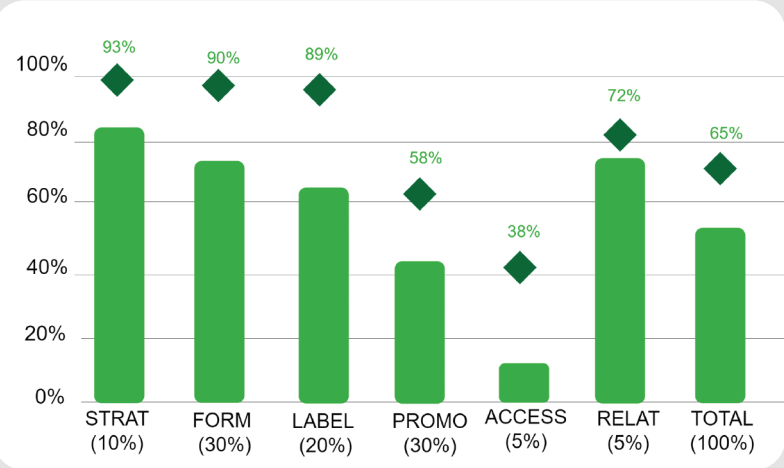


# Business Impact Assessment on Obesity and Population Level Nutrition (BIA-Obesity) and on Environmental Sustainability (BIA-Sustainability) Belgium 2023/2024

COLRUYT

## Commitments for Obesity and Population Nutrition\*



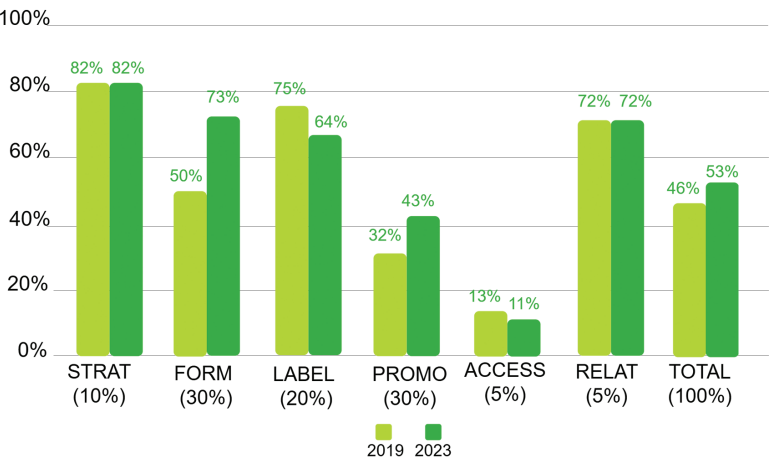
Overall score: **52/100**

Overall ranking: **2/5**

BIA-Obesity domain scores & overall score compared with the best performing company (within the same sector) in Belgium for 2023/2024.

\* Full engagement, Data collected in 2023/2024

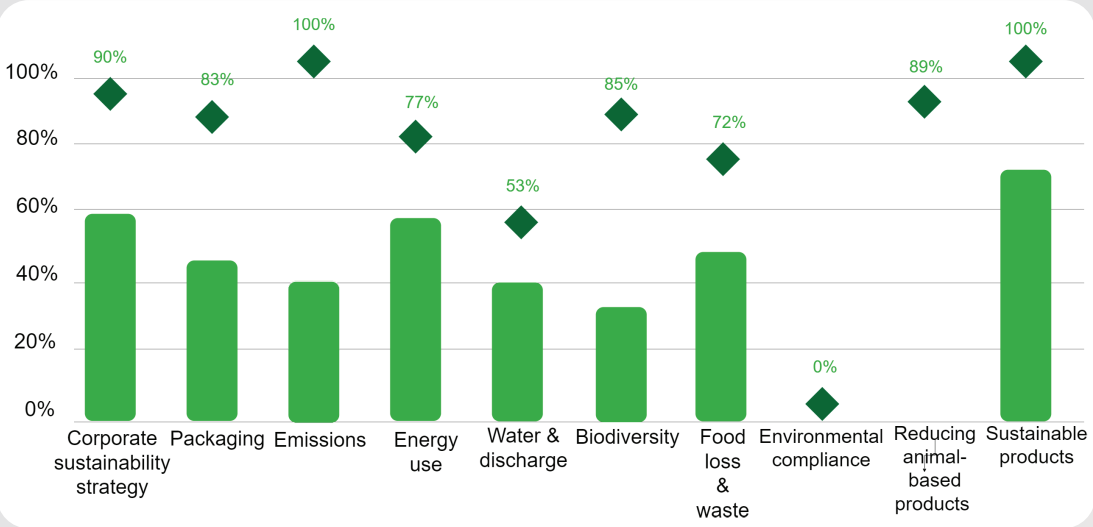
## Evolution since the BIA-Obesity 2019\*



The scores for the BIA-Obesity 2023 domains and overall score compared with those of the BIA-Obesity 2019.

\* Full engagement, Data collected in 2019 and 2023/2024

Commitments for Environmental Sustainability \*



BIA-Sustainability score by policy domains in Belgium for 2023.

\* Full engagement, Data collected in 2023

Performance for BIA-Obesity

FORM product formulation\*

|  | Results | Ranking |
|--|---------|---------|
| Median Nutri-Score of product portfolio                              | C       |         |
| % of food products within product portfolio with Nutri-Score A       | 30.0    | 3/5     |
| % of food products within product portfolio with Nutri-Score E       | 8.2     | 4/5     |
| % of food products within product portfolio that are ultra-processed | 47.0    | 3/5     |

PROMO product and brand promotion\*

|  | Results | Ranking |
|--|---------|---------|
| % of products not permitted to be marketed to children according to the WHO-Europe model | 62.0    | 3/5     |
| % of ultra-processed food products at the end caps front                                 | 26.2    | 1/5     |
| % of ultra-processed food products at the check outs                                     | 1.0     | 1/5     |

ACCESS product accessibility\*\*

|   | Results          | Ranking          |
|---|------------------|------------------|
| Average ratio of cumulative linear shelf length for healthy versus less healthy foods | 0.39 (0.34-0.44) | 0.39 (0.34-0.44) |

\*2023 \*\*2022

## Key recommendations to improve commitments on obesity and population level nutrition

| Domain                                      | Tertile | Key recommendations  |
|---|---------|--|
| <b>STRAT – Corporate nutrition strategy</b> | 1       | <ul style="list-style-type: none"> <li>Report regularly on this commitment and on the company's objectives at the national-level, and have the report externally reviewed,</li> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within nutrition strategy,</li> <li>Incorporate Key Performance Indicators (KPIs) of management linked to nutrition strategy, policy, and targets, and provide a comprehensive table of these KPIs accessible through the company's website or reports,</li> <li>Refer to global priorities (e.g. World Health Organization recommendations and Sustainable Development Goals) within the overarching nutrition strategy.</li> </ul>  |
| <b>FORM – Product formulation</b>           | 3       | <ul style="list-style-type: none"> <li>Develop and publish SMART targets to reduce sodium, saturated fats, added sugars and portion sizes across the product portfolio,</li> <li>Commit to limit the addition of artificial trans-fats to products,</li> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to guide reformulation efforts,</li> <li>Support WHO's position on product reformulation in relation to nutrients of concern.</li> </ul>   |
| <b>LABEL – Nutrition labelling</b>          | 3       | <ul style="list-style-type: none"> <li>Commit to providing on-pack information on added sugar and trans-fat content for all relevant own-brand products,</li> <li>Support WHO's position on front-of-pack nutrition labelling,</li> <li>Publish a commitment to label products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system,</li> <li>Use shelf tags that provide the Nutri-Score for all food products in-store,</li> <li>Initiate a nutrition and healthy eating program in-store, such as having dietitians available and providing nutrition education materials.</li> </ul>  |
| <b>PROMO – Product and brand promotion</b>  | 3       | <ul style="list-style-type: none"> <li>Commit on own website to reducing exposure to unhealthy food marketing for children on non-broadcast media, and for all consumers across both non-broadcast and broadcast media,</li> <li>Develop a marketing policy that applies to children up to the age of 18 years and that defines a target using children's peak viewing times,</li> <li>Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of unhealthy products to children,</li> <li>Disclose policy regarding reducing children and adolescents' exposure to the marketing of unhealthy food and support WHO's position,</li> <li>Commit to limit the in-store promotion of unhealthy products,</li> <li>Commit to limit the proportion of unhealthy (compared with healthy) foods promoted in regular catalogues,</li> <li>Commit to linking rewards programs or loyalty programs with healthy food items,</li> <li>Commit for in-store product presentations, product giveaways or tastings to be for healthy products only,</li> <li>Audit/monitor compliance with commitments to limit marketing to all consumers at the national level by an independently appointed third party and publish the 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 all consumers.</li> </ul> |
| <b>ACCESS – Product accessibility</b>       | 2       | <ul style="list-style-type: none"> <li>Commit to ensuring that standard prices of healthy products are lower than the standard prices of comparable unhealthy products,</li> <li>Commit to a greater level of discount applying to healthy foods compared to unhealthy foods,</li> <li>Commit to limit multi-buy specials on unhealthy foods,</li> <li>Disclose policy on making healthier foods relatively cheaper and unhealthy foods relatively more expensive and support WHO's position,</li> <li>Implement a specific national-level policy aimed at augmenting the proportion of healthy products within the company's portfolio,</li> <li>Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings,</li> <li>Publicly commit to dedicate a minimum amount of shelf space/floor space to healthy products and a maximum to less healthy products,</li> <li>Commit for checkouts to be free from unhealthy items,</li> <li>Commit to limit the placement of unhealthy items at end of aisle displays or other high-traffic areas,</li> <li>Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility.</li> </ul>  |

**RELAT – Relationships with  
other organisations**

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- Publicly disclose external research and active lifestyle programs funded or supported by the company at national-level, including awards/prizes, to clarify the nature of the support,
- Publicly disclose the company's involvement in public-private partnerships and/or joint ventures with government organisations/agencies,
- Publish information on political donations or statement of no activity within this area,
- Publicly disclose the company's support for industry associations, think tanks, interest groups, community organizations, or other lobbying organizations related to population nutrition, obesity, and NCD issues on its own website,

**OVERALL**

3

## Key recommendations to improve commitments on environmental sustainability

| Domain                            | Tertile | Key recommendations   |
|-----------------------------------|---------|---|
| Corporate sustainability strategy | 1       | <ul style="list-style-type: none"> <li>Commit to reducing environmental impact in line with SDGs or UNGCs, publicly stated in a strategic document, and incorporating SMART targets,</li> <li>Publicly commit to screening suppliers based on environmental criteria.</li> </ul>  |
| Packaging                         | 1       | <ul style="list-style-type: none"> <li>The company and its suppliers commit to reducing packaging, locally relevant recovery pathways for packaging, prioritising the use of recycled materials and renewable sources with SMART objectives and publicly disclosing the commitment.</li> </ul>  |
| Emissions                         | 1       | <ul style="list-style-type: none"> <li>The company and its suppliers annually measure and publicly report their greenhouse gas emissions along with their breakdown using an external reporting system audited externally,</li> <li>The company and its suppliers publicly commit to reducing and/or avoiding greenhouse gas emissions with SMART objectives.</li> </ul>  |
| Energy use                        | 2       | <ul style="list-style-type: none"> <li>The company and its suppliers annually measure and publicly report their energy consumption along with their breakdown from renewable and non-renewable sources using an external reporting system audited externally,</li> <li>The company and its suppliers publicly commit to reducing energy consumption and to sourcing its energy from renewable sources, both with SMART objectives.</li> </ul>   |
| Water and discharge               | 3       | <ul style="list-style-type: none"> <li>The company and its suppliers annually measure and publicly report their water withdrawal, water footprint, water withdrawal from areas of water stress, water consumption and the quality of their water discharge using an external reporting system audited externally,</li> <li>The company and its suppliers publicly commit to reducing water withdrawal, water withdrawal from areas of water stress, water consumption and to ensuring the appropriate treatment of water discharge, all with SMART objectives.</li> </ul>   |
| Biodiversity                      | 1       | <ul style="list-style-type: none"> <li>The company and its suppliers identify, annually measure, and publicly report their biodiversity impacts (overexploitation, endangered and invasive species, habitat loss and fragmentation, pollution, climate change, etc.) using an externally audited reporting system,</li> <li>The company and its suppliers publicly commit to mitigating negative impacts on biodiversity by addressing key threats (habitat loss, pollution, overexploitation, invasive species, climate change) and setting SMART objectives,</li> <li>The company and its suppliers publicly commit to habitat protection, setting SMART objectives.</li> </ul> |
| Food loss and waste               | 2       | <ul style="list-style-type: none"> <li>The company and its suppliers annually measure and publicly report their food loss and waste within their supply chain using an external reporting system audited externally,</li> <li>The company and its suppliers publicly commit to reducing food loss and waste within their supply chain and that any food waste is disposed of responsibly (following ladder Moerman's food waste hierarchy), all while setting SMART objectives.</li> </ul>  |
| Environmental compliance          | 3       | <ul style="list-style-type: none"> <li>Disclose significant fines or non-monetary sanctions due to non-compliance with environmental laws and regulations.</li> </ul>   |
| Reducing animal-based products    | 1       | <ul style="list-style-type: none"> <li>Annually measure and publicly report the percentage of animal-based products in their product range using an external reporting system audited externally,</li> <li>Commit to expanding and/or promoting the range of meat-alternative protein products while setting SMART objectives.</li> </ul>   |
| Sustainable products              | 1       | <ul style="list-style-type: none"> <li>Publicly commit to increasing organic product sales with SMART objectives and disclose at least one national initiative to engage customers in organic consumption,</li> <li>Publicly commit to increasing local and/or seasonal food in their product range with SMART objectives and disclose one national initiative to engage customers in local product consumption.</li> </ul>   |

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