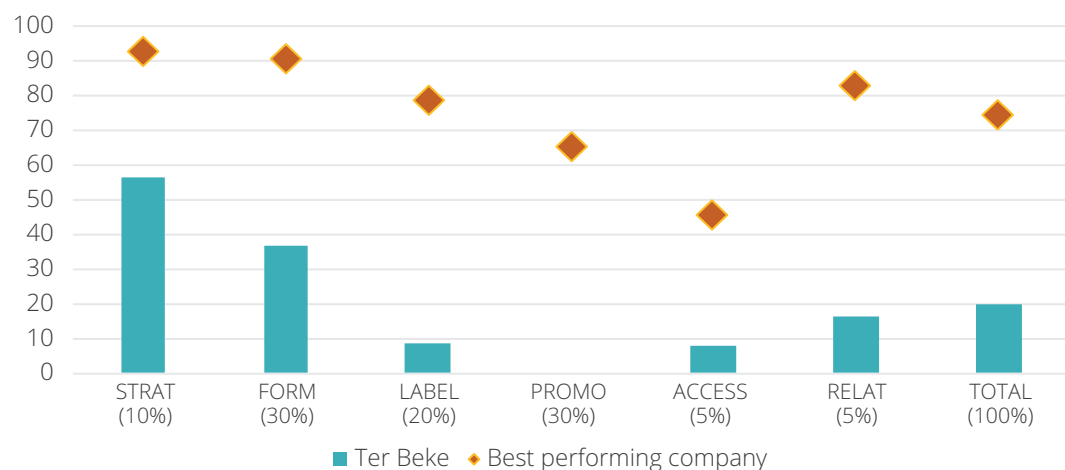


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

TER BEKE

Commitments *



Overall score: 20/100

Overall ranking: 17/19

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	B/C	
% of food products within product portfolio with Nutri-Score A	0.0	12-19/19
% of food products within product portfolio with Nutri-Score E	0.0	1-5/19
% of food products within product portfolio that are ultra-processed	100.0	16-19/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	50.0	4/19

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"> Clear commitment to improve population nutrition and health and regular reporting on some aspects of this commitment Reference to relevant priorities in national or regional government policy documents 	<ul style="list-style-type: none"> Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching 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"> Action taken at national level to reduce salt and saturated fats. Publicly report on the progress in reformulating products in annual reports. Disclose policy position regarding reformulation on website 	<ul style="list-style-type: none"> Commit to not use artificial trans-fats Develop SMART targets to reduce salt, saturated fats, added sugars and portion sizes Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation
LABEL – Nutrition labelling	1	<ul style="list-style-type: none"> Provide clear and comprehensive online nutritional information for most products, on a per 100g/ml basis 	<ul style="list-style-type: none"> Support of and commitment to implement the Nutri-Score Disclose policy position regarding front-of-pack labelling 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	1		<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"> Generally 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 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	1	<ul style="list-style-type: none"> Disclosure of supported professional organisations in annual reports Published support for 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 supported external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships Publish information on political donations or statement of no activity within this area
OVERALL	1		<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)