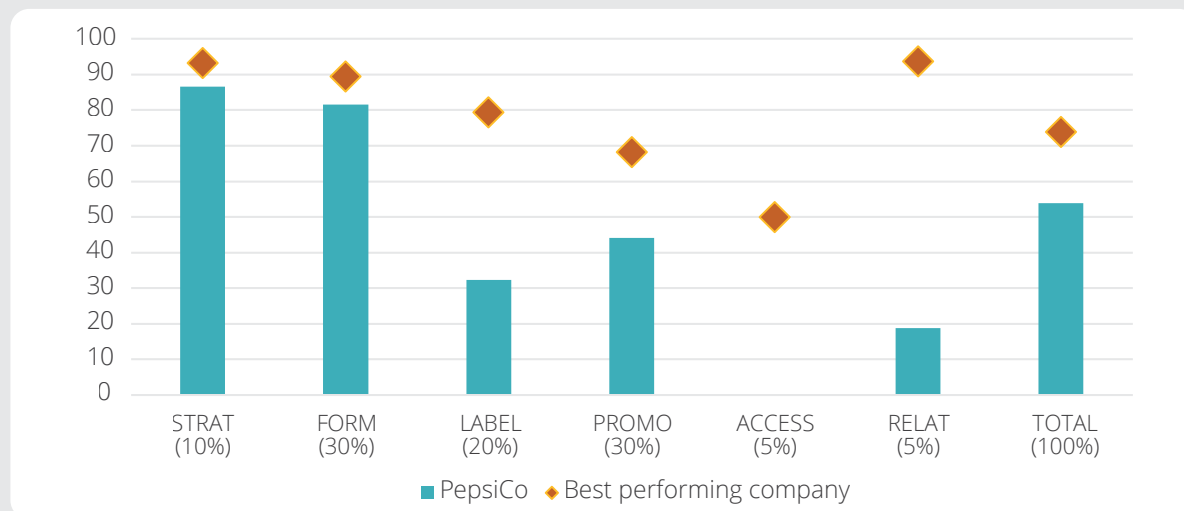


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

PEPSICO

Commitments *



Overall score: 54/100

Overall ranking: 6/20

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	C	
% of food products within product portfolio with Nutri-Score A	3.5	12/20
% of food products within product portfolio with Nutri-Score E	8.6	11/20
% of food products within product portfolio that are ultra-processed	80.0	11/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	92.7	10/20

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 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 Reference to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals 	<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"> Globally commit to specific, time-bound targets to reduce salt, saturated fats and sugar through the publicly available PepsiCo Nutrition Criteria. The company publicly reports on its progress in reformulating products on the national company website and through the International Food & Beverage Alliance (IFBA). No use of artificial trans-fat added to products Disclose policy position regarding reformulation on website 	<ul style="list-style-type: none"> Commit to reduce portion sizes of single serve snacks and specific food categories, where this is appropriate Publish details of alignment PepsiCo Nutrition Criteria with an official nutrient profiling system Publicly 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"> Support of and commitment to implement the Nutri-Score Provide comprehensive nutritional information per 100g/ml for some brands/products 	<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	3	<ul style="list-style-type: none"> Signatory to the EU Pledge and accord collectif PNA/BRSA Marketing policy in place for children under 12 years that covers a range of media, including television, radio, print, cinema and third-party internet sites where the audience is predominantly children. The company will not use popular personalities or licensed characters in advertising primarily directed to children under 12 years 	<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 by 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 Commit to not use marketing in settings where children gather using unhealthy brands Commit to not use premium offers (e.g., promotional toys, games, vouchers and competitions) in marketing of unhealthy brands/products for children Independently audit compliance with marketing policies on a national level Adopt an official nutrient profiling system to classify products for the purpose of marketing to children (e.g. WHO nutrient profiling system, EU-Pledge criteria)
ACCESS – Product accessibility	1	<ul style="list-style-type: none"> Generally commit to increase the proportion of healthy products within the portfolio Disclose policy position on fiscal policies 	<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 (i.e. Nutri-Score) to classify products for the purposes of product accessibility Support the implementation of fiscal policies by 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	1	<ul style="list-style-type: none"> Public disclosure of supported professional organisations Publish 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"> Disclose supported external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships Publish support for 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	3	<ul style="list-style-type: none"> Active 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)