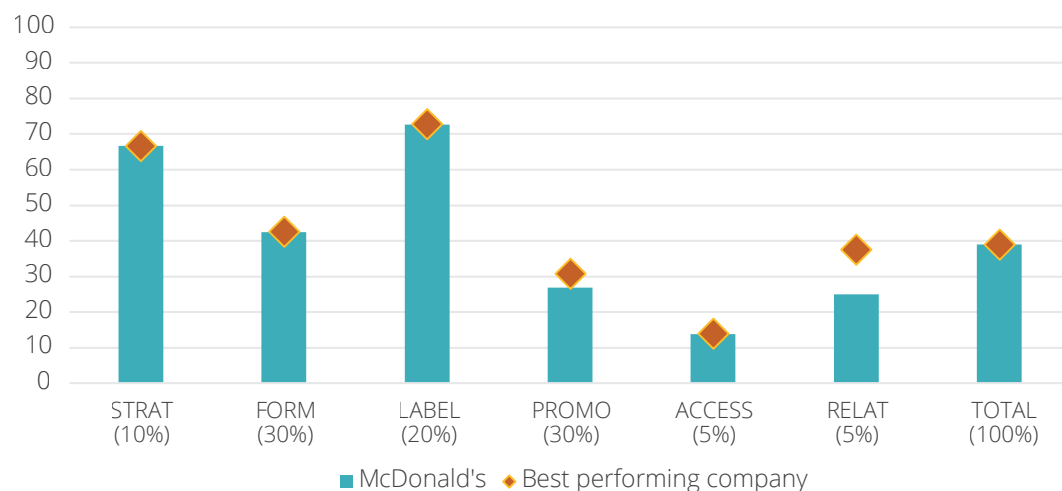


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

MCDONALD'S

Commitments *



Overall score: 39/100

Overall ranking: 1/7

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

* Survey not received on time - Assessment based on publically 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	11.2	2/5
% of food products within product portfolio with Nutri-Score E	15.0	4/5
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	84.3	3/5

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	3	<ul style="list-style-type: none"> Clear commitment to improve population nutrition and health and regular reporting on this commitment Include global SMART (specific, measurable, achievable, relevant and time bound) objectives and targets for Happy Meals 	<ul style="list-style-type: none"> Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within national nutrition strategy 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 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"> Globally commit to specific, time-bound targets to reduce salt, saturated fats, sugar and energy content of Happy Meals through the publicly available Global Happy Meal Nutrition Criteria. Progress in reformulating products is reported through the International Food & Beverage Alliance (IFBA). Action taken to improve the healthiness of oils used in frying foods. Information provided on the national company website. 	<ul style="list-style-type: none"> Commit to not use artificial trans-fat added to products Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes across the product portfolio of all meals Publish details of alignment Global Happy Meal Nutrition Criteria with an official nutrient profiling system Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation
LABEL – Nutrition labelling	3	<ul style="list-style-type: none"> Commit to disclose comprehensive nutrition information on in-store ordering machines and all packaging of permanent products Provide clear and comprehensive nutritional information for all products, on a per 100g/ml basis 	<ul style="list-style-type: none"> Commit to disclose nutrition information on menus Publish policy position on menu labelling
PROMO – Product and brand promotion	2	<ul style="list-style-type: none"> Signatory to the EU Pledge Commit to always include fruit or vegetables and drinks with no added sugars during Happy Meal advertising and on Happy Meal menu boards 	<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 Commit to not use marketing in settings where children gather outside of primary schools 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 model) to classify products for the purpose of promotion to children Commit to only advertise or display 'healthy' sides and 'healthy' drinks in children's combination meals in restaurants
ACCESS – Product accessibility	3	<ul style="list-style-type: none"> Healthy drink and side items are available for children's combination meals/non-children's combination meals at no extra cost 	<ul style="list-style-type: none"> Commit to address the price / affordability of healthier products relative to less healthy products Commit to limit the use of price promotions to healthy products Commit to not use price incentives such as supersizing Commit to not open new stores near schools 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"> Publicly disclose supported professional organisations and active lifestyle programs on national website 	<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
OVERALL	2		<ul style="list-style-type: none"> Actively engage with the BIA-Obesity tool and process

Tertile (3=score within top third of French companies, 1=score within lowest third of French companies)