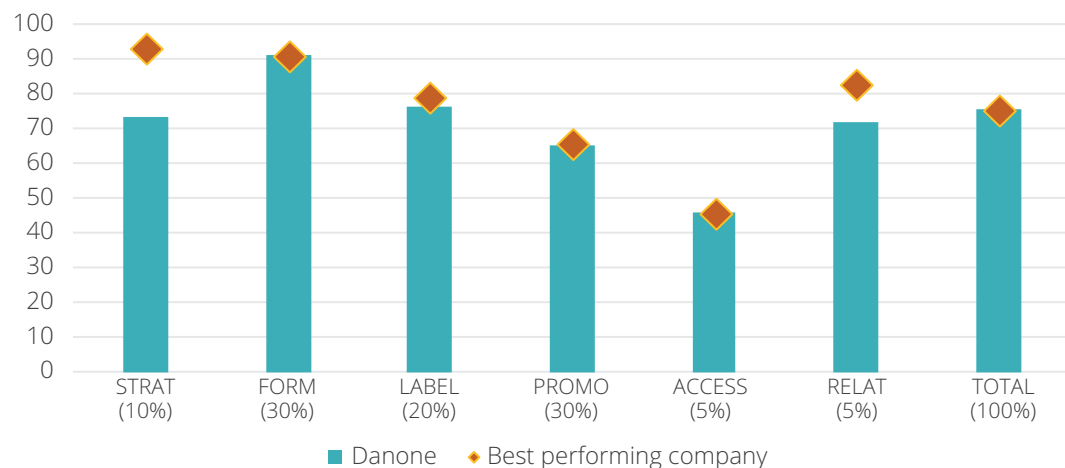


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

Commitments *



Overall score: **75/100**

Overall ranking: **1/19**

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	28.7	4/19
% 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	68.3	6/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	80.7	9/19

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"> 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	3	<ul style="list-style-type: none"> Commit to specific and time-bound targets to reduce salt, saturated fats, sugar and energy content through publicly available Danone Nutritional Targets 2020. Signatory to the ‘Convention for a Balanced Diet’ 	<ul style="list-style-type: none"> Commit to reduce portion sizes of single serve snacks and other specific food categories, where this is appropriate 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 Support of and commitment to implement the Nutri-Score on packages of food products Support a European wide implementation of the Nutri-Score 	<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 or publish details of the tool currently in use and how it aligns with an official nutrient profiling system
PROMO – Product and brand promotion	3	<ul style="list-style-type: none"> Signatory to the Belgian Pledge Commit to not use marketing in settings where children gather using unhealthy brands (in and near primary and secondary schools and other places where children gather) 	<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 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"> Commitment to increase the proportion of healthy products within the portfolio Disclosure of policy position on sugar taxes on the website and support of some forms of such taxation 	<ul style="list-style-type: none"> 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 taxation
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 they support on the national website. Commitment not to make political donations 	<ul style="list-style-type: none"> Publish support of industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues
OVERALL	3	<ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process 	