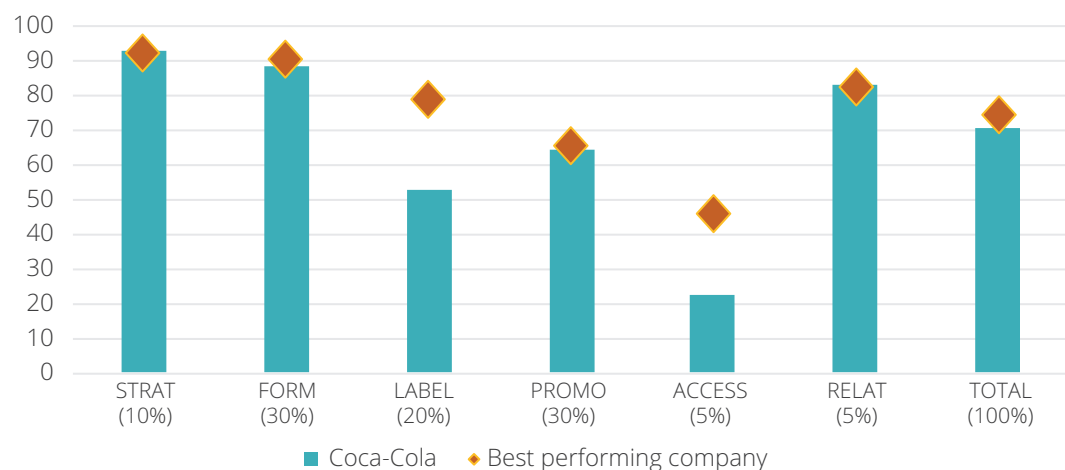


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

COCA-COLA

Commitments *



Overall score: **71/100**

Overall ranking: **3/19**

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	D	
% of food products within product portfolio with Nutri-Score A	0.0	12-19/19
% of food products within product portfolio with Nutri-Score E	27.2	13/19
% of food products within product portfolio that are ultra-processed	70.1	7/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	72.8	8/19

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 on national website and regular reporting on this commitment. Reference to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals 	<ul style="list-style-type: none"> Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets
FORM – Product formulation	3	<ul style="list-style-type: none"> Commit to specific, time-bound targets to reduce the sugar content of products as well as the portion size and energy content Commit to have a sugar-free or low-calorie variant for every sugary drink in their portfolio 	<ul style="list-style-type: none"> Commit to using an independent nutrient profiling system (e.g. Nutri-Score) for the purpose of product development and 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 	<ul style="list-style-type: none"> Support of and commitment to implement the Nutri-Score on packaged food and drink products 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	3	<ul style="list-style-type: none"> Signatory to the Belgian Pledge Commit to never run campaigns that are directly aimed at children under 12 years of age, regardless of the nutritional qualities of a product. 	<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 product portfolio. Disclosure of policy position on sugar-sweetened beverage taxation on the website 	<ul style="list-style-type: none"> Commit to address the price / affordability of healthier products relative to less healthy products Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings outside of schools Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility Support a tax on sugar-sweetened beverages by the government taking into account the growing scientific evidence base
RELAT – Relationships with other organisations	3	<ul style="list-style-type: none"> Public disclosure of the professional organisations, external research, nutrition education programs and active lifestyle programs supported on the national website Published support of industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues 	<ul style="list-style-type: none"> Publish information on political donations or statement of no activity within this area
OVERALL	3	<ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process 	