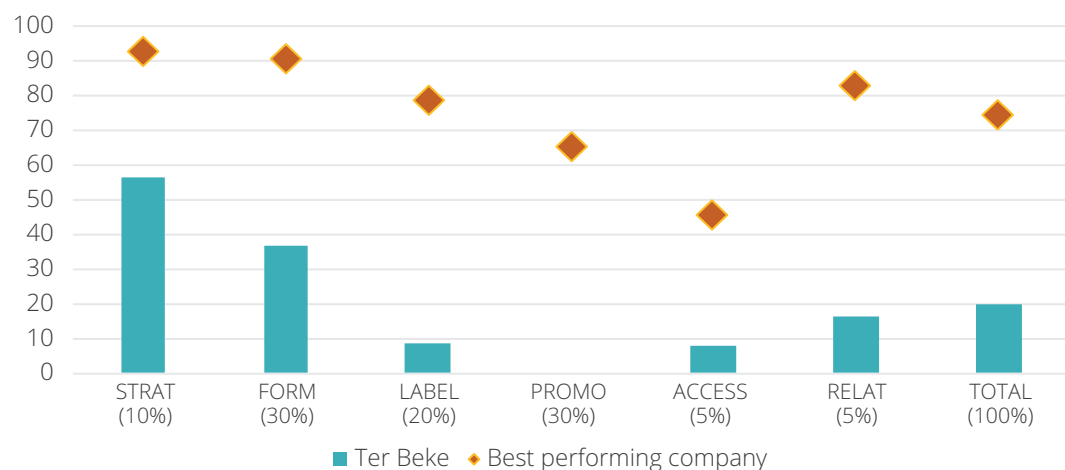


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

TER BEKE

## Commitments \*



Overall score: 20/100

Overall ranking: 17/19

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

\* Survey not received on time - Assessment based on publicly available information only, Data collected till 31 October 2020

## Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	B/C	
% of food products within product portfolio with Nutri-Score A	0.0	11-19/19
% 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	100.0	16-19/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	50.0	4/19

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

Domain	Tertile	Areas of strength	Key recommendations
<b>STRAT – Corporate nutrition strategy</b>	2	<ul style="list-style-type: none"> <li>Clear commitment to improve population nutrition and health and regular reporting on some aspects of this commitment</li> <li>Reference to relevant priorities in national or regional government policy documents</li> </ul>	<ul style="list-style-type: none"> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy</li> <li>Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals</li> <li>Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets</li> </ul>
<b>FORM – Product formulation</b>	2	<ul style="list-style-type: none"> <li>Action taken at national level to reduce salt and saturated fats. Publicly report on the progress in reformulating products in annual reports.</li> <li>Disclose policy position regarding reformulation on website</li> </ul>	<ul style="list-style-type: none"> <li>Commit to not use artificial trans-fats</li> <li>Develop SMART targets to reduce salt, saturated fats, added sugars and portion sizes</li> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation</li> </ul>
<b>LABEL – Nutrition labelling</b>	1	<ul style="list-style-type: none"> <li>Provide clear and comprehensive online nutritional information for most products, on a per 100g/ml basis</li> </ul>	<ul style="list-style-type: none"> <li>Support of and commitment to implement the Nutri-Score</li> <li>Disclose policy position regarding front-of-pack labelling</li> <li>Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system</li> </ul>
<b>PROMO – Product and brand promotion</b>	1		<ul style="list-style-type: none"> <li>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.</li> <li>Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands</li> <li>Commit to not use marketing in settings where children gather using unhealthy brands</li> <li>Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children</li> <li>Audit/monitor compliance with commitments to limit marketing to children and publish results</li> <li>Adopt an official nutrient profiling system (e.g. WHO Europe nutrient profile model) to classify products for the purpose of promotion to children</li> </ul>
<b>ACCESS – Product accessibility</b>	2	<ul style="list-style-type: none"> <li>Generally commit to increase the number of healthy products within the portfolio</li> </ul>	<ul style="list-style-type: none"> <li>Commit to address the price / affordability of healthier products relative to less healthy products</li> <li>Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings</li> <li>Adopt an official nutrient profiling system to classify products for the purposes of product accessibility</li> <li>Support the implementation of fiscal policies to make healthier foods relatively cheaper and unhealthy foods relatively more expensive taking into account the growing scientific evidence base</li> </ul>
<b>RELAT – Relationships with other organisations</b>	1	<ul style="list-style-type: none"> <li>Disclosure of supported professional organisations in annual reports</li> <li>Published support for industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues on own website</li> </ul>	<ul style="list-style-type: none"> <li>Publicly disclose supported external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships</li> <li>Publish information on political donations or statement of no activity within this area</li> </ul>
<b>OVERALL</b>	1		<ul style="list-style-type: none"> <li>Actively engage with the BIA-Obesity tool and process</li> </ul>

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