that the development of your national platform has been influenced / inspired by the EU Platform? (EQ 3.3)
14. Has there been any cooperation / communication between your national platform and the EU Platform, and/or between their members? (EQ 3.3)
15. Have any of the activities of your national platform had any impacts on recent policy developments and/or regulatory initiatives in your country (in the area of NPA policy and/or other areas)? Which ones? (EQ 3.4, 3.5)
16. Do you have any further comments or suggestions concerning the EU Platform and/or your national platform?

5.6 Interview guide for representatives of national platforms

Evaluation of the EU Platform for action on Diet, Physical Activity and Health *Interview Guide for national platforms*

Date and location of interview	
Interviewee name(s), organisation and position	
Interviewer name	

Introduction

1. Please briefly summarise your own position and role and that of your organisation.
2. Are you aware of the EU Platform for action on Diet, Physical Activity and Health? Do you follow the Platform process, and if so, how?

The national platform and its relationship with the EU Platform

3. Please briefly describe the main elements of your national nutrition and physical activity (NPA) platform, in particular:
 - a) When the platform was developed, why, by who and for who.
 - b) The strategic approach behind the platform.
 - c) The main action areas the platform addresses.
 - d) The experience with the platform process to date.
4. Does your national platform also require members to make voluntary commitments? If so, how is the implementation and performance of such commitments monitored?
5. To what extent would you say that the creation of your national platform has been influenced / inspired by the EU Platform? (EQ 3.3)
6. Has the EU Platform had any direct or indirect effect or influence on the development or review of your country's national platform? If so, how has this influence come about? (EQ 3.1)
7. Has there been any cooperation / communication between your national platform and the EU Platform, and/or between their members? (EQ 3.3)
8. The EU Platform covers 4 main implementation areas (reformulation, labelling, marketing/advertising and lifestyle/education). Does your national platform also cover these areas, and if so, how? (EQ 3.1)

9. In your experience: Are there synergies and complementarities between the EU Platform and your national platform, and if so, why and in what areas / fields? To the contrary, are there any areas or fields in which the EU Platform interferes with your national platform? (EQ 3.2)

Impacts of the national / EU platform

10. Has your national platform and/or the EU Platform had any direct or indirect effect or influence on the development or review of your country's NPA policy? If so, how has this influence come about? (EQ 3.1)
11. Have the activities of your national platform and/or the EU platform had any effect or influence on national policies in your country in areas other than NPA policy, e.g. media or education? (EQ 3.5)
12. Have there been any effects of self-regulation commitments made in the national platform or EU Platform on regulatory initiatives in your country? (EQ 3.7)

Communication and conclusions

13. From your point of view, how effective has the EU Platform been as an innovative approach to tackle obesity? What do you see as its main strengths and weaknesses?
14. Do you feel that you and/or other relevant actors in your country are effectively and regularly informed about the activities of the EU Platform? Would you like more/less information, and is the information made available in a timely fashion? (EQ 3.6)
15. Do you have any suggestions or recommendations for how to enhance the effectiveness of the EU Platform, and/or its relationship with national platforms?

6 ANNEX 6: TASK SPECIFICATIONS

1. Title of the assignment

Evaluation of the European Platform for action on Diet, Physical Activity and Health

2. Context of the assignment

2.1. Description of the Policy Area to be evaluated

The European Platform for action on Diet, Physical Activity and Health is one of the tools for implementing the European Strategy on Nutrition, Overweight and Obesity Health related issues. It is an action oriented cooperation platform cemented by its members' commitments for voluntary action aiming at reducing the current overweight and obesity trends.

The Platform was launched by Commissioner Kyprianou in 2005 under the Luxembourg's Presidency with 15 founding member EU umbrella organisations. In 2009, the Platform includes 33 EU umbrella organisations ranging from the food industry to consumer protection NGOs (see

http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/platform_members.pdf for details). The Platform members have all endorsed the Founding Charter objectives, means and rules (see http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/platform_charter.pdf)

The spirit of the Platform is to work under the leadership of the European Commission and to provide an example, which others will choose to follow across Europe, of coordinated but autonomous actions by different parts of society to deal with the many aspects of the problem. It is not designed to pre-empt, but rather to stimulate, or complement, other initiatives at national, regional or local level.

In addition to regular plenary meetings discussing individual commitments and overall progress, focused work has been done with Platform members in workshops and working groups on special issues such as monitoring. Platform members have been actively involved in planning and execution of conferences such as the Conference Diet, Physical Activity and Health @ the workplace and the EU/US conference on "Good practice: Action on Diet, Physical Activity and Health".

2.2. Specific and operational objectives of the activity/action.

To maintain membership of the European Platform for action on Diet, Physical Activity and Health, members have to have an active commitment for voluntary action aimed at reducing the

current overweight and obesity trends⁸ that they not only have to implement, but also to monitor and report on an annual basis.

Actions are implemented in the following areas:

- Reformulation– including composition of foods, availability of healthier food options, portion sizes.
- Labelling – including on-pack nutrition information and claims.
- Marketing and advertising.
- Lifestyles / Education (Nutrition and Physical Activity).

With its process of regular plenary sessions, the Platform aims also at bringing together the EU umbrella organisations from different sectors ranging from health and consumers NGO's to industry to share about the actions they are implementing. The Platform serves as a forum for issues not yet formally covered by the fields of action. The Platform aims also to deepen its members' understanding of current levels of knowledge and evidence on key issues, notably on "life style, including physical activity"; on "informing consumer behaviour: education; information, commercial communication"; on food labelling and on marketing and advertising.

2.3. Legal basis, budget and duration of the activity/action

The Platform has no formal statute, it is quoted as among the tools to achieve the objectives of the White Paper on "A strategy for Europe on Nutrition, overweight and Obesity related health issues COM (2007) 279 final 2007 – 2013". It has no specific budget allocation. The main costs for the Commission are linked to the organisation of meetings, maintenance of an EU database and of producing annual reporting. The Platform has no time limit but every individual Commitment has its own timeframe. To be an active member implies having a commitment alive. In 2007, Platform members confirmed their interest to continue to pursue efforts in this Platform forum⁹.

2.4. Instruments of the activity/action

The Platform establishes a multi-stakeholder process under the leadership of the European Commission with the Health and Consumers Director General as chair. Plenary sessions give the opportunity to discuss individual commitments, but it also have inputs from experts on relevant policy and scientific aspects. It includes the operation of an EU commitments/activities monitoring system. It meets 4-6 times a year, often with invited experts, and publishes annually a progress report covering the individual commitments and the plenary activities. Since its creation to 29 July 2009 the Platform met in plenary 20 times and has published 3 Annual reports.

The Platform secretariat is ensured collectively by SANCO C4, E4 and 02 Units officials.

⁸ See problem description in the charter

⁹ See the paper Beyond 2007

3. Description of the assignment

3.1. Purpose and objective of the evaluation

The evaluation should help to assess the level of achievement of the objectives as stated in the Platform founding charter: generating actions in key areas, produce know-how through systematic monitoring and be a forum for exchange among stakeholders.

It should also assess how far the Platform served as a model for national and local Platforms as envisaged in the European Strategy on nutrition, overweight and obesity health related issues.

In the areas of food/drink reformulation and advertising/marketing to children, in depth case studies are to be carried out to indicate how well self regulation measures in these areas are being implemented and what effect they are having, including on the economic operators' advertising policies.

The evaluation should provide guidance for improving its functioning and potential contribution to the objective of curbing trends in overweight and obesity in the EU.

3.2. Evaluation issues to be addressed

The evaluation should focus on the implementation and achievements of the EU Platform and in particular:

- 3.2.1. Measure how far the Platform collectively met its goal as a tool in the fight against obesity as described in its founding statement, in particular regarding making and debating individual commitments and the monitoring of those commitments.
- 3.2.2. Measure how far Platform members' commitments are proportionate to the Platform initial goals, with particular attention given to self-regulation initiatives, and to analyse links between Platform Commitments and regulatory approaches.
- 3.2.3. Measure the impact generated in policy at national and European levels.
- 3.2.4. Give an assessment of the role and function of the Platform as a place for dialogue between different stakeholders and the level of satisfaction of different stakeholders.

3.3. Scope of the evaluation (operational, temporal, geographical...)

The evaluation shall address the Platform work in the period May 2005- September 2009. It should cover individual initiatives and the Platform process as a whole. It should examine its evolution since its start and make suggestions for changes to improve its effectiveness.

3.4. Evaluation questions

- 3.4.1. How relevant is the Platform in meeting its underlying goals, in particular as a forum for exchange on ongoing individual actions?

