

*FRAMEWORK CONTRACT: EVALUATION IMPACT ASSESSMENT AND
RELATED SERVICES - LOT 1: PUBLIC HEALTH*

Monitoring the EU Platform on Diet, Physical Activity and Health



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Prepared by:

John Griffiths

Cristina Vladu

Emma George



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In the period since the establishment of the EU Platform on Diet, Physical Activity and Health in 2006 more than 300 individual commitments have been implemented and each year a report is developed describing the activities undertaken by the Platform Members and described by them in their monitoring reports.

This Annual Report is the sixth such report and it presents information on the extensive range of activities undertaken within the commitments in 2012. This Annual Report summarises the activities and achievements of the Platform during 2012 and comments on how members of the Platform have monitored the progress of their commitments.

An overview of the public health and economic consequences of obesity and overweight in Europe together with details of the process used to compile this report are provided in Chapter 1. The activities of the Platform in 2012 set against policy directions plus a description of the meetings of the Platform and the joint meeting are set out in Chapter 2. Chapter 3 focuses on a review of the Platform commitments for 2012 by status (new/active/complete/discontinued) and Chapter 4 provides a review of the commitments by field of action. Conclusions and recommendations for further enhancement of the reporting of Platform activities are to be found in Chapter 5.

It is very encouraging to note that of the 124 commitments that were active in 2012 and for which a monitoring report was received, 21 are new commitments, commenced in 2012. This indicates a high level of development and innovation within the commitment process. In addition 5 commitments were completed in 2012 and 9 were discontinued.

Once again active commitments were to be found in all fields of action, and each target group is covered by at least one new commitment as well as by many on-going commitments. 71 of the commitments in 2012 were active across Europe, while 44 were active at a national level and 9 were regionally based. Education and lifestyle modification commitments were the most frequent, comprising some 32% of the total commitments. Of note is that partnerships were involved in the development and delivery of 74 of the 124 commitments in 2012.

Four Platform Meetings were held in 2012 and these provided an important opportunity for the sharing of information, good practice and experience. Among the keynote presentation was one provided by Dr João Breda, of the Nutrition, Physical Activity and Obesity Programme, Division of Non-communicable Diseases and Health Promotion at WHO Euro, who shared concern with the phenomena of overweight and obesity in European children. Dr Breda described the European Childhood Obesity Surveillance Initiative (COSI), a project which will measure overweight and obesity in a standardised way. Data gathering rounds in 2007-2008 and 2009-2010 have shown similar worrying trends with higher geographical distribution for overweight and obesity in countries in the south of Europe such as Italy, Portugal and Slovenia. Dr Breda notes the need to expand the initiative to more countries as well as to other age groups (i.e. adolescents).

In other plenary presentations attention was focused on audio visual marketing to children. Mrs Anne Deltour, DG INFSO, Audiovisual and Media Policies Unit brought to the attention of the Platform members Article 33 of the Audiovisual Media Service Directive (AVMSD) - Directive 2010/13/EU, informing them of the planned assessment of the Directive. This assessment will focus on the issue of television advertising accompanying or included in children's programmes, and in particular on whether or not the quantitative and qualitative rules contained in the Directive have ensured an appropriate level of protection.

Salt reduction is one example of policy success through the definition of the salt reduction framework and its implementation at the level of the Member States. Lessons learnt from this policy development are being applied to other nutrients. The Platform members were informed of the decision of the High Level Group (HLG) to work towards defining benchmarks for saturated fat and dairy and meat products (5% reduction for saturated fat over the next 4 years with a further 5% reduction subsequently). Some Member States have already chosen to focus on certain food groups.

The Platform meeting of 9th February was mainly focused on the issues of food reformulation. A number of new initiatives or on-going commitments were presented. An overview of the survey on EU Community Based Initiatives (CBIs) to reduce childhood obesity, commissioned by DG SANCO in 2010 and carried out in collaboration with WHO Europe was provided by the Dutch National Institute for Public Health and the Environment, Centre for Prevention and Health Services Research.

The Platform meeting of 24th May addressed the topic of Consumer Information, including labelling. A series of presentations was made by Platform Members on projects in which they were involved. The 20th September meeting covered the issues of Education and physical activity and the 14th November meeting had advocacy and information exchange as its topic for consideration.

The joint meeting with the High Level Group took place on 14th November. The Director General for Health and Consumer Affairs, Paola Testori Coggi, addressed the meeting, acknowledging the significant progress that has been achieved in the areas of food reformulation (such as the approval of the Salt Reduction Framework); responsible advertising and promotion of physical activity. However the Director General reminded the meeting that obesity remains a huge public health problem and that obesity rates in children continue to increase with the exception of one Member State, noting that in this context, the policy directions to be followed in the near future are of major importance.

The main conclusions of the 2013 Annual report highlight the progress and developmental features being seen in each of the activity areas. Attention is also drawn to the importance of engaging policy makers in the commitments where this is appropriate and special mention is made of the need to consider refining the way that information is presented in the monitoring reports so that greater quantitative assessment of inputs, outputs and outcomes can be made.

After seven years of implementing actions to promote healthier lifestyles and environments, in accordance with the EU Strategy on Nutrition, Overweight and Obesity-related Health Issues, we are now at a critical juncture where we must take stock of the progress we have made.

Overall, the evaluation of the Strategy supports its continuation and implementation of its related instruments, including the EU Platform for Action on Diet, Physical Activity, and Health.

Over time, the Platform has successfully brought together stakeholders to generate concrete actions and facilitate exchanges of good-practice with national governments. We have close to 300 commitments – covering a wide range of activities.

The 2013 Annual Platform report examines a total of 124 commitments which submitted a monitoring report for 2012. I am pleased to note that 21 were new commitments introduced in 2012.

This year the Commission has also published a special overview of the Platform commitments covering the period 2006 – 2012. The report analyses the development, actions, and achievements of the EU Platform over seven years of activity. The key learning points gained by the Platform so far show that the most targeted area of activity has been ‘Education’ (with the exception of 2008). The number of ‘Reformulation’ commitments has increased year after year and the number of ‘Physical activity’ commitments has fallen slightly year by year, but showed a slight increase in 2012.

At the 2013 Joint meeting of the Platform and the High Level Group, Commissioner Borg advised the Platform members to reinforce actions – especially in the areas of reformulation and advertising to children, but monitoring and reporting of commitments also needs to be strengthened.

The current report has also highlighted the need to consider refining the way that information is presented in monitoring reports, so that greater quantitative assessment of inputs, outputs and outcomes can be made. I am, therefore, pleased that the plenary of the Platform meeting in June agreed to focus on this through a working group on monitoring and reporting.

We have made significant progress since the Platform was established in 2005, and I warmly thank all the members of the Platform and the High Level Group for all efforts made up to the present. I firmly believe that more can be done to reduce the increasing rates of obesity, and I call for your continued dedication and commitment to this collaborative effort.

John F. Ryan

Acting Director, Public Health - Chair of the Platform for Action on Diet, Physical Activity and Health

DEFINITION OF KEY TERMS

Commitment	To become a member of the EU Platform on Diet, Physical Activity and Health, an organisation must undertake a 'commitment'. These commitments are promises to take action to achieve a particular goal that advances the Platform's aims.
Platform member	Platform members are umbrella organisations operating at the European level that have agreed to monitor and evaluate the performance of their commitments in a transparent, participative and accountable way, as set out in the Platform's Monitoring Framework ¹ .
Commitment holder	The commitment holder for a given commitment can either be the same as the Platform member for that commitment or a different organisation. As all member organisations of the Platform are umbrella organisations operating at the European level, they each encompass many member organisations in a given sector. A Platform member may submit commitments that encompass all of their members, or one or more of their individual members may submit their own commitment under their umbrella organisation's membership of the Platform. In the latter cases, the Platform member for a commitment would be the umbrella organisation and the commitment holder would be the one or more of its members submitting the commitment.
Monitoring report / commitment form	<p>In order to monitor the progress of their commitments, each year Platform members/commitment holders are requested to submit a monitoring report for each commitment they make.</p> <p>These monitoring reports are organised into sections that enable Platform members to state the 'objectives' of their commitment, 'inputs, 'outputs', 'outcomes', 'means of verification', and so on.</p>
Achievements of the Platform	The term 'achievement' is used throughout this report to refer to the outputs and outcomes of the different commitments. The description of these 'achievements' is based entirely on the information reported by commitment holders in their monitoring reports and does not constitute an assessment of the effectiveness of commitments or their activities in reducing obesity, improving diet and/or increasing physical activity among the different target groups of these commitments.

¹ The Platform's Monitoring Framework is available online:
http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/docs/eu_platform_mon-framework_en.pdf

ABBREVIATIONS

ACT	Association of Commercial Television in Europe
AREFLH	Fruit Vegetable and Horticultural European Regions Assembly
ASA	Amateur Swimming Association
BEUC	European Consumer's Organisation
BMI	Body Mass Index
CAP	Common Agricultural Policy
CCPR	Central Council of Physical Recreation
CEEREAL	European Breakfast Cereal Association
CESS	Confédération Européenne Sport Santé
COFACE	Family Associations
COPA-COGECA	Agricultural Organisations and Cooperatives
CPME	Standing Committee of European Doctors
DAFC	Danish Agriculture and Food Council
DIET(S)	Dieticians Improving Education and Training (Standards)
DPF	Diabetes Prevention Forum
EACA	European Association of Communications Agencies
EACEA	Education, Audiovisual and Culture Executive Agency
EASO	European Association for the Study of Obesity
ECF	European Cyclist Federation
ECSS	European College of Sport Science
EFAD	European Federation of the Associations of Dietitians
EFFAT	European Federation of Trade Unions in the Food, Agricultural and Tourism Sectors
EFSA	European Food Safety Authority
EGTA	European Group of Television Advertising
EHFA	European Health and Fitness Association
EHN	European Heart Network
EMRA	European Modern Restaurants Association
ENGSO	European Non-Governmental Sports Organisation
EPHA	European Public Health Alliance
ESA	European Snacks Association
ESPGHAN	European Society of Paediatric Gastroenterology, Hepatology and Nutrition
EUFIC	European Food Information Council
EuroCoop	European Community of Consumer Cooperatives
EVA	European Vending Association
FEPI	Federation of the European Play Industry
FERCO	European Federation of Contracting Catering Organisations
FEVIA	Belgian Federation of the Food and Drink Industry
FoodDrinkEurope	Until 2011 the Confederation of the Food and Drink Industries of the EU (CIAA)

FOP	Front of Pack
Freshfel	European Fresh Produce Association
GDA	Guideline Daily Amounts
GP	General Practitioner
HDE	German Retailers' Association
HLG	High Level Group
IASO	International Association for the Study of Obesity
IBFAN	International Baby Food Action Network
IDF	International Diabetes Federation
IOTF	Diabetes prevention
ISCA	International Sport and Culture Association
JEP	Jury for Ethical Practice in Advertising
JOGG	Jongeren Op Gezond Gewicht
KIM's	Danish brand name that manufactures crisps. Forms part of the Chips Group
KPIs	Key Performance Indicators
MEPs	Members of the European Parliament
NUBEL	Nutrition Belgium
PCM	Policy Coordination Meeting
PPP	Public-Private Partnerships
SFA	Saturated Fats
SFS	School Fruit Scheme
UNESDA	Union of European Beverages Association
WFA	World Federation of Advertisers
YHCP	Youth Health Care Professionals
YIA	Young Investigators Award

1.1 The purpose of this report

The European Union is facing a major public health challenge created by rising levels of overweight (BMI 25-29.9 kg/m²) and obesity (BMI =>30 kg/m²). The IASO report on overweight and obesity in the EU27 published in July 2008 revealed a situation of great concern, namely that it was estimated that almost 36% of adults were overweight and just over 17% were obese, presenting a total of 53% of the EU27 population being either overweight or obese. In total over 113 million male adults and over 98 million female adults were estimated to be either overweight or obese².

This situation has not lessened in the intervening years, and the public health consequences, societal costs, the impact on European workplaces and communities and the loss of quality and quantity of life will be significant if current trends are not challenged and reversed.

The European Health Burden caused by obesity and overweight is considerable with a range of illnesses and conditions being linked to them. These include *'psychosocial dysfunction, obstructive sleep apnea, and osteoarthritis can be a direct result of increased fat mass. Other diseases associated with obesity result from the metabolic consequences of enlarged fat cells. Diabetes, gallbladder stones, high blood pressure, liver disease, coronary artery disease, cerebrovascular disease, certain types of cancers, and infertility can all be traced in part to the increased secretion of inflammatory and coagulation molecules from fat cells. Finally, obesity also increases overall mortality'*³.

In a literature review published in the European Journal of Epidemiology in August 2008, Muller-Riemenschneider et al. noted that *'obesity related healthcare burdens of up to 10.4 billion euros were found in studies investigating 10 Western European Countries. Reported relative economic burdens ranged from 0.09% to 0.61% of each country's gross domestic product (GDP)'*⁴.

The inference that can be drawn from these and other reports is that the increasing prevalence of overweight and obesity is adding to health care costs across the European Union. However, much of the disease burden of overweight and obesity can be experienced by people of working age with consequent impact on employment and productivity. This impact on workability is noted in a French study that examines the impact of developing diabetes mellitus on sickness absence. The authors report that *'the mean number of sickness absence days was persistently higher in participants with diabetes compared with those without diabetes. This difference increased from 16.4 days (95% confidence interval 7.2-25.5) during the 5-year period preceding diabetes onset to 28.5 days (95% CI 16.1-40.9) during the following 5-year period (P = 0.04)'*⁵.

Given that diabetes is but one of a number of conditions in which overweight and obesity can be contributory factors, the likely employment related costs associated with a working aged population in which significant numbers are overweight and obese are considerable – and the overall effect is to make European organisations less competitive at a time when the global market requires greater levels of productivity and performance.

² Reference: http://www.iaso.org/site_media/uploads/v2PDFforwebsiteEU27.pdf

³ J La State Med Soc. 2005 Jan; 157 Spec No 1:S42-9; quiz 49. Obesity related morbidity and mortality. Bellanger TM, Bray GA

⁴ European Journal of Epidemiology, August 2008, Volume 23, Issue 8, pp 499-509; Health-economic burden of obesity in Europe; Falk Müller-Riemenschneider, Thomas Reinhold, Anne Berghöfer, Stefan N. Willich

⁵ Diabet Med. 2013 May; 30(5): 549-56. doi: 10.1111/dme.12076. Epub 2013 Feb 28. Impact of diabetes mellitus onset on sickness absence from work - a 15-year follow-up of the GAZEL Occupational Cohort Study. Dray-Spira R, Herquelot E, Bonenfant S, Guéguen A, Melchior M.

A further consequence of an increasingly overweight and obese population is the burden borne by society as a whole. This includes the need for higher levels of welfare support (increased disability and benefit claims), social effects (including prejudice and discrimination) and increased pressure on health services.

Of particular importance is the growing number of children and adolescents who are becoming overweight and obese. The short, medium and long term consequences for their physical and emotional health, their employment prospects and quality of life are all compromised. In turn the societal costs associated with this group of overweight and obese young people are potentially very significant.

In response to the growing problem of overweight and obesity, the European Commission established a “Network on Nutrition and Physical Activity” in 2003. The network consisted of experts nominated by the Member States, the WHO and representatives of consumer and health NGOs. It had the objective of stimulating discussion and providing suggestions on the development of an EU strategy on obesity. In 2004-2005, the Commission convened an ‘Obesity Roundtable’ – in which Member States, the WHO, key NGOs and economic operators explored different aspects of the problem and established a general consensus on the main drivers of overweight and obesity in Europe.

In 2005, and based on this preliminary work, the Commission set up the “EU Platform on Diet, Physical Activity and Health”, aiming to contribute to containing or reversing the current trends by developing best practices and encouraging voluntary actions in the fields of consumer information, labelling, advertising, marketing, advocacy, food composition, education, promotion of healthy nutrition and physical activity.

As an important element of the European Commission’s overall strategy on nutrition and physical activity, the Platform brings together food manufacturers, retailers, the catering industry, advertisers, consumer and health NGOs, health professionals and public authorities, serving as a Europe-wide catalyst of multi-sectoral actions and as a resource base through which good practices can be rapidly disseminated and replicated.

The Platform seeks to foster a mutual understanding of the challenges of obesity and diet-related chronic diseases, to jointly develop and test effective tools to mitigate the obesity challenge, to integrate and mainstream responses to these challenges into the wider range of EU policy areas (such as agriculture, environment, sports, education and research) and to contribute to the future development of fields of action. Complementing other initiatives at Member State level, the Platform’s work process includes an open and informal discursive examination of how binding commitment tackling the obesity epidemic and addressing diet-related chronic diseases may be achieved, and where:

- plans to contribute concretely to the pursuit of healthy nutrition, physical activity and the fight against obesity can be discussed;
- outcomes and experience from actors’ performance can be reported and reviewed, so that over time better evidence on Best Practice is assembled and more clearly defined.

In the period since the establishment of the Platform on Diet, Physical Activity and Health in 2006 more than 300 individual commitments have been implemented. This report presents information on the extensive range of activities undertaken within the 124 monitored commitments in 2012. The Report is based on information provided by the Platform Members themselves.

1.2 The reporting process

Platform members complete a report template for each platform activity for which they are responsible. Members have two months (from the 1st December to 31st January) to submit their monitoring report. The same template is used to structure each report and, in completing the template, respondents are asked to

provide, in addition to standard pieces of information such as the duration of the commitments and a summary of the activity etc., detailed information on the following:

- The annual objectives,
- Input indicators,
- Process output indicators,
- Outcome impact indicators and
- Other Comments.

Once submitted, the reports are given an initial review and any uncertainties or inconsistencies that have been highlighted are clarified. Once this is complete, the information for the year in question is uploaded to the public database. At this time all the monitoring reports are collated into one document and this is forwarded to those with the responsibility for undertaking a more detailed review.

This detailed review takes the form of a qualitative assessment and distillation of the information contained in each of the members' reports. A spreadsheet is compiled enabling the information needed to complete the Annual Report to be accessed in a straightforward manner, although reference is frequently made to the original reports in the development of the Annual Report.

The 2013 Annual Report of the Platform's achievements is derived from IBF's analysis of the 124 monitoring forms submitted by the Platform members.

1.3 Structure of the report

Chapter 2 provides an overview of the activities of the Platform in 2012, including the Platform meetings and the meeting with the High Level Group. The very large amount of information that has been collected as part of the reporting process can be grouped in a variety of ways. These include by activity status, by field of action and by target audience. A review of the Platform commitments by activity status is provided in Chapter 3 of the report. This Chapter provides information on the following:

- New commitments - commitments commenced in the reporting period,
- Active/Continuing commitments - commitments commenced in a previous year which are still on-going,
- Completed commitments - commitments completed within the reporting period,
- Discontinued commitments - commitments discontinued in the reporting period.

Chapter 4 provides a review of the Platform commitments for 2012 by field of action, using the six fields of action adopted by the Platform as a structure. These six fields of action are:

- Marketing and advertising.
- Composition of foods (reformulation), availability of healthy food options, portion sizes,
- Consumer information including labelling,
- Education including lifestyle modification,
- Physical activity promotion,
- Information exchange and advocacy.

Information on target audience is also to be found in Chapter 4, and is based on the eleven subgroups identified by the Platform, namely:

- The general public,
- Children and adolescents,
- Employees,

- Health professionals,
- Industry,
- Parents,
- Educators,
- Policymakers,
- Local community,
- Special groups
- Senior citizens

A commentary on the overall presentation and quality of the monitoring is found in Chapter 5.

1.4 Sequence of previous reports

Since its inception the EU Platform on Diet, Physical Activity and Health has produced a series of reports, beginning in 2006 with the Monitoring Framework followed by the First Monitoring Report. In 2007 the Second Monitoring Report was published and 2008 saw the publication of the first of the Annual Reports. The 2013 Report is therefore the sixth report in this series. More information regarding the “EU Platform on Diet, Physical Activity and Health” is available on the Directorate General Health and Consumers’ section of the European Commission website:

http://ec.europa.eu/health/nutrition_physical_activity/platform/index_en.htm

1.5 Membership update and list of platform members

During 2012 there were 33 members of the Platform. This included one new member (ER - WCPT) and one member with discontinued membership (The Federation of the European Play Industry - FEPI). A full list of Platform members is shown in Table 1 below. In addition to the official membership, the WHO, EU Presidencies, the European Parliament, the European Committee of Regions, the European Economic and Social Committee, Member States, the European Food Safety Agency, have observer status at the Platform. Further information, including a contact person for each organisation, is available at:

http://ec.europa.eu/health/nutrition_physical_activity/docs/platform_members.pdf

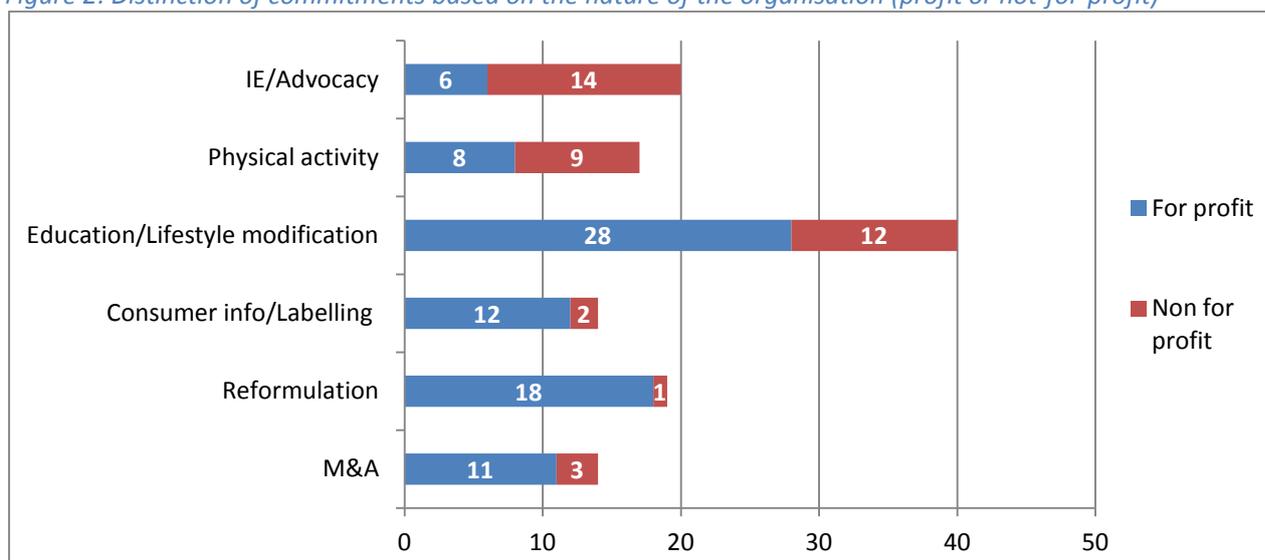
Figure 1: List of Platform members for 2012

1.	ACT – Association of Commercial Television
2.	AREFHL – Fruit Vegetable and Horticultural Producers European Regions
3.	BEUC – European Consumers’ Organisation
4.	CESS – Confédération Européenne Sport et Santé
5.	COFACE – Confédération des Organisations Familiales de la Communauté Européenne
6.	COPA-COGECA – Agricultural Organisations and Cooperatives.
7.	CPME – Standing Committee of European Doctors
8.	EACA – European Association of Communications Agencies
9.	EASO – European Association for the Study of Obesity
10.	ECF – European Cyclists' Federation
11.	EFAD – European Federation of the Associations of Dietitians
12.	EGTA – Association of TV and Radio Sales houses
13.	EHFA – European Health and Fitness Association
14.	EHN – European Heart Network
15.	EMRA – European Modern Restaurants Association
15.	ENGSO – European Non-Governmental Sports Organisation
17.	ER – WCPT – European Region of the World Confederation for Physical Therapy

18.	EPHA – European Public Health Alliance
19.	ESPGHAN –European Society of Paediatric Gastroenterology, Hepatology and Nutrition
20.	EUFIC – European Food Information Council
21.	EuroCommerce
22.	EuroCoop
23.	EuroHealthNet– a not for-profit network of European public health agencies
24.	EUROPREV –European Network for Prevention and Health Promotion in Family Medicine and General Practice
25.	EVA – European Vending Association
26.	FERCO – European Federation of Contracting Catering Organisations
27.	FoodDrinkEurope (formerly CIAA)
28.	Freshfel Europe
29.	IBFAN –International Baby Food Action Network
30.	IDF Europe – The International Diabetes Federation –European Region
31.	IOTF – International Obesity Task Force
32.	ISCA –International Sport and Culture Association
33.	WFA – World Federation of Advertisers

Of the 124 monitored commitments, 83 are for profit organisations and 41 are not for profit organisations. The nature of the Platform Member by area of activity and profit orientation is shown below. However some care needs to be taken in the understanding of the term ‘not for profit’ within the context of this report. Here the term is used generically and covers a variety of organisational types. While these organisations have not been established to make a ‘profit’, their core funding and support can come from a variety of sources. More specifically “for profit” covers all Industry interest organisations (including advertising and sport) even if they are associations while “non for profit” refers to all health, consumers, sports organisation and information that are not making profit whatever their financial contributors are. Examples demonstrating this variation include: IBFAN & EPHA who have strict policies that prohibit taking any money from the commercial sector and EUFIC ‘a non-profit organisation supported by companies of the European food and drinks industries’.

Figure 2: Distinction of commitments based on the nature of the organisation (profit or not-for-profit)



2.1 Policy Directions in Platform meetings

The Chair of the Platform meetings during 2012 has been Mrs Despina Spanou, Principal Advisor for Policy and Communication Coordination (now Director for Consumer Affairs), DG SANCO and the Co-Chair has been Mr. Philippe Roux, Acting Head of Unit (now Head of Unit), Health Determinants, DG SANCO.

The EU Platform on Diet, Physical Activity and Health has proved to be an important forum for the exchange of information and debates related to several policy areas such as monitoring the threat of obesity, audiovisual marketing to children, salt and other nutrients reduction, etc. The 2012 Platform meetings addressed all these relevant policy areas.

Obesity continues to be an increasing threat and hence needs closer surveillance. The WHO, through Dr João Breda (Nutrition, Physical Activity and Obesity Programme, Division of Non-communicable Diseases and Health Promotion) presented concerns over the phenomena of overweight and obesity and the attempts to measure it in a standardised way by implementing the European Childhood Obesity Surveillance Initiative (COSI). Dr. Breda presented this initiative that aims to bring about a standardised measurement of overweight and obesity (weight and height validated by WHO) in primary school children (6-9 years) in the WHO European Region (17 EU Member States). Data gathering rounds in 2007-2008 and 2009-2010 have shown similar worrying trends with a larger geographical distribution for overweight and obesity in countries in the south of Europe such as Italy, Portugal and Slovenia. WHO concluded by underlining the need to expand the initiative to more countries as well as to other age groups (i.e. adolescents).

Audiovisual marketing to children, whilst the target of attempts at regulation for several years, continues to be an intensely debated issue. Efforts are being made to develop more effective regulatory tools. Mrs Anne Deltour (DG INFOS, Audiovisual and Media Policies Unit) brought to the attention of Platform members the Article 33 of the Audiovisual Media Service Directive (AVMSD) - Directive 2010/13/EU, informing that an assessment of the Directive is on its way. The assessment focuses on the issue of television advertising accompanying or included in children's programmes, and in particular to whether the quantitative and qualitative rules contained in this Directive have ensured an appropriate level of protection. The assessment also looks at the impact of the recent technological developments in the field of audiovisual media services and hence may propose possible adjustments to the Directive.

Moreover, during the May 24th Platform Meeting, Mrs Deltour (DG INFOS, Audiovisual and Media Policies Unit) presented the AVMS implementation report on the "Audiovisual Media Service Directive" covering the period 2009-2010. The report highlights the need for additional efforts to define codes of conduct on inappropriate commercial communications for food high in fat, salt or sugar targeting children as well as the need to develop a definition of stricter age and audience thresholds for advertising and marketing to children. Although no specific initiative has been launched, the European Commission is encouraging an increased participation in the EU Pledge.

Salt reduction is one example of policy success through the definition of the salt reduction framework and its implementation at the level of the Member States. Lessons learnt from this policy development are being applied to other nutrients.

The Platform members were informed about the joint agreement of the High Level Group (HLG) for working towards defining benchmarks for saturated fat and dairy and meat products (5% reduction for saturated fat over the next 4 years until 2016 and with a further 5% reduction within 2020). Some Member States have already chosen to focus on specific food groups.

Platform members were informed about the policy discussions held within the High Level Group on national food and beverages taxation initiatives. As the exercise to monitor the impact of food tax measures on health is a complex one, there is a need for further development in the above field before this may be the subject for specific harmonised EU legislative provisions (i.e. follow up of national developments such as the Ireland health impact assessment, need for identification of monitoring tools and outcomes of these measures).

Effective provision of fruits through the Fruit School Scheme MS (http://ec.europa.eu/agriculture/sfs/documents/leaflet_en.pdf) as a collaborative policy between DG AGRI, DG SANCO and 24 EU Member States is a highly successful policy. During the September 20th Platform meeting, Andreas Kolodziejak (DG AGRI) shared with participants the methodology and process of the School Fruit Scheme evaluation. The evaluation describes the implementation of School Fruit Schemes in the 24 EU Member States that took part in the Scheme and assesses the impact of the Scheme on the eating habits of the children. The EU School Fruit Scheme has benefitted more than 8 million children in 2010/2011.

2.2 Platform Meetings 2012

2.2.1 February 9th – Plenary Meeting on Food Reformulation

The Platform meeting of 9th February was mainly focused on the issues of food reformulation. A number of new initiatives and on-going commitments were presented. An overview of the survey on EU Community-Based Initiatives (CBIs) to reduce childhood obesity which was commissioned by DG SANCO in 2010 and carried out with the collaboration of WHO Europe was provided by the Dutch National Institute for Public Health and the Environment, Centre for Prevention and Health Services Research. The survey applied amongst other instruments, WHO inclusion criteria aiming to assess the involvement of the target population at local level as well as the integrated and inter-sectoral collaboration. Schools and local neighbourhoods have proven to be the main settings for action for targeting youth up to 18 years old. Best practices tools within CBIs have been documented and represent the basis of the study's policy recommendations. Identified best practices are to be included in the NOPA database.

Dr Aurelia Santoro presented the NU-AGE project supported by the 7th Framework Programme of the European Commission, under the Food, Agriculture and Fisheries and Biotechnology Theme. The 5 year project will give insight into understanding the role of a whole diet approach for the elderly on counteracting age-related decline. The specific objectives of the project are: to create a new food pyramid for the over 65 EU population; to contribute to dietary standards, recommendations and food-based guidelines for the EU elderly; and to design industrially driven fortified foods, specifically aiming to postpone ageing decline. Research and analysis, followed by in-depth socio-economic survey on food choices and preferences of old people will be translated in industrial products (e.g. food prototypes, specific food designs). Technology transfer and dissemination is also an important part. Two members of the Platform are involved in the NU-AGE project: EUFIC is responsible for dissemination and consumer research, and FoodDrinkEurope is responsible for reporting on the existing EU legislation and drafting policy recommendations, in addition to dealing with the economic and knowledge transfer aspects of the project.

IBF gave an overview of the reformulation commitments; there are 23 Platform reformulation commitments mainly focusing on salt, fat and sugar reduction. The main development needed is the standardisation of reporting in order to allow for change to be properly highlighted.

The German Federation for Food Law and Food Sciences (BLL) presented the German Trans Fat Reformulation Project, showing how Germany has succeeded in reducing trans-fatty acids (TFA) from partly hydrogenated fat substantially in many products during the last 20 years. The action is a Joint initiative of the German Food Sector and the Ministry of Nutrition, Agriculture and Consumer Protection (BMELV). The focus currently is on

young people consuming the 'non-ruminant' TFAs that have been less responsive to previous activities of the program. Guidelines of a maximum of 2% trans-fat target and practical recommendations to the industry (i.e. bakery industry) on how to further reduce non-ruminant (industrial) TFA in food have been defined.

FoodDrinkEurope presented its position and achievements on portion sizes including the mandatory information foreseen by EU Food Information to Consumers' Regulation (EU) 1169/2011 to be provided per 100g/ml. FoodDrinkEurope developed EU industry-wide 'best practice' guidelines through the input of an expert Group on Portions and encouraged industry in the sector to comply with these guidelines. Three main types of products have been defined: single-portion, multi-portion with recognizable portion units and other multi-portion packs.

Nestlé presented examples of Product innovation and Renovation leading to reduction of salt and sugar content and of the removal of trans-fat from their products. Innovation across their products is based on mapping nutritional profiles of all Nestlé products and on the improvement of their ability to deliver healthy and tasty choices to consumers. Nestlé announced the introduction of a new commitment on salt reduction which foresees a reduction of sodium levels by an average of 10% in products. IBFAN criticized Nestlé for pushing consumers with flavours ("educating their palate").

McCain Continental Europe introduced their commitment of reducing trans-fat and total fat and salt content in their potato products. This complements the improvement of the nutritional profile of oil with the increase of the use of healthier fat options such as unsaturated oils. Communication and educational activities are also provided.

2.2.2 May 24th – Plenary Meeting on Consumer Information, including Labelling

Preliminary findings of the 2012 Annual Report have been presented by IBF. The 132 commitments active in 2011 developed efforts in the field of reformulation in line with the EU salt reduction framework and the new EU framework for national initiatives on selected nutrients, promotion of physical activity, marketing and advertising foods to children.

The European Vending Association presented the initiative supported by the Ministry of Health in France "Increasing vending choice to promote healthy eating habits" having the aim to widen the range of products to be provided in vending machines (vending operators were joining the programme on a voluntary basis; every machine needed to provide healthy options such as two types of fruits, two products containing cereals, milk products and at least four beverages without sugar).

The Danish Agriculture and Food Council presented the Danish Salt Initiative, a Public Private partnership aiming to implement the Danish strategy on salt reduction. The goal of the strategy is to reduce the daily salt intake by 3 grams by 2014. Amongst the tools used for achieving this goal are a monitoring programme, a communication campaign targeting professionals and the use of keyhole labels placed on 'healthier' products in terms of fibre, fat, sugar and salt.

The European Consumers' Organisation (BEUC) presented their new action aiming to assess the current situation in Member States with regard to the provision of "out of home" nutrition information (i.e. calorie intake) – an issue that is not regulated at European level.

The European Food Information Council (EUFIC) presented their new commitment entitled 'Consumer research on portion information to consumers'. Amongst the main findings are: consumer view portions as what they should eat rather than what they are likely to eat; the size of the pack influences the perceived portion size, the food is perceived differently according to the way it is sold (i.e. pre-packed in portions or big packs with no portions).

EUFIC also presented the findings of a survey on consumers' knowledge regarding 'energy'. The main results were that less than half of the consumers could identify the average energy requirements in calories for men and women; energy expenditure was underestimated in a majority of cases; about one third thought that energy requirements in children are higher than in adults. The majority of respondents prefer information to be put on the front of packs and expressed in calories rather than kilojoules. If energy is expressed in calories and kilojoules on the front of the pack, this could create confusion with consumers.

EUFIC presented the results of the EU-funded research programme 'Food Labelling to Advance Better Education for Life' (FLABEL). EUFIC, COFACE and EuroCoop, participated together with 10 other organisations in the research consortium. Provision of information on key nutrients and energy on the front of pack has been found as mostly desirable for increasing consumer's attention. However, consumer motivation cannot be increased through labelling alone and more comprehensive strategies need to be used.

The Platform endorsed the European Region of the World Confederation for Physical Therapy as a new member. ER-WCPT submitted its first commitment: "Active and Healthy - The role of the physical therapist in physical activity". The commitment targets health professionals and aims to promote physical activity.

The Happy Body Foundation, founded in Belgium by FEVIA (the Belgian food industry), presented the "Happy Body Campaign" that is implemented together with BOIC and Nubel. The "Happy Body" campaign works to help consumers change their behaviour and adopt a healthier lifestyle (more physical activity, a balanced diet) stressing the importance of a health promoting and enabling environment.

2.2.3 September 20th – Plenary Meeting on Education and Physical Activity

Platform members endorsed the Annual Report of 2012.

Freshfel presented a new commitment called "Kids Enjoy Fresh". As fresh fruit consumption is in decline, this commitment aims to increase consumption of fruit and vegetables by children through the creation of an online platform and campaign. The campaign's main message is "Enjoy fresh". Tailored messages are designed for specific target audiences. Children are the main target group of the online campaign, while parents and teachers receive support on how to encourage children to consume fruit and vegetables. The new commitment aims to support the EU School Fruit Scheme. No brands are mentioned on the campaign website.

Kellogg's presented their commitment on breakfast clubs, an action covering 8 countries. The commitment promotes eating a healthy breakfast in a safe and friendly environment (a good habit that may generate a virtuous circle for other "nutritional" good habits). Schools receive grants, and sets of training materials for breakfast clubs start-ups. Benefits include improved social skills, increased attendance, punctuality, less bullying behaviour, and better concentration levels. The commitment includes 550 schools in the UK, serving 2 million breakfasts per year within the most disadvantaged areas of UK.

The International Obesity Task Force presented "The Energy Project on School Children Reducing Sedentary Behaviour". A study on sedentary behaviour and a survey of children's behaviour and their obesity status were carried out. The results showed that for girls both physical activity and reduced sedentary time are important to prevent overweight, whereas for boys, physical activity is the most important factor. Starting from these findings, an intervention ("UP4FUN") aiming to reduce sedentary time in school as well as at home has been developed. The intervention showed no effects in TV or PC use, but significant effects in breaking up sedentary time. Parents were hard to reach.

The European Cyclists' Federation presented its commitment, "ECF Knowledge Transfer workshops - Lifecycle+", interactive workshops aiming to promote cycling. The action is based on the "Lifecycle+ intervention manual" developed during the "Lifecycle" project funded by the European Commission (ended in May 2011). Six interactive workshops promoting cycling were expected to take place in 5 countries in 2012.

The Fitness Industry Association presented a new commitment of the European Health and Fitness Association: "Proving Exercise Works - From Inactive to More Active". The pilot study is centred on 25 fitness centres and 2,500 inactive people between 35 and 55 years old in 2012. The pilot study aims to analyse whether there is added value in using periodic structured exercises versus an unstructured physical activity program. It also wishes to explore whether the counselling delivered by an exercise professional can increase physical activity levels.

Age UK presented the "Fit as a Fiddle" programme, supporting people aged over 50 years with physical activity, healthy eating and mental well-being. This programme covered 24 different projects delivered across UK by more than 500 organisations, and included 4,500 recruited volunteers. The programme has resulted in almost 250,000 elderly people taking part in physical activity, and more than 200,000 being reached by healthy eating interventions. The evaluation interviews conducted have shown increased independence and more opportunities for social inclusion for the elderly involved in the program.

The International Sports and Culture Association presented a joint action with Coca Cola Company (FDE member) and Eurosport. The objective of the campaign is to lead to 100 million more active Europeans in sports and physical activity by 2020. The main element of the campaign is the "Move week" organised in early October. In 2012, it took place in 15 countries (more than 80 events). In 2013, the "move week" aims to reach 27 countries and organise 200 events.

2.2.4 November 14th – Plenary Meeting on advocacy and information exchange

There are 21 active commitments in the field and more advocacy work at grassroots level is needed.

The International Baby Food Action Network (IBFAN) presented its advocacy commitment on Policy and Programme coherence in Infant and Young Child feeding in the EU. IBFAN advocates the implementation of the International Code of Marketing of Breast Milk Substitutes and World Health Assembly resolutions in the same area and for the definition of a uniform policy in this area at EU level.

The Dutch Food Retail Association presented their initiative in Dutch supermarkets aimed at helping consumers make healthy choices and encouraging them to eat more fruit and vegetables. The food industry and retailers work in partnership with the Government through the Netherlands Nutrition Centre. In 2012, the partnership has committed to salt and saturated fat reduction in meat.

The European Region of the World Confederation for Physical Therapy (ER-WCPT) presented their commitment aiming to promote, prescribe and maintain physical activity. ER-WCPT works not only to inform, but to empower patients (including elderly) to take up physical activity.

FoodDrinkEurope presented their renewed commitment on voluntary front of pack labelling in the context of the new Regulation (EU) 1169/2011 which sets nutrition labelling as mandatory provision of food information to consumers. For encouraging members on how to comply with the new regulation, FDE created guidelines. If for the 2012 monitoring, FDE will still undertake self-monitoring, during the period 2013-2014 FDE plans to develop a standardised monitoring tool.

The World Federation of Advertisers (WFA) presented its Nutrition Criteria White Paper, setting the threshold for advertising food products to children less than 12 years for the EU Pledge. Whereas the EU Pledge value was acknowledged, at the same time, issues for improvement were identified including stricter audience definition, broader coverage, and uniform nutritional criteria. The Chair encouraged Platform members working on this subject to provide feedback on the WFA Nutrition Criteria White Paper.

The Belgium "Bike to Work" initiative encouraging people to use bicycles to reach their workplace was presented (currently about 300 companies are included). The European Commission has joined the initiative as part of its mobility plan for 2010-2014.

The European Association of Communication Agencies (EACA) presented the joint commitment with the European Cyclists' Federation (ECF) on cycle to work promotion in Belgium - a commitment for sustainable development. EACA supports the communication campaign informing employers, and explaining benefits to employees. A culture of fun, shared interests and peer-to-peer support is created. Benefits include less absenteeism, and the programme becomes appealing for employers/city halls in designing cost effective transport policies at community level.

2.3 Joint Meeting with the High Level Group – 14th November 2012

The Director General for Health and Consumer Affairs, Paola Testori Coggi, addressed the meeting, acknowledging the significant progress that has been achieved by both fora in areas of food reformulation (such as the approval of the Salt Reduction Framework), responsible advertising, and promotion of physical activity.

The Director General highlighted that obesity remains a huge public health problem, obesity rates in children continuing to increase with the exception of one Member State. In this context, the policy directions to be followed in the near future are of major importance. These areas include continuing efforts to cultivate more responsible advertising to children (by defining standards and criteria to ensure relevant protection to children); food reformulation (sustained efforts needed to further focus food reformulation by setting reduction targets for other nutrients, looking at portion size and food settings, aligning to the provisions of the UN High Level meeting in 2011); continuing to promote physical activity (paying more attention to the idea of health in all policies and the creation of health friendly environments, building health partnerships at local and regional levels); and the deployment of more advocacy efforts for prevention as a trigger instrument for reducing the economic burden of chronic diseases. The Director General also underlined that participants should develop activities focusing on the core issues of their businesses and that they should deploy sustained effort for measuring and reporting the generated changes. Finally, the Director General underlined the importance of joint action if progress is to be made.

The Evaluation of the Strategy for European Nutrition, Overweight and Obesity-related Health Issues was discussed. The European Commission presented the methodology of the evaluation (which includes desk review, case studies, interviews with members of the High Level Group, focus group with Platform members, etc.), as well as the timeline of the different activities. Concurrently, the EC solicited all support for the evaluation team for the completion of the required activities⁶⁷ (i.e. remaining interviews with High Level Group). A draft final report is to be submitted to the Evaluation Steering Group in April 2013. The strategy evaluation report will contribute to shaping the future strategy design and set the framework for a new approach for a more effective control of chronic diseases.

The European Commission also presented the preliminary findings of the analysis of the situation and actions taken in the EU and its Member States with regard to the implementation of the Salt Reduction Framework. The preliminary report shows that the EU Salt Reduction Framework was a catalyst for action for a number of Member States with new initiatives introduced across the EU. It provided a model for national salt reduction programmes, and facilitated improved dialogue between government authorities and the industry.

⁶ http://ec.europa.eu/health/nutrition_physical_activity/docs/ev20121114joint_co02_en.pdf

⁷ A Final Evaluation report should have been submitted by the Public Health Evaluation and Impact Assessment Consortium" (PHEIAC) end of April 2013.

2.4 Other issues/Communication and Information workshop

As the low volume of communication of the Platform activities was a commonly agreed issue, a number of Platform members volunteered to participate in a Communication and Information workshop on January 25th 2012, to debate the possibilities to enhance communication efforts regarding the progress within Platform commitments. The participants suggested that there was a need to improve the European website, to develop a specific webpage that would serve as a communication tool for the members of the Platform, to develop PR materials for the Platform (a toolkit with a brochure, a fact sheet, a power point presentation, etc.) The possibility of branding commitments with Platform logo was also debated. It was agreed that Platform commitments need to be communicated in an unbranded manner.

The communication workshop has been followed up during the Platform meeting of May the 24th when the communication action plan was discussed and agreed by Platform members. The action plan specified internal and external communication channels as well as follow up activities such as the update of the Platform webpages, the production of a documentary video on the Nutrition Strategy, and the development of a Platform toolkit.

3.1 Introduction and Overview

This chapter provides a description of the commitments undertaken by members of the Platform in 2012 grouped by activity status, including an overview of their outputs and outcomes during this period.

There were a total of 136 commitments in 2012. 9 of these were discontinued during the year, leaving 127 commitments available for monitoring. Monitoring reports for 124 of these 127 commitments were received. 103 of these reports were commitments that had continued from 2011 and previous years, and 21 were new commitments for 2012. Every Platform member with the exception of EGTA had an active commitment in 2012.

Figure 3: Status of commitments for 2012

Status of commitments	Number
Total commitments for 2012	136
Active Platform commitments in 2012	127
Number of monitoring forms submitted in 2012	124
No monitoring reports received by deadline	3 (commitment 1006, 1305, 618)
New commitments for 2012	21
Continuing commitments pre-2012 (excludes new commitments)	101
Completed commitments in 2012	5
Discontinued commitments in 2012	9

Electronic files of the monitoring reports of active 2012 were sent by DG SANCO to the IBF monitoring team in March 2013. IBF analysts analysed these monitoring forms in order to produce a comprehensive and accurate account of the activities outlined in each. The results put forward in this section are based entirely on the information included in the monitoring forms.

The IBF team endeavoured to treat each monitoring form objectively, and the aim of this section is simply to communicate the information contained in the forms in an unambiguous manner, as well as one that is easily accessible to readers. No independent verification has been carried out to assess whether the results reported are attributable to the commitments themselves or are the results of other initiatives; nor has the accuracy of these reports been independently verified.

Qualitative Assessment of commitments

As with previous years, this Annual Report seeks to address, in a qualitative way, the appropriateness and quality of commitments. To this end, the analysis not only looks at the self-report documents (i.e. the monitoring reports submitted by members), but compares this with the results of the analysts' assessment. The method used to undertake this assessment is the same as that applied during the 2011 and 2012 monitoring activity and is based around the following criterion:

1. Relevance of the commitment
2. Specificity and coherence of objectives
3. Appropriateness of input and output indicators
4. Prerequisites for measuring outcome indicators

For each of these criteria there are three levels of performance: highly satisfactory, satisfactory and not satisfactory. The following principles were applied by IBF analysts in determining which level of performance should be allocated to each of the 4 criterion.

1. Relevance of the commitment

Highly satisfactory: the commitment is highly relevant to the general aim of the Platform as it is set out in the Platform charter and in the White Paper on A Strategy for Europe on Nutrition, Overweight and Obesity-related health issues. It is responding well to DG SANCO policy directions (fulfilling at least two of the following: addressing vulnerable groups, active in more than two Member States, facilitating partnerships with Member States/different levels of government or PPP or is involving civil society/industry and actors at local level - schools, communities, etc.).

Satisfactory: the commitment responds in a reasonable manner to the general aim of the Strategy and the Platform. It is responding reasonably to DG SANCO policy directions (fulfilling at least one of the following: addressing vulnerable groups, active in more than two Member States, facilitating partnerships with Member States/different levels of government or PPP or is involving civil society/industry and actors at local level - schools, communities, etc).

Not satisfactory: there is no clear correlation between the proposed commitment and the general aim of the platform, no clear link with DG SANCO policy directions.

2. Specificity and coherence of objectives

Highly satisfactory: Objectives clearly apply the SMART principle; 3 or more of the SMART criteria are fulfilled as specified in the Monitoring Framework.

Satisfactory: Objectives are partially SMART; 2 of the SMART criteria are fulfilled as specified in the Monitoring Framework.

Not satisfactory: Objectives lack clear definition (are not SMART); only one or no SMART criteria exist.

3. Appropriateness of input and outcome indicators

Highly satisfactory: Source clearly identified; input and output indicators clearly defined and quantifiable; end users defined and quantifiable.

Satisfactory: Source implied or not explicit; input and output indicators partially defined and quantifiable; end users partially defined and quantifiable.

Not satisfactory: Source not implied; input and output indicators not defined nor quantifiable; end users are not considered.

4. Prerequisites for measuring outcomes indicators

Highly satisfactory: the commitment includes a tailored or adapted baseline; there is a framework/strategy for measuring outcome and impact indicators.

Satisfactory: the commitment includes partially adequate baseline proposal; attempts to measure outcome and impact indicators being made.

Not satisfactory: the commitment has no proposal for a baseline, no strategy for assessing outcome and impact indicators.

Following the above assessment, the analysts make an assessment of overall quality of the commitment, based on the following principles:

- One non-satisfactory area can result in an overall assessment of 'satisfactory' if performance in the other areas is assessed to be 'satisfactory' or 'highly satisfactory';
- Two or more non-satisfactory areas can result in overall assessment of 'non-satisfactory' or 'satisfactory';
- Two highly satisfactory areas will result in an overall assessment of 'highly satisfactory' if there is at least another 'satisfactory' area.

The results of this qualitative assessment can be found in this chapter (section 3.3) and throughout chapter 4.

3.2 Summary

The tables that follow in this section summarise the commitments of the Platform relevant to 2012, and are broken down by status of the commitment – new, continuing, discontinued, and complete. A narrative of these commitments providing a description and summary of the achievements of each is found in the remaining sections of this Chapter.

3.2.1 New commitments

There were 21 new commitments in 2012.

Figure 4: Summary of new commitments for 2012

	Platform member	Actor name	Action N°	Action Title	From - To	Type of Activity
1	EVA	European Vending Association	1314	Increasing vending choice to promote healthy eating habits	2012 - 2014	Reformulation
2	BEUC	BEUC	1401	Engagement with other stakeholders to discuss out of home nutrition information"	2012 - 2013	Labelling
3	International Obesity Task Force (IOTF)	International Association for the Study of Obesity IASO-IOTF	1402	SPOTLIGHT - Sustainable prevention of obesity through integrated strategies	2012 - 2016	Advocacy and information exchange
4	International Obesity Task Force (IOTF)	International Association for the Study of Obesity IASO-IOTF	1403	ToyBox	2010 - 2014	Education, including lifestyle modification
5	European Heart Network (EHN)	European Heart Network (EHN)	1404	Nutritional criteria for foods/drinks advertised to children	2012 - 2013	Marketing and advertising
6	European non-governmental Sports Organisation (ENGSO)	ENGSO	1405	The Role Of Health In Grassroots Sport (Health4Sport)	2012 - 2015	Physical activity promotion
7	FoodDrinkEurope	Nestlé	1406	Nestlé Healthy Kids Programme	2012 - 2015	Education, including lifestyle modification
8	FoodDrinkEurope	Nestlé	1407	Nestlé innovation and renovation (with focus on culinary, ice-cream & confectionary)	2012 - 2015	Composition of foods (reformulation), availability of healthy food options, portion sizes

9	ER-WCPT	European Region of the World Confederation for Physical Therapy (ER-WCPT)	1408	Active and Healthy - The role of physiotherapists in physical activity	2012 - 2013	Physical activity promotion
10	Freshfel	Freshfel Europe	1409	Kids Enjoy Fresh	2012 - 2016	Education, including lifestyle modification
11	ECF	European Cyclists Federation	1410	ECF Knowledge Transfer workshops 2012: LIFECYCLE+	2012 - 2012	Physical activity promotion
12	EHFA	Fitness Industry Association	1411	Fitness Industry Association (FIA) Research Institute Health and Wellbeing Investigation	2012 - 2012	Physical activity promotion
13	EuroCoop	EuroCoop	1412	Talking obesity: consumer co-operatives leading the way	2011 - 2014	Advocacy and information exchange
14	FoodDrinkEurope	Unilever	1413	Global Employee Health Programme - Lamplighter	2005 - 2015	Education, including lifestyle modification
15	FoodDrinkEurope	FoodDrinkEurope	1414	FoodDrinkEurope Recommendation for the continued use of Guideline Daily Amounts (GDAs)	2012 - 2014	Consumer information, including labelling
16	FoodDrinkEurope	Barilla	1415	Product reformulation and innovation	2012 - 2014	Composition of foods (reformulation), availability of healthy food options, portion sizes
17	FoodDrinkEurope	Nutricia, a.s., Czech Republic & Slovakia	1416	Healthy start	2011 - 2013	Education, including lifestyle modification
18	FoodDrinkEurope	Blédina	1417	Malin program, to improve dietary habits of vulnerable infants	2012 - 2015	Education, including lifestyle modification
19	FoodDrinkEurope	Danone Spain	1418	Danone Sport Schools	2004 - 2020	Physical activity promotion
20	International Diabetes Federation	International Diabetes Federation	1419	World Diabetes Day 2012	2012 - 2012	Advocacy and information exchange
21	FoodDrinkEurope	Danone Research	1420	Dietary habits and nutrient intakes in infants and toddlers	2010 - 2014	Composition of foods (reformulation), availability of healthy food options, portion sizes

3.2.2 Continuing commitments

There were 122 continuing commitments in 2012. Monitoring reports were not submitted for 3 of these (actions 1006, 1305, 618) – indicated as highlighted in yellow on the table below. For completeness the table below also contains the 21 new commitments for 2012.

Figure 5: Summary of continuing commitments for 2012

	Platform member	Actor	Action number	Action Title	Period covered
1	ACT	Association of Commercial Television	1315	Market study of TV programmes about healthy nutrition, lifestyles and obesity	2011/2012
2	A.R.E.F.L.H.	Assemblée des Régions Européennes Fruitières, Légumières et Horticoles	724	Coordination and promotion of regional education programmes	2007/2013
3	BEUC	The European Consumer's Organisation	1401	Engagement with other stakeholders to discuss out of home nutrition information	2012/2014
4	CESS	Confederation Europeene Sport Sante (CESS)	1059	Physical Activity and Nutritional habits for families	2008/2013
5	COFACE	Family Associations	1106	Media, advertising and nutrition: media literacy educational package	2009/2013
6	COPA-COGECA	The Danish Agricultural & Food Council (DAFC)	1065	Holiday Food and Nutrition Camps (Madskoler)	2004/2014
7	COPA-COGECA	The Danish Agricultural & Food Council (DAFC)	1209	6 A DAY	2008/2014
8	COPA-COGECA	The Danish Agricultural & Food Council (DAFC)	1317	Partnership on the reduction of salt content in food	2011/2014
9	CPME	Standing Committee of European Doctors	1305	healthy choices at work	2011/2013
10	CPME	Standing Committee of European Doctors	1306	Mobilising the medical profession: the "healthy village" toolbox	2011/2013
11	CPME	Standing Committee of European Doctors	1307	Informing the medical profession	2011/2013
12	EACA	European Association of Communications Agencies	1304	Cycle to work promotion	2011/2014
13	EASO	European Association for the study of obesity	533	Research, informing policy and advocacy	2005/2014
14	EASO	European Association for the study of obesity	1309	Provide input for setting the European obesity research agenda	2011/2013
15	EASO	European Association for the study of obesity	1310	To develop a network of accredited specialised obesity centres	2011/2014
16	EASO	European Association for the study of obesity	1312	Increase outreach of new knowledge in obesity research	2011/2013
17	ECF	European Cyclists' Federation	1410	ECF Knowledge Transfer workshops 2012: LIFECYCLE+	2012/2012
18	EFAD	European Federation of the Associations of Dietitians	282	Dietitians Improving Education and Training Standards (DIETS)	2004/2013

19	EFAD	European Federation of the Associations of Dietitians	1111	Collaborate to promote increased awareness and use of energy balance	2009/2012
20	EHFA	Fitness Industry Association (FIA)	1411	Fitness Industry Association (FIA) Research Institute Health and Wellbeing Investigation	2012/2013
21	EHN	Slovenian Heart Foundation	569	Heart Walks	2006/2020
22	EHN	European Heart Network	1204	Diet, Physical Activity and Cardiovascular Disease Prevention in Europe	2010/2013
23	EHN	European Heart Network	1404	Nutritional criteria for foods/drinks advertised to children	2012/2013
24	EMRA	European Modern Restaurants Association	535	Product Composition	2006/2016
25	EMRA	European Modern Restaurants Association	536	Consumer Information	2006/2016
26	EMRA	European Modern Restaurants Association	537	Choice	2006/2016
27	ENGSO	ENGSO	638	SPORT PRO GESUNDHEIT, a Quality seal for programs which promote health enhancing physical activity	2004/2020
28	ENGSO	ENGSO	1405	THE ROLE OF HEALTH IN GRASSROOTS SPORT (Health4Sport)	2012/2015
29	EPHA	European Public Health Alliance	1043	Networking and Information Exchange on Food and Nutrition	2008/2014
30	EPHA	European Public Health Alliance	630	The link between the Common Agricultural Policy and Diet	2008/2014
31	EPHA	European Public Health Alliance	1105	Monitor, encourage and support the implementation of the EU SFS	2009/2013
32	ER-WCPT	European Region of the World Confederation for Physical Therapy	1408	Active and Healthy - The role of physiotherapists in physical activity	2012/2013
33	ESPGHAN	ESPGHAN	1060	ESPGHAN contribution to obesity prevention	2011/2013
34	EUFIC	European Food Information Council	1061	Using EUFIC communication vehicles to promote physical activity	2008/2013
35	EUFIC	European Food Information Council	521	Consumer research on nutrition information and labelling	2006/2013
36	EUFIC	European Food Information Council	524	Increasing the outreach of EUFICs information on healthy lifestyles	2006/2015
37	EUFIC	European Food Information Council	526	Using EUFIC communication vehicles to raise awareness of the EU Platform	2006/2013
38	EuroCommerce	Edenred (ex Accor Services)	1028	Promotion of a balanced nutrition programme on the working place	2006/2020
39	EuroCommerce	Danish Chamber of Commerce	727	Facilitate the promotion of healthy diets and lifestyles in various areas	2005/2013
40	EuroCommerce	HDE	738	German retailers initiatives in the field of nutrition and healthy lifestyles	2004/2015
41	EuroCoop	Coop Italia	1110	Club 4-10	2009/2013
42	EuroCoop	EuroCoop	1412	Talking obesity: consumer co-operatives leading the way	2011/2014
43	EuroHealthNet	EuroHealthNet	1050	Improved information exchange about the Platform	2008/2014

44	EUROPREV	European Network for Prevention and Health Promotion in Family Medicine and General Practice	1301	Evaluation of the implementation of Diabetic guidelines in primary care	2011/ 2013
45	EVA	MARS Inc	1036	Smart Choice Programme for Vending in Education	2007/ 2013
46	EVA	European Vending Association	1314	Increasing vending choice to promote healthy eating habits	2012/ 2013
47	FERCO	European Federation of Contracting Catering Organisations	504	Better information of the end consumers	2006/ 2014
48	FERCO	European Federation of Contracting Catering Organisations	505	FERCO General Nutrition Recommendations	2006/ 2014
49	FERCO	European Federation of Contracting Catering Organisations	507	FERCO partnership with its European Social Partner, EFFAT	2006/ 2014
50	FoodDrinkEurope	Barilla	1415	Product reformulation and innovation	2012/ 2014
51	FoodDrinkEurope	European Breakfast Cereal Association (CEEREAL)	778	Organisation of a Breakfast Week - European Parliament, Brussels	2005/ 2020
52	FoodDrinkEurope	Blédina (Danone)	1417	Malin program, to improve dietary habits of vulnerable infants	2012/ 2015
53	FoodDrinkEurope	Danone	1114	Ma santé au quotidien	2009/ 2015
54	FoodDrinkEurope	Danone	1218	Nutritional improvement Programme (NutriProgress)	2010/ 2014
55	FoodDrinkEurope	Danone (Groupe)	462	DANONE NATIONS CUP	2004/ 2020
56	FoodDrinkEurope	Danone Belgium	1207	Bon appétit, Bouge ta santé / Spring in het rond, eet gezond	2010/ 2020
57	FoodDrinkEurope	Danone	1208	Eat like a Champ	2010/ 2017
58	FoodDrinkEurope	Nutricia NL	1212	Healthy Diet for Toddler	2010/ 2013
59	FoodDrinkEurope	Nutricia, a.s., Czech Republic & Slovakia	1416	Healthy start	2011/ 2013
60	FoodDrinkEurope	Danone Spain	1418	Danone Sport Schools	2004/ 2020
61	FoodDrinkEurope	Danone Research	1420	Dietary habits and nutrient intakes in infants and toddlers	2010/ 2014
62	FoodDrinkEurope	ZywiecZdroj (Danone)	1217	Mum, Dad, I prefer water!	2009/ 2012
63	FoodDrinkEurope	European Snacks Association (ESA)	604	Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication	2006/ 2013
64	FoodDrinkEurope	Federalimentare	1316	Il gusto fa scuola / Taste makes school	2011/ 2014
65	FoodDrinkEurope	FERRERO Group	807	Product Formulation And Portion Sizes	2004/ 2020

66	FoodDrinkEurope	FERRERO Group	1001	EPODE (Ensemble Prévenons l'Obésité des Enfants) / EEN (European Epode Network))	2006/ 2020
67	FoodDrinkEurope	FERRERO Group	431	Promotion of physical activity	2004/ 2020
68	FoodDrinkEurope	FEVIA	263	Nutritional policy Charter	2005/ 2020
69	FoodDrinkEurope	FEVIA	265	The self-regulatory code for advertising	2005/ 2020
70	FoodDrinkEurope	FEVIA	266	Website "alimentationinfo.org / voedingsinfo.org"	2005/ 2020
71	FoodDrinkEurope	FEVIA	268	NUBEL	2004/ 2020
72	FoodDrinkEurope	FEVIA	269	FEVIA Fund (partnership with the King Baudouin Foundation)	2005/ 2014
73	FoodDrinkEurope	FEVIA	1069	Healthy Lifestyle Campaign 'Happy Body'	2008/ 2015
74	FoodDrinkEurope	FoodDrinkEurope	1318	Participation in NU-AGE project	2011/ 2016
75	FoodDrinkEurope	FoodDrinkEurope	1414	FoodDrinkEurope Recommendation for the continued use of Guideline Daily Amounts (GDAs)	2012/ 2014
76	FoodDrinkEurope	Kellogg Company	1115	Kellogg's Breakfast clubs	2004/ 2014
77	FoodDrinkEurope	Kellogg Company	1116	Kellogg's ASA Awards Scheme	2004/ 2013
78	FoodDrinkEurope	Kellogg Company	1117	Schools Swimming Competition – Bästa Fyran	2009/ 2014
79	FoodDrinkEurope	Kellogg Company	1206	Kellogg's Belgian Prize for Dietetics	2010/ 2013
80	FoodDrinkEurope	KIMs	618	KiMs' commitments in the areas of consumer information, product development, physical exercise and advertising to children	2006/ 2012
81	FoodDrinkEurope	Kraft	1211	Kraft Foods - Employee Wellbeing	2010/ 2015
82	FoodDrinkEurope	MARS	1004	Product Reformulations & Portion Size Reductions	2007/ 2013
83	FoodDrinkEurope	MARS	1006	Mars Central Europe Wellness Programme	2007/ 2013
84	FoodDrinkEurope	MARS	1009	Clever Naschen	2007/ 2014
85	FoodDrinkEurope	MARS	1011	Supporting research and communication on physical activity	2007/ 2013
86	FoodDrinkEurope	MARS	1012	Bielice Run' - Young Europeans Run	2007/ 2013
87	FoodDrinkEurope	MARS	1013	Supporting the Epode European Network	2007/ 2013
88	FoodDrinkEurope	MARS	1015	Nutrition Labelling Initiative: Indication of Guideline Daily Amounts (GDAs)	2007/ 2020
89	FoodDrinkEurope	MARS	1016	Reduction of salt levels in rice and sauce products	2007/ 2013
90	FoodDrinkEurope	MARS	1018	Mars Marketing commitments (MMC)	2008/ 2020
91	FoodDrinkEurope	Nestlé	1406	Nestlé Healthy Kids Programme	2012/ 2015

92	FoodDrinkEurope	Nestlé	1407	Nestlé innovation and renovation (with focus on culinary, ice-cream & confectionary)	2012/ 2015
93	FoodDrinkEurope	Nestlé (Deutschland)	1020	Nestlé Nutrition Studio: Consumer education for healthy and balanced nutrition	2005/ 2013
94	FoodDrinkEurope	Nestlé (Spain)	1024	¡A comer bien! (To eat well)	2012/ 2015
95	FoodDrinkEurope	Nestlé (Spain)	446	Health Professionals Magazine	2004/ 2013
96	FoodDrinkEurope	Nestlé (Suisse)	449	Wellness For Me	2004/ 2015
97	FoodDrinkEurope	PepsiCo Europe & UK	619	Product development, consumer information, marketing/advertising and the promotion of healthy lifestyles	2011/ 2014
98	FoodDrinkEurope	Polish Federation of Food Industry	1113	"Keep fit" educational programme	2006/ 2015
99	FoodDrinkEurope	UNESDA	1064	No advertising in cinemas during films aimed at children under 12 years	2008/ 2020
100	FoodDrinkEurope	UNESDA	581	Advertising and Commercial Communications, including school vending	2006/ 2020
101	FoodDrinkEurope	UNESDA	582	Consumer information	2006/ 2020
102	FoodDrinkEurope	UNESDA	583	Products, Choice & Portion Size	2006/ 2020
103	FoodDrinkEurope	UNESDA	1027	Guideline Daily Amount Labelling	2007/ 2020
104	FoodDrinkEurope	UNESDA	1203	Not to market to children under 12 years in the Digisphere	2010/ 2020
105	FoodDrinkEurope	UNILEVER	833	Responsible marketing and advertising	2006/ 2013
106	FoodDrinkEurope	UNILEVER	834	Product reformulation and innovations	2006/ 2013
107	FoodDrinkEurope	UNILEVER	837	Healthy Choice the Easy Choice	2006/ 2013
108	FoodDrinkEurope	UNILEVER	1413	Global Employee Health Programme - Lamplighter	2005/ 2015
109	FRESHFEL	Freshfel Europe	529	Freshfel Europe "Fresh Fruit and Vegetables Consumption Monitor"	2006/ 2020
110	FRESHFEL	Freshfel Europe	530	"Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion	2006/ 2014
111	FRESHFEL	Freshfel Europe	1409	Kids Enjoy Fresh	2012/ 2016
112	IBFAN	International Baby Food Action Network	1068	Policy and programme coherence in infant and young child feeding in EU	2008/ 2013
113	IDF	International Diabetes Federation	1313	IDF Europe – Diabetes Prevention Forum	2011/ 2013
114	IDF	International Diabetes Federation	1419	World Diabetes Day	2012/ 2013
115	IOTF	IASO-IOTF	1118	International standards for marketing food to children	2010/ 2013

116	IOTF	International Obesity Task Force	810	Improving medical and health professional skills to counteract obesity	2007/2018
117	IOTF	International Obesity Task Force	1402	SPOTLIGHT - Sustainable prevention of obesity through integrated strategies	2012/2016
118	IOTF	International Obesity Task Force	1403	ToyBox	2010/2014
119	ISCA	International Sport and Culture Association	1303	Move - European Physical Activity Forum	2011/2014
120	WFA	FERRERO	427	media literacy & responsible advertising to children	2005/2020
121	WFA	World Federation of Advertisers	545	Media Smart media literacy programme for primary school children	2006/2020
122	WFA	World Federation of Advertisers	1075	The EU Pledge - Changing Food Advertising to Children	2008/2020

3.2.3 Completed commitments

There were 5 commitments that were classified as completed in 2012 and for which final monitoring reports were submitted.

Figure 6: Summary of completed commitments for 2012

	Platform member	Actor	Action number	Action Title	Period covered
1	EHN	BHF	1074	The British Heart Foundation's Food4Thought healthy eating campaign	2011/2012
2	ENGSO	ENGSO	1103	ENGSO health Promotion Network (ENGSO PROHEALTH)	2010/2012
3	FoodDrinkEurope	Institute Danone France	800	Ensemble surveillons sa corpulence (Watching their body mass together)	2004/2012
4	FoodDrinkEurope	Institute Danone France	463	Faut que ça Bouge! (Let's get Moving!)	2005/2012
5	IOTF	IOTF	1201	ENERGY project to prevent obesity in young people	2009/2012

3.2.4 Discontinued commitments

There were 9 commitments that were classified, for various reasons (e.g. economic conditions), as discontinued/completed for 2012 and for which monitoring reports would not be submitted.

Figure 7: Summary of discontinued commitments for 2012

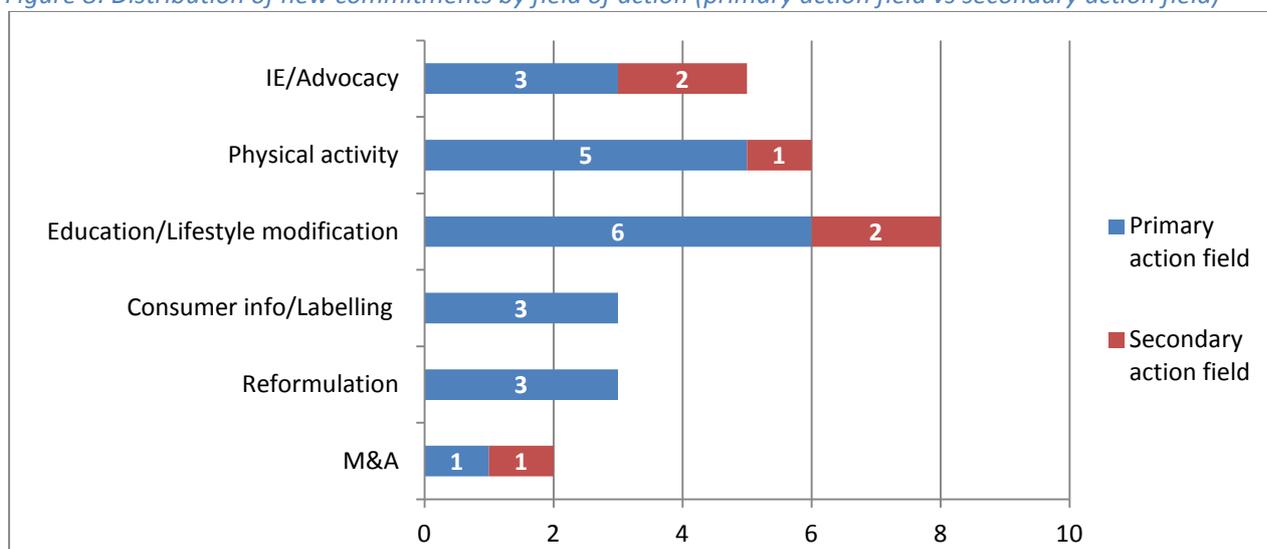
	Platform member	Actor	Action number	Action Title	Period covered
1	BEUC	European Consumer's Organisation	1047	Advertising and marketing unhealthy foods to children in EU	2008/2011
2	COPA-COGECA	Danish Agricultural & Food Council (DAFC)	1210	Meet and Eat with a Farmer	2010/2014
3	EASO	EASO	1311	To organise a European Obesity Medico-Surgical Workshop in partnership with IFSO-EC	2011/2012

4	EHFA	EHFA	1308	Walking and Jogging Clubs for a Healthier weight.	2011/ 2012
5	EUFIC	EUFIC	1215	Consumer research on portion information to consumers	2010/ 2012
6	FoodDrinkEurope	Danone	782	Danone et Vous, a relationship programme based on health and nutrition	2006/ 2011
7	FoodDrinkEurope	Danone CZECH Republic	1072	The Nutrition By Play	2006/ 2013
8	FoodDrinkEurope	Danone Waters	1214	Hydration for Health Initiative (H4H initiative)	2010/ 2013
9	FoodDrinkEurope	Nutricia Hungary	1213	Together Easier	2009/ 2011

3.3 Review of New commitments in 2012

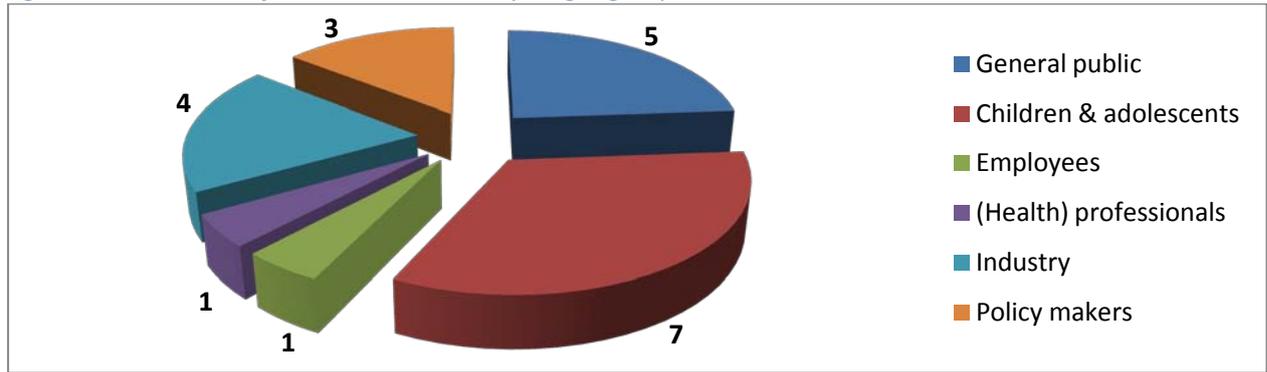
There were 21 new commitments for 2012. The majority of these commitments have been implemented on a pan-European scale (14), whilst 3 are regional and 4 are national. The most common fields of action for new commitments are 'Education and lifestyle modification' (6 commitments) and 'Physical activity' (5 commitments). The most common secondary fields of action (as determined by the IBF monitoring team) are also 'Education and lifestyle modification' (2 commitments) and 'IE/Advocacy' (2 commitments). Figure 8 below details the distribution of new commitments by field of action.

Figure 8: Distribution of new commitments by field of action (primary action field vs secondary action field)



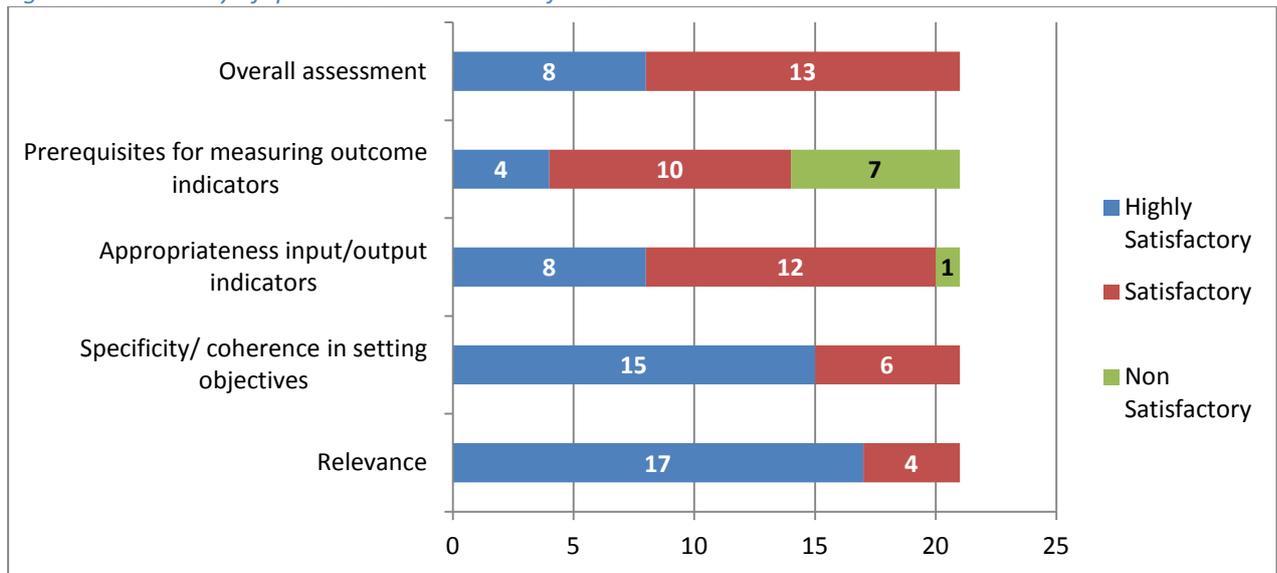
The group most targeted by these new commitments for 2012 is children & adolescents (7 commitments), closely followed by the general public (5 commitments). This finding supports the most common fields of action being 'Education' and 'Physical activity'. Most target group of the Platform are covered by new commitments for 2012, with the exceptions of parents, educators, local community, special groups, and senior citizens. However, it may be the case that these groups are indeed targeted by commitments, but they are not the primary target group for the commitment. The figure below (Figure 9) shows the distribution of new commitments by target group.

Figure 9: Distribution of new commitments by target group



The qualitative assessment of these new commitments by the IBF monitoring team showed that the vast majority of the new commitments were highly relevant to the aims of the Platform, and none of the new commitments were assessed to not be relevant. Similarly, the majority of the new commitments were assessed to have clear and specific objectives for 2012. Most of the new commitments had identified and reported on appropriate and meaningful input and output indicators, and many had identified measures of outcomes. However, it was in this area of input, output and outcome indicators that there is the scope for further refinement by commitment holders. The figure below (Figure 10) summarises the results of the qualitative assessment of new commitments.

Figure 10: Summary of qualitative assessment of new commitments



The new commitments for 2012 have produced a number of outcomes already, and it is expected that in 2013 and beyond further notable outcomes will be observed. What follows is a brief description of each new commitment for 2012 and where possible outcomes of the commitment are reported.

1. **Toy Box (IOTF - 1403).** This project uses behavioural models to understand and promote fun, healthy food, play and policies for the prevention of obesity in early childhood. The website for the project went live during 2012. The website includes questionnaires for the users of the project tools. In 2012, 8 scientific papers were published on the subject of the Toy Box project.
2. **Nutritional criteria for foods / drinks advertised to children (EHN - 1404).** The commitment examined the potential for cross-sector agreement on nutritional criteria for foods and drinks marketed and advertised to children that can be applied across Europe. EHN reviewed some of the existing healthy

range nutrition criteria and Platform commitments on marketing and advertising of foods / drink to children and their nutrition criteria, and existing standards (governmental and institutional) for nutritional criteria for marketing and advertising of foods / drinks to children. Invitations asking a selected group of platform members to cooperate with EHN on the project were sent out in the second half of 2012.

3. **Malin Program to improve dietary habits of vulnerable adults (Danone - 1417).** The Malin programme aims to promote healthy habits in infants aged 0 to 3 from French low-income families. In 2012, the programme was run in 3 pilot cities, and 2 applications have been submitted to provide funding for a full evaluation of the project.
4. **Nestlé Healthy Kids Global Programme (Nestlé - 1406).** This commitment aims to raise nutrition, health and wellness awareness of school-age children in partnership with governments and NGO's in countries where Nestlé has direct operations. During 2012 the programme was rolled out in 15 countries, beginning with an assessment of community needs in each country. Evaluation methodology has been established in each country. During 2012, the programme reached 2,174,291 children in the EU.
5. **Healthy Start (Danone - 1416).** The Healthy Start project aims to help prevent childhood obesity in the Czech Republic and Slovakia through cooperation with paediatric nurses. The project aims to improve the health of babies by focussing on improving diet. In 2012, 25% of nurses were trained and a total of 46 courses were conducted. 41,500 parents were educated. The project won an award in the TOP Responsible Company 2012 contest. The evaluation of the project has shown that nurses perceive the project very positively.
6. **Global Employee Health programme - Lamplighter (Unilever - 1413).** Lamplighter is a global health and wellbeing framework which coaches employees on their exercise regime, nutrition and mental resilience. An initial check-up is followed up by six-monthly visits in order to monitor progress. In 2012, the programme was being implemented in 13 countries worldwide. Outcome indicators for the programme are currently being developed.
7. **Kids Enjoy Fresh (Freshfel - 1409).** This commitment is an online platform for young people their parents and teachers so that they can receive relevant information on all aspects of fresh produce. The Kids Enjoy Fresh website was launched amid wide PR activity in June 2012. In July 2012 alone there were 1,100 visits to the site, and since its launch there have been 11,000 visits.
8. **Danone Sport Schools (Danone - 1418).** During 2012, awareness of the programme was raised. 869 students participated in the programme in Spain. Tournaments have been developed in a number of areas, and attendance in the Danone Nations Cup doubled in 2012 with 168 playing in the tournament.
9. **LIFE CYCLE+ - ECF Knowledge Transfer workshops (ECF - 1410).** The aim of the programme is to transfer knowledge accrued by ECF during the LIFECYCLE project to people and groups beyond the original partnership. 6 workshops were hosted during 2012, complemented by a range of hard copy materials. A total of 110 individuals participated.
10. **The role of Health in Grassroots Sport – Health4Sport (ENGSO - 1405).** This commitment aims to support and promote health programmes in grassroots sports clubs. In 2012, data was collected from 4 ENGSO members on the barriers to promoting health through sports clubs. This data will inform future activities under this commitment.
11. **Active and Healthy - The role of physiotherapists in physical activity (ER-WCPT - 1408).** This commitment addresses how physiotherapists promote and prescribe physical activity programmes in the area of prevention, maintenance, promotion, and treatment across the lifespan. To this end, during 2012 a literature review was conducted and consensus on the results is being sought currently.

12. **Fitness Industry Association Research Institute Health and Wellbeing Investigation (EHFA - 1411).** This commitment will conduct research in to the effectiveness of programmes to get people more active, and educate physical activity providers and the health service. The programme has yet to report on its outcomes.
13. **The European Consumers Organisation - Engagement with other stakeholders to discuss out of home nutrition information (BEUC - 1401).** The purpose of this commitment is to obtain an overview of the situation in various Members States on the provision of nutrition information on food bought and consumed outside the home, and to engage with other stakeholders and discuss the provision of nutrition information in such settings. In 2012 the BEUC secretariat set out to examine the state of play regarding initiatives (government guidance/industry led) on provision of nutrition information on foods bought and consumed outside home. It also provided an overview of the situation in several member states. A comparison of the policies of companies across the EU when it comes to the provision of nutrition information at the point of choice/sale was commenced and initial contacts were made with some representatives of the restaurant industry to exchange views on this subject. The results of these investigations will become available in 2013.
14. **SPOTLIGHT - Sustainable prevention of obesity through integrated strategies (IOTF - 1402).** SPOTLIGHT aims to examine the evidence for the determinants of obesity and to identify interventions that have strongest effects and can be implemented in health promotion practice. The overall objective of SPOTLIGHT is to tackle overweight and obesity by studying multilevel intervention approaches for sustainable behavioural change. For this purpose, SPOTLIGHT will produce state-of-the-art systematic and narrative reviews, identify multi-level entry points for community-based intervention approaches aimed at changing obesogenic behaviours; report on the Reach, Efficacy, Adoption, Implementation and Maintenance (RE-AIM) aspects of multi-level intervention approaches; report on the factors most closely associated with success and failure of implementation of multi-level intervention approaches; develop and publish an evidence-based model for effective multi-level intervention approaches in health promotion practice applicable across European regions; and disseminate the findings to European Member State stakeholders. As 2012 was the start year for the project the objectives for the year were to establish the operational parameters and structures for undertaking the project. Outcome indicators were not anticipated for the first year of the project. In so far as one of the desired outcomes was to strengthen the evidence base for policy-making, the first stage publishing the research protocol - was completed.
15. **Tackling Obesity: consumer cooperatives leading the way (EuroCoop - 1412).** This action is an overview of consumer co-operatives initiatives in the field of health and nutrition (from reformulation of products to information/raising awareness campaigns). It is directed to all the stakeholders of the Platform. The key objective for 2012 was the publication of the first edition of the report 'Talking obesity: consumer co-operatives leading the way', following the compilation of a database, available on EuroCoop's website. The report consists of the best examples of the initiatives carried out by consumer cooperatives in different countries using the categorisation of initiatives used by the Platform. Secondary objectives were the promotion the report through a press release and a wide dissemination of the report among Eurocoop's contacts at European, national and international levels. The report was published on the 7th July 2012, the International Day of Cooperatives.
16. **World Diabetes Day (IDF - 1419).** This is a new commitment for 2012. IDF Europe organised a week of advocacy and awareness-raising activities around the theme 'Healthy Eating, Healthy Living' on the 3 sites of the European Parliament (Brussels, Luxembourg and Strasbourg) to celebrate World Diabetes Day 2012. Advocacy and raising awareness on prevention and successful management of diabetes, health

promotion, attention to determinants of health and healthy living. The objectives of the initiative were to: organize a breakfast meeting within the European Parliament in Brussels; partner with the catering services of the European Parliament to reach a larger public; prepare all material required for a diabetes exhibition in the European Parliament; organize an event around debunking the sugar myth linked to diabetes; make recommendations for a healthy and balanced diet and physical activity throughout the event; present of a sporting event that IDF Europe will be a partner of in 2012, namely the Brussels to Barcelona Grand Tour. The World Diabetes Day breakfast meeting was attended by more than 50 participants including, MEPs, assistants, EU institution staff, policy makers and other stakeholders in the health sector in Europe, other aspects of the initiative gained high participation among staff working at the European Parliament in Brussels. Awareness of diabetes and the issues it brings rose considerably among that group.

17. **FoodDrinkEurope Recommendation for the continued use of GDA's (FoodDrinkEurope - 1414).** This is a new commitment for 2012. This commitment saw the GDA scheme promoted to large audience through the FoodDrinkEurope website and GDA website. In addition, promotion activity was directed at FoodDrinkEurope members that includes 23 national Food and Drink Federations; 19 companies, 3 observers and 26 sectorial associations. The FoodDrinkEurope Congress 2012 had over 390 participants including representation from European Parliament. Guidance on EU Regulation 1169/2011 was developed during 2012. An analysis of membership compliance with GDA labelling for 2012 indicated high levels of compliance ranging from 50%-100%.
18. **Innovation and renovation - with focus on culinary, ice cream and confectionary (Nestlé - 1407).** This is a new project for 2012. It has a number of objectives, namely, the removal of all trans fatty acids originating from partially hydrogenated fat in all our products by end 2012; for culinary products to further reduce the sodium level of foods that contribute significantly to total dietary sodium intake (e.g. soups, recipe mixes and pizza products, where content is higher than recommended for the category) by 10% over the next 4 years and in a stepwise manner to allow for taste adaptation; for ice-cream products to have 70% of the European children portfolio below 110 calories per serving by end 2012, and further target to reach 80% by end 2013; for confectionery products from September 2012 and for all new children products a serving not exceeding 170 calories; and to work on essential nutrient content in products to improve nutrition for children throughout growth. Work has progressed on these objectives throughout 2012 and progress has been achieved across all areas.
19. **Product reformulation and innovation (Barilla - 1415).** This is a new project for 2012. The project aims to reduce the salt levels in the portfolio of soft and dry bread, sauces and filled pasta while fat reduction will take place in biscuits and mini-cakes. For salt, the objective for 2012 was to reach a total of approximately 100 products reformulated to the target level. For fats the 2012 objective was to reformulate 15 products to the target levels. In 2012 Barilla continued to work on the reduction of salt in some key categories of European relevance: soft bread, dry/crisp bread and sauces. At the end of 2012 the 69 recipes involved had reductions in salt ranging from 19%-23%. 7 filled-pasta recipes also saw an average salt reduction of 27% and salt was also reduced in 14 frozen ready meals recipes. Fat reduction in 2012 involved 5 products for total fat reduction and 8 products for saturated fat reduction.
20. **Increasing vending choice to promote healthy eating habits (EVA - 1314).** This is a new commitment for 2012 and involves the EVA in investigating how its members (vending operators) seek to offer more diversity in their machines as well as trying to increase cross category choices. In essence, the EVA will monitor and support its national associations in launching and implementing initiatives to foster more vending choice. 2012 activities were focused on France and the label 'feel Good, De la variété dans votre distributeur' (in English: more diversity in your vending machine) was launched by the French Vending

Association (NAVSA) at the beginning of the year in order to give incentives to operators to offer a wider range of healthy options. A major activity was to make this programme known and to promote it through all possible channels and in this context the label 'feel Good' was very well covered by the French press. To 'go public' was an important step to inform consumers about the significance of this label when they see it on a vending machine, namely that a person has a big choice of products such as water, fruit, vegetable, cereals and milk products. In February the French Ministry of Health awarded the logo "Bien manger, c'est l'affaire de tous!" from the Programme National de l'Alimentation to the 'feel Good' initiative. As a result of the activities through 2012, 1,400 vending machines were labelled by end of the year, 40 operating companies subscribed to the programme and 5 companies were involved as partners

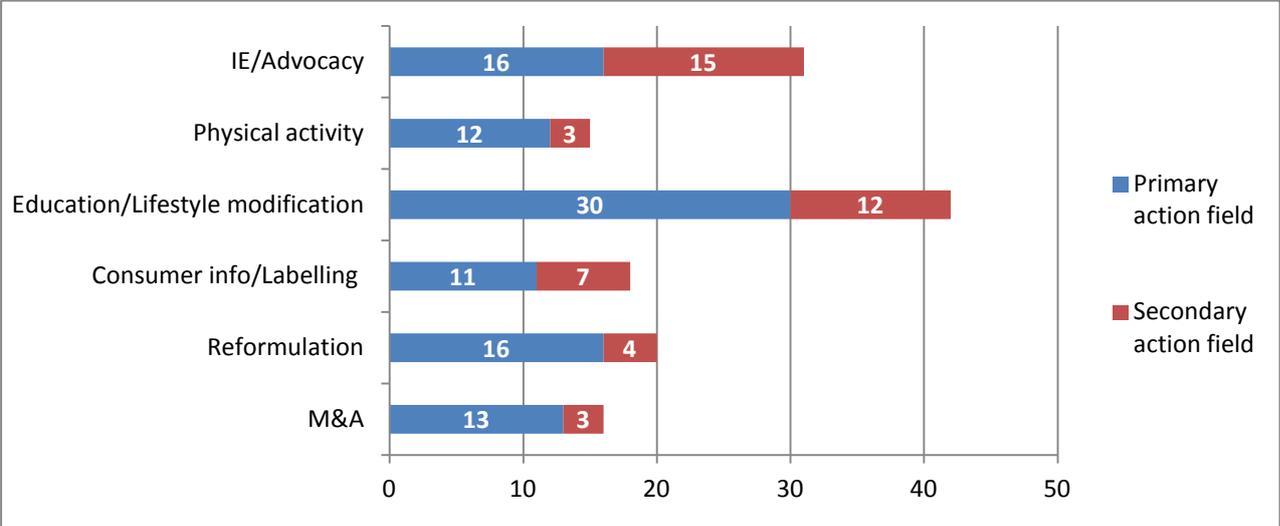
21. **Dietary habits and nutrient intakes in infants and toddlers (Danone Research - 1420).** This commitment addresses the four following objectives. 1) Increase knowledge on dietary habits and nutritional imbalances in young children in Europe, by performing dietary surveys in countries where information on diet and nutrition is either lacking, of poor quality or dated. It is expected that these surveys will provide an in-depth insight in the dietary habits (e.g. intake of vegetables, breakfast use and intake of sweet drinks) and nutrient intakes (i.e. energy, macronutrient and micronutrient intakes) of the populations. 2) Identify opportunities for product innovation and the need for product reformulations in order to optimise the diet of infants and toddlers. 3) Adjust (advised) portion sizes for infant and toddler products to optimize daily energy and nutrient intakes. 4) Enhance communication to parents and health care professionals so as to improve the development of healthy eating habits. Two surveys were undertaken in 2012, data from the Belgian study is available while that from Spain is yet to be reported. The Belgium dietary survey shows that energy intake is too high in 2 out of 3 children (up to + 20%). Protein intake is 2-3 times higher than recommendation. Intakes of saturated fat, sodium and added sugar are also higher than recommendations, while the intake of dietary fibre, vitamin D, LCPs and iron is low. A guidance document has been written and internally circulated to help local Danone Baby Nutrition business units in the execution of dietary surveys in their countries.

3.4 Review of continuing commitments in 2012

Whilst there were 101 commitments continuing from 2011 (i.e. excluding the 21 new commitments for 2012, and the 5 completed commitments), there were 98 continuing commitments during 2012 for which monitoring reports were received, and therefore it is only those reports for which a monitoring report was received that are included in the analysis of the IBF monitoring team.

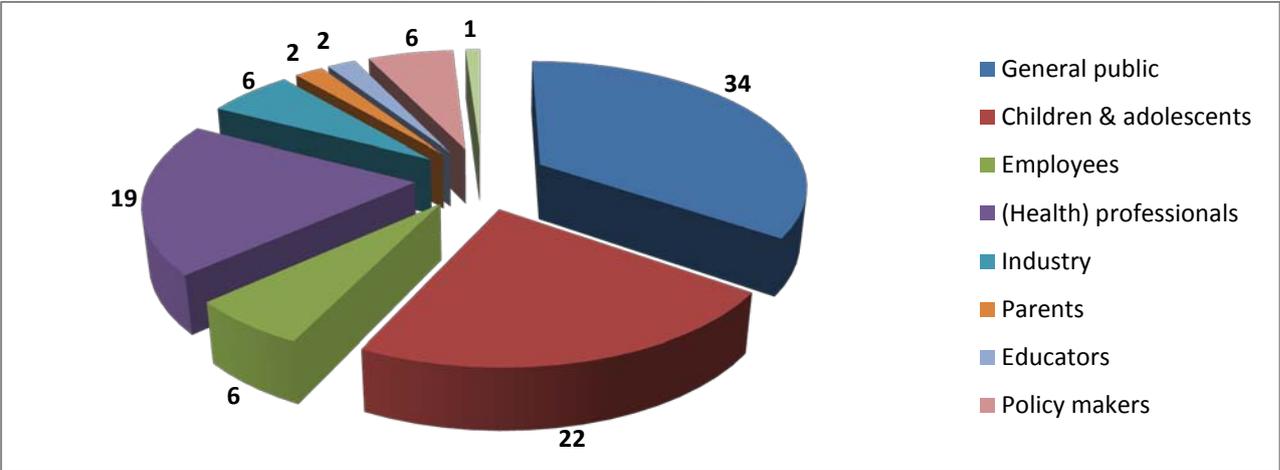
Of the 98 commitments included in the analysis of continuing commitments, 55 were pan-European in geographical scope. Only 6 were limited to a particular region, and the remaining 37 continuing commitments were national in geographical scope. The most common field of action for continuing commitments is 'Education & lifestyle modification'. The most common secondary field of action (as assessed by the IBF monitoring team) is 'IE / Advocacy'. Figure 11 below details the distribution of continuing commitments by field of action.

Figure 11: Distribution of continuing commitments by field of action



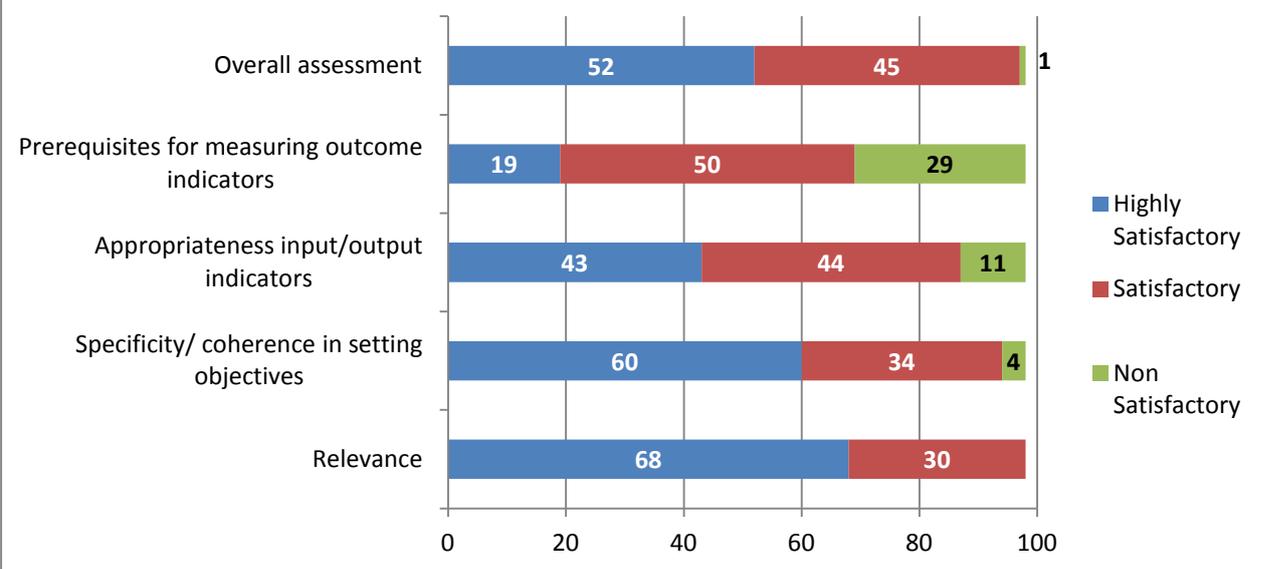
The group most targeted by continuing commitments is the general public (34 commitments), followed by children and adolescents (22 commitments) and health professionals (19 commitments). Every target group of the Platform is covered by the continuing commitments, although parents and educators are the least targeted groups. The figure below (Figure 12) shows the distribution of new commitments by target group.

Figure 12: Distribution of continuing commitments by target group



The qualitative assessment of these continuing commitments by the IBF monitoring team showed that the vast majority are highly relevant to the aims of the Platform, and none of them were assessed to not be relevant. Similarly, the majority of the continuing commitments were assessed to have clear and specific objectives for 2012, although 4 were not. Most of the new commitments had identified and reported on appropriate and meaningful input and output indicators, and many had identified satisfactory measures of outcomes. However, it was in this area of outcomes that there is the scope for further refinement by commitment holders - 11 commitments (10%) were assessed to not have reported appropriate input and output indicators, and 29 (28%) were assessed not to have reported on or identified outcome measures. Whilst some examples of good practice in measuring outcomes do exist within the Platform, there is clearly a need for some commitment holders to better measure the outcomes of their commitments. The figure below (Figure 13) summarises the results of the qualitative assessment of new commitments.

Figure 13: Summary of qualitative assessment of continuing commitments



The commitments continuing from 2011 and previous years have produced a number of outcomes, some considerable and all noteworthy. What follow is a brief description of each continuing commitment and a description of the outcomes of each.

1. **Media, advertising and nutrition: media literacy educational package (COFACE - 1106).** The outcome of the project – a media literacy package regarding food advertisements for educators - has resulted in a 40 slide PowerPoint presentation, audio-visual resources and an accompanying explanatory document. During 2012 the tool was launched in France through the provision of 4 workshops for parents and experts. During these launch events feedback on the tool was sought.
2. **Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication (ESA - 604).** The objective for 2012 was to further increase the level of voluntary nutrition labelling on savoury snack packs across Europe, reformulate products further, and to promote best practice and the EU Pledge Nutrition Criteria White paper. A survey was conducted of members and showed that members have continued to improve the level of voluntary information that is provided on packaging. This, along with the increased availability of different pack sizes and enhanced member websites, enables consumers to make more informed choices about what they eat. There has been continued substantial investment in reformulation that has enhanced the nutritional profile of snacks.

3. **Advertising and Commercial Communications, including school vending (UNESDA - 581).** During 2012 this commitment was monitored by external auditors. The results of this audit showed that there is over 99% compliance with the standard of no advertising to children under 12; 100% compliance with the standard of no advertising to children under 12 in print form or digital form and 84% compliance with the standard of offering a full range of drinks in school vending machine and that machines are not branded.
4. **No advertising in cinemas during films aimed at children under 12 years (UNESDA - 1064).** Member companies have reported compliance with UNESDA guidelines at levels above 85%, although challenges remain in the effective monitoring of compliance. Instances of non-compliance were rectified on the spot and were in most instances due to inaccurate classification of films, or cases of films becoming popular among children even if intended for a more general audience.
5. **Not market to children under 12 years in the Digisphere (FoodDrinkEurope - 1203).** In 2012 external auditors were used to monitor compliance with the commitment. 95.1% compliance was reported.
6. **The self-regulatory code for advertising (FEVIA - 265).** In 2012, the Belgian Pledge to limit food and beverage advertising on TV, print and internet to children under the age of 12 in Belgium was launched and major Belgian food companies representing 70% of the food and beverage advertising spend in Belgium have signed up to it. Additionally, 12 advertisements for food and beverages have been analysed by the JEP. The results of this analysis showed that 5 of these were in accordance with the Publicity Code and all legal obligations. In 7 cases a recommendation was issued by the JEP to modify the advertisement. There was 1 request to stop a campaign in 2012.
7. **Mars Marketing commitments (Mars Inc. - 1018).** To support this commitment, during 2012 a Global Marketing Leadership Team was established and regional ambassadors were appointed to endorse the Mars Marketing Code. There were no reported breaches of the Code during 2012 from external verifiers. Mars websites have been re-developed during 2012 to ensure compliance with the Code. Wrigley has joined the EU Pledge.
8. **Product development, marketing/advertising and the promotion of healthy lifestyles (PepsiCo - 619).** PepsiCo has continued its efforts in product development, marketing and advertising. Monitoring shows very high compliance with the EU pledge by the participating companies (including PepsiCo) for advertising on all media and for in-school communications. Monitoring has shown an overall reduction in children's exposure to advertising. Healthy lifestyle promotion programmes for PepsiCo employees are expanding.
9. **Responsible marketing and advertising (Unilever - 833).** In 2012, the monitoring of the EU Pledge on advertising for food and non-alcoholic drinks showed that the industry had slightly decreased its compliance rate from the previous year (98.31% compliance rate concerning TV ads compared to 99.1% in 2011). Company websites were found to be 95% compliant with the pledge. In case of breaches, appropriate actions have been taken to resolve them. Compared to the 2005 benchmark, children's exposure to advertising for all EU Pledge member companies' products has seen a reduction of 73%.
10. **International standards for marketing food to children (IOTF - 1118).** A report on the standards of marketing in the EU was published in September 2012 and made available on the IASO website. A paper on the need for research efforts in marketing to children was published in the peer-reviewed journal 'Appetite' in 2012. Project findings have been disseminated via print, radio, and online, and to the WHO, and to professionals worldwide.
11. **Media literacy & responsible advertising to children (Ferrero Group - 427).** Ferrero participated in the independent compliance monitoring and the assisted with the secretariat of the EU Pledge. The monitoring exercise found high compliance rates for different types of media advertising to children

Individual Ferrero compliance for TV and print media advertising to children was high. One breach was reported and immediately dealt with. Also Ferrero continued to financially support the media literacy programme “Media Smart” which is now available to 100,000 schools. There were considerable efforts to promote the programme in the UK, and the programme received ministerial endorsement.

12. **Media Smart teaching children to be media-literate (WFA - 545).** During 2012 there were considerable developments in a range of EU countries. In the UK, the programme obtained renewed ministerial support, and the Body Image Parent pack was launched. In the Netherlands, media coverage reached 2.3 million people. In Hungary, there was a conference to mark the 5 year anniversary of the programme and the ‘Digital Advise’ pack was launched.
13. **The EU Pledge - Changing Food Advertising to Children (WFA - 1075).** During 2012 the Nutrition Criteria White Paper was developed and presented to the Platform. Feedback on the paper was obtained from stakeholders. Independent monitoring was undertaken and monitoring reports were published on eu-pledge.eu. A compliance report was prepared for each company which also alerted companies to cases on non-compliance. High levels of compliance were found. There is a general trend of a significant decrease in children’s exposure to advertising. The EU Pledge has expanded with one new member, bringing the membership to 20 leading food and beverages companies comprising 80% of the expenditure on advertising for food and beverages in Europe (<http://www.eu-pledge.eu/content/our-members>).
14. **Ma santé au quotidien/Health @ work (Danone - 1114).** This commitment is a project to engage the staff of Danone’s French Head office and R&D centre in “Ma santé au quotidien” designed to improve employees health and well-being at work. The 2012 evaluation has found that about 900 employees have participated in the project. The ‘Healthy diet’ module is the most used aspect of the programme. A diverse range of interventions have been utilised by employees including yoga classes, first aid courses, vaccinations, stress prevention initiatives, and consultations with Dieticians.
15. **Bon appétit, Bouge ta santé’ (Danone Belgium - 1207).** This commitment aims to introduce a cooperative/competitive game to be played in schools, with a view to reinforce messages regarding the health benefits of fruit, vegetables, cereals, starchy foods, milk products, drinking water, and physical activity. Developed in 2010 in collaboration with European Club of Paediatric Dieticians and Société Belge de Pédiatrie, the game has been piloted. The main objectives in 2012 were to further promote the tool and digitalise its content for wider access to the tool. In 2012, a new website has been developed to promote and facilitate the game through the provision of supporting materials (which have been downloaded 100 times in 2012). A communication campaign to promote the game more widely was undertaken in 2012 which included press releases, emails to health professionals, and promotion via the Danone corporate Facebook page.
16. **‘Eat Like a Champ’ (Danone - 1208)** is a nutrition education programme taught in UK schools with the objective of creating beneficial behavioural change in the diet and lifestyle of school aged children. Developed with the British Nutrition Foundation, the six lessons use a variety of methods to convey the importance of a healthy diet and appropriate energy balance. “Eat Like a Champ” was developed and piloted in 2010. During 2012 the programme was rolled out to more schools and a formal evaluation was undertaken. The evaluation has concluded that the programme improves children’s eating behaviours and choice both in the short-term and medium-term. The programme was commended in the Business in the Community Awards and an award was given in the category of Building Stronger Communities.
17. **Wellness for me (Nestlé Switzerland - 449).** The project measures outcomes under 3 headings: Nutrition, Physical Activity and Health. In 2012, considerable progress was made under each of these headings including but not limited to 462,917 items of fruit provided to employees, 18 nutritional consultations, 7,642 members of the Nestlé sports and leisure club, the appointment of 9.5 full-time-equivalent sports

trainers, the creation of a breastfeeding room at Nestlé Medical Centre, and 1,104 free blood screening tests.

18. **Clever Naschen (Mars Inc. - 1009).** Mars Inc. continues to disseminate this programme more widely in 2012 and particularly aim to target immigrants. The initiative has educated bi-lingual trainers in nutrition and physical activity, and a pilot has been run. Supporting materials have been developed for health professionals, with a particular focus on cultural diversity. The clever-naschen.de website continues to be developed and received 55,000 hits in 2012 (a 30% increase from 2011). 214 articles on the programme were published in 2012.
19. **Supporting the Epode European Network (Mars Inc. - 1013).** Support for the Epode European Network was continued by Mars Inc. In 2012 it supported the development of the Promotion of Health Inequality Project, which was launched in November 2012. In addition, the ENN project continues to be widely disseminated – the ENN book of recommendations has been distributed in hard copy 1,200 times and is available on line, and the ENN project was presented at a variety a congresses and conferences during 2012.
20. **FEVIA Fund - partnership with the King Baudouin Foundation (FEVIA - 269).** The fund has been in place since 2005. In 2012 it was formally evaluated for the first time. The results of this evaluation are imminent but not available at the time of writing.
21. **Healthy Lifestyle Campaign 'Happy Body' (FEVIA - 1069).** The objectives of this commitment in 2012 were to enhance partnership working, to develop a tool specific to young people, and conduct an external evaluation. During 2012, effective dialogue was developed between the partner network including 75 politicians, 2 ministers, and 4 political parties. The partner network was extended to include health insurance companies and a cyclist association. Also in 2012, 1,108 individuals started coaching with the campaign; there were 5,000 visits to the website and 12 companies registered with the website. Development of a tool for young people is underway. An external evaluation resulted in some minor changes to the campaign documentation and confirmed that the structure of the Happy Body Foundation is effective and fit for purpose.
22. **Kellogg's Breakfast Clubs (Kellogg - 1115).** The Kellogg's Breakfast Clubs programme provides a healthy, nutritious meal for young people with their teachers and classmates at the start of the day. In 2012, 50 new clubs were created in the UK providing 180,000 breakfasts. In Germany, 37 breakfast clubs were established serving approximately 100,000 breakfasts in 2012. The website for the project was maintained. Feedback from teachers on the breakfast clubs is overwhelmingly positive (improved attendance, punctuality and concentration, better communication, boosting social relationships, integration of parents).
23. **Kellogg's Belgian Prize for Dietetics (Kellogg - 1206).** In partnership with the Belgian dietetic association, Kellogg sponsors a yearly award for the best dissertation in dietetics. The objective is to support the professionals and encourage scientific research in the area of nutrition. In 2012, 11 dietetics colleges in Belgium and 4 in the Netherlands have been visited and submitted dissertations to the competition. The prize is considered by the profession to be an incentive to deliver high quality work.
24. **EPODE (Ensemble Prévenons l'Obésité Des Enfants) /EEN (European Epode Network) (Ferrero Group - 1001).** There has been continuing financial support by the Ferrero Group to the EPODE programme National Coordination teams in several countries. In 2012 the Ferrero group provided support for the EPODE for the Promotion of Health Inequality Project (launched in November 2012) including coordinating the Scientific and Operational boards for the project, a launch event in Luxembourg, and participation in a

wide range of conferences. In addition, the ENN project continues to be widely disseminated, and BMI data collected which has shown a continued trend in the reduction of overweight and obesity.

25. **Kraft Foods - Employee Wellbeing (Kraft Foods - 1211).** This project is based in 14 countries and commits to creating a working environment which, through the provision of information and the promotion of activities, encourages and supports employees in their efforts to lead a balanced, active and healthy lifestyle. The Global Corporate Challenge (GCC) is a corporate initiative that involves 100,000 employees from 800 organisations across the world recording their daily steps count. In 2012, 42 Kraft Foods UK employees participated, made up of 6 teams – a total distance of 23,037 miles was walked. A questionnaire was administered before and after taking part in the GCC and 83% of participants stated that they now meet or exceed the 10,000 steps a day recommended activity level. Results showed significant increase in the level and frequency of employees' physical activity, their planning of regular exercise, and also a reduction in their stress levels at home or at work.
26. **Healthy Diet for Toddler (Nutricia NL - 1212).** This commitment aims to provide Youth Health Care Professionals (YHCP) with practical, anchored and visible solutions for healthy eating behaviour in toddlers, enabling them to give the best nutritional advice to parents. In 2012 the 'Eat Complete Test' was carried out to obtain an understanding of dietary habits in young children. 2,048 children participated. A second study called 'Irostat' was conducted that indicated an iron deficiency in 20% of Dutch children. The results of these studies were shared widely with key stakeholders through mechanisms such as workshops, a website, a symposia, a toolkit for parents and articles in national press. Relations with the national JOGG programme were strengthened, and an evaluation showed that the commitment is helping to increase intentions of parents to use more vegetables in the food they provide for their children.
27. **Keep Fit! (Polish Federation of Food Industry Union of Employers - 1113).** This commitment is a country-wide information/teaching programme aimed at school children aged 13-17. A key element of the programme is the opportunity for creativity, allowing for local adaptations, and for available capacities and resources to be used. In 2012 the programme reached 7,492 secondary schools in Poland and 732,498 pupils. The programme is positively rated by participants, and teachers have reported a decrease in the amount of absences from physical activity classes.
28. **Healthy Choice the Easy Choice (Unilever - 837).** Supported by Unilever, the Choices Foundation, using the Choices stamp, sets a scientifically sound framework that helps consumers recognise the healthier option at the point of purchase and sets a scientifically sound framework that stimulates food companies to innovate and reformulate their products. The Choices stamp is found on as many as 7,000 food and beverage products from over 120 companies worldwide. In 2012, through the Choices Foundation Unilever engaged in outreach activities with National, EU, public and private stakeholders during a series of events. An article on the Choices stamp was published in a peer review journal. The market for the Choices stamp in the Czech Republic has grown during 2012. There are now 12 partners in the programme (this figure has doubled from 2011).
29. **Mum, Dad, I prefer water! (FoodDrinkEurope - 1217).** The Zywiec Zdroj educational programme 'Mum, Dad, I prefer water' is dedicated to pre-school children and their parents. It aims to promote drinking water and contribute to a healthy lifestyle. An educational kit has been developed in cooperation with nutrition specialists, ecologists, psychologists and physicians and is accredited by the Ministry of Education and endorsed by the Institute of Mother and Child and the Ministry of Health. In 2012, educational material was distributed to 1,000 preschools and is widely available online. Feedback from teachers and parents is very positive.
30. **Taste Makes School/Il gusto fa scuola (FoodDrinkEurope - 1316).** The initiative aims to introduce education as an interdisciplinary subject in school programs, making young people aware of the

importance of adopting healthy lifestyles. During 2012, a training course for external experts, and teachers were run. A website was maintained.

31. **Breakfast Week (FoodDrinkEurope - 778).** This commitment aims to raise awareness of the importance of having breakfast to improve overall diet and health. Breakfast Week 2012 was held and focused on the manufacturing process of breakfast foods. Breakfast Week 2012 reached approximately 2,000 people. Feedback showed that Breakfast Week 2012 had helped participants to increase their awareness of the benefits of having breakfast.
32. **Increasing the outreach of EUFIC's information on healthy lifestyles (EUFIC - 524).** During 2012 EUFIC have made considerable efforts to increase their provision of information. Six new podcasts were available on their website and a new website aimed at children was created (<http://www.coolfoodplanet.org>). A twitter account has also been created with over 510 followers.
33. **Using EUFIC communication vehicles to raise awareness of the EU Platform (EUFIC - 526).** A number of podcasts, webinars and videos have been made publically available through the EUFIC website, which has continued to be downloaded during 2012.
34. **6 A Day (DAFC - 1209).** This campaign aims to maintain daily consumption of fruit and vegetables to at least 600 grams for adults and 300-500 grams for children aged 4-10 by increasing the availability of these products in the retail sector; by introducing healthy convenience products and by providing information about the positive effects of high intake of such products through guidelines for easy practice, meal concepts in supermarkets and publishing existing information on the DAFC website. During 2012, existing information was disseminated via the DAFC websites. A new campaign aimed at men began during 2012.
35. **Holiday Food and Nutrition Camps/Madskoler (DAFC - 1065).** During 2012, 104 camps were run including Ethnic Food and Nutrition Camps (4 in 2012). A total of 1,640 children attended in 2012. Parents are surveyed after the camps, and the feedback is 98% positive, including 79% of the parents saying their child had become more conscious about healthy nutrition and physical activity after attending the camp.
36. **Develop a network of EASO Collaborating Centres for Obesity Management (EASO - 1310).** Through this commitment EASO aims to develop a network of accredited EASO Collaborating Centres for Obesity Management that will facilitate multi-centre research collaborations, develop treatment protocols and deliver clinical education in Europe. During 2012, the first set of centres was accredited, and currently there are 31 member centres across Europe. A page of the EASO website has been developed for the project.
37. **Dieticians Improving Education and Training Standards (DIETS) (EFAD - 282).** A network of professional Dieticians, academic Dieticians and nutritionists together with other European agencies has the aims of sharing and disseminating dietetic knowledge, best practice and encouraging evidence based dietetic practice (EACEA Report⁸). Now complemented by DIETS2 as a 'means for working with both academics and professionals as well as NGOs' to 'facilitate the sharing of best practices with respect to promoting nutritional health'. In 2012, 4 new partners joined the network, the website continued to attract new users with 1,390 people registered to use the site by end of 2012 (from 1,226 in 2011). In addition to this, 17,432 site visits has been registered from 127 countries, showing an increased international interest. The Facebook page received 1,700 unique visitors a week by end of 2012 (compared to 365 in 2011), mainly from the 18-34 year age group. This was accompanied by the publication of DIETS newsletters, the organisation of the conference "Lifelong Learning for a Secure Nutrition Future", a variety of surveys and evaluations and the development of advanced dietetic competences.

⁸Dieticians ensuring education, teaching and professional quality (DIETS2); Mid- term Report 2010-2012; The Education, Audiovisual and Culture Executive Agency (EACEA)

38. **Collaborate to promote increased awareness and use of energy balance (EFAD - 1111).** EFAD collaborated with EUFIC to launch and promote the EUFIC Energy Balance Tool, and train Dieticians with new language versions at respective national Dieticians' conferences. During 2012, EUFIC liaised with Czech and Slovak Dieticians to produce the respective language versions of the tool, which are to be available imminently. The tool was visited via the EUFIC website 94,880 times in 2012. English remains the main language of use for the tool. There was an average 5% increase in use of the tool in 2012. The tool was promoted at the 6th EFADS/DIETS conference, where it received excellent feedback.
39. **Contribution to obesity prevention (ESPGHAN - 1060).** This commitment will focus on the facilitating the exchange of current research results and healthy lifestyles at Annual Meetings, National Society Meetings, and Summer School. During 2012, several ESPGHAN members have participated in different international conferences and meetings, and a number of academic papers have been authored, reaching thousands of researchers. Key messages have been developed for consumers, industry and other stakeholders.
40. **Smart Choice Programme for Vending in Education (Mars Inc. - 1036).** Increased support to schools with regard to the promotion of responsible snacking in vending machines and day-to-day healthy lifestyle through the Smart Choice Programme for Vending in Education implemented by Mars Belgium Inc. In 2012, a series of meetings were held with head-teachers of schools (a total of 2,500 visits this year). Information available on the project websites has been enhanced. More space has been made in vending machines for alternative (healthier) snacks.
41. **Improving medical and health professional skills to counteract obesity (IOTF - 810).** In 2012, the IOTF continued to organise and deliver face-to-face and online training courses on obesity for health care professionals throughout the EU. This year there were 20 e-learning modules with 4,000 registrations for them, and 11 accredited events worldwide including the training of bariatric surgeons in the UK.
42. **Evaluation of the implementation of Diabetic guidelines in primary care (EUROPREV - 1301).** The European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV) has committed to assessing the implementation of European diabetic guidelines in Type 2 diabetic patients visited in primary care in 11 European countries. The aim is to analyse how European GPs manage diabetic patients in terms of recommending healthy lifestyles and managing risk factors. As a result it will be possible to identify gaps between theory and practice and to overcome any barriers to the implementation of the guidelines. No data is yet available of the outcome of the study.
43. **Diabetes Prevention Forum (IDF - 1313).** Via the Diabetes Prevention Forum the International Diabetes Federation (IDF) is working to raise awareness of the need for early identification of those at risk of developing Type 2 diabetes. Targeting health care professionals and people at risk an evidence-based Action Plan and a Tool-kit for diabetes prevention was developed in 2010. The aim is now to increase dissemination of the tools developed in the first stage to at least three new countries (translations into Russian, Serbian and Hebrew) and to increase the number of persons aware or trained in prevention management. The toolkit has been downloaded 20,000. Baseline indicators have been identified and a developing network of prevention professionals is established and receives professional support from peers across Europe. A new website has been developed during 2012. The evidence that has been gathered as part of this commitment has meant that more professionals are attracted to the network.
44. **Kellogg's ASA Awards Scheme (Kellogg - 1116).** The Amateur Swimming Association (UK) programme encourages people to include swimming among their everyday physical activities. 2012 saw further developments and uptake of the programme in England (approx. 10,000 children involved), in Wales (new coaches trained, and a programme extended to diving sessions), and in Scotland (approx. 5,000 individuals involved).

45. **Kellogg's Schools Swimming Competition (Kellogg - 1117).** The 'Bästa Fyran' (Sweden) programme is similar to the Amateur Swimming Association's programme as it encourages people to include swimming in their daily life. School teams competed with 3,304 children participating in the competition. Promotion of the programme was carried out through newspapers, radio and digital media that reached around 3.5 million people in Sweden. Furthermore the homepage of the website www.bastafyran.se was updated to simplify sign up to the competition.
46. **Supporting research and communication on physical activity (Mars Inc. - 1011).** Membership has increased by 43% since 2010 and 5% since 2011. An annual congress was held in Bruges, Belgium, and attended by 2,104 individuals. There has been an increase in the number of applications to the Mars Young Investigators Award (YIA) – up 16% since 2011. The benefits of the Award have been extended to include international travel for the winners, e.g. the winner of e poster category was sent to Australia to represent ECSS at the annual meeting of Exercise and Sport Australia.
47. **'Bielice Run' - Young Europeans Run (Mars Inc. - 1012).** Mars Inc. continued with the organisation of the Bielice Run – the young Europeans' run – in Poland. The 2012 event attracted 3,600 children, its popularity remains high and it continues to attract good media coverage. Outdoors games have also been held during 2012 (6 in total), including the participation of 200 disabled individuals.
48. **Promotion of physical activity (Ferrero Group - 431).** Ferrero promotes physical activity by supporting the Kinder+ Sport programme. The programme is monitored and results indicate that there is greater awareness of the role of physical activity in a healthy lifestyle, and a small but steady decrease of BMI in the region of Turin.
49. **Danone Nation Cup (Danone Group - 462).** The Danone Nations Cup is a football world cup for children within the 10-12 years age range. Each year this competition gives more than 2.5 million children from 40 countries the opportunity to take part in an international football tournament and promotes the health benefits of sport and physical activity for children worldwide. In 2012, 40 national tournaments were organised with the involvement of 2.5 million children from 35,000 clubs and 20,000 schools, promoting a better nutrition and hydration activities.
50. **Heart Walks (Slovenian Heart Foundation - 569).** The Slovenian Heart Foundation set up a Heart Walks. Walks take place on a monthly basis, year round and are guided. Approximately 8,000 people participate each year. Further promotion of the programme has taken place in 2012 through a newsletter and the www.zasrce.si website.
51. **Physical Activity and Nutritional habits for families (CESS - 1059).** The CESS 'physical activity programme for children of school age' began a 3 year-long study in 2010 covering 113 children between the ages of 11 and 12 years from the programme. Interim results of 2012 indicate that children are carrying out regular exercise as a result of the programme but that following a balanced diet is challenging. Daily recommended intake of certain foods has decreased.
52. **Using EUFIC communication vehicles to promote physical activity (EUFIC - 1061).** EUFIC podcast interviews with scientists about the benefits of physical activity and the negative aspects of a sedentary lifestyle were downloaded a combined 4,077 times by visitors to www.eufic.org in 2012. Since the start of this commitment 59,169 downloads of podcasts have been made.
53. **SPORT PRO GESUNDHEIT, a Quality seal for programs which promote health enhancing physical activity (ENGSO - 638).** ENGSO's programme, Sport Pro Gesundheit, is a German quality seal for programmes which promote health enhancing physical activity. The aim of this project is to promote physical activity in the primary care setting. The German Medical Association, the German Association for Sports Medicine and Prevention and the German Olympic Sports Confederation developed national standard criteria and

material for "physical activity on prescription". Currently 26 sports associations across Germany participate in the program. SPORT PRO GESUNDHEIT is part of the National Action Plan IN FORM on Physical Activity and Healthy Diet, launched by the Federal Ministry of Health and the Federal Ministry of Food, Agriculture and Consumer Protection. Approximately 18,000 courses can be found in the www.sportprogesundheit.de website.

54. **Cycle to work promotion (EACA - 1304).** The European Cycling Federation and the European Association of Communications Agencies (EACA) will jointly: i) promote cycling to work as an activity which positively impacts companies' performance; ii) identify and study the experience of EU Member State companies in 2011/2012; iii) publish 4-6 editorial features in specialist journals read by company managers; and iv) establish a feedback mechanism to assess reader response via an online enquiry system. Having overcome initial difficulties, the programme has been completed in Belgium, and is partially completed in Germany and UK.
55. **Move - European Physical Activity Forum (ISCA - 1303).** MOVE is a venture by the International Sport and Culture Association (ISCA) and a total of more than 20 associate and collaborating partners across Europe. Its starting point is to build high-impact partnerships and implement pilot actions with municipalities, the fitness sector, universities, the playground industry, architects and urban planners for example. The project aims to use community initiatives to identify, qualify and implement good practices to promote health-enhancing physical activity in socio-economically disadvantaged areas. In 2012, a partner monitoring meeting was held in Copenhagen attended by 10 individuals representing 5 associate partners. A mid-term meeting was held in Germany during September 2012, attended by 16 individuals representing 9 associate partners. 161 project descriptions were received. The MOVE project was evaluated during 2012. Results of this evaluation show that the MOVE project has been at a European level on 25 occasions, and nearly 100 partnerships have been forged at national and European levels.
56. **Website "alimentationinfo.org/voedingsinfo.org" (FEVIA - 266).** In 2001, FEVIA developed a website www.alimentationinfo.org/www.voedingsinfo.org, in order to provide objective information to the consumer on food safety and on the relation between food and health. It also provides a way for visitors to the site to ask for more information on a number of topics. In 2012 the website had 7,400 visitors, of which 82% were new visitors. Approximately 22,000 page views took place. The statistics on the visits to the website clearly show that the number of visitors is correlated to the school periods - students are hence using the website as source of information during their studies.
57. **NUBEL (FEVIA - 268).** A Platform member since 2006, activities in 2012 included, updating and extending the database – 137 new entries were added to the database of branded products; continuing to make NUBEL more widely known as the aim of NUBEL is to be recognised as the reference for nutritional information, mainly by Dieticians. The number of hospitals and schools using the NUBEL PRO tools is hence a good indicator for the dissemination of the NUBEL data. The NUBEL PRO food planner is used in 30 hospitals, reaching 14,800 patients through the composition of their daily meals. It is used by 6 schools, reaching 600 students. Since the Flemish Ministry of Education has included the NUBEL Food Composition Database in the official programme of secondary schools, the NUBEL database is used as a textbook during classes. This ensures that both the official nutritional recommendations and the use of the NUBEL database are well-known by the future health workers (nurses, Dieticians, health workers, ...). The NUBEL database is also basic knowledge for every professional dietitian since it is part of the study programme of the specialised high schools.
58. **Nutrition Labelling Initiative: Indication of Guideline Daily Amounts (GDAs) (Mars Inc. - 1015).** The 2012 objectives for this activity were, to maintain the company's commitment to providing objective nutritional information on all product labels in the form of Guideline Daily Amounts (GDA), in addition to the

nutritional table, across all core (all year round) packs; to implement GDA labelling onto European Seasonal pack ranges; to start to develop a new GDA execution for back and front of pack in line with new Food Information to Consumers' Regulation (EU) 1169/2011 (which impacts on how GDA labelling is executed). In 2012, more than 95% of all Mars Chocolate, Food and Ice Cream brands on sale throughout the EU have GDAs on their labels. The Foods parts of Mars business (Uncle Ben's rice, Dolmio range, etc.) have 100% GDA labelling. The chewing gum part of the Mars business has implemented GDA labelling for all brands and sub-brands in the course of 2012.

59. **Nestlé Nutrition Studio: Consumer education for healthy and balanced nutrition (Nestlé S.A. (Germany) - 1020).** This project became one of the Platform commitments in 2006. In 2012 outcomes include the NNS website receiving 4.2 million visits (350,000 visits per month on average) for its free and tailored online services; and over 453,000 consumers enjoying the benefits of registration, including access to coaching programmes, forum participation and community exchange. Other outcomes reflect those for 2011.
60. **A comer bien! (To eat well) (Nestlé S.A. (Spain) - 1024).** The 2012 objectives for this programme fall into two categories, first linked to the website and database – to increase the online database from 2.8 million users to 3.0 million for 'A Gusto con la Vida' and to increase the number of online users in the database to better understand what specific topics are of interest to them, whether they read the nutrition, health and wellness newsletters or surfed on the website. The second general objective is linked to positive messages about diet and health – to reinforce the nutrition, health and wellness message; to increase by 50% culinary/wellness viewed videos and nutrition website visits; and to investigate the possibility of launching a new programme addressed to families through our database of 2.8 million users with the aim of providing education on nutrition, health and wellness and to promote the change of habits to a healthier lifestyle for the families who join the programme. Outcomes include 2.6 million database users are qualified and a total of 81 million newsletters have been distributed, 24 million of which have provided information regarding nutrition, health and wellness.
61. **Guideline Daily Amount Labelling (UNESDA - 1027).** The objective in 2012 for this GDA soft drink labelling commitment was to continue to uphold the high levels of compliance with the on-going commitment which was made by UNESDA Corporate members in 2008. During 2012 UNESDA members have continued to work with their production facilities and packaging designers to ensure that all understand the requirement to include GDA labelling and that it continues to be a standard element of labels across all of their brands and packaging formats. UNESDA signatories to the commitments include Guideline Daily Amount labelling across all of their products and compliance is above 90%.
62. **Consumer Information (UNESDA - 582) (NOTE: should be read in conjunction with commitment 1027).** Signatories to the UNESDA commitments must be able to prove that they continue to be compliant with the commitment and the KPI's originally set – i.e. provide, in a consumer-noticeable way, nutrition information, as defined in current EU legislation, even where this is not legally required; provide on-pack calorie information per 100 ml and/or based on individual serving size on all products; start market tests with on-pack Guideline Daily Amounts; and prominently advertise on-pack the low or no-calorie content of beverages. Responses to UNESDA monitoring have revealed perfect levels of compliance across the companies who are signatories to the UNESDA commitments in that nutrition information is provided in a consumer noticeable way (100%); on-pack calorie information (100%) with 40% displayed front of pack and the rest elsewhere on the pack.
63. **Promotion of a balanced nutrition programme on the working place (Edenred (ex Accor Services) - 1028).** This project was established in 2006 to positively influence both the food offers of restaurants (outside the working place) and the lifestyles and habits of European consumers, using meal vouchers as a

unique and rare channel of communication to employees and restaurants. 2012 was the year of the transition from the FOOD project phase to a long-term programme. The objectives for the year mainly focused on the sustainability of the programme and its actions without an allocated budget and they were; to consolidate the actions and quality of the programme; to disseminate and communicate the results; and to promote the programme to new partners and new countries. Overall a total of 2,540 restaurants in 7 countries are participating in the project. The website is an important tool for providing information on the programme and at the end of 2012 more than 125,000 visits had been made to the website since its inception in 2009. Of notable importance is the quality of the visits with the time spent per visit being up to 5 minutes – very lengthy compared to the majority of websites. The visits mainly take place between 10am and 7pm which corresponds to working hours.

64. **German retailers' initiatives in the field of nutrition and healthy lifestyles (HDE - 738).** Since joining the Platform in 2006 HDE has informed members (there are 100,000 members including member companies) of developments and obtained their feedback on actions. Members are informed via internal reports, guidelines and newsletters as well as through direct contacts with the HDE staff with which they discuss current nutrition developments in HDE committees and working groups. In 2012 HDE member companies continued to develop innovative projects in the field of healthy lifestyles and nutrition. These covered areas such as schools and kindergartens, but also adult education and information via online tools and hotlines with nutritional advice and holistic concepts. Throughout the year several meetings of HDE, its sister association BVL (Bundesverband Lebensmitteleinzelhandel) and retail company representatives were held with German Ministry for Nutrition, Food and Consumer affairs continuing the existing dialogue on food labelling. Many HDE member companies, such as Metro Group, Rewe Group, Edeka, Kaufland, Aldi, Norma and Globus among others, apply the '1+4-model' suggested by the ministry guidelines for their nutrition label. HDE has continued with the 'Bund für Lebensmittelrecht und Lebensmittelkunde e. V. (BLL) - representing the German food sector throughout the entire production chain from agriculture, food trades, food industry and food sellers - on issues such as healthy lifestyles and nutrition and especially nutrition labelling. As a member of the national platform on diet and nutrition HDE continued its support of this forum and its activities in the fields of physical activity, advice to young parents, children's nutrition education on TV and in schools and kindergartens etc.
65. **European Food Information Council - Consumer research on nutrition information and labelling (EUFIC - 521).** The objective of this commitment for 2012 is to improve stakeholder access to EUFIC's research on pan-European consumer attitudes toward nutrition and portion information on food and drink packaging. The EUFIC website contains many scientific articles and research findings with open access. Open access articles were either downloaded from eufic.org or accessed from the publisher's website over 37.000 times in 2012. A number of presentations were made of the EUFIC research findings during the course of the year.
66. **European Federation of Contracting catering Federations - Better information of the end consumers (FERCO - 504).** In this commitment FERCO encourages contract catering companies to provide nutrition information on the meals served and work with their clients and suppliers to improve the availability, for the end-consumer, of understandable and relevant nutritional information. In 2012 a number of initiatives have been undertaken, these include: working with client organisations to improve their understanding of nutrition and convincing them of the need to provide nutritional information to the end-consumer; working with the supply chain through increasing the input of Dieticians into purchasing decisions and making nutritional content a focus; working with product development teams and culinary teams to extend the number of nutritionally analysed recipes/menus stored in databases. Other activities include the production of a short film in the Netherlands on the importance of a healthy diet and getting enough

exercise which has been very successful in making businesses consider how to best accept and use advice from caterers.

67. **European Modern Restaurants Association - Consumer information (EMRA - 536).** Through this commitment EMRA members pledge to inform their customers about how product options and product composition compare to Guideline Daily Amounts, or other nutrition driven references, through the use of various communications and consumer information materials. In 2012 a wide range of developments in consumer information across EMRA member organisations was delivered. Examples of these developments are multiple, most of the companies simultaneously use several channels to reach their clients with GDA or calorie information, for example: Burger King UK displays calorie labels on menu boards; Domino's Pizzas displays calorie information online (online ordering represents +50% of all orders in the UK and 30% in the Republic of Ireland) and are accessed by 46,000 people/month; KFC UK continued to remove salt across menus of top selling brands; they also launched a KFC smart phone app with nutritional information functionality; in France, KFC has added a Nutrition Calculator to their website, a dietary information booklet (allergy, ingredients and nutrition) has been made available in all dine-in restaurants and the Delivery website was updated to include downloadable nutrition information; McDonald's Europe has redefined product packaging displaying GDA nutritional bar charts; Pizza Hut UK is disseminating information regarding calories in all national dine-in restaurant menus and has reorganized its nutritional website by providing links to various UK government forums regarding salt consumption, calorie labelling, trans fats; in Germany Pizza Hut provides calorie information online and in brochures available in the restaurants; Starbucks UK has introduced energy information on menu boards.
68. **Research, informing policy and advocacy (EASO - 533).** In 2012 a number of activities were undertaken as part of this commitment. These were: joint actions with the WHO Regional Office for Europe (joint workshops, statements and input into scientific projects and networks); the informing of European obesity research via EASO Scientific Advisory Board consultations, think tank conferences and recommendations; the organisation of the annual European Congress on Obesity (including a series of workshops); the engagement of stakeholders (sister societies) in fields related to obesity to prepare joint sessions (at the ECO and other relevant conferences), and topic specific scientific statements/guidelines; the development of a network of EASO accredited 'Collaborating Centres of Obesity Management' (COMs) through which will support and deliver clinical obesity education via the COMs network; engaging with relevant consortia and participating in scientific projects as a disseminating partner; the dissemination of scientific and association information via the EASO website, member e-newsletters and journal articles; the support of relevant European projects/initiatives related to obesity; and to support and develop the EASO network of National Obesity societies by sharing relevant data, papers, guidelines etc, and facilitate national translation and dissemination. Monitoring of these initiatives is being undertaken throughout 2013.
69. **Provide input for setting the European obesity research agenda (EASO - 1309).** This commitment involves undertaking a consultation that challenges current thinking in European obesity research in order to identify the key research priorities that may push our scientific frontier in the field and achieve the greatest societal and economic impact. In 2012 EASO organised the Strategic Conference in February. It was complemented on 1st March by a formal meeting at the European Parliament. The outcomes of the Research Conference were disseminated via an Executive Summary and Policy Paper which were made available via a dedicated page on the EASO website (where supporting documents are also available) as well as being sent to relevant stakeholders across Europe. The outcomes were also developed into an Obesity Facts editorial, which has open access availability. The documents were also promoted via EASO's newsletter (distribution >14,500).

70. **To increase outreach of new knowledge in obesity research (EASO - 1312).** With the European Food Information Council (EUFIC) EASO agreed a joint commitment to produce multimedia content of EASO's European Congresses on Obesity to increase outreach in obesity research to health and nutrition professionals, using the organisations' websites. A distribution of work was agreed, leveraging EUFIC's and EASO's respective strengths to produce accessible multimedia content from EASO's annual Obesity conference. Podcasts of the 2010, 2011 and 2012 Conferences have been downloaded a total of 2,531 times in 2012.
71. **The link between the Common Agricultural Policy and Diet (EPHA - 630).** EPHA objectives for 2012 were the following: to further develop the communication with EPHA members on the CAP and related issues; to encourage EPHA members to participate in the European Union developments related, but not restricted, to the Common Agricultural Policy and highlight the importance of the inclusion of public health messages; further develop working relationships with DG AGRI and DG ENTR; strengthen the link between agricultural policy and public health policies through the organisation of a European Parliament policy debate. During the year EPHA has disseminated updated information on food, nutrition and CAP-related issues to its members in a continuous way via its Newsletter and monthly PCMs. 18 articles have been written under the 'Make the CAP healthy' section of the EPHA website, including 4 press releases disseminated to more than 200 contacts. The articles generated a high level of hits.
72. **Dissemination of information with EPHA's member's organisations (EPHA - 1043).** EPHA's work in the area was slightly different in 2012, focusing more on national initiatives with food marketing, advertising and taxation being some of the main issues followed and about which its members were informed. Through its commitment to disseminate information with our members' organisations, EPHA objectives for 2012 remained as: the regular reporting of relevant, up-to-date information on national and European food and nutrition-related policy developments, including EU Institutions' communication; the reporting of relevant events attended by the EPHA Secretariat, to its members; and the strengthening of the communication between the EPHA Secretariat and its members. Through regular communication with its members and the monthly newsletter, EPHA ensured that its member organisations and partners were provided with quality and up-to-date information on nutrition policy. The EPHA website received an average of 50,000 hits per month, making it a very relevant source of information for many interested individuals and organisations. New tools developed in 2012 included Facebook and twitter accounts whose impact will be evaluated in 2013.
73. **Monitor, encourage and support the implementation of the EU SFS (EPHA - 1105).** In collaboration with the European Heart Network (EHN) and Freshfel, the European Public Health Alliance (EPHA) monitors, promotes and supports the EU School Fruit Scheme (SFS), which aims to increase the consumption of fruit and vegetables by school children. Objectives for 2012 were to provide information to their member organisations, Member States and to the general public on the SFS; represent sector interests and concerns vis-à-vis relevant EU Institutions; address the relation between public health and agricultural policy, and to develop mechanisms for multi-sector collaboration, notably eligible criteria. Outcomes for 2012 include the writing of a number of articles and one press release was issued. A section of the Freshfel website was dedicated to SFS and a new website www.KidsEnjoyFresh.eu received 10,567 visits between July and December. The EPHA Twitter account had 578 followers. Regional workshops were organised and contact was maintained with official bodies such as the EC, and with elected Members.
74. **Improved information exchange about the Platform (EuroHealthNet - 1050).** EuroHealthNet's commitment in this area relates to improving information exchange about the Platform. Through its Policy Action Group, EuroHealthNet fits into the EU Non-Communicable Diseases agenda and explores the linkages with other EU political initiatives. Members of EuroHealthNet's network have been continuously

updated on EU activities, and have therefore been able to establish links with national and local initiatives, as well as with organisations from other Member States.

75. **Freshfel Europe "Fresh Fruit and Vegetables Consumption Monitor" (Freshfel Europe - 529).** In 2012 Freshfel continued the collection and presentation of data on the consumption trends of fresh fruit and vegetables across EU-27, Norway, Switzerland and the USA in its Fresh Fruit and Vegetables Consumption Monitor. The report, produced on a yearly basis, showed a slight increase in per capita fruit and vegetable consumption in 2011 compared with 2010, but shows a decline when compared with the average level of consumption over the previous five years.
76. **"Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion (Freshfel Europe - 530).** Freshfel Europe continues the production and distribution of the bimonthly Fresh Times Newsletter with information on fruit and vegetable promotion to a mailing list of over 1,000 stakeholder contacts (actors in the sector, journalists, etc.). The newsletters have also been published on Freshfel's website. This sub-site of the website was visited in 2012 by more than 5,400 visitors (for the first five issues of the newsletter, the sixth was published online in December). In addition all 'Fresh Times' issues in 2012 were also promoted via social media (Facebook).
77. **'Mobilising the medical profession: the "healthy village" toolbox' (CPME - 1306).** To fulfil this commitment CPME commits to developing and disseminating a 'toolbox' in order to facilitate the implementation of a 'Health Village' intervention, which provides the general public with information on their state of health through doctors in an informal setting. Research undertaken has enabled the development of a structure for the toolbox and has identified information gaps that need to be filled and sources of information/support to achieve this.
78. **'Informing the medical profession' (CPME - 1307).** CPME is committed to keeping the topic of diet, physical activity and health high on its agenda by including the topic on the agenda of its Board meetings and disseminating information on this topic to its members on a continuous basis. In 2012 this involved the consolidation of the practice of dissemination of information following Diet Platform meetings with the purpose of structuring and enhancing the impact of communication with CPME membership on issues related to the Platform and the creation of a database of information mailings for future reference and use. Within the CPME membership activity has included the consolidation of awareness of the Platform and the providing access to news, evidence and tools relating to nutrition and physical activity.
79. **FERCO partnership with its European Social Partner, EFFAT (FERCO - 507).** FERCO is working with EFFAT, the EU Trade Unions, to promote healthier lifestyles and to encourage contract catering companies to develop training programmes on nutritional balance for employees. In 2012 the action to support this commitment involved the organisation of a joint meeting of FERCO and EFFAT's representatives to discuss progress made at national level on its implementation. Through the year progress has been maintained, there is better understanding of the objectives of the Platform among the social partners and training activities around nutrition and healthy lifestyles are now well embedded in the (catering) companies' training programmes. The outcome being that menus are changing as is the amount of awareness raising that is being undertaken for the end users.
80. **Diet, Physical Activity and Cardiovascular Disease Prevention in Europe (EHN - 1204).** The current objectives for this commitment are as follows: provide information on the scientific developments since 2002 in nutrition and physical activity and cardiovascular disease prevention by commissioning scientific reviews and establishing population goals; examine the current policy context and describe key developments at the global, European and national levels since 2002; and enable heart foundations and other health organisations as well as professional societies active in health promotion and disease prevention to communicate the findings to their national policy makers through regional and national

capacity-building workshops and meetings to take place between 2011 and 2013. In 2012 the objective of the commitment was to disseminate the findings of the scientific reviews performed in 2009 and 2010 and the population goals for nutrition and physical activity to decision makers and stakeholders involved in the debate via the organisation of three regional workshops and national workshop. Three regional workshops were held, and the outcomes of the workshops were made available in several ways including reports, press releases and via a web link.

81. **Health Professionals Magazine (Nestlé (Spain) - 446).** This commitment had two objectives in 2012, namely to consolidate the 2010 re-launch of the publication under the name of 'nesvida' and to send 3 magazines to 7,500 health professionals and opinion leaders; and the second objective was to send bimonthly online newsletters 'e-nesvida', with information around Nestlé Research Centre investigations, to members of the database of nutritionists. Both of these objectives were achieved and the database for AEDN (Asociacion Espanola de Dietistas y Nutricionistas) increased to 3,000.
82. **Policy and programme coherence in infant and young child feeding in the EU (IBFAN - 1068).** In 2012 IBFAN continued on-going monitoring and advocacy at Global, European and National Level. The organisation was represented at the WHO Executive Board meeting in January, the World Health Assembly in May, and the week-long Codex meeting in December. A presentation was made to the EU Food Law meeting in November on "growing up milks" and advocacy work on the PARNUTs revision. Alerting the public, media, MEPs was undertaken in 6 countries. After extensive consultation IBFAN issued a discussion paper summarising its concerns about business involvement in the Scaling Up Nutrition initiative. IBFAN members continued to work on EU maternity protection and national provisions to support 6 months exclusive breastfeeding.
83. **Coordination and promotion of regional education programmes (AREFLH - 724).** AREFLH's commitment in this area relates to the coordination and promotion of regional educational programmes on diet. In 2012, AREFLH's goals included raising awareness on the impact of fresh fruit and vegetable on health; facilitating the sharing of experiences among professionals involved in the promotion of fruit and vegetables; publishing and disseminating guidance on the most relevant fruit and vegetable promotion actions in Europe (Regio'Com). Actions in 2012 included the development of a Facebook page, the inclusion of scholarly articles on the website, the production and distribution of the guidance document and participation in conferences and meetings.
84. **Product Composition Innovation and renovation (EMRA - 535).** The goal for 2012 for this commitment is that EMRA members will, on an on-going basis, research how they can reduce salt, fat or sugar levels where appropriate. Activities through the year have resulted in the reduction of salt, sugar and fat across a range of brands and products in several European countries.
85. **Product formulation and portion sizes (Ferrero Group - 807).** In 2012 two new products were launched – one with a reduced portion size and energy density, and the second with a reduced portion pack. Several research studies were undertaken, the results of which included: the positive role of consuming breakfast for young children, also in terms of inducing significant improvements in their cognitive performance; significant achievements in satiety level induced by small portions; complete profile of hazelnut antioxidants in most diffused cultivar; bioavailability of tea catechines as antioxidants; proof of low glycaemic response after the consumption of products.
86. **Choice (EMRA - 537).** Within this commitment EMRA members pledge to continuously make options available for those seeking balanced diets and ensure that these options are properly highlighted in our restaurants. As is the case in commitment number 535, work on this commitment has been on-going since 2006. Outcomes for 2012 include changes to ingredients and methods of cooking, increased choice/lower

sugar, salt, fat alternatives, availability of salads in dine in restaurants. There is some evidence to suggest from purchasing data that purchasing patterns are being positively influenced by these changes.

87. **Facilitate the promotion of healthy diets and lifestyles in various areas (Danish Chamber of Commerce - 727).** Commenced in 2006, work on this commitment has been on going since then. In 2012 a number of developments have taken place. These are: the 13-point plan has again been updated; Danish retailers participated in the research project "Food in Turbulent Times" and "Nudging Youth in Foodscapes". Producers, retailers and the advertisement and media industry have agreed to a voluntary initiative not to direct marketing of food products rich on fat, sugar and salt to children. This initiative has supported the 13-point plan well, and has been supported by the Danish retailers.
88. **Club 4-10 (Coop Italia - 1110).** The annual objectives for 2012 have been to raise awareness and to train mothers about what makes a correct and healthy diet for their children; and to increase the visibility of Club 4-10. At the end of 2012, twenty one products are part of the Club 4-10; spontaneous brand awareness increased from 25% to 35% and overall brand awareness from 40% to 53%. There has also been a significant increase from 5,000 to 50,000 single visitors per month to the website www.alimentazionebambini.it.
89. **FERCO General Nutrition Recommendations (FERCO - 505).** The overall and long term scope of the commitment is to make meals served in the contract catering sector healthier by encouraging FERCO members to take a pro-active part in the national Platforms and working groups set up by the national authorities and by endorsing the national nutrition guidelines. Activities in 2012 included: almost all the members IMOSZ (Hungary) have joined the National Salt Reduction Programme and have organised various health-related actions such as encouraging the substitution of fats with vegetable creams, encouraging the use of green spices instead of salt and reducing sugar content in drinks and substitute deserts by muesli and fruit. SODEXO UK has implemented the Sodexo's Better Tomorrow Plan that commits to provide and promote varied and balanced food options at all clients sites with a reduced intake of sugar, salt and fats. VENECA (Netherlands) has been active in the promoting healthy weight, with many participants throughout the chain and including the Dutch Ministry of Economics and Agriculture. It has also undertaken scientific research on the behaviour of employees in company restaurants. In addition, Veneca's members participate in communal initiatives like EPODE (JOGG in Dutch, Youth at a healthy weight).
90. **Partnership in the reduction of salt content in food (the Danish Agriculture and Food Council - 1317).** The Danish strategy on salt reduction sets the goal of a 3 grams reduction in daily salt intake by 2014. Specific targets on salt reduction in categories of food have been established and must be reached in 2013 - these targets will be helpful in monitoring the process and outcome against the overall objectives. Among the activities undertaken in 2012 a monitoring plan has been put in place to check that the multiple efforts made by all partners reflect a holistic approach to the salt reduction initiative and to ensure that all partners participate actively. Steps have also been taken to make sure that public awareness on salt e.g. its impact on public health on the one hand and the need to encourage take up of salt-reduced products (efforts made by industry) on the other, are synchronized. This has involved the development of a communication plan for disseminating key messages including making a healthy choice.
91. **Healthy choices at work (CPME - 1305).** The commitment has several objectives. First, it aims to make a healthy food choice available to staff members and visitors at all times, as an alternative to other foods. In this way CPME acts as a role model for the concept of healthy food choices, and visitors are encouraged to copy the concept and apply it to their own workplaces. Similarly staff members are encouraged to continue with healthy food choices outside of the workplace setting. Secondly, it raises awareness of the option of healthy food choices at work among CPME members. In addition it should encourage members

to copy the concept and apply it to events organised by the respective National Medical Associations. In 2012 work was undertaken with caterers and fresh fruit was provided to office staff and visitors and was available at breaks in meetings.

92. **Nutritional Policy Charter (FEVIA - 263).** There was no FEVIA survey in 2012 however the 2012 'light' report indicates that, among the signatories of the Charter, 40 actions continued to be undertaken by the federations and 59 actions continued to be taken by companies.
93. **Participation in NU-AGE project (FoodDrinkEurope - 1318).** NU-AGE is a large multidisciplinary consortium with the aim of promoting new dietary strategies which address the specific requirements of healthy ageing for the elderly population in Europe. During 2012, several presentations were made at key European meetings and a report on EU legislation was finalised and submitted to the project coordinator.
94. **Product Reformulations & Portion Size Reductions (Mars Inc. - 1004).** A reduction of the total fat content (from 27.9 grams to 26.7 grams) in the chocolate covering Snickers, Twix, Bounty and Balisto bars has led to 1.7 billion less calories being consumed across Europe. Total fat has also been reduced by between 7.5% and 8.7% across Mars Inc. ice cream products. Both of these outputs will contribute to the goal of reducing the risk of coronary heart disease in Europe.
95. **Reduction of salt levels in rice and sauce products (Mars Inc. - 1016).** In 2012 MARS' customers consumed 407 fewer tons of salt in rice and sauce products than they did in 2007 (86 tonnes less than in 2011). Across the portfolio of rice and sauce products reduction in salt per 100 grams of product ranged from 14.8% to 49.4%.
96. **Products, Choice & Portion Size (UNESDA - 583).** CANADEAN data reveals that the calorie contribution of soft drinks to the average European diet is 3%. In markets such as the UK - where more than 50% of sales contain no calories, the figure is just 2%. Statistics show that the average calories per litre of soft drinks has fallen each year since 2004 although the initial annual drop of 16% has now begun to level out.
97. **Product reformulation and innovations (Unilever - 834).** In 2012 work has continued on a range of products to reduce levels of salt and saturated fat, and to reduce energy content and sugar. The Company's Sustainable Living Plan continues to shape developments. Consumer surveys were held on the topic of salt reduction and the insights gained from the surveys fed into workshops with the International Union for Nutritional Sciences, bringing together academic, consumer, public and private stakeholders to generate consumer messages on salt reduction.
98. **Nutritional Improvement Programme (Danone - 1218).** The overall objective of the commitment is to get a global view of the nutritional quality of Danone products for 3 Divisions (Dairy products, Waters, Baby Nutrition) and of the dynamics of this quality over time. This global view includes: a first global picture at end 2010 including the level of compliance of the products with internal Danone Nutritional Guidelines; the same picture by Division, by brand, by country; a dynamic picture of the evolution of the nutritional quality in time; the calculation of key indicators (% compliance, % superiority, % improvement, % reduction of key nutrients such as fat, sugar...). At the end of 2012 for Dairy Products data had been secured for 21 EU business units, representing more than 1,700 Danone recipes. For Baby Nutrition the analysis was undertaken in 6 EU countries and for Waters the analysis was undertaken in 4 EU countries. The results of these analyses will be available in 2013.

3.5 Review of commitments completed in 2012

5 commitments were completed in 2012. The field of action for these commitments was education, with the exception of commitment 1201 (shown as 5 in the list below) which operated in the advocacy field of action. The target group for 4 out of 5 of the completed commitments was children and adolescents, and the remaining target group was health professionals (commitment number 800/3 in the list below). None of the completed commitments operated regional scale – 3 of them were national (1 country only), and the remaining 2 operated across 10 European countries. The list below provides a brief description of the completed commitments for 2012 and highlights their main achievements in 2012.

1. **The British Heart Foundation's Food4Thought healthy eating campaign (EHN - 1074).** This year, the British Heart Foundation made a partnership with 30 schools in order to pilot a targeted campaign aiming to actively encourage healthier choices and provide information to help children take responsibility for their choices. The campaign includes healthy vending machines and an online game 'Snackville' to help children put what they have learned into practice and understand better the benefits of healthier choices in an environment where unhealthy choices are minimized. An evaluation of the campaign is underway.
2. **ENGSO health promotion network (ENGSO PROHEALTH) (ENGSO - 1103).** European non-governmental Sports Organisation (ENGSO) committed to develop ENGSO internal network with the aim to promote EU Platform activities and achievements and to strengthen horizontal cooperation between the Platform members and ENGSO stakeholders. In 2012, the network has been re-branded, and website contains links to EU documents related to sport and health. The network also allows for members to share good practice. A joint commitment Platform group for physical activity is under consideration.
3. **Ensemble surveillons sa corpulence/Watching their body mass together (Institut Danone France - 800).** The aim of this commitment in 2012 was to continued awareness-raising of Danone's programme 'Ensemble surveillons sa corpulence' (Watching their Body Mass Together), by making kits freely available to health professionals in France to promote the monitoring of children's BMI curves, for early prevention of childhood obesity. 430 kits were distributed via the Danone Institute website and at an annual congress. More than 14,500 kits have been distributed since the creation of the programme in 2004.
4. **Faut que ça Bouge! / Let's get Moving! (Institut Danone - 463).** The Institut Danone programme "Faut Que ça Bouge!" aims to encourage children and teenagers (from 8 to 14 years old) to participate in physical activity and eat a balanced diet. In 2012, 1,082 pedagogical kits were ordered via the programme website. Since its creation in 2006, the programme has distributed more than 5,000 kits, with an estimated 120,000 pupils reached.
5. **ENERGY project to prevent obesity in young people (IOTF - 1201).** The 2012 objectives for this commitment were: to complete a set of five systematic reviews of the relevant literature - to report the results of surveys of 2,000 children in at least 7 member states; to complete pilot interventions in schools and families involving 1,000 children in at least 5 EU member states; to prepare a public-facing report of the project with a section describing the types of interventions that are likely to be successful and a section providing guidance on evaluation of interventions in this age-group; and to report the project findings to the Platform. The pilot intervention to reduce sedentary behaviour led to significant changes in children's understanding and attitudes, and small changes in real behaviour. This was a pilot study, and its purpose was to identify variables that may inhibit or encourage change, and this has been achieved and has been described in the scientific and public-facing reports. A conference was also hosted in 2012 and a number of press releases were issued.

In addition to the above, 2 commitments were due to finish in 2012, but for which no monitoring reports were received, therefore they have been considered to remain active commitments beyond 2012. They are:

1. Healthy Choices at Work (Association of Commercial Television - 1315)
2. KiMs' commitments in the areas of consumer information, product development, physical exercise and advertising to children (KiMs A/S - 618).

As no monitoring reports were received for these commitments, the monitoring team is unable to comment on achievements and outcomes of these commitments.

3.6 Conclusion

During 2012 there have been an encouraging number of new commitments. Indeed, new commitments are 16.5% of the total number of commitments for 2012. This indicates that Platform members are continuing to take action, and instigate new action, on the areas of overweight and obesity within the EU. Furthermore, the vast majority of these new commitments have had a pan-European geographical coverage, and between them have covered every field of action of the Platform, and have focused on every target group. The 98 commitments that have continued from 2011 have also been mostly pan-European in geographical scope, and have focused on every target group specified by the Platform and every field of action prioritised by the Platform.

5 commitments were completed in 2012, and 9 were discontinued. This means that 14 commitments ended in 2012, yet 21 began. This is a positive development and one which must be continued throughout 2013 and beyond.

The qualitative assessment of new and continuing commitments indicated that whilst the relevance of commitments to the aims of the Platform is high, and in most cases clear objectives are set, there is a clear need to further refine the measures and indicators of input, output, and in particular measures of outcomes.

4.1 Introduction and Overview

This chapter provides details of the commitments undertaken by members of the Platform in 2012 grouped by their activity type. For an overview of the outputs of the commitments in 2012 please refer to Chapter 3. In this chapter the IBF International Consulting monitoring team also provide commentary on the quality of the monitoring reports and the richness of data that they yield. The monitoring reports that are submitted to the Platform by Platform Members provide information on the activity type that the commitment is addressing. The categories of activity type are:

1. Marketing and advertising
2. Composition of foods (reformulation), availability of healthy food options, portion sizes
3. Consumer information/labelling
4. Education including lifestyle modification
5. Physical activity promotion
6. Information exchange and Advocacy

4.2 Summary

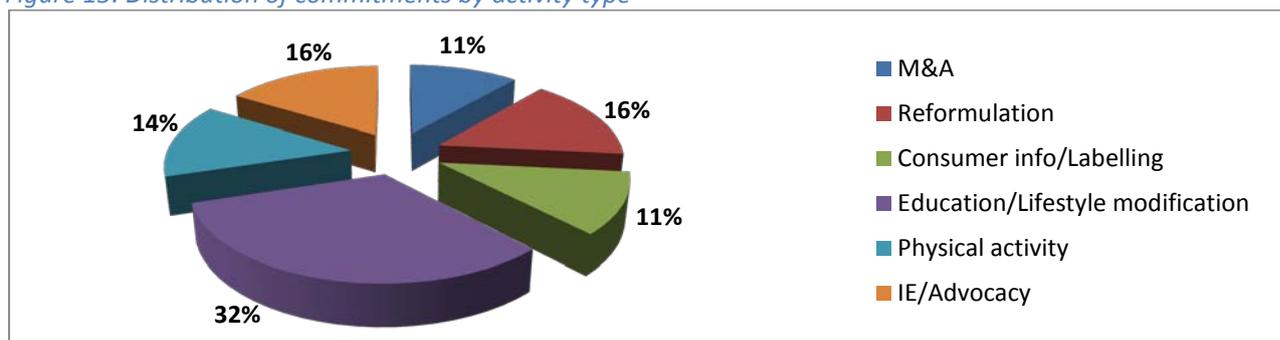
Out of the 124 commitments for which monitoring forms were received in 2012. The monitoring forms showed that there were 14 commitments in the field of marketing and advertising, 19 in the field of reformulation, 14 in the field of consumer labelling, 40 in the field of education and lifestyle modification, 17 in the field of physical activity promotion, and 20 in the field of advocacy and information exchange. Figure 14 below provides a summary of this information.

Figure 14: Overview of commitments by activity type

commitments by activity type	Number of commitments
Marketing and advertising	14
Composition of foods (reformulation), availability of healthy food options, portion sizes	19
Consumer information/labelling	14
Education including lifestyle modification	40
Physical activity promotion	17
Information exchange and Advocacy	20

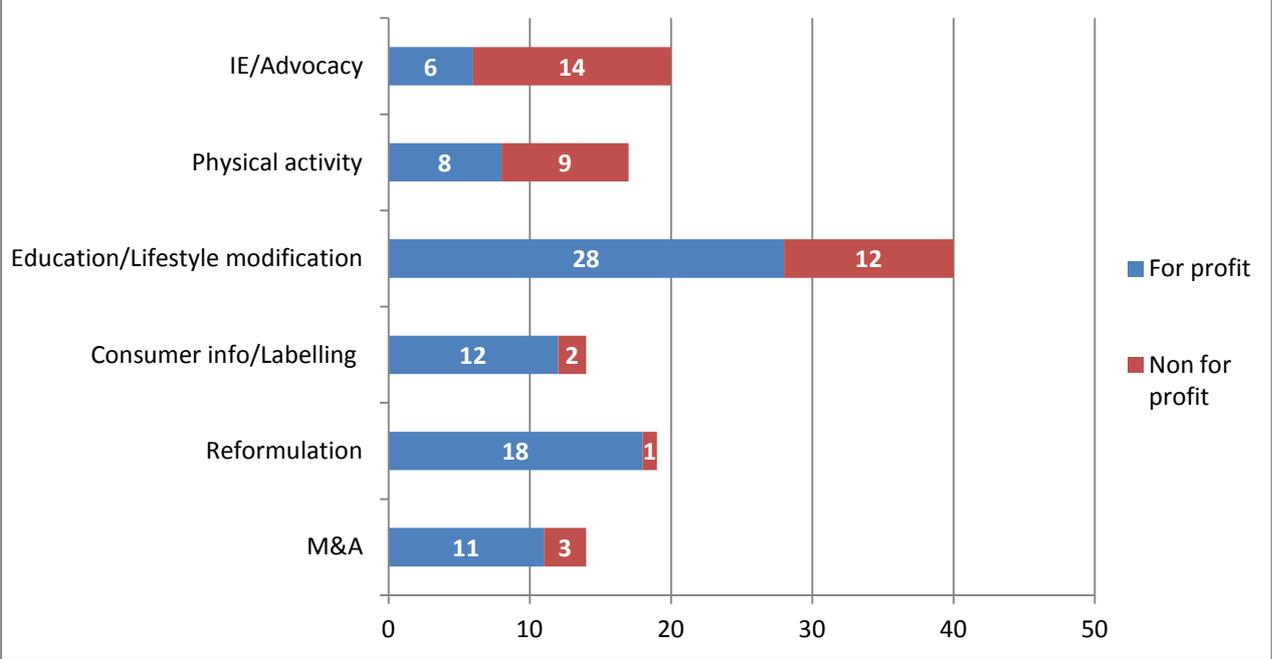
Further examination of these figures shows that they are spread fairly evenly over the range of activity types, with the exception of the 'Education' field of activity which has a 32% share of the total number of commitments (see Figure 15 below).

Figure 15: Distribution of commitments by activity type



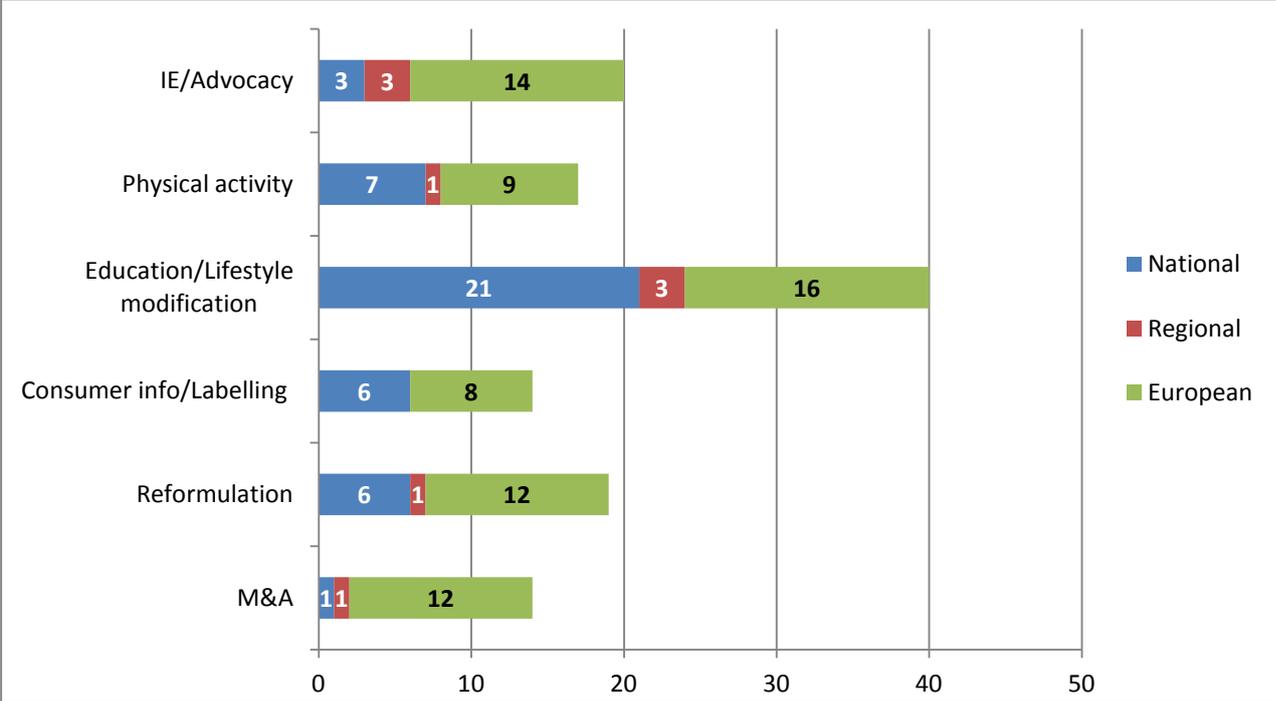
The majority of commitments are held by for-profit organisations (n=83), and this ratio is also mirrored across the activity types – approximately two-thirds of commitments within each area of activity are held by for-profit organisations. The exceptions to this are in the fields of ‘labelling’, ‘reformulation’, and ‘marketing & advertising’ as would be expected given the issues that these 3 fields cover. Figure 16 below illustrates these findings further.

Figure 16: Distribution of commitments by field and for-profit/not-for-profit organisations



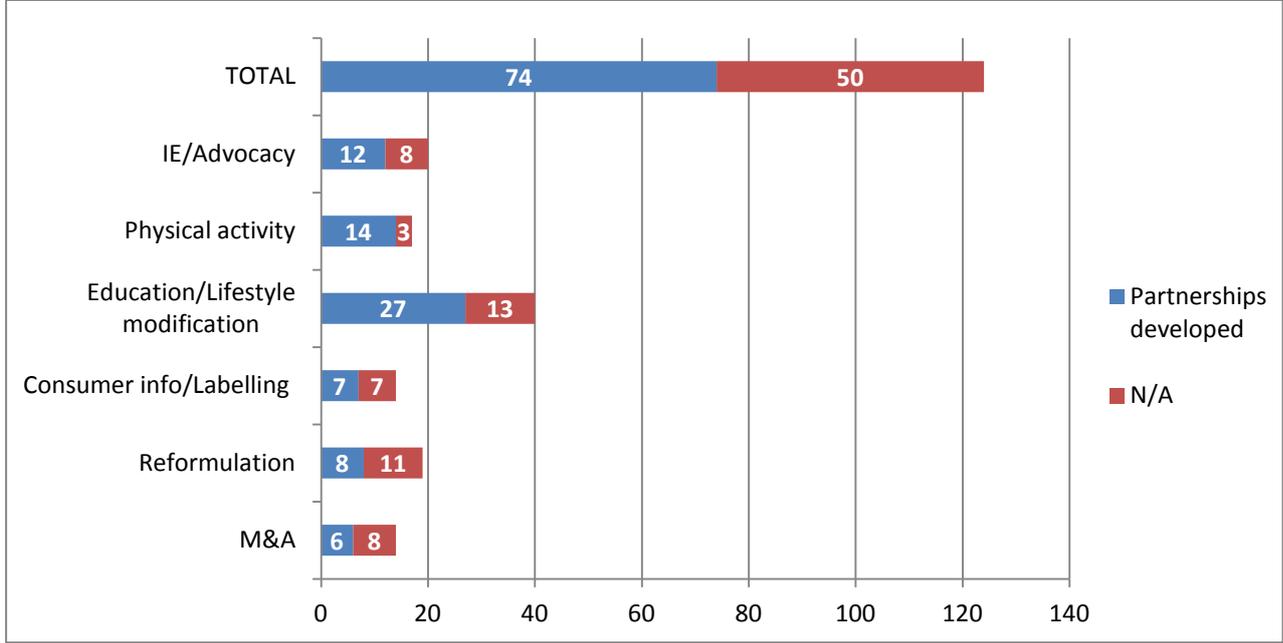
The majority of the commitments have pan-European coverage (57%), and this trend can also be viewed when looking at the geographical coverage of commitments within given fields of activity. Only a very small number of commitments within any field of activity are limited to a regional coverage. Figure 17 below illustrates these findings further.

Figure 17: Geographical coverage of commitments by activity type



Partnership working is an important element of the delivery of the commitments. Figure 18 below indicates just how significant an issue this is with partnerships being formed in the delivery of 74 of the 124 commitments i.e. 60% of the total.

Figure 18: Number of partnerships developed for each activity type



4.3 Review of the types of activity addressed by Platform commitments

4.3.1 Marketing and advertising (M&A)

The marketing and advertising commitments of the Platform operate in a rapidly evolving media environment with new (non-traditional) forms of digital media dominating. These include websites, mobile marketing via SMS, text and web-enabled phones, social networks, online games and videos, and DVDs. This environment poses new challenges both to industry and consumers. Media consumption has increased among young people, especially in those with less parental support (i.e. socially disadvantaged or poor families). In 2012, 14 marketing and advertising commitments were implemented.

Active Marketing and Advertising commitments

The 14 continuing commitments in this area are undertaken by the following Platform members:

- 1 by the European Heart Network (EHN). This Platform member submitted a new commitment in this area during 2012. The target group of this commitment was Industry across the European Union;
- 1 by the Confederation of Family Organisations in the European Union (COFACE) and its members;
- 8 by FoodDrinkEurope and its members. This Platform member submitted 8 continuing commitments in this area. 4 of the commitments were aimed at the general public, 2 for children and adolescent, one for parents, and one for industry;
- 1 by the International Obesity Task Force (IOTF) and its members;
- 3 by the World Federation of Advertisers (WFA) and its members. This Platform member submitted 3 continuing commitments in this area. The Federation itself submitted two commitments and the Ferrero Group submitted one. All three commitments were designed for the children and adolescents group.

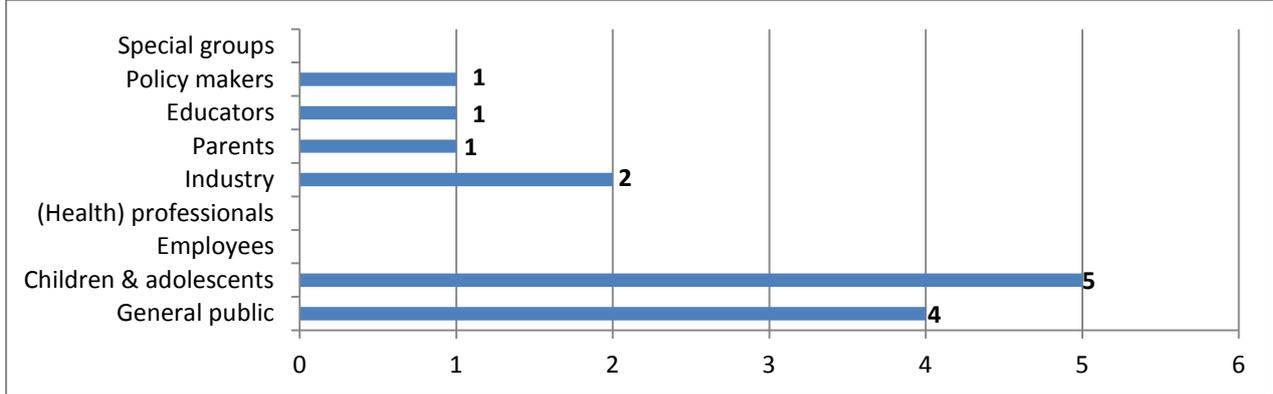
Platform Member	Action number	Title
European Heart Network (EHN)	1404	Nutritional criteria for foods/drinks advertised to children
Confederation of Family Organisations in the European Union (COFACE) and its members	1106	Media, advertising and nutrition: media literacy educational package
FoodDrinkEurope and its members	604	Savoury snacks industry commitments in the areas of consumer information, product development and commercial communication (ESA)
	581	Advertising and Commercial Communications, including school vending (UNESDA)
	1064	No advertising in cinemas during films aimed at children under 12 years (UNESDA)
	1203	Not market to children under 12 years in the Digisphere (FoodDrinkEurope)
	265	The self-regulatory code for advertising (FEVIA)
	1018	Mars Marketing commitments (Mars Inc.)
	619	Product development, marketing/advertising and the promotion of healthy lifestyles (PepsiCo)
	833	Responsible marketing and advertising (Unilever)
International Obesity Task Force (IOTF) and its members	1118	International standards for marketing food to children
World Federation of Advertisers (WFA) and its members	427	Media literacy and responsible advertising to children (Ferrero Group)
	545	Media Smart teaching children to be media-literate
	1075	The EU Pledge - Changing Food Advertising to Children (WFA)

Mapping of M&A commitments

In 2012, 14 continuous commitments registered as marketing and advertising commitments have been implemented, including 1 new commitment in this field of action for 2012. Of these 14 commitments, 11 have been implemented by the for-profit sector with 3 by the non-profit sector. In terms of their geographical scope, marketing and advertising commitments benefit from a wide geographic outreach – 11 of the commitments are implemented at European level, 1 at a regional level and 1 at a national level.

In addition to the 14 commitments having marketing and advertising as main activity types, 5 more commitments have this activity type as a second option. As the table below indicates most of the M&A commitments address children (36%) and the general public (29%). M&A commitments addressing industry account for 14% while all other types of commitments account for 7% each.

