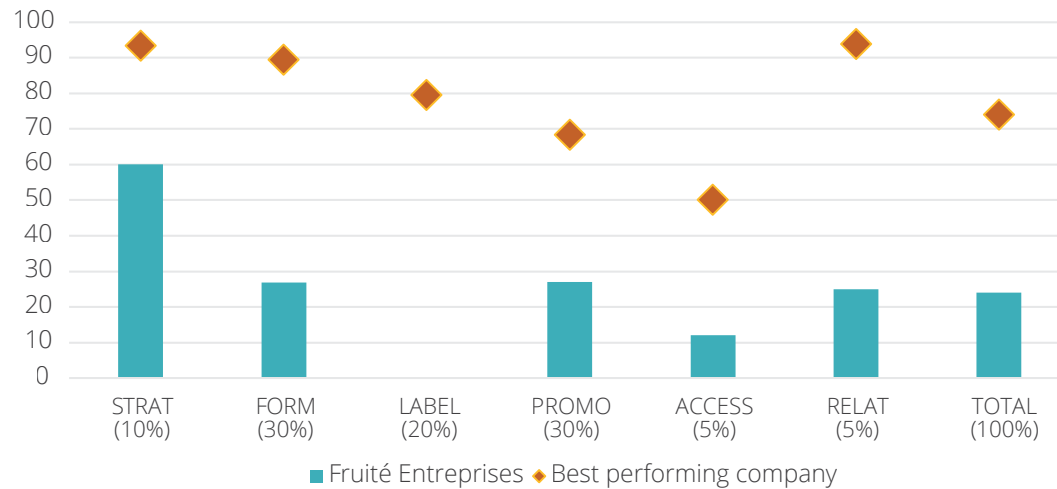


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

Commitments *



Overall score: 24/100

Overall ranking: 17/20

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

* Declined participation - Assessment based on publicly available information only; Data collected till 31 December 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	C	
% of food products within product portfolio with Nutri-Score A	0.4	15/20
% of food products within product portfolio with Nutri-Score E	5.6	9/20
% of food products within product portfolio that are ultra-processed	65.0	10/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	98.9	16/20

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 global website and regular reporting on this commitment Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals Include some SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy 	<ul style="list-style-type: none"> Regularly report on progress towards improving population nutrition, including progress on objectives and targets specific for France 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	2	<ul style="list-style-type: none"> Commit to specific, time-bound target to reduce the energy content 	<ul style="list-style-type: none"> Develop SMART targets to added sugars Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation or publish details of own system and alignment with an official nutrient profiling system
LABEL – Nutrition labelling	1		<ul style="list-style-type: none"> Support and commit to implement the Nutri-Score Provide clear and comprehensive nutritional information for all (own-brand) products, on a per 100g/ml basis Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system Disclose policy position regarding front-of-pack labelling
PROMO – Product and brand promotion	2	<ul style="list-style-type: none"> Commit to never run campaigns that are directly aimed at children under 12 years of age, regardless of the nutritional qualities of a product Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children 	<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 outside of schools where children gather using unhealthy brands/products 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 outside of schools Adopt an official nutrient profiling system to classify products for the purposes of product accessibility Disclose policy position on sugar-sweetened beverage taxes on the website and support some forms of taxation
RELAT – Relationships with other organisations	1	<ul style="list-style-type: none"> Publicly disclose supported professional organisations and active lifestyle programs 	<ul style="list-style-type: none"> Publicly disclose supported external research, nutrition education programs and involvement in public-private partnerships 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 on own website
OVERALL	2		<ul style="list-style-type: none"> Actively engage with the BIA-Obesity tool and process