- 3.4.1.1. Is the Platform “founding statement” solid enough to guide effectively the Platform and does it propose appropriate steering mechanisms?
 - 3.4.1.2. Is the current repartition per sector of the members of the Platform creating optimal conditions for the Platform to address its goals and engage in actions in all relevant sectors?
 - 3.4.1.3. How has membership in the Platform inspired its members to new and revised commitments?
- 3.4.2. Are Platform members' commitments relevant and proportionate to the Platform initial goals and are they implemented effectively?
- 3.4.2.1. Are the Platform objectives sufficiently clear and operational? Is the level of action(s) initiated by platform members proportionate to the objective set out in the founding charter?
 - 3.4.2.2. Are the commitments spread adequately across the 4 implementation areas (reformulation, labelling, marketing/advertising and lifestyle/education)?
 - 3.4.2.3. What is the proportion of commitments that reach more than 50% of the EU Member States populations?
 - 3.4.2.4. To what extent are commitments made by the industry members, linked to their core business?
 - 3.4.2.5. To which extent has participation in the Platform affected the Corporate Social Responsibility (CSR) approach of industry members?
 - 3.4.2.6. To what extent are actions initiated by Platform members addressing the needs of stakeholders and EU citizens, such as actions benefitting lower socio-economic groups?
 - 3.4.2.7. Has participation in the Platform changed its members' understanding and perception of the situation, and has it had any impact on their responses?
 - 3.4.2.8. Should the Platform have a renewed mandate including joint goals and operational objectives?
 - 3.4.2.9. Does the current monitoring system give sufficient focus to implementation to support a sound development of the Platform?
- 3.4.3. What is the Platform impact generated in policy at national and European level
- 3.4.3.1. Has the European Platform made a difference, intended or unintended, positive or negative, on Members States work on Nutrition and Physical Activity (NPA)?
 - 3.4.3.2. To what extent has Platform activities complemented or interfered with national NPA policies?
 - 3.4.3.3. To what extent has the EU Platform inspired the development of national Platforms?
 - 3.4.3.4. Are there differences in policies/policy developments between Member States with national Platforms and Member States without national Platforms?

- 3.4.3.5. Is it possible to observe any impact on other policy areas of the EU or national Platform activities?
 - 3.4.3.6. To what extent has knowledge generated by the Platform been communicated to the right people, in the right way, at the right time?
 - 3.4.3.7. What was the impact of self-regulation commitments on EU or national regulatory initiatives?
- 3.4.4. The role and function of the Platform as a place for dialogue
- 3.4.4.1. Has the Platform contributed to a changed/increased/improved dialogue between the involved sectors and to a better understanding of each others positions?
 - 3.4.4.2. Has the Platform met the expectations of its members?
 - 3.4.4.3. What can be considered as being the benefits in being a Platform Member?
 - 3.4.4.4. How have Platform Members used the Platform in their communication activities?
- 3.5. Other specific tasks to be carried out under the assignment

All platform members shall be interviewed, as well as SANCO officials and representatives from other Directorate Generals responsible for areas having impact on the Platform activities. Representatives from National Platforms shall be chosen taking into consideration a fair representation from EU 15 and EU 12 Member States, as well as type of governance of the Platforms. National governments representatives shall be chosen to secure information from Member States having national platforms and those not having this kind of Platform. The Steering Group shall be asked to confirm the evaluators' suggestion for persons to interview and can propose new/additional names.

In the particular areas of advertising/marketing to children and of food/drink reformulation, two individual case studies are to be designed to indicate how well self regulation measures in these areas are being implemented, and what effect they are having

These case studies should be provided as an individual annex possible to communicate as self standing parts of the report.

3.6. Reporting and deliverables

3.6.1. Inception note – within one (1) month after the signature of the contract. Final version of questions and indicators must be submitted to the Steering Group. The inception note completes the structuring phase of the evaluation. It will present in detail how the proposed methodology is going to be implemented and in particular how the method will answer each evaluation question, the indicators to be used, and provide a judgement. This document will provide the opportunity to make a final check of the feasibility of the method proposed and the extent to which it corresponds with the task specifications.

3.6.2. Intermediate report – 2 months after the inception report. This report will provide information about initial analyses of data collected. The evaluator may already be in a

position to provide preliminary findings and/or answers to the evaluation questions. The report will provide the evaluation manager and the Steering Group with an opportunity to check whether the evaluation is on track and whether the evaluation has actually focused on the specified information needs.

3.6.3. Draft final report: this document will provide the conclusions of the evaluator in respect to the evaluation questions in these task specifications. These will be based clearly on evidence generated through the evaluation. Judgements provided should be clear and explicit. The draft final report may also contain some explanatory recommendations developed on the basis of the conclusions reached by the evaluator. The structure of the draft final report will respect the structure set up by common Evaluation Standards and include an executive summary (factual data concerning the implementation of the Programme and synthesis of analyses and conclusions), main report (presenting in full the results of the analyses, conclusions and recommendations) and technical annexes, including separate annexes for case studies on advertising/marketing to children and on food/drink reformulation.

3.6.4. Final report: the final report will take into account the results of the comments and discussions with the Steering Group about the draft final report insofar as they do not interfere with the autonomy of the evaluators in respect to their conclusions. It is essential that the reports be clear, unambiguous and comprehensive also for the non-specialist. The contractor will provide the final report in both MS-Word and Adobe Acrobat (pdf) versions. The contractor will provide a PowerPoint presentation of key aspects and findings. The contractor will undertake to provide a maximum of 2 presentations to interested stakeholders groups at the request of the Commission. The copyright of the reports remains with the Commission.

3.7. Organisation and timetable

- Steering group: June and Sept 2009
- Kick off meeting: 29 October 2009
- Inception note: end Nov
- Intermediate report: early March 2010
- Draft final report: May 2010
- Presentation for steering group: 28 May 2010
- Presentation for High Level Group: 16 June 2010
- Presentation for Platform: 1 July 2010
- Final report: End June 2010

3.8. Budget

Total maximum budget reserved for the evaluation is 130000 €

3.9. Special requirements

3.9.1. Methodological requirements

3.9.1.1. Desk study

3.9.1.1.1. Study documents and materials documenting Platform activities

3.9.1.1.2. Comparative mapping of developments in countries with and without Platforms

3.9.1.1.3. SWOT analysis

3.9.1.1.4. In addition the evaluation shall take into account studies done on Platform activities by Platform members and by independent research.

3.9.1.2. Field phase

3.9.1.2.1. Structured interviews with representatives from all Platform organisations

3.9.1.2.2. Structured interviews with Commission officials, representatives from National Platforms, and National governments

3.9.1.2.3. Case studies of commitments on advertising/marketing and on reformulation, build upon desk studies as well as focussed interviews with relevant stakeholders as discussed with the steering group.

3.9.1.3. Synthesis phase

3.9.1.3.1. Presentation of results for the Steering Group

3.9.1.3.2. Presentation of results for HLG and Platform Plenary

3.9.2. The evaluation team

The evaluation team should possess a proven level of knowledge and experience in public health with special focus on obesity prevention, health education and policy development. The team should also possess an appropriate training and experience in evaluation methods.

The contractor should propose a team commanding the overall expertise required for the evaluation describing:

3.9.2.1.1. Experts profile and categories

3.9.2.1.2. Working days per expert and/or per category of experts

3.9.2.1.3. Designate the expert to be team leader for the task

4. **References**

4.1. Annexes to the Task Specification

4.1.1. Platform documents (founding declaration, members, and Annual reports)

4.1.2. HLG documents (mandate, minutes from meetings, salt framework)

4.1.3. White Paper including Impact assessment

4.1.4. WHO contract description of tasks

4.1.5. Self regulation in the EU Advertising sector : A report of some discussions among interested parties

4.2. Other existing documentation/data and how to access it

4.2.1. European Parliament, Council, Commission inter institutional agreement on better law-making <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2003:321:0001:0005:EN:PDF>

4.2.2. Project report Study on Self regulation practises in SANCO policy area http://ec.europa.eu/dgs/health_consumer/self_regulation/docs/self-reg-SANCO-final.pdf

4.2.3. WHO public database (on line early 2010)

4.3. Useful web-links

4.3.1. http://ec.europa.eu/health/ph_determinants/life_style/nutrition/nutrition_en.htm

4.3.2. http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/platform_en.htm

4.3.3. http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/dsp_search.cfm?CFID=338447&CFTOKEN=21ec0f9273c2f1c5-7A89A3FA-EF0D-F866-1E4C1D894667BD18&jsessionid=3510ebb9c2ff7d635b1fTR