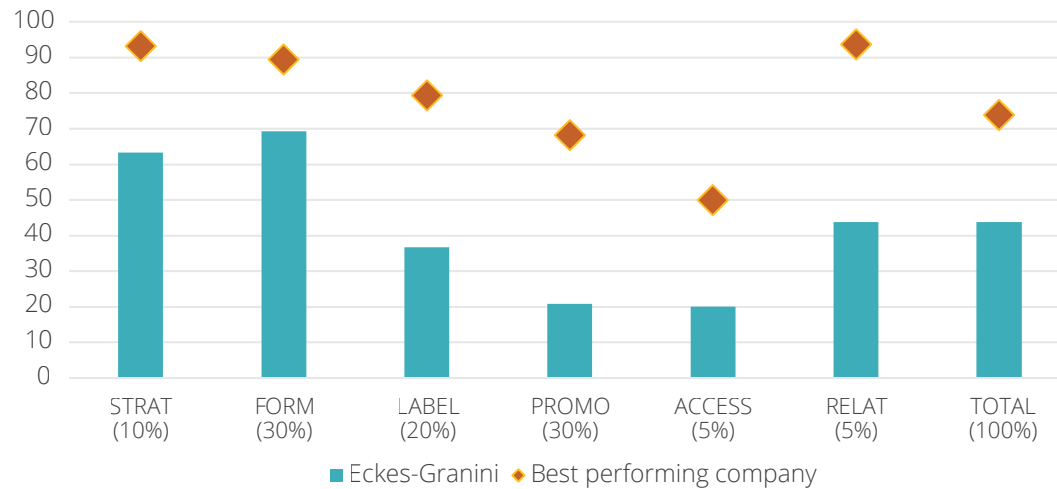


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

Commitments *



Overall score: 44/100

Overall ranking: 10/20

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

* Full engagement; Data collected till 31 December 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	B	
% of food products within product portfolio with Nutri-Score A	0.0	16-20/20
% of food products within product portfolio with Nutri-Score E	4.3	8/20
% of food products within product portfolio that are ultra-processed	4.7	1/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	100.0	19-20/20

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 on national website and regular reporting on this commitment Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy 	<ul style="list-style-type: none"> Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals Refer to relevant priorities in national or regional government policy documents e.g. 'le Programme national nutrition santé (PNNS)' 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 the sugar content of products General commitment to reduce portion sizes and energy content 	<ul style="list-style-type: none"> Publish details of system used to drive reformulation or 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 nutritional information for all products, on a per 100g/ml basis Support of and commitment to implement the Nutri-Score 	<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	2	<ul style="list-style-type: none"> Mention commitments to reduce the exposure of children to unhealthy food marketing on own website 	<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 instead of proportion of population watching Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands/products Commit to not use marketing in settings where children gather using unhealthy brands/products (in and near primary and secondary schools and other places where children gather) Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of unhealthy brands/products for children Audit/monitor compliance with commitments to limit marketing to children and publish results Adopt an official nutrient profiling system (e.g. WHO nutrient profiling system, EU-Pledge criteria, Nutri-Score) to classify products for the purpose of promotion to children
ACCESS – Product accessibility	3	<ul style="list-style-type: none"> Commit to increase the proportion of healthy products within the portfolio 	<ul style="list-style-type: none"> 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 a tax on sugar-sweetened beverages taking into account the growing scientific evidence base
RELAT – Relationships with other organisations	2	<ul style="list-style-type: none"> Publicly disclose supported professional organisations and active lifestyle programs Publish support of French industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues 	<ul style="list-style-type: none"> Publicly disclose supported external research, nutrition education programs and involvement in public-private partnerships
OVERALL	3	<ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process 	