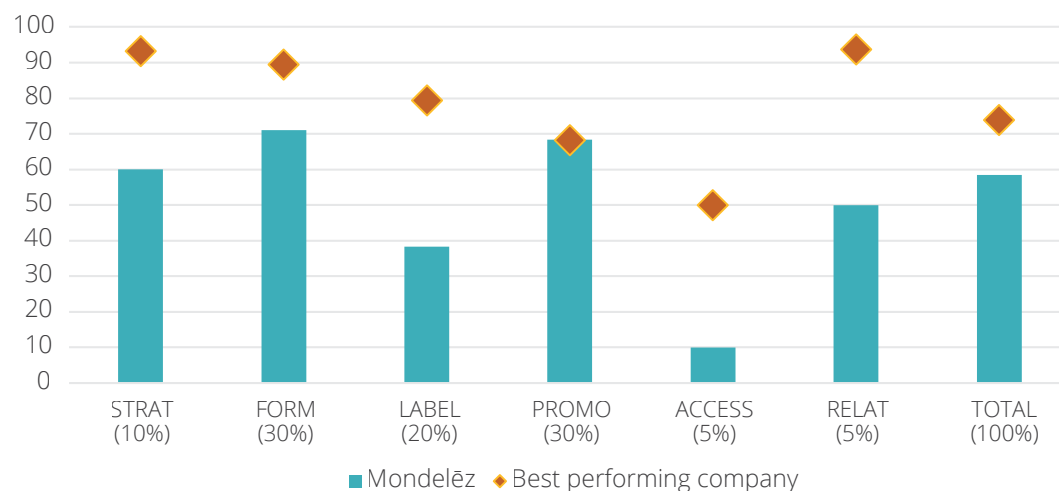


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

MONDELÉZ

Commitments *



Overall score: 58/100

Overall ranking: 5/20

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	E	
% 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	58.8	19/20
% of food products within product portfolio that are ultra-processed	92.7	16/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	99.8	18/20

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 and regular reporting on this commitment at the global level Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy Reference 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 Refer to relevant priorities in national or regional government policy documents e.g. 'le Programme national nutrition santé (PNNS) 	<ul style="list-style-type: none"> Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets Refer to relevant priorities in national or regional government policy documents e.g. 'le Programme national nutrition santé (PNNS)
FORM – Product formulation	3	<ul style="list-style-type: none"> Commit to specific, time-bound targets to reduce salt, saturated fats, sugar and energy content through publicly available Better Choices Nutrition Criteria. Publicly report on the progress in reducing nutrients of concern. No use of artificial trans-fat added to products 	<ul style="list-style-type: none"> Publish details of alignment Better Choices Nutrition Criteria with an official nutrient profiling system (i.e. Nutri-Score) Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation Disclose policy position regarding reformulation on own website
LABEL – Nutrition labelling	2	<ul style="list-style-type: none"> Provide comprehensive online nutritional information per serving for all products 	<ul style="list-style-type: none"> Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis Support of and commitment to implement the Nutri-Score on packaged food products 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	3	<ul style="list-style-type: none"> Signatory to the EU Pledge Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands 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. Commit to not use marketing in settings outside schools where children gather using unhealthy brands 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"> Commit to increase the proportion 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 outside of schools Adopt an official nutrient profiling system to classify products for the purposes of product accessibility Support the implementation of fiscal policies by the government 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	3	<ul style="list-style-type: none"> Public disclosure of information about supported professional organisations, external research, nutrition education programs and active lifestyle programs Published support for global and European 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 information about involvement in French public-private partnerships or statement of no activity within this area 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	3	<ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process 	

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