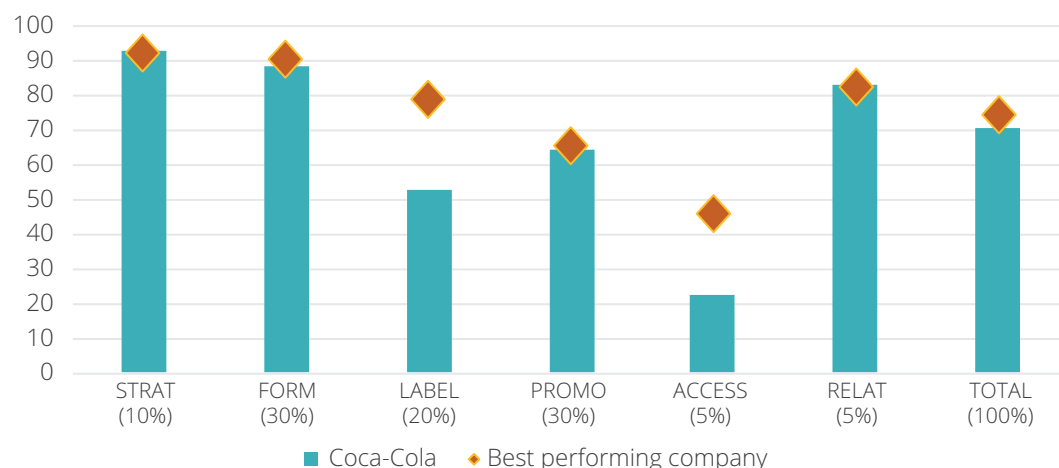


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

## COCA-COLA

### Commitments \*



Overall score: 71/100

Overall ranking: 3/19

BIA-Obesity domain scores and overall score compared with the best performing company (best available practice) in Belgium

\* Full engagement, Data collected till 31 October 2020

### Performance

| FORM: product formulation °  | Results | Ranking  |
|--|---------|----------|
| Median Nutri-Score of product portfolio  | D       |          |
| % of food products within product portfolio with Nutri-Score A                           | 0.0     | 11-19/19 |
| % of food products within product portfolio with Nutri-Score E                           | 27.2    | 13/19    |
| % of food products within product portfolio that are ultra-processed                     | 70.1    | 7/19     |
| PROMO product and brand promotion °  | Results | Ranking  |
| % of products not permitted to be marketed to children according to the WHO-Europe model | 72.8    | 8/19     |

## Areas of strength and key recommendations to improve commitments on obesity and population level nutrition

| Domain  | Tertile | Areas of strength  | Key recommendations  |
|---|---------|--|--|
| <b>STRAT – Corporate nutrition strategy</b>           | 3       | <ul style="list-style-type: none"> <li>Clear commitment to improve population nutrition on national website and regular reporting on this commitment.</li> <li>Reference to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals</li> </ul>  | <ul style="list-style-type: none"> <li>Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets</li> </ul>  |
| <b>FORM – Product formulation</b>                     | 3       | <ul style="list-style-type: none"> <li>Commit to specific, time-bound targets to reduce the sugar content of products as well as the portion size and energy content</li> <li>Commit to have a sugar-free or low-calorie variant for every sugary drink in their portfolio</li> </ul>  | <ul style="list-style-type: none"> <li>Commit to using an independent nutrient profiling system (e.g. Nutri-Score) for the purpose of product development and reformulation</li> </ul>   |
| <b>LABEL – Nutrition labelling</b>                    | 3       | <ul style="list-style-type: none"> <li>Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis</li> </ul>  | <ul style="list-style-type: none"> <li>Support of and commitment to implement the Nutri-Score on packaged food and drink products</li> <li>Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system.</li> </ul>  |
| <b>PROMO – Product and brand promotion</b>            | 3       | <ul style="list-style-type: none"> <li>Signatory to the Belgian Pledge</li> <li>Commit to never run campaigns that are directly aimed at children under 12 years of age, regardless of the nutritional qualities of a product.</li> </ul>  | <ul style="list-style-type: none"> <li>Develop a marketing policy that applies to children up to the age of 18 years and that defines a target audience using children's peak viewing times.</li> <li>Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands</li> <li>Commit to not use marketing in settings where children gather using unhealthy brands</li> <li>Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children</li> <li>Audit/monitor compliance with commitments to limit marketing to children and publish results</li> <li>Adopt an official nutrient profiling system (e.g. WHO Europe nutrient profile model) to classify products for the purpose of promotion to children</li> </ul> |
| <b>ACCESS – Product accessibility</b>                 | 3       | <ul style="list-style-type: none"> <li>Commit to increase the proportion of healthy products within product portfolio.</li> <li>Disclosure of policy position on sugar-sweetened beverage taxation on the website</li> </ul>   | <ul style="list-style-type: none"> <li>Commit to address the price / affordability of healthier products relative to less healthy products</li> <li>Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings outside of schools</li> <li>Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility</li> <li>Support a tax on sugar-sweetened beverages by the government taking into account the growing scientific evidence base</li> </ul>  |
| <b>RELAT – Relationships with other organisations</b> | 3       | <ul style="list-style-type: none"> <li>Public disclosure of the professional organisations, external research, nutrition education programs and active lifestyle programs supported on the national website</li> <li>Published support of industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues</li> </ul> | <ul style="list-style-type: none"> <li>Publish information on political donations or statement of no activity within this area</li> </ul>  |
| <b>OVERALL</b>  | 3       | <ul style="list-style-type: none"> <li>Actively engaged with the BIA-Obesity tool and process</li> </ul>   |  |

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