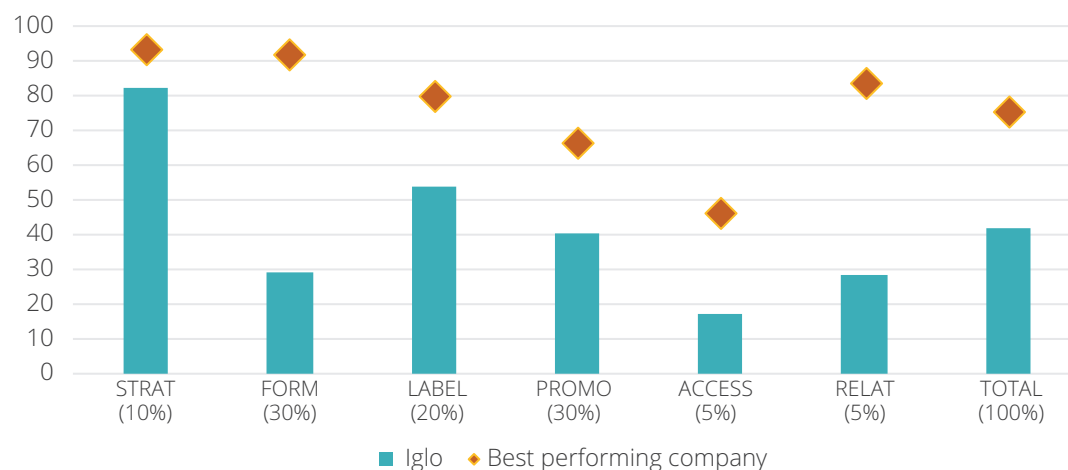


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

IGLO

Commitments *



Overall score: 42/100

Overall ranking: 11/19

BIA-Obesity domain scores and overall score compared with the best performing company (best available practice) in Belgium

* Full engagement, Data collected till 31 October 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	B	
% of food products within product portfolio with Nutri-Score A	43.0	3/19
% of food products within product portfolio with Nutri-Score E	0.0	1-5/19
% of food products within product portfolio that are ultra-processed	32.8	4/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	18.0	2/19

Areas of strength and key recommendations to improve commitments on obesity and population level nutrition

Domain	Tertile	Areas of strength	Key recommendations
STRAT – Corporate nutrition strategy	3	<ul style="list-style-type: none"> Clear commitment to improve population nutrition and health on national website and regular reporting on this commitment Reference to global priorities within the overarching nutrition strategy e.g. Sustainable Development Goals 	<ul style="list-style-type: none"> Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within the overarching nutrition strategy Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets
FORM – Product formulation	2	<ul style="list-style-type: none"> Commit to reduce sodium, saturated fat, total sugars and energy through an internal Nutrient Profiling Tool as to increase the number of products that can be classified as ‘Healthy Meal Choices’ 	<ul style="list-style-type: none"> Publish details on how the official UK government nutrient profiling model was adapted to be used as an internal Nutrient Profiling Tool Develop SMART (specific, measurable, achievable, relevant and time bound) targets to reduce sodium, trans fats, saturated fats, added sugars and portion sizes and confirm that the global targets apply to Belgium Disclose policy position regarding reformulation on website Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation
LABEL – Nutrition labelling	3	<ul style="list-style-type: none"> Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis Supporting of and commitment to implement the Nutri-Score on packaged food products 	<ul style="list-style-type: none"> Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system
PROMO – Product and brand promotion	2	<ul style="list-style-type: none"> Commit not to market to children below the age of 12 for products that do not meet their nutritional criteria 	<ul style="list-style-type: none"> Develop a marketing policy that applies to children up to the age of 18 years and that defines a target audience using children’s peak viewing times. Commit to not sponsor children’s sporting, cultural or other activities using unhealthy brands Commit to not use marketing in settings where children gather using unhealthy brands Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children Audit/monitor compliance with commitments to limit marketing to children and publish results Adopt an official nutrient profiling system (e.g. WHO Europe nutrient profile model) to classify products for the purpose of promotion to children
ACCESS – Product accessibility	3	<ul style="list-style-type: none"> Commit to increase the proportion of healthy products within the portfolio 	<ul style="list-style-type: none"> Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings Adopt an official nutrient profiling system to classify products for the purposes of product accessibility Support the implementation of fiscal policies by the government to make healthier foods relatively cheaper and unhealthy foods relatively more expensive taking into account the growing scientific evidence base
RELAT – Relationships with other organisations	2	<ul style="list-style-type: none"> Public disclosure of some information about supported professional organisations, external research, nutrition education programs and involvement in public-private partnerships 	<ul style="list-style-type: none"> Publish support of Belgian industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues Publish information on political donations in Europe or statement of no activity within this area
OVERALL	2	<ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process 	

Tertile (3=score within top third of Belgian companies, 1=score within lowest third of Belgian companies)