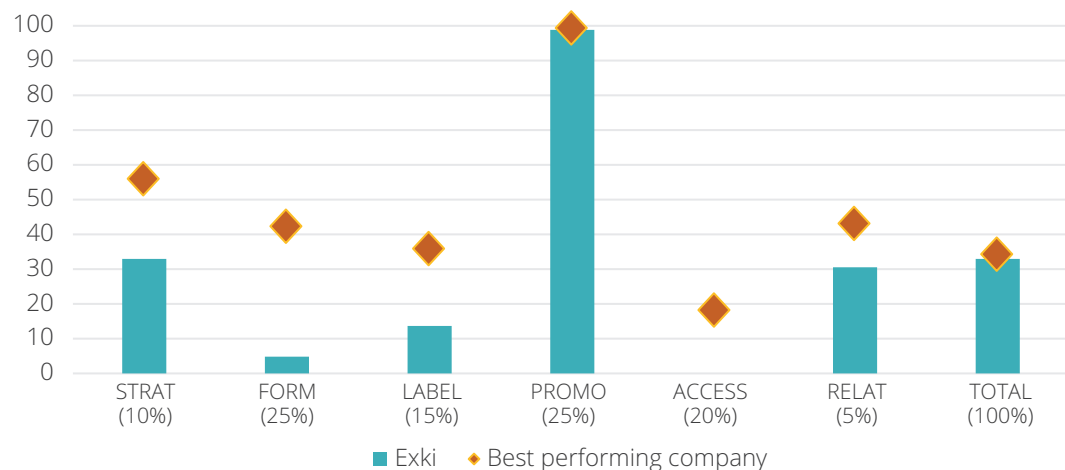


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

Commitments *



Overall score: **33/100**

Overall ranking: **2/7**

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

* Declined participation - Assessment based on publically available information only, Data collected till 31 October 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	/	/
% of food products within product portfolio with Nutri-Score A	/	/
% of food products within product portfolio with Nutri-Score E	/	/
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	/	/
% of outlets in Flanders that are within 500m road network distance to primary schools	50.0	4/7
% of outlets in Flanders that are within 500m road network distance to secondary schools	50.0	4/7

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

Domain	Tertile	Areas of strength	Key recommendations
STRAT – Corporate nutrition strategy	1	<ul style="list-style-type: none"> Clear commitment to improve population nutrition and health on national website 	<ul style="list-style-type: none"> Regularly report on commitment to improve population nutrition and health Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within nutrition strategy Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets
FORM – Product formulation	1	<ul style="list-style-type: none"> Publicly made a general commitment to reduce added sugars in fruit juices and smoothies 	<ul style="list-style-type: none"> Commit to not use artificial trans-fat added to products Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation
LABEL – Nutrition labelling	1	<ul style="list-style-type: none"> Provide clear and comprehensive online nutritional information per serving for all products 	<ul style="list-style-type: none"> Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis Commit to provide comprehensive in-store nutrition information Commit to disclose nutrition information on menus Publish policy position on menu labelling
PROMO – Product and brand promotion	3	<ul style="list-style-type: none"> Commit to not advertise 	<ul style="list-style-type: none"> Publish commitment to not advertise on own website or publish details of new advertisement policy
ACCESS – Product accessibility	1		<ul style="list-style-type: