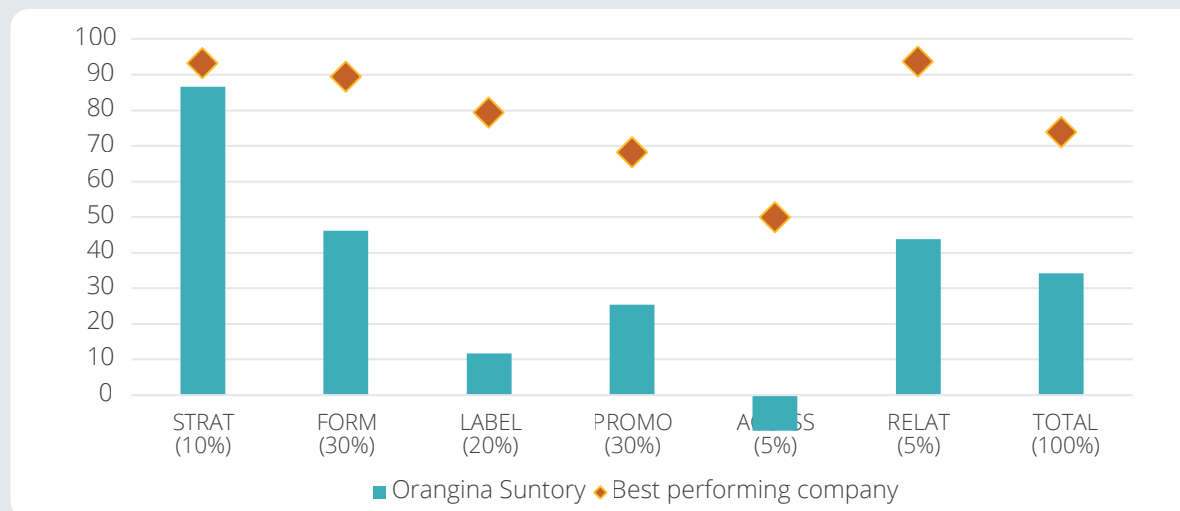


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

Commitments *



Overall score: 34/100

Overall ranking: 13/20

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 publicly available information only; Data collected till 31 December 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	D	
% 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	47.7	18/20
% of food products within product portfolio that are ultra-processed	91.2	15/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	96.4	14/20

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	3	<ul style="list-style-type: none"> Clear commitment to improve population nutrition and health and regular reporting on this commitment at the national level Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals 	<ul style="list-style-type: none"> 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 targets to reduce the sugar content of products. The company publicly reports on the progress in reducing the sugar content on the national and global company website. 	<ul style="list-style-type: none"> Commit to reduce portion sizes of single serve snacks and specific food categories, where this is appropriate Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation Disclose policy position regarding reformulation on website
LABEL – Nutrition labelling	1	<ul style="list-style-type: none"> Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis 	<ul style="list-style-type: none"> Support of and commitment to implement the Nutri-Score on packaged food products Disclose policy position regarding front-of-pack labelling 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"> Commitment to compliance with the charte CSA/UDA/ANIA and FAIRe program Marketing policy in place for children under 12 years that covers a range of media, including television and third-party internet sites where the audience is predominantly 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 a proportion of population watching Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands Commit to not use marketing in settings where children gather using unhealthy brands 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 nutrient profile model) to classify products for the purpose of promotion to children
ACCESS – Product accessibility	1	<ul style="list-style-type: none"> Commit to increase the number 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 Adopt an official nutrient profiling system to classify products for the purposes of product accessibility Disclose policy position on sugar-sweetened beverage taxes on own website
RELAT – Relationships with other organisations	2	<ul style="list-style-type: none"> Publicly disclose nationally supported professional organisations, nutrition education programs and active lifestyle programs 	<ul style="list-style-type: none"> Publicly disclose information about involvement in public-private partnerships Publish support for 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