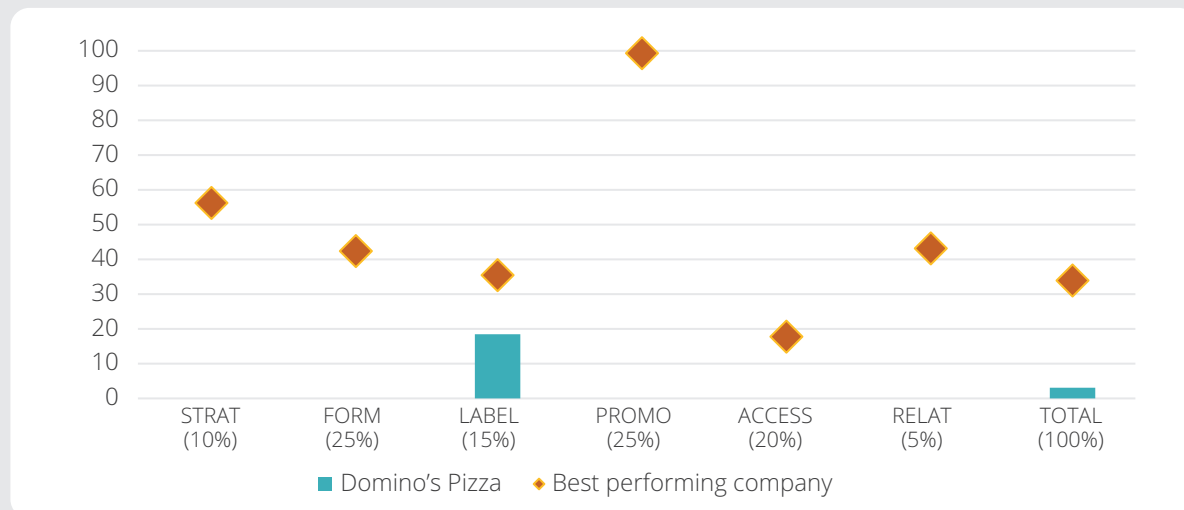


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

DOMINO'S PIZZA

Commitments *



Overall score: **3/100**

Overall ranking: **6/7**

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

* Declined participation - 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	C	
% of food products within product portfolio with Nutri-Score A	1.0	5/5
% of food products within product portfolio with Nutri-Score E	5.3	1/5
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	58.2	1/5
% of outlets in Flanders that are within 500m road network distance to primary schools	79.0	7/7
% of outlets in Flanders that are within 500m road network distance to secondary schools	68.0	6/7

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	1		<ul style="list-style-type: none"> • Publish commitment to improve population nutrition and health on national website and regularly report on this commitment • Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within nutrition strategy • Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals • Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets
FORM – Product formulation	1		<ul style="list-style-type: none"> • Commit to not use artificial trans-fat added to products • Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes • Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation • Commit to improve the healthiness of oils used for frying foods
LABEL – Nutrition labelling	1	<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"> • Commit to provide comprehensive in-store nutrition information • Commit to disclose nutrition information on menus • Publish policy position on menu labelling
PROMO – Product and brand promotion	1		<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 • Commit to not use marketing in settings where children gather • 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 • Commit to only advertise or display 'healthy' sides and 'healthy' drinks in children's combination meals in restaurants
ACCESS – Product accessibility	1		<ul style="list-style-type: none"> • Commit to address the price / affordability of healthier products relative to less healthy products • Commit to limit the use of price promotions to healthy products • Commit to not use price incentives such as supersizing • Develop a policy that 'default' drinks and side items within combination meals are healthy • Commit to not open new stores near schools • Adopt an official nutrient profiling system to classify products for the purposes of product accessibility • Support the implementation of fiscal policies by 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	1		<ul style="list-style-type: none"> • Publicly disclose supported professional organisations, external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships • 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	1		<ul style="list-style-type: none"> • Actively engage with the BIA-Obesity tool and process