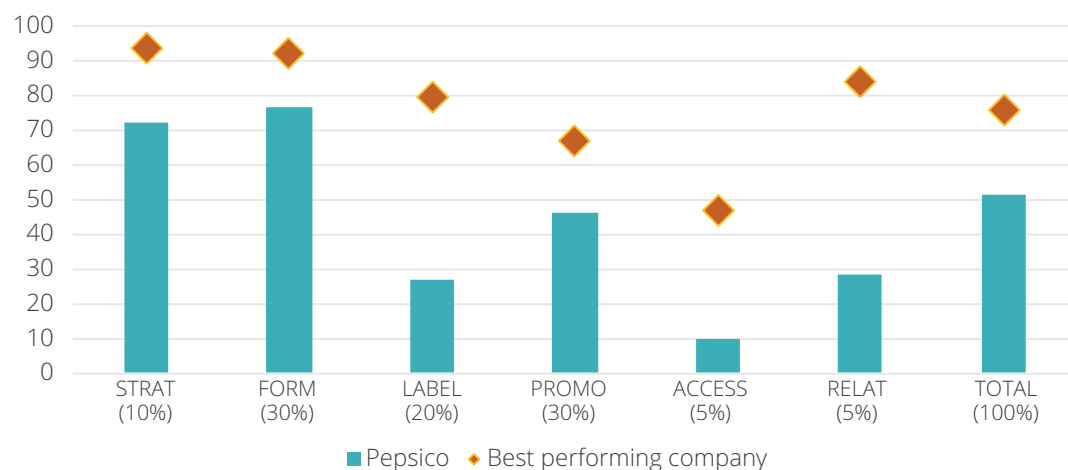


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

PEPSICO

## Commitments \*



Overall score: 51/100

Overall ranking: 9/19

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	2.9	10/19
% of food products within product portfolio with Nutri-Score E	4.7	7/19
% of food products within product portfolio that are ultra-processed	83.6	11/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	97.1	14/19

## 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 at the global level</li> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within 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>Globally commit to specific, time-bound targets to reduce salt, saturated fats and sugar through the publicly available PepsiCo Nutrition Criteria. The company publicly reports on its progress in reformulating products on the national company website and through the International Food &amp; Beverage Alliance (IFBA).</li> <li>No use of artificial trans-fat added to products</li> <li>Disclose policy position regarding reformulation on website</li> </ul>	<ul style="list-style-type: none"> <li>Commit to reduce portion sizes of single serve snacks and specific food categories, where this is appropriate</li> <li>Publish details of alignment PepsiCo Nutrition Criteria with an official nutrient profiling system</li> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation</li> </ul>
<b>LABEL – Nutrition labelling</b>	2	<ul style="list-style-type: none"> <li>Provide comprehensive online nutritional information for some brands on a per portion basis</li> </ul>	<ul style="list-style-type: none"> <li>Support of and commitment to implement the Nutri-Score on packaged food products</li> <li>Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system</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>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.</li> <li>Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands</li> <li>Commit to not use marketing in settings where children gather using unhealthy brands</li> <li>Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children</li> <li>Audit/monitor compliance with commitments to limit marketing to children and publish results</li> <li>Adopt an official nutrient profiling system (e.g. WHO Europe nutrient profile model) to classify products for the purpose of promotion to children</li> </ul>
<b>ACCESS – Product accessibility</b>	2	<ul style="list-style-type: none"> <li>Generally commit to increase the proportion of healthy products within the portfolio</li> <li>Disclose policy position on fiscal policies</li> </ul>	<ul style="list-style-type: none"> <li>Commit to address the price / affordability of healthier products relative to less healthy products</li> <li>Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings</li> <li>Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility</li> <li>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</li> </ul>
<b>RELAT – Relationships with other organisations</b>	2	<ul style="list-style-type: none"> <li>Public disclosure of supported professional organisations</li> <li>Publish 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</li> </ul>	<ul style="list-style-type: none"> <li>Disclose supported external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships</li> <li>Publish information on political donations in Europe or statement of no activity within this area</li> <li>Publish support for 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>
<b>OVERALL</b>	3		<ul style="list-style-type: none"> <li>Actively engage 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)