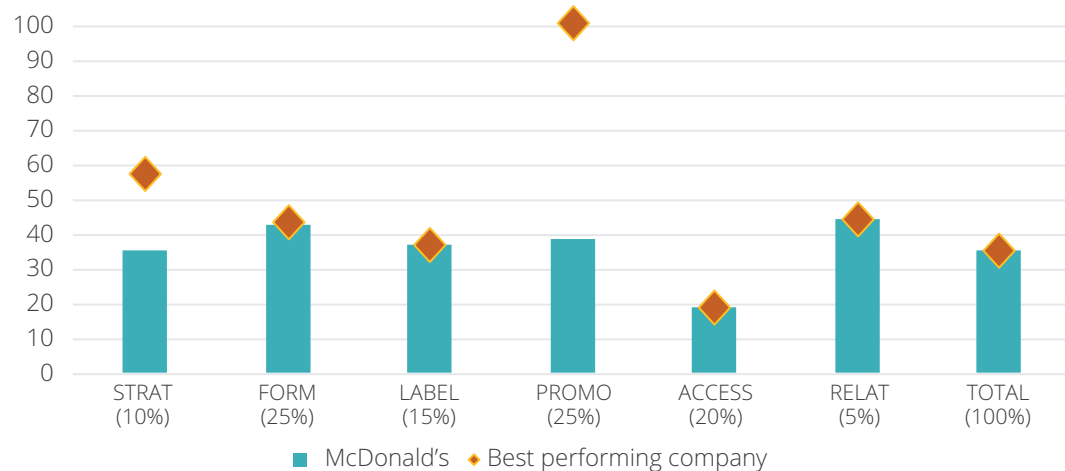


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

McDONALD'S

Commitments *



Overall score: 35/100

Overall ranking: 1/7

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

* Survey not received on time - Assessment based on publically 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	6.0	3/5
% of food products within product portfolio with Nutri-Score E	12.0	3/5
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	91.4	4/5
% of outlets in Flanders that are within 500m road network distance to primary schools	31.0	1/7
% of outlets in Flanders that are within 500m road network distance to secondary schools	27.0	3/7

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"> General commitment to improve population nutrition and health and some global reporting on this commitment Include global SMART (specific, measurable, achievable, relevant and time bound) objectives and targets for Happy Meals 	<ul style="list-style-type: none"> Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within national 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	2	<ul style="list-style-type: none"> Globally commit to specific, time-bound targets to reduce salt, saturated fats, sugar and energy content of Happy Meals through the publicly available Global Happy Meal Nutrition Criteria. Progress in reformulating products is reported through the International Food & Beverage Alliance (IFBA). Action taken to improve the healthiness of oils used in frying foods. Information provided on the national company website. 	<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 across the product portfolio of all meals Publish details of alignment Global Happy Meal Nutrition Criteria with an official nutrient profiling system 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 clear and comprehensive online nutritional information for all products, on a per 100g/ml basis Commit to provide comprehensive in-store nutrition information 	<ul style="list-style-type: none"> Commit to disclose nutrition information on menus Publish policy position on menu labelling
PROMO – Product and brand promotion	2	<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 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 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	3	<ul style="list-style-type: none"> Commit to not provide free refills for caloric soft drinks Healthy drink and side items are available within combination meals at no extra cost 	<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 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	2	<ul style="list-style-type: none"> Public disclosure of supported professional organisations and active lifestyle programs 	<ul style="list-style-type: none"> Publicly disclose supported external research, nutrition education programs and involvement in public-private partnerships Publish information on political donations in Europe or statement of no activity within this area 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	2		<ul style="list-style-type: none"> Actively engage with the BIA-Obesity tool and process

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