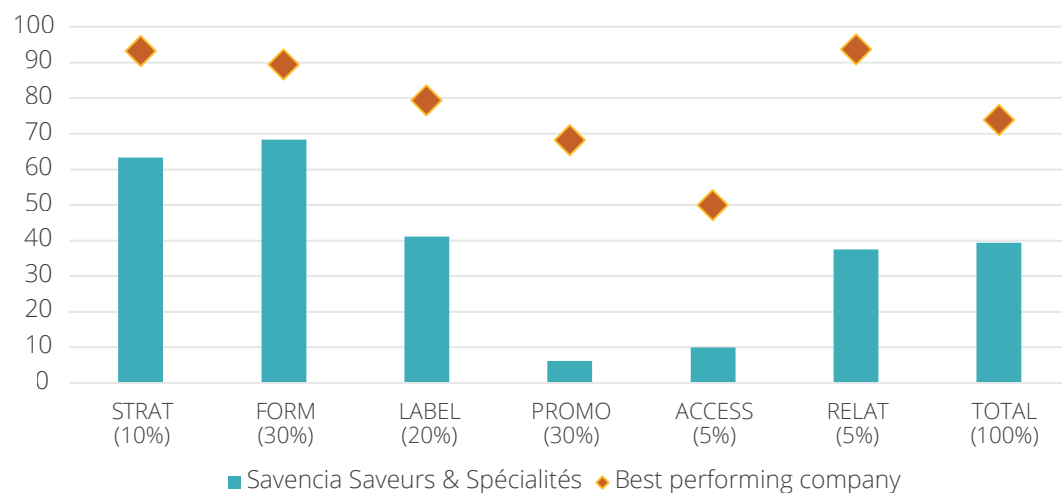


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

Commitments *



Overall score: 39/100

Overall ranking: 12/20

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	D	
% of food products within product portfolio with Nutri-Score A	0.9	14/20
% of food products within product portfolio with Nutri-Score E	22.2	15/20
% of food products within product portfolio that are ultra-processed	40.5	6/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	98.8	15/20

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 • 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 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 • Regularly report on progress towards improving population nutrition, including progress on objectives and targets specific to France
FORM – Product formulation	3	<ul style="list-style-type: none"> • Commit to specific, time-bound targets to reduce salt, saturated fats and sugar • 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 • Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation or publish details of alignment own system with an official nutrient profiling system
LABEL – Nutrition labelling	3	<ul style="list-style-type: none"> • Provide clear and comprehensive nutritional information for all products, both per portion and on a 100g/ml basis • Support of and commitment to implement the Nutri-Score on some food categories (e.g. Coraya) • Disclose policy position regarding front-of-pack labelling 	<ul style="list-style-type: none"> • Support of and commitment to implement the Nutri-Score across the complete product portfolio • 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"> • Commit to align, as much as possible, the nutritional composition of products targeting children, on the thresholds provided by the WHO nutrient profiling system 	<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 sponsor children's sporting, cultural or other activities using unhealthy brands/products • Commit to not use marketing in settings where children gather using unhealthy brands/products • Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children • 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	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 • 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	2	<ul style="list-style-type: none"> • Publicly disclose supported external research, nutrition education programs and involvement in public-private partnerships on the global website 	<ul style="list-style-type: none"> • Publicly disclose supported professional organisations and active lifestyle programs • Publicly disclose involvement in public-private partnerships on own website • 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 engaged with the BIA-Obesity tool and process 	