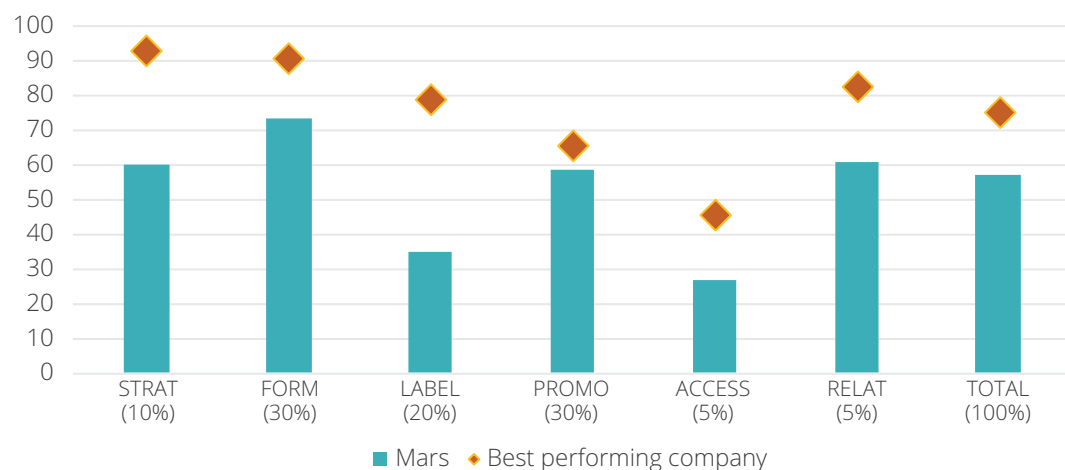


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

MARS

Commitments *



Overall score: 57/100

Overall ranking: 7/19

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	C	
% of food products within product portfolio with Nutri-Score A	13.2	5/19
% of food products within product portfolio with Nutri-Score E	35.5	14/19
% of food products within product portfolio that are ultra-processed	82.6	10/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	61.2	6/19

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	2	<ul style="list-style-type: none"> Global commitment to improve population nutrition and health and regular reporting on this commitment Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy 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 commitment to improve population nutrition and health on national website 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"> Globally commit to specific, time-bound targets to reduce salt, saturated fats, sugar and energy content within portfolio Mars Food through publicly available Mars Food Nutrition Criteria. Publicly report on the progress made in reformulating products on own website and through the International Food & Beverage Alliance (IFBA). No use of artificial trans-fat added to products Disclose policy position regarding reformulation on website 	<ul style="list-style-type: none"> Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes within portfolio Mars Wrigley Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation
LABEL – Nutrition labelling	2	<ul style="list-style-type: none"> Provide comprehensive online nutritional information for some brands 	<ul style="list-style-type: none"> Support of and commitment to implement the Nutri-Score in Belgium 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 	<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 the portfolio Disclose policy position on fiscal policies 	<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 primary schools Adopt an official nutrient profiling system to classify products for the purposes of product accessibility 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
RELAT – Relationships with other organisations	3	<ul style="list-style-type: none"> Public disclosure of information about globally supported professional organisations, external research, nutrition education programs and involvement in public-private partnerships Commit to not make political donations 	<ul style="list-style-type: none"> Publicly disclose information about supported active lifestyle programs 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 on own website
OVERALL	3	<ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process 	

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