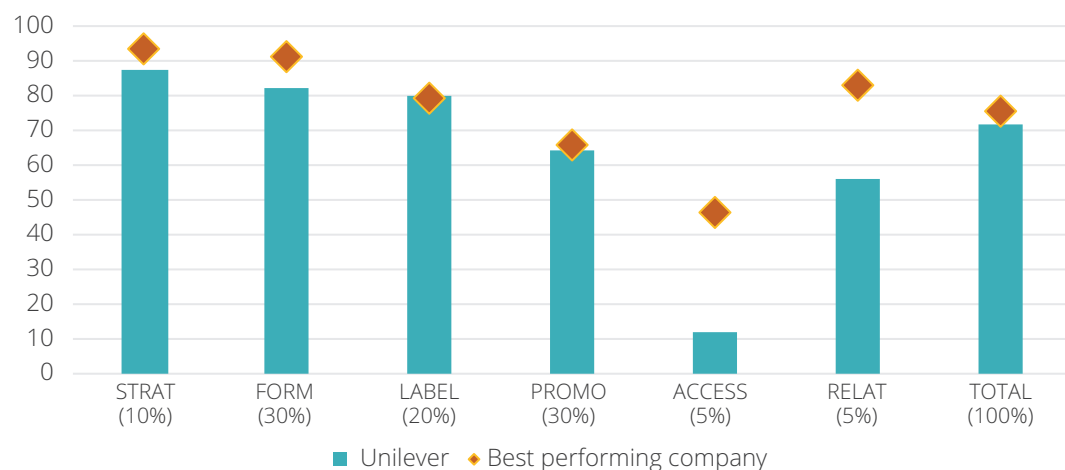


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

UNILEVER

## Commitments \*



Overall score: 72/100

Overall ranking: 2/19

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	D	
% of food products within product portfolio with Nutri-Score A	2.2	11/19
% of food products within product portfolio with Nutri-Score E	18.3	11/19
% of food products within product portfolio that are ultra-processed	88.3	12/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	69.7	7/19

## 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 on national website and regular reporting on this commitment</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>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within the overarching nutrition strategy</li> <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>Commit to specific, time-bound targets to reduce salt, saturated fats, sugar and energy content through the publicly available Highest Nutritional Standards Unilever. The company publicly reports on its progress in reformulating products on the national and global company website and through the International Food &amp; Beverage Alliance (IFBA).</li> <li>No use of artificial trans-fat added to products</li> <li>Article published on own Nutrition Enhancement Program in peer reviewed literature</li> </ul>	<ul style="list-style-type: none"> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation</li> <li>Disclose policy position regarding reformulation on website</li> </ul>
<b>LABEL – Nutrition labelling</b>	3	<ul style="list-style-type: none"> <li>Provide comprehensive online nutritional information for all products, on a per 100g/ml or per portion basis</li> <li>Support front-of-pack nutrition labelling</li> <li>Commit to link the use of nutrition and health claims with the nutrient profile of the product applying the Unilever Nutrition Criteria</li> </ul>	<ul style="list-style-type: none"> <li>Support of and commitment to implement the Nutri-Score on packaged food products</li> <li>Publish details on how the final decision is made to use nutrition and health claims depending on the nutrient profile of the product making the claim and how it aligns with an official nutrient profiling system</li> </ul>
<b>PROMO – Product and brand promotion</b>	3	<ul style="list-style-type: none"> <li>Signatory to the Belgian Pledge</li> <li>Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children</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>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>Clear commitment to increase the proportion of healthy products within the portfolio</li> </ul>	<ul style="list-style-type: none"> <li>Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings outside of schools</li> <li>Adopt an official nutrient profiling system to classify products for the purposes of product accessibility</li> <li>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</li> </ul>
<b>RELAT – Relationships with other organisations</b>	3	<ul style="list-style-type: none"> <li>Public disclosure of the professional organisations, external research, nutrition education programs and active lifestyle programs they support and involvement in public-private partnerships</li> <li>Commit not to make political donations</li> <li>Published support of 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>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</li> </ul>
<b>OVERALL</b>	3	<ul style="list-style-type: none"> <li>Actively engaged 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)