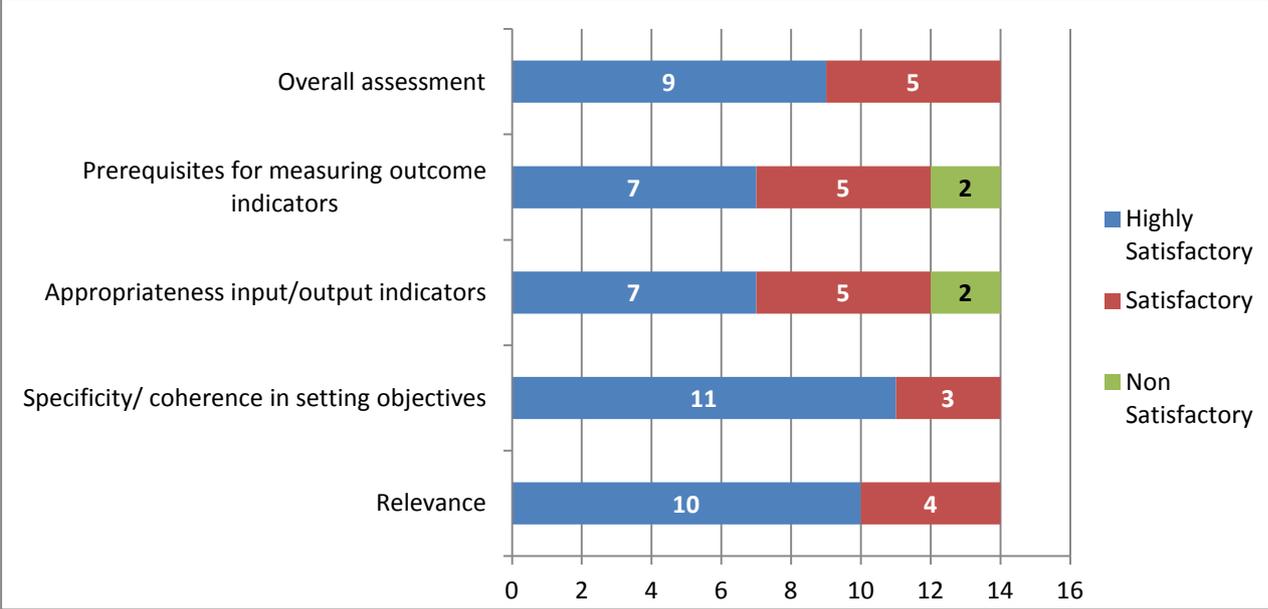
Figure 19: Target audience of commitments in the area of Marketing and Advertising



Qualitative assessment of M&A commitments

The overall qualitative assessment of the 14 M&A commitments found 9 to be ‘highly satisfactory’ and 5 to be ‘satisfactory’. None were found to be ‘not satisfactory’. On *outcome indicators*, the majority of commitments were assessed as being ‘highly satisfactory’, while 5 were assessed as ‘satisfactory’. The remaining two were found to be ‘not satisfactory’. Overall this is a significant improvement on the assessment of 2011. *Appropriateness of input and output indicators* were assessed as being ‘highly satisfactory’ for 7 commitments, ‘satisfactory’ for 5 commitments but in 2 instances commitments were assessed as being ‘not satisfactory’. *Specificity and coherence of the objectives* was assessed as being either ‘highly satisfactory’, 11 objectives; or ‘satisfactory’, 3 objectives. As can be seen, *relevance* of the commitments to the Platform’s general objectives in this area was assessed to be either ‘highly satisfactory’, 10 commitments, or ‘satisfactory’, 4 commitments. Figure 20 below provides information on the qualitative review of the M& A commitments.

Figure 20: Qualitative assessment of Marketing and Advertising commitments 2012 (N=14)



4.3.2 Composition of foods (reformulation), availability of health food options, portion sizes

The important and very positive progress established in recent years in this area has been maintained in 2012. Platform commitments on reformulation are a very positive way of facilitating joint action between industry and Member States. They are also seen as supporting national initiatives, for salt reduction, sugar reduction, the reduction of other selected nutrients including saturated fats, hydrogenated fats, trans fats, a reduction in energy value and portion size and the widening of healthy choices.

19 commitments with reformulation as their main activity type were active in 2012. In addition 3 more commitments addressed reformulation as a second activity type. With the exception of two commitments that are both focused on the reduction of salt, the other commitments are directed at either multiple nutrient reduction or other innovative approaches to amending the composition of food, increasing the availability of healthy food options or making portion sizes a positive factor in a healthy diet.

A wide range of activity is being undertaken across the 19 commitments including: reduction in specific components e.g. salt alone; a reduction in multiple components e.g. reductions in salt, total fat, saturated fat; a reduction in energy content; a reduction in portion size and an increase in choice.

Narrative description of 2012 active commitments

Of the 19 commitments recorded as being active in this area in 2012, 4 are new commitments. The commitments in this area are implemented by the following organisations:

- 11 by FoodDrinkEurope and its members. This Platform member submitted 11 commitments in this area on behalf of its members. 2 commitments originated from both Danone and Mars Inc; and 1 each from Barilla, Nestlé, UNESDA, Unilever, Ferrero Group and FEVIA. The final commitment originated from FoodDrinkEurope itself;
- 2 by the European Modern Restaurants Association (EMRA) and its members;
- 1 by the EuroCommerce and its members;
- 1 by EuroCoop and its members;
- 1 by the European Federation of Contracting Catering Organisations (FERCO) and its members;
- 1 by Agricultural Organisations and Cooperatives (COPA-COGECA) and its members;
- 1 by the Standing Committee of European Doctors (CPME) and its members;
- 1 by the European Vending Association (EVA) and its members.

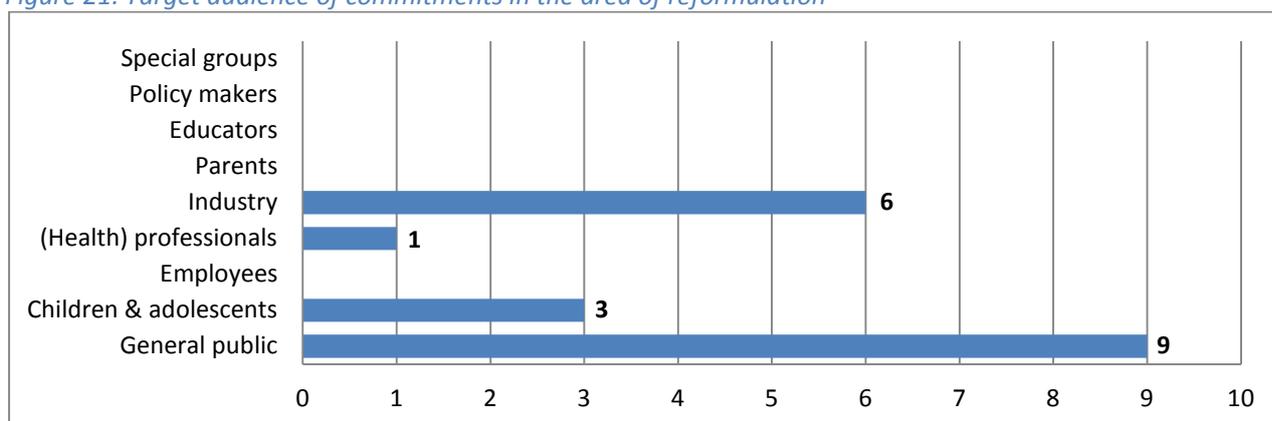
Platform Member	Action number	Title
FoodDrinkEurope	1218	Nutritional Improvement Programme (Danone)
	1004	Product Reformulations & Portion Size Reductions (Mars Inc.)
	1016	Reduction of salt levels in rice and sauce products (Mars Inc.)
	807	Product formulation and portion sizes (Ferrero Group)
	263	Nutritional Policy Charter (FEVIA)
	583	Products, Choice & Portion Size (UNESDA)
	834	Product reformulation and innovations (Unilever)
	1318	Participation in NU-AGE project (FoodDrinkEurope)
	1407	Innovation and renovation - with focus on culinary, ice cream and confectionary (Nestlé)
	1415	Product reformulation and innovation (Barilla)
European Modern Restaurants Association	1420	Dietary habits and nutrient intakes in infants and toddlers (Danone Research)
	535	Product Composition Innovation and renovation
EuroCommerce	537	Choice
	727	Facilitate the promotion of healthy diets and lifestyles in various areas (Danish Chamber of Commerce)
Euro Coop	1110	Club 4-10 (Coop Italia)
The European Federation of Contracting Catering Organisations	505	FERCO General Nutrition Recommendations (FERCO)
Agricultural Organisations and Cooperatives	1317	Partnership in the reduction of salt content in food (the Danish Agriculture and Food Council)
Standing Committee of European Doctors	1305	Healthy choices at work
European Vending Association	1314	Increasing vending choice to promote healthy eating habits

Mapping of commitments

There are 19 commitments recording this area as their main type of action in 2012, 3 of which are new for 2012. However the assessment of the monitoring reports shows that 5 more commitments are implementing food reformulation activities. Overall the potential ‘reach’ of the reformulation commitments is very great as they impact directly on food purchasing and consumption in Europe. 6 of the Reformulation commitments are national in nature, 1 is regional and the 12 remaining commitments are European. 18 commitments in this category have been implemented by the for-profit sector.

In addition to the 19 commitments that have Composition of foods (reformulation), availability of health food options, portion sizes as the main activity type, 8 more commitments have this activity type as a second option. The primary target audience of these commitments is detailed in the table below.

Figure 21: Target audience of commitments in the area of reformulation

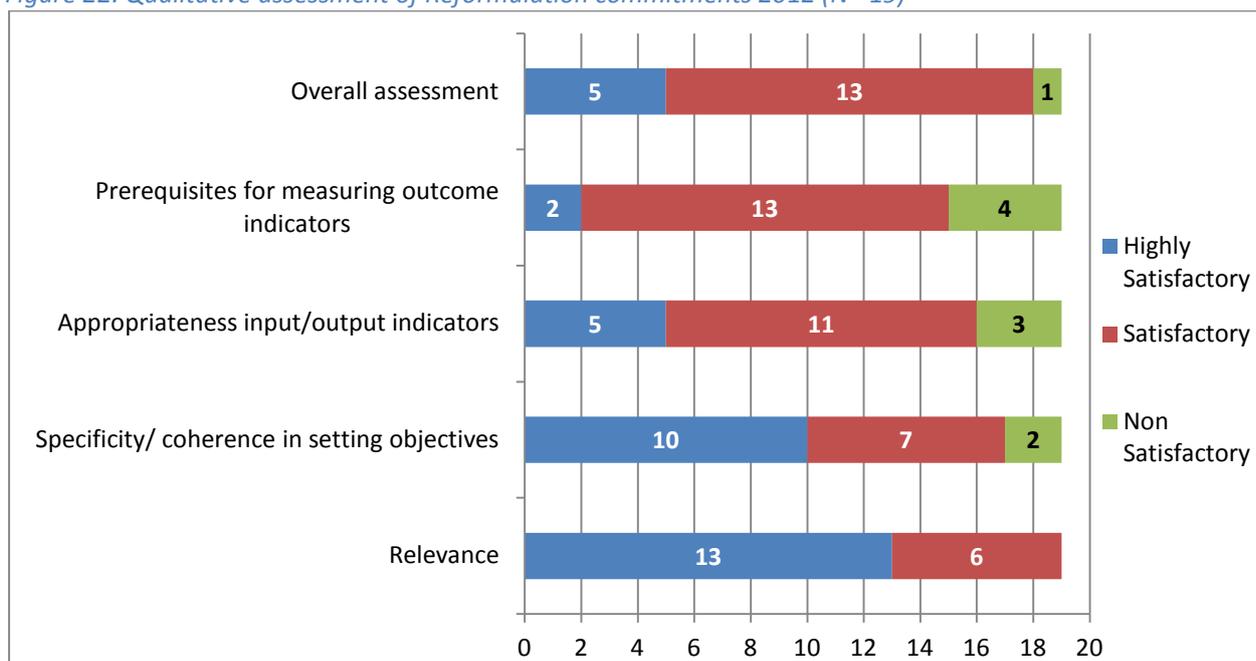


As can be seen from the above table the majority of the reformulation commitments have the general public as the target audience, while a considerable proportion are targeted at the industry itself as actions to introduce and monitor the desired changes in food composition are encouraged. The provision of overall quantifiable data such as tons of nutrients reduced in 2012 e.g. tons reduction in salt, fat and sugar is much lower than in 2011. Instead reports are focusing on percentage reductions per portion or per pack. Also included is the reduction in energy content, again usually as a percentage per portion or pack. Other indicators are very diverse and are therefore difficult to meaningfully portray. However, examples of such indicators include: number of ‘healthier meals’ provided, number of customers that purchase reformulated products and quantities of reformulated products sold.

Qualitative assessment

Overall the qualitative assessment of the 19 commitments on composition of foods (reformulation), availability of health food options and portion sizes rated 5 as being ‘highly satisfactory’, 13 as being ‘satisfactory’, and 1 as being ‘not satisfactory’. At the level of *outcome indicators*, 2 commitments were assessed as ‘highly satisfactory’, while 13 were found to be ‘satisfactory’, and 4 ‘not satisfactory’. *Appropriateness of input and output indicators* were assessed as being ‘highly satisfactory’ and ‘satisfactory’ for 5 and 11 commitments respectively, while 3 commitments was assessed as ‘not satisfactory’ on this point. *Coherence of objectives* was assessed as ‘highly satisfactory’ and ‘satisfactory’ for 10 and 7 commitments respectively, while 2 commitments were found to be ‘unsatisfactory’ with regard to the level of coherence and specificity of their objectives. *Relevance* to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 13 and ‘satisfactory’ for 6 of the commitments in this area.

Figure 22: Qualitative assessment of Reformulation commitments 2012 (N =19)



4.3.3 Consumer information, including labelling

While knowledge is evidently key to enabling consumers to make informed choices with regards to their purchasing and eating habits, it is less clear how labelling of foods influences behaviour. Acknowledging the need to move ahead in this area, the Platform has, since its inception, sought to encourage members to register and report on commitments under the activity option of consumer information including labelling. The high policy priority of this subject is illustrated by the continuous effort to update the legal framework, i.e. the adoption of the Regulation 1169/2011 of the European Parliament and of the Council which establishes the way in which food information should be provided to consumers. The regulation defines the compulsory information to be present on food labels such as content per 100 grams or 100 ml of energy, salt, sugar, fat, proteins. In this context, the Platform commitments are acting as vehicles to test the feasibility of policy options and to enable an increased awareness of labelling information that is needed for proper implementation of legislation. A total of 30 consumer information including labelling commitments have been implemented since 2006 (note between 2006 and 2010 this category of commitments were defined as 'labelling' only) and of these 14 commitments were being actively implemented in 2012.

Narrative description of 2012 active commitments

There was 1 new commitment in this area in 2012 and 13 continuing commitments, distributed as follows:

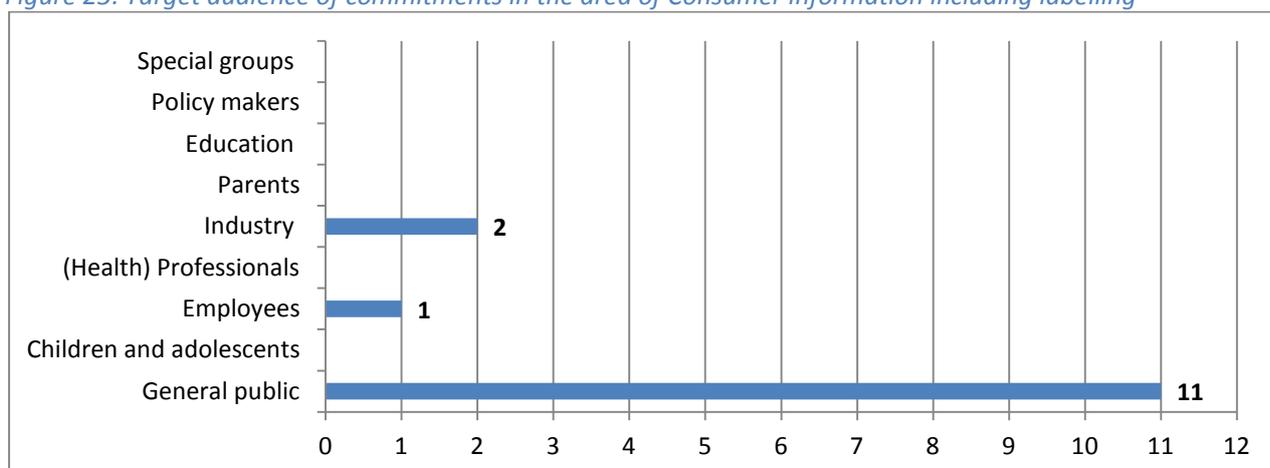
- 8 by FoodDrinkEurope and its members. This Platform member submitted 7 continuing commitments and 1 new commitment in this area on behalf of its members. 2 commitments originated from Fevia; 2 from UNESDA; 1 from Mars Inc; 1 from Nestlé S.A. (Germany); 1 from Nestlé S.A. (Spain), and 1 new commitment from FoodDrinkEurope;
- 2 by EuroCommerce and its members;
- 1 by the European Food Information Council (EUFIC) and its members;
- 1 by The European Consumers Organisation (BEUC) and its members (new);
- 1 by the European Federation of Contracting Catering Organisations (FERCO) and its members;
- 1 by the European Modern Restaurants Association (EMRA) and its members.

Platform Member	Action number	Title
FoodDrinkEurope	266	Website "alimentationinfo.org/voedingsinfo.org" (FEVIA)
	268	NUBEL (FEVIA)
	1015	Nutrition Labelling Initiative: Indication of Guideline Daily Amounts (GDAs) (MARS Inc.)
	1020	Nestlé Nutrition Studio: Consumer education for healthy and balanced nutrition (Nestlé S.A. - Germany)
	1024	A comer bien! (To eat well) (Nestlé S.A. - Spain)
	1027	Guideline Daily Amount Labelling (UNESDA)
	582	Consumer Information (UNESDA)
	1414	FoodDrink Europe Recommendation for the Continued use of GDA's (FoodDrinkEurope)
EuroCommerce	1028	Promotion of a balanced nutrition programme on the working place (Edenred - ex Accor Services)
	738	German retailers initiatives in the field of nutrition and healthy lifestyles (HDE)
European Food Information Council	521	European Food Information Council - Consumer research on nutrition information and labelling
European Consumers Organisation	1401	The European Consumers Organisation - Engagement with other stakeholders to discuss out of home nutrition information (BEUC)
European Federation of Contracting Catering Organisations	504	European Federation of Contracting catering Federations - Better information of the end consumers
European Modern Restaurants Association	536	European Modern Restaurants Association - Consumer information

Mapping of commitments

The 14 consumer information/labelling commitments constituted 11% of the total number of commitments in 2012. Figure 23 below indicates the number of Consumer information including labelling commitments by target group. As is to be expected the general public is by far the largest target group for this type of commitment.

Figure 23: Target audience of commitments in the area of Consumer information including labelling



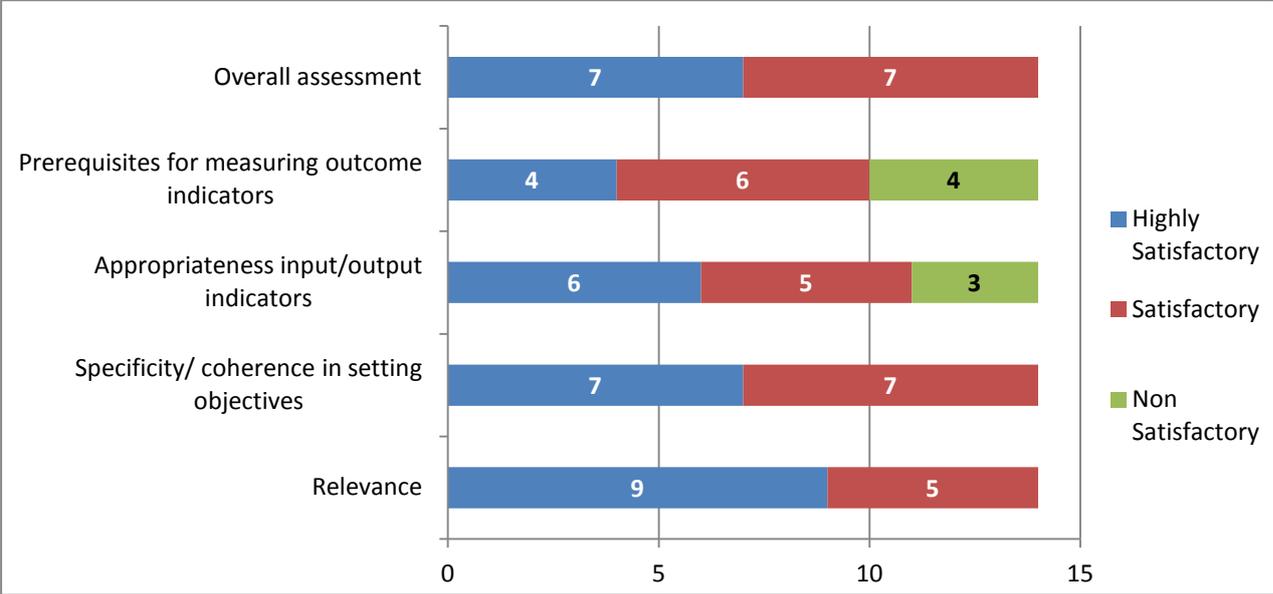
All but one commitment in this area were held by for-profit organisations. 9 commitments had a European geographical scope, while the remaining 5 were national. Indicators used by Platform members to measure outputs and outcomes in this field ranged from numbers of products benefiting from new labels, number of customers that receive packs with new label, number of pages/videos/information materials downloaded

from the internet, and most importantly, the level of compliance with the GDA system of labelling. In addition to the 14 commitments having Consumer information and labelling as the main activity type, 8 more commitments have this activity type as a second option.

Qualitative assessment of commitments

The overall qualitative assessment of the 14 Consumer information and labelling commitments found 7 to be ‘highly satisfactory’ and 7 to be ‘satisfactory’. None were assessed as being ‘not satisfactory’. At the level of *Outcome indicators*, 4 commitments were assessed as ‘highly satisfactory’, 6 commitments were assessed as ‘satisfactory’, while 4 were found to be ‘not satisfactory’. *Appropriateness of input and output indicators* were assessed as ‘highly satisfactory’ for 6 and ‘satisfactory’ for 5 and ‘non satisfactory for 3 commitments in this area. *Specificity and coherence* in setting objectives was assessed as ‘highly satisfactory’ and ‘satisfactory’ for 7 commitments in each case. *Relevance* to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 9, and ‘satisfactory’ for 5 of the commitments in this area.

Figure 24: Qualitative assessment of Consumer Information, including labelling commitments 2012 (N=14)



4.3.4 Education, including lifestyle modification

The importance of the field of action is demonstrated by the high number of commitments in the area, 40 active commitments in 2012 (32% of all Platform active commitments in 2012). 6 of them are new commitments for 2012. The activities covered by the commitments are diverse, many of them providing educational opportunities with regard to the benefits of healthy nutrition and physical activity for children in schools; for professionals through the organisation of conferences and the dissemination of technical materials through specialized professional media; to the general public, educators and parents, etc. A detailed description of the action within each commitment is presented in below.

Narrative description of 2012 active commitments

There are 40 commitments in this area:

- 24 by FoodDrinkEurope and its members. This Platform member submitted 24 continuing commitments in this area. 13 of these commitments were designed for the children and adolescents group, 4 for the employees group, 3 for health professionals, 2 for the general public, 1 for the policy makers group and 1 for the parents’ group;

- 2 by the European Food Information Council (EUFIC) and its members. This Platform member submitted 2 continuing commitments in this area. All of the commitments were designed for the general public;
- 2 by the Agricultural Organisations and Cooperatives (COPA-COGECA) and its members. This Platform member submitted 2 continuing commitments in this area, all by the Danish Agriculture and Food Council (DAFC). One of the commitments was designed for the general public, and one for the children and adolescents group;
- 1 by European Association for the Study of Obesity (EASO);
- 2 by the European Federation of the Associations of Dieticians (EFAD). This Platform member submitted 2 continuing commitment in this area, designed for the health professionals group;
- 1 by the European Heart Network and its members;
- 1 by the European Non-Governmental Sports Organisation (ENGSO) and its members;
- 1 by the European Society of Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN);
- 1 by European Vending Organisation (EVA) and its members;
- 2 by International Obesity Task Force (IOTF) and its members;
- 1 by the European Network for Prevention and Health Promotion in Family Medicine and General Practice (EUROPREV) and its members;
- 1 by the International Diabetes Federation (IDF) and its members;
- 1 by Freshfel Europe.

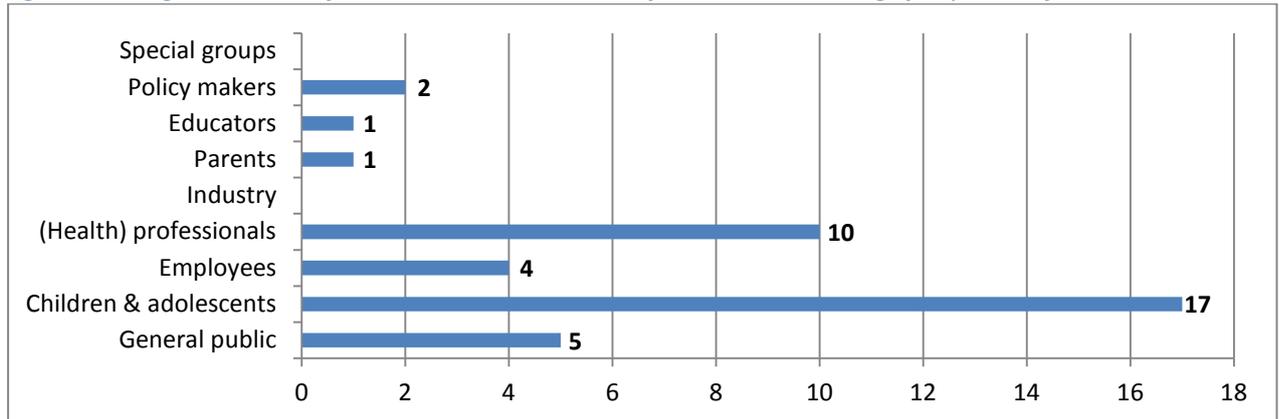
Platform Member	Action number	Title
FoodDrinkEurope	463	Faut que ça Bouge! /Let's get Moving! (Institut Danone)
	800	Ensemble surveillons sa corpulence/Watching their body mass together (Institut Danone France)
	1417	Malin Programme to improve dietary habits of vulnerable adults (Danone)
	1114	Ma santé au quotidien/Health@work (Danone)
	1207	Bon appétit, Bouge ta santé' (Danone Belgium)
	1208	'Eat Like a Champ' (Danone)
	1406	Nestlé Healthy Kids Global Programme (Nestlé)
	1416	Healthy Start (Danone)
	1413	Global Employee Health programme - Lamplighter (Unilever)
	449	Wellness for me (Nestlé Switzerland)
	1009	Clever Naschen (Mars Inc.)
	1013	Supporting the Epode European Network (Mars Inc.)
	269	FEVIA Fund - partnership with the King Baudouin Foundation
	1069	Healthy Lifestyle Campaign 'Happy Body' (FEVIA)
	1115	Kellogg's Breakfast Clubs (Kellogg)
	1206	Kellogg's Belgian Prize for Dietetics (Kellogg)
	1001	EPODE (Ensemble Prévenons l'Obésité Des Enfants)/EEN (European Epode Network) (Ferrero Group)
	1211	Kraft Foods - Employee Wellbeing (Kraft Foods)
	1212	Healthy Diet for Toddler (Nutricia NL)
	1113	Keep Fit! (Polish Federation of Food Industry Union of Employers)
837	Healthy Choice the Easy Choice (Unilever)	
1217	Mum, Dad, I prefer water! (FoodDrinkEurope)	
1316	Taste Makes School / Il gusto fa scuola (FoodDrinkEurope)	
778	Breakfast Week (FoodDrinkEurope)	
European Food Information Council	524	Increasing the outreach of EUFIC's information on healthy lifestyles
	526	Using EUFIC communication vehicles to raise awareness of the EU Platform

Agricultural Organisations and Cooperatives	1209	6 A Day
	1065	Holiday Food and Nutrition Camps/Madskoler (DAFC).
European Association for the Study of Obesity	1310	Develop a network of EASO Collaborating Centres for Obesity Management
European Federation of the Associations of Dieticians	282	Dieticians Improving Education and Training Standards (DIETS)
	1111	Collaborate to promote increased awareness and use of energy balance
European Heart Network	1074	The British Heart Foundation's Food4Thought healthy eating campaign
European Non-Governmental Sports Organisation	1103	ENGSO health promotion network (ENGSO PROHEALTH)
European Society of Paediatric Gastroenterology, Hepatology and Nutrition	1060	Contribution to obesity prevention
European Vending Organisation	1036	Smart Choice Programme for Vending in Education
International Obesity Task Force	810	Improving medical and health professional skills to counteract obesity
	1403	Toy Box
European Network for Prevention and Health Promotion in Family Medicine and General Practice	1301	Evaluation of the implementation of Diabetic guidelines in primary care
International Diabetes Federation	1313	Diabetes Prevention Forum
Freshfel	1409	Kids Enjoy Fresh

Mapping of commitments

There are 40 active commitments in 2012 in this area, of which 6 are new commitments. Over 27% (28) are implemented by the for-profit sector. 16 commitments are of European scale, 3 are regional and 21 were implemented at national level. 17 (42.5%) commitments address the strategic group 'children and adolescents'; followed by health professionals (10 commitments/ 25%); the general public (5 commitments/ 12.5%); employees (4 commitments/ 10%); policy makers (2 commitments/ 5%); and educators and parents are each addressed by 1 commitment (2.5%).

Figure 25: Target audience of commitments in the area of education including lifestyle modification

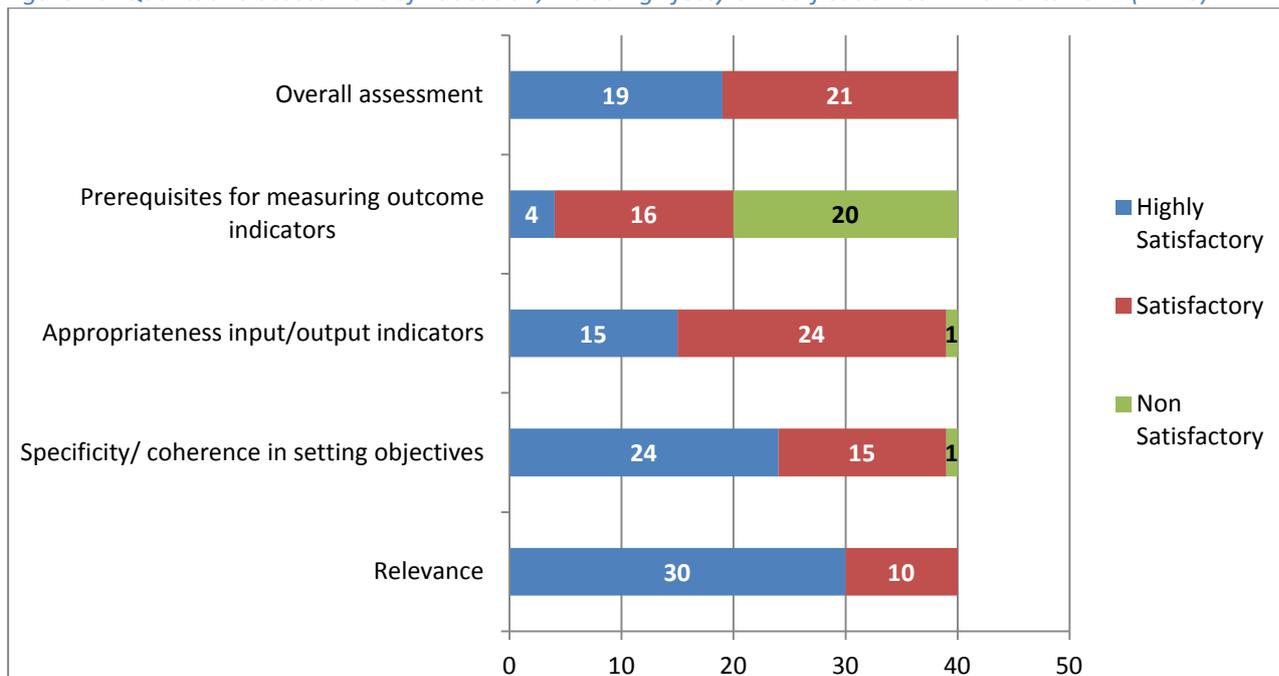


In addition to the 40 commitments having education including lifestyle modification as the main activity type, 13 more commitments have this activity type as a second option.

Qualitative assessment of commitments

The overall assessment revealed that 19 commitments in this area were regarded as ‘highly satisfactory’ and 21 as being ‘satisfactory’. There were no ‘not satisfactory’ commitments in this area. In terms of the prerequisites for measuring *outcome indicators*, 4 were considered to be ‘highly satisfactory’ (10%); 16 were considered to be ‘satisfactory’ (40%) and 20 were considered to be ‘not satisfactory’ (50%). *Appropriateness of input and output indicators* were assessed ‘highly satisfactory’ and ‘satisfactory’ for 15 (37.5%) and 24 (60%) commitments respectively, while 1 commitment was assessed as being ‘not satisfactory’ on this point. *Specificity and coherence of objectives* was assessed as ‘highly satisfactory’ and ‘satisfactory’ for 24 (60%) and 15 (37.5%) commitments respectively, while 1 commitment was found to be ‘not satisfactory’. *Relevance* to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 30 (75%) and ‘satisfactory’ for the remaining 10 (25%) of the commitments in this area. No commitments were assessed as ‘non satisfactory’.

Figure 26: Qualitative assessment of Education, including lifestyle modification commitments 2012 (N=40)



4.3.5 Physical activity promotion

In 2011, the key role of physical activity in tackling overweight and obesity was demonstrated by the creation of a new special field that allows for a specific registration and analysis of commitments that choose this activity type. Platform activity in this area increased in 2012 – there were 17 commitments with the principle area of activity being physical activity. Within this, there are 5 new commitments for 2012.

Narrative description of 2012 active commitments

There are 17 commitments in this area:

- 7 by FoodDrinkEurope and its members. This Platform member submitted 7 continuing commitments in this area. 5 of the commitments were designed for the children and adolescents group, one for the health professionals group, and one for the general public. There is 1 new commitment for 2012;
- 1 by the European Heart Network (EHN) and its members. This Platform member submitted 1 continuing commitment in this area, aimed at the general public;
- 1 by the Confédération Européenne Sport Santé (CESS) and its members;
- 1 by the European Cyclists' Federation (ECF) and its members;
- 1 by the European Food Information Council (EUFIC) and its members;
- 2 by the European Non-Governmental Sports Organisation (ENGSO) and its members;
- 1 by the European Association of Communications Agencies (EACA) and its members;
- 1 by the International Sport and Culture Association (ISCA) and its members;
- 1 by the European Region of the World Confederation for Physical Therapy (ER-WCPT);
- 1 by the European Health and Fitness Association (EHFA).

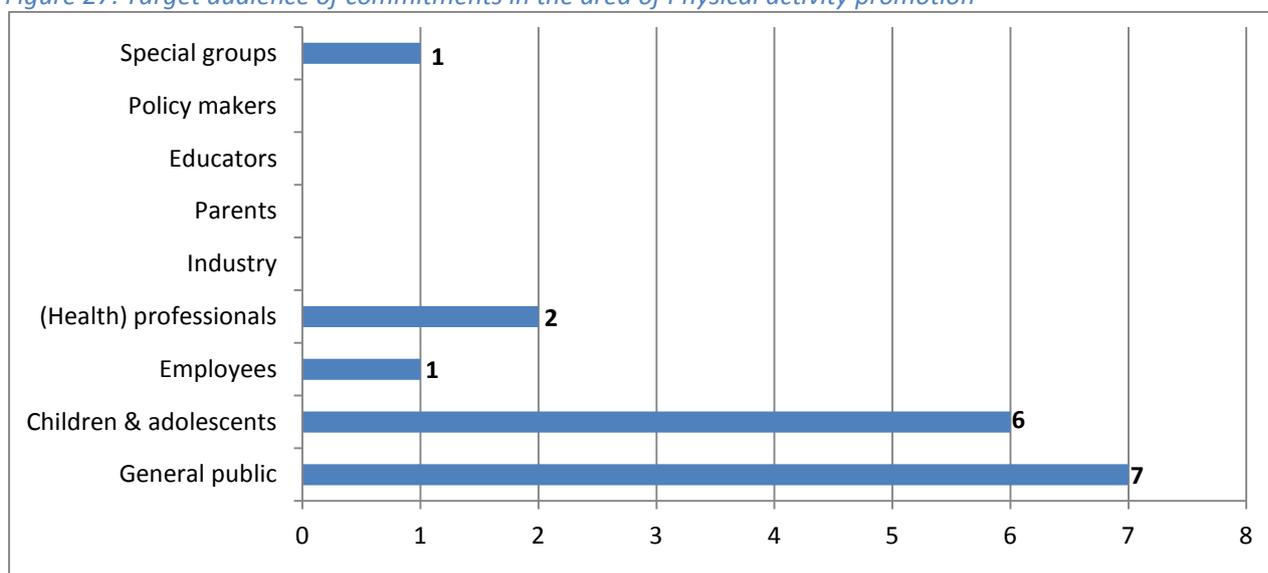
Platform member	Action number	Title
FoodDrinkEurope	1116	Kellogg's ASA Awards Scheme and Schools Swimming Competition
	1117	Kellogg's ASA Awards Scheme and Schools Swimming Competition
	1011	Supporting research and communication on physical activity (Mars Inc.)
	1012	'Bielice Run' - Young Europeans Run (Mars Inc.)
	431	Promotion of physical activity (Ferrero Group)
	462	Danone Nation Cup (Danone Group)
	1418	Danone Sport Schools (Danone)
European Heart Network	569	Heart Walks (Slovenian Heart Foundation – 569)
Confédération Européenne Sport Santé	1059	Physical Activity and Nutritional habits for families
European Cyclists' Federation	1410	LIFE CYCLE+ ECF Knowledge Transfer workshops
European Food Information Council	1061	Using EUFIC communication vehicles to promote physical activity
European Non-Governmental Sports Organisation	638	SPORT PRO GESUNDHEIT, a quality seal for programs which promote health enhancing physical activity
	1045	The role of Health in Grassroots Sport – Health4Sport
European Association of Communications Agencies	1304	Cycle to work promotion
International Sport and Culture Association	1303	Move - European Physical Activity Forum.
European Region of the World Confederation for	1408	Active and Healthy – The role of physiotherapists in physical activity

Physical Therapy		
European Health and Fitness Association	1411	Fitness Industry Association Research Institute Health and Wellbeing Investigation.

Mapping of commitments

There are 17 commitments in this field of action in 2012. 12 are continued from previous years and 5 are newly introduced commitments for 2012. 8 out of the 17 physical activity promotion commitments are implemented by the for-profit sector. 9 commitments were European in terms of their geographical scope, 7 were implemented at a national level and 1 at a regional level. Most of physical activity promotion commitments address the general public (7 commitments, 41%) and children and adolescents (6 commitments, 35%), followed by health professionals (2 commitments, 12%), and industry and special groups (1 commitment each, 6%). In addition to the 17 commitments having physical activity as their main activity type, 6 more commitments have this activity type as a second option.

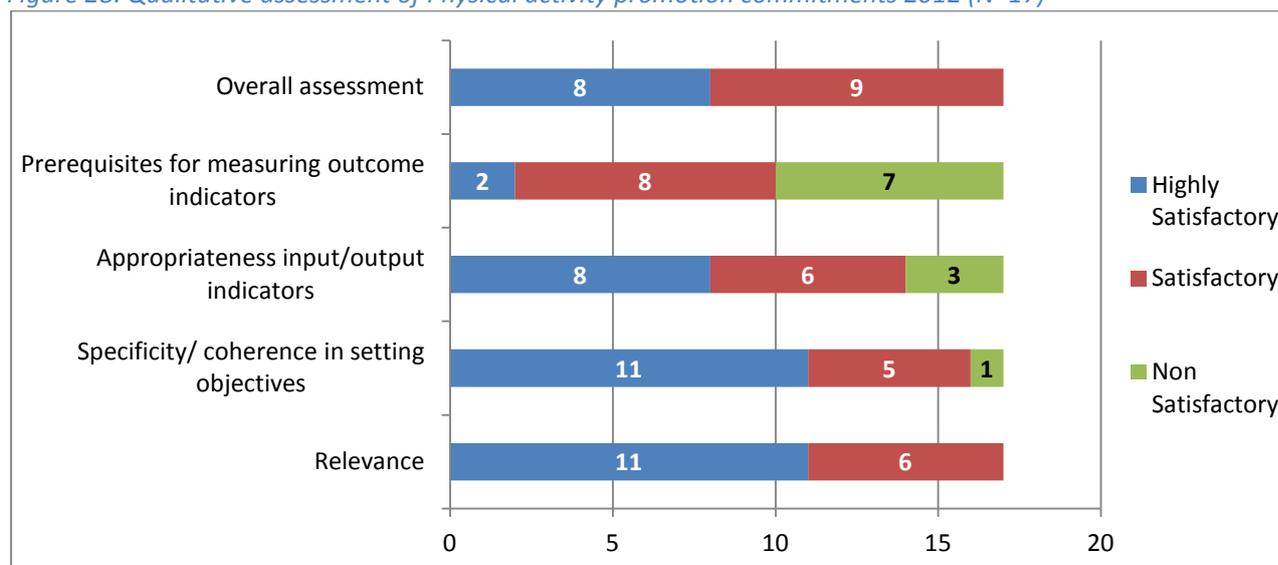
Figure 27: Target audience of commitments in the area of Physical activity promotion



Qualitative assessment of commitments

The overall qualitative assessment of the 17 Physical activity promotion commitments found 8 (47%) to be 'highly satisfactory' and 9 (53%) to be 'satisfactory'. None were assessed as being 'not satisfactory'. At the level of *outcome indicators*, 2 (12%) commitments were assessed as 'highly satisfactory', 8 (47%) commitments were assessed as 'satisfactory', while 7 (41%) were found to be 'not satisfactory'. The *appropriateness of input and output indicators* were assessed as being 'highly satisfactory' and 'satisfactory' for 8 (47%) and 6 (35%) commitments respectively, while 3 (18%) were assessed to be 'not satisfactory'. *Specificity and coherence of objectives* was assessed as 'highly satisfactory' and 'satisfactory' for 11 (65%) and 5 (29%) commitments respectively, and 1 (6%) was assessed to be 'not satisfactory'. *Relevance* to the Platform's general objectives was assessed to be 'highly satisfactory' for 11 (65%) and 'satisfactory' for 6 (35%) of the commitments in this area.

Figure 28: Qualitative assessment of Physical activity promotion commitments 2012 (N=17)



4.3.6 Information exchange and Advocacy

This category plays the role of “knowledge management” for the Platform members consisting of activities in the search for evidence such as research, dissemination of research/knowledge through websites, magazines, conferences and training for professionals, workshops for enabling the achievement of consensus amongst professionals and meetings to reach consensus over position charter for obesity management, etc. There are 17 continuing commitments in this category as well as 3 new ones. The specific achievement of each commitment is presented in the below.

Narrative description of 2012 active commitments

The 20 commitments in this area are composed of the following:

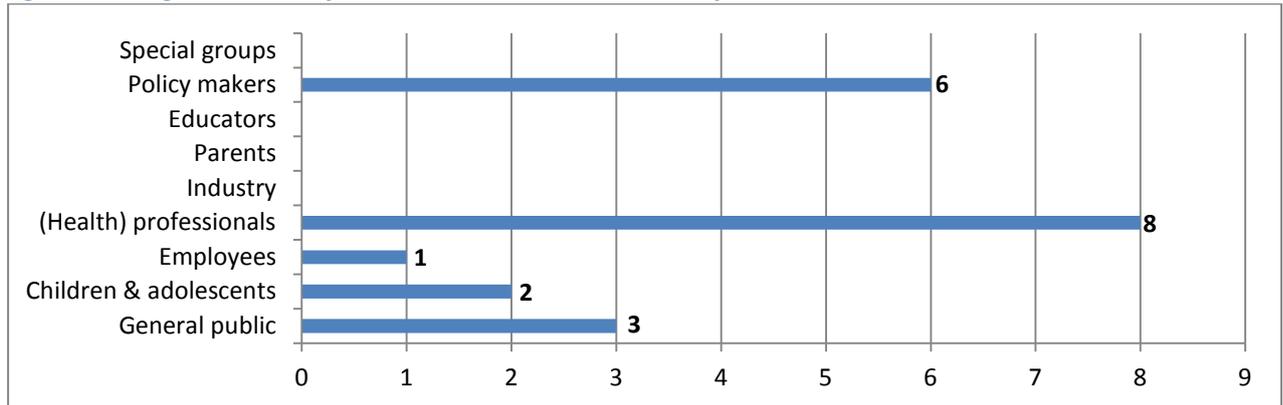
- 3 by the European Association for the Study of Obesity (EASO) and its members;
- 3 by the European Public Health Alliance (EPHA) and its members. This Platform member submitted 3 continuing commitments in this area. 2 of the commitments were designed for policy makers, and 1 for the health professionals group;
- 1 by the International Obesity Task Force (IOTF) and its members;
- 2 by Freshfel and its members. This Platform submitted 2 continuing commitments in this area. One of the commitments was designed for the general public and one for the children and adolescents group;
- 2 by the Standing Committee of European Doctors (CPME) and its members;
- 1 by EuroHealthNet and its members;
- 1 by the European Federation of Contracting Catering Organisations (FERCO) and its members;
- 1 by the European Heart Network (EHN) and its members;
- 1 by FoodDrinkEurope and its members;
- 1 by the International Baby Food Action Network (IBFAN) and its members;
- 1 by EuroCoop and its members;
- 1 by the International Diabetes Federation;
- 1 by the Fruit Vegetable and Horticultural European Regions.

Platform Member	Action number	Title
European Association for the Study of Obesity	533	Research, informing policy and advocacy
	1309	Provide input for setting the European obesity research agenda
	1312	To increase outreach of new knowledge in obesity research
European Public Health Alliance	630	The link between the Common Agricultural Policy and Diet
	1043	Dissemination of information with EPHA's member's organisations
	1105	Monitor, encourage and support the implementation of the EU SFS
International Obesity Task Force	1201	ENERGY project to prevent obesity in young people
	1402	SPOTLIGHT - Sustainable prevention of obesity through integrated strategies
Freshfel	529	Freshfel Europe "Fresh Fruit and Vegetables Consumption Monitor"
	530	Fresh Times" Newsletter with Information on Fruit & Vegetables Promotion
Standing Committee of European Doctors	1306	'Mobilising the medical profession: the "healthy village" toolbox'
	1307	'Informing the medical profession'
EuroHealthNet	1050	Improved information exchange about the Platform
European Federation of Contracting Catering Organisations	507	FERCO partnership with its European Social Partner, EFFAT (
European Heart Network	1204	Diet, Physical Activity and Cardiovascular Disease Prevention in Europe
FoodDrinkEurope	446	Health Professionals Magazine (Nestlé Spain)
International Baby Food Action Network	1068	Policy and programme coherence in infant and young child feeding in the EU
EuroCoop	1412	Tackling Obesity: consumer cooperatives leading the way
International Diabetes Federation	1419	World Diabetes Day
Fruit Vegetable and Horticultural European Regions	724	Coordination and promotion of regional education programmes

Mapping of commitments

There are 20 commitments recording this area as their main type of action in 2012, out of which 3 are new commitments submitted in 2012. 13 of the 20 Information exchange and advocacy commitments are implemented by the not-for-profit sector – this is the only area of action where the not-for-profit sector is more active than the for-profit sector. 14 commitments are European in terms of their geographical scope, 3 are national and 3 are regional. Most of the information exchange and advocacy commitments address health professionals - 8 commitments (40%) and policy makers - 6 commitments (30%); three more commitments address the general public (15%), 2 were focused on children and adolescents (10%) and employees was addressed by one commitment (5%). In addition to the 20 commitments having information exchange and advocacy as the prime activity type, a further 20 commitments have this activity type as a second option.

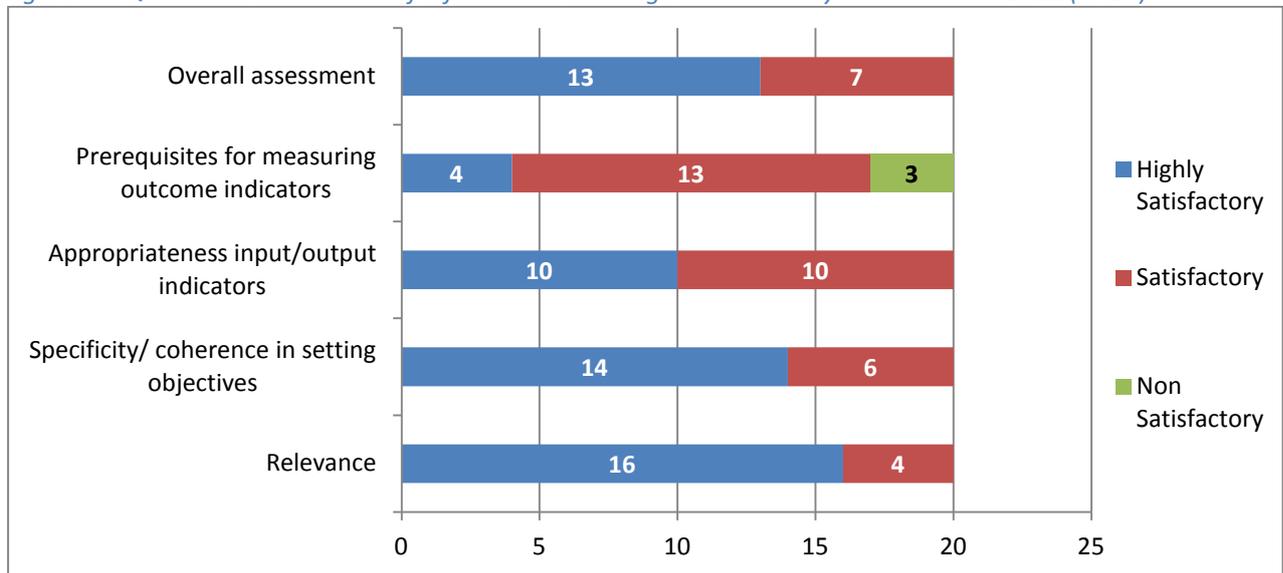
Figure 29: Target audience of commitments in the consumer information



Qualitative assessment of commitments

The overall qualitative assessment of the 20 information exchange and advocacy commitments found 13 (65%) to be ‘highly satisfactory’ and 7 (35%) ‘satisfactory’. None were assessed as being ‘not satisfactory’. At the level of *outcome indicators*, 4 (20%) commitments were assessed as ‘highly satisfactory’, while the majority of 13 (65%) were found to be ‘satisfactory’, and 3 (15%) were assessed as being not satisfactory’. The *appropriateness of input and output indicators* were assessed as being ‘highly satisfactory’ and ‘satisfactory’ for 10 (50%) and 10 (50%) commitments respectively in this area. Encouragingly this year, none were assessed as being unsatisfactory. *Specificity and coherence of objectives* was assessed as being ‘highly satisfactory’ and ‘satisfactory’ for 14 (70%) and 6 (30%) commitments respectively. *Relevance* to the Platform’s general objectives was assessed to be ‘highly satisfactory’ for 16 (80%) and ‘satisfactory’ for the remaining 4 (20%) of the commitments in this area. This is an improvement on the assessed relevance of 2011.

Figure 30: Qualitative assessment of Information exchange and advocacy commitments 2012 (N=20)



The 2013 Annual Report has been compiled using information contained in the 124 monitoring reports provided by the Platform members. The review of this information has revealed a wide range of activities taking place across the European Union. Some of the activities have a focused scope, perhaps influencing just a few hundred people in one or maybe two organisations. Other activities described in this report are able to reach very significant numbers of people, be they employees, members of the general public or children and young people. 71 of the commitments in 2012 were active across Europe, while 44 were active at a national level and 9 were regionally based. These points are further supported when looking at target groups - 68 commitments are focused on either the general public or children and adolescents. The other key target group is 'professionals' who is the focus of 21 commitments and in many instances this group is the gatekeeper to others. The last three years has seen a slight year on year increase in the number of not for profit organisations making Platform commitments. This is an encouraging trend. Education and lifestyle modification continues to be the area with the greatest number of commitments, some 32% of the total. The remaining 68% of commitments are spread fairly evenly between the remaining five areas of activity.

Partnerships have been formed in the majority of commitments overall, and each of the specific action areas has a majority of commitments in which partnership is a key factor. In terms of sustainability and synergy the value of partnerships cannot be underestimated and the maintenance of existing partnerships and development of further partnerships should be encouraged.

It is also encouraging to note that 21 new commitments were submitted in 2012, some 17% of the total. This is indicative of new ideas, new approaches and new resources being brought to bear on the obesity challenge that Europe faces. The encouragement of even more new commitments in the future is an important task.

The 124 commitments described in this report demonstrate that the obesity epidemic in Europe is being tackled. There is however still a long way to go and the activities of the Platform should be seen as exemplars of good practice, encouraging and motivating the development and implementation of even more actions, and the involvement of even more organisations to promote healthy diets, increase rates of physical activity and reduce the risk of obesity.

The remainder of this chapter focuses on the major learning points that can be drawn from each of the activity areas and concludes with a series of recommendations on how the monitoring and reporting processes can be strengthened even further in the future.

1. *Marketing and advertising.*

2012 has seen significant developments in this area. The EU Pledge companies agreed to strengthen the pledge from 2012 on in a number of ways. These include, lowering the audience threshold from 50% to 35% of children under 12, including company-owned websites and increasing the transparency of monitoring and compliance checks. All of these actions will subsequently feature in the activities described in this activity area. Non-member companies are also being encouraged to participate. Work to help children assess food and drink advertisements is also a feature of this activity area. This important work will enable children to appreciate the importance of reviewing the content and messages of adverts and recognise the different ways that advertisers use to convey messages.

2. *Composition of foods (reformulation), availability of healthy food options, portion sizes.*

A third of the commitments in this area have 'industry' as their priority target group. This would indicate that this issue is being given considerable significance by the industry itself. Furthermore, 19 commitments (an increase of 4 from 2011) indicate that reformulation is a second area of activity. In this way, the

importance of this group of commitments is further highlighted. The potential reach and impact on dietary habits of people of all ages throughout Europe is huge. An area for development in the reporting of this group of commitments is greater use of standardised units and measures. Currently the full impact of these commitments is not being recognised. This is a point explored further in this section.

3. ***Consumer information, including labelling.***

2012 has been a year of sustained development across this group of commitments. This is very positive in terms of their potential impact. It would appear that there are two parallel lines of development in terms of consumer information including labelling. One is the enhanced labelling of food products in terms of GDA, and the second is the use of electronic media, particularly websites to provide information to customers on nutritional content. Of the 14 commitments undertaken in 2012, 11 are targeted at the general public, one at employees and two at industry. A key question that arises is whether or not the good practice seen in the Platform commitments is reflective of practice more generally, and if it is not, whether consideration should be given to making the sharing of good practice across industry a greater priority.

4. ***Education, including lifestyle modification.***

Education including lifestyle modification commitments represents 32% of the overall active commitments in 2012. Use of the internet and social media is a key component of many of the activities within this group of commitments. In terms of target audience 17 of the 40 commitments are focused on children and adolescents and 5 upon the general public. Collectively these commitments present a significant potential to positively influence children and adolescents in their formative years, as well as the adult population, and thus contribute significantly to the reduction of risk of obesity. (Health) professionals are also a significant target group for this commitment area and as 'gatekeepers' they can enable and facilitate the development of good practice even more widely. Consideration should be given to understanding how this area of activity could be developed further so that gatekeepers become multipliers.

5. ***Physical activity promotion.***

Where it is indicated reported expenditure for this commitment area is proportionately high. As in previous years the commitments reach a large number of end users, with the general public and children and adolescents being major foci of activity. It would appear that the workplace is the key setting in which physical activity is promoted to the general public, the context being of the public as employees. Consideration might be given to developing routes through other settings to reach the general public.

6. ***Information exchange and advocacy.***

60% of the commitments in this area of activity are based on partnership working. A significant proportion are targeted at policymakers and (health) professionals – six and eight commitments, respectively, which, given the comments made about commitments targeting policy makers later in the text is very positive. The use of electronic and social media is of growing significance, and it is positive to note that commitments in this activity area are utilising such technology – again this could be an area for further development in the future.

Other comments

Policy makers: As a target group, policymakers are not a high priority with only 18 of the 124 commitments being addressed to them. At all levels policymakers play an influential role and the significance of this role should not be overlooked. Consequently, consideration should be given to making the greater targeting of policymakers a development area in subsequent years.

Quantitative assessment of the monitoring reports: While the monitoring reports contain a very large amount of information, much of this is qualitative in nature. Where information is presented in a way that would allow

some quantitative assessment and comparison, this is difficult because the measures and units used to describe actions vary widely. Taking inputs as a case in question:

- Human resources are expressed in full-time equivalents (FTE), months, days and hours, and in some instances volunteer time;
- Financial input is expressed in hundreds of euro, thousands of euro and millions of euro;
- The timeframe in which these inputs are described varies from one year to the duration of the project to date;
- Overall reduction in fat, sugar, salt etc. is expressed in tonnes, reductions per 100 grams and reductions per portion. Some reductions are also expressed as percentage reductions. Calorific reductions are shown in billions of calories down to the reduction in calories per portion.

The calculation therefore of overall outputs/outcomes for Europe measured in quantifiable terms is extremely difficult. The variety of ways in which such measures are reported coupled to the fact that not many reports contain numeric data contribute to this degree of difficulty.

This is highlighted by the fact that 72 of the 124 commitments did not make any reference in the report to outputs/end users; that 57 of the 124 commitments did not make any reference to financial resource use and that 55 commitments made no reference to human resource allocation.

The difficulties faced by those reporting on commitments should not be underestimated when it comes to quantifying budgets, people, reach and changes in ingredients across many products, markets and countries. Yet one of the compelling justifications for the Platform is that it is making a difference – the challenge is to make this difference clearer. One of the ways in which this might be done would be for future monitoring reports to encourage greater standardisation of reporting. This might mean, for example, that people input is quantified either in terms of days or full time equivalents for example. Financial input could be quantified in thousands of euro, so an expenditure of €250 would be reported as €0.25K and an expenditure of €100,000 as €100K. Separate columns for such numeric data might be used in the report template and free text not added to them.