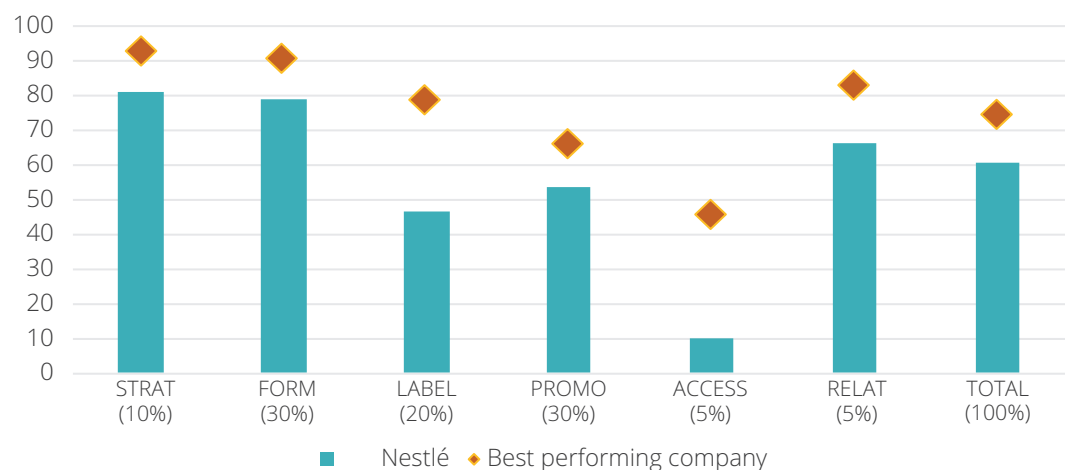


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

NESTLÉ

Commitments *



Overall score: 61/100

Overall ranking: 5/19

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 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	6.2	7/19
% of food products within product portfolio with Nutri-Score E	19.0	12/19
% of food products within product portfolio that are ultra-processed	79.3	9/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	85.5	10/19

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 and health and regular reporting on this commitment at the global level 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"> 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, time-bound targets to reduce salt, saturated fats, sugar and energy content through the publicly available Nestlé Nutritional Profiling System. The company publicly reports on its progress in reformulating products on the national company website and through the International Food & Beverage Alliance (IFBA). Signatory to the “Convention for a Balanced Diet” Support EU ambition on reformulation and a robust EU Nutrition Policy 	<ul style="list-style-type: none"> Commit to reduce portion sizes of single serve snacks and specific food categories, where this is appropriate Publish details of alignment Nestlé Nutritional Profiling System 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	3	<ul style="list-style-type: none"> Providing comprehensive online nutritional information for some brands Supporting of and commitment to implement the Nutri-Score on packaged food products Push for a European wide implementation of the Nutri-Score Support the adoption of EU-wide nutrient profiles for nutrition and health claims 	<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
PROMO – Product and brand promotion	3	<ul style="list-style-type: none"> Signatory to the Belgian Pledge Commitment to not use marketing in outdoor settings where children gather using unhealthy brands Commitment to not use premium offers (e.g., promotional toys, games, vouchers and competitions) in marketing of unhealthy brands 	<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	2	<ul style="list-style-type: none"> Commit to increase the number of healthy products within the portfolio 	<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 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 supported professional organisations, external research, nutrition education programs and active lifestyle programs Commitment not to make political donations Published support for global and European industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues on own website 	<ul style="list-style-type: none"> Publicly disclose information about involvement in Belgian 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
OVERALL	3		<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)