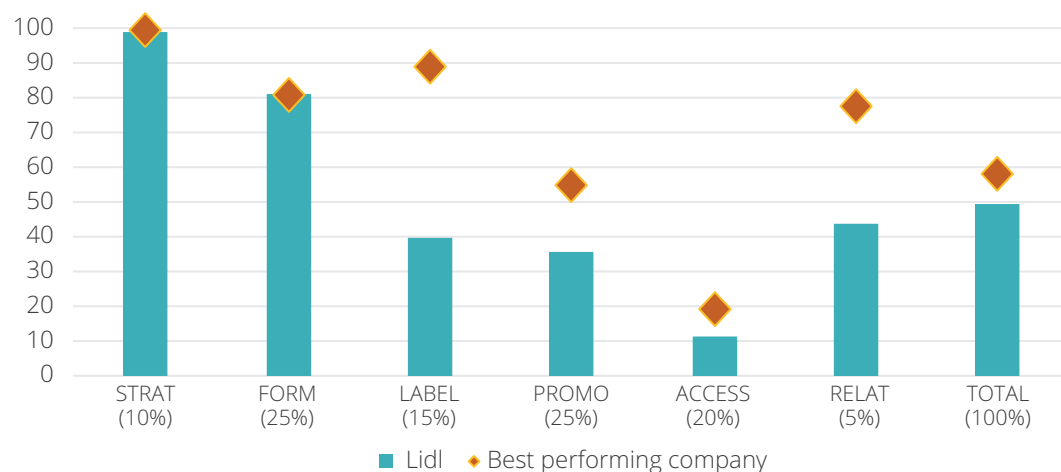


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

LIDL

## Commitments \*



Overall score: 50/100

Overall ranking: 2/5

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	14.7	4/5
% of products within product portfolio with Nutri-Score E	20.2	4/5
% of products within product portfolio that are ultra-processed	61.6	4/5
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model °	78.0	4/5
% of food promotions in circulars over one year for ultra-processed food products ~	42.9	1/5
% of food promotions in circulars over one year for fresh fruit and vegetables ~	9.5	2/5

° 2018, ~ 2019 - 2020

## 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>	3	<ul style="list-style-type: none"> <li>Clear commitment to improve population nutrition and health and regular reporting on this commitment</li> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within the overarching nutrition strategy</li> <li>Reference to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals</li> </ul>	<ul style="list-style-type: none"> <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>	3	<ul style="list-style-type: none"> <li>Signatory to the “Convention for a Balanced Diet”</li> <li>Commit to national, publicly available SMART targets to reduce salt and the added sugar content</li> <li>Commit to limit the use artificial trans-fat added to products to maximum 2 g per 100 g fat</li> <li>Action taken to reduce saturated fats and portion sizes.</li> <li>Publicly report on progress in reducing the nutrients of concern</li> </ul>	<ul style="list-style-type: none"> <li>Develop SMART targets to reduce saturated fats and portion sizes</li> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to guide reformulation efforts</li> </ul>
<b>LABEL – Nutrition labelling</b>	2	<ul style="list-style-type: none"> <li>Providing clear and comprehensive online nutritional information for all (own-brand) products, on a per 100g/ml basis</li> <li>Supporting of and commitment to implement the Nutri-Score on own-brand food products</li> </ul>	<ul style="list-style-type: none"> <li>Disclose policy position regarding front-of-pack labelling on own national website</li> <li>Commit to only label products with nutrition and health claims when products are healthy, according to an official nutrient profiling system</li> <li>Use shelf tags that provide information on Nutri-Score for all (own-brand) food products in-store</li> <li>Provide information on Nutri-Score for all (own-brand) food products online</li> </ul>
<b>PROMO – Product and brand promotion</b>	2	<ul style="list-style-type: none"> <li>Signatory to the Belgian Pledge</li> </ul>	<ul style="list-style-type: none"> <li>Make and publish commitments to reduce the exposure of children to unhealthy food marketing on own website</li> <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 instead of proportion of population watching</li> <li>Commit to not use premium offers (e.g., promotional toys, games, vouchers and competitions) in marketing of unhealthy products</li> <li>Commit to not use promotional characters (e.g., cartoons, tie-ins, celebrities) in marketing of unhealthy products</li> <li>Commit to limit the in-store promotion of unhealthy products</li> <li>Commit to limit the proportion of unhealthy (compared with healthy) foods promoted in regular catalogues</li> <li>Commit for in-store product presentations, product giveaways or tastings to be for healthy products only</li> </ul>
<b>ACCESS – Product accessibility</b>	2	<ul style="list-style-type: none"> <li>General commitment to increase the number of healthy products within the portfolio</li> <li>Commitment to increase the availability of healthy products in schools</li> <li>Commitment to limit unhealthy items at some checkouts</li> </ul>	<ul style="list-style-type: none"> <li>Commit to a greater level of discount applying to healthy foods compared to unhealthy foods</li> <li>Commit to limit multi-buy specials on unhealthy foods</li> <li>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</li> <li>Publicly commit to dedicate a minimum amount of shelf space/floor space to healthy products and a maximum to less healthy products</li> <li>Commit for all checkouts to be free from unhealthy items</li> <li>Commit to limit the placement of unhealthy items at end of aisle displays or other high-traffic areas</li> <li>Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility</li> </ul>
<b>RELAT – Relationships with other organisations</b>	2	<ul style="list-style-type: none"> <li>General disclosure supported professional organisations, nutrition education programs and active lifestyle programs</li> <li>Published support of Belgian 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>Public disclosure of supported external research 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>	3	<ul style="list-style-type: none"> <li>Actively engaged 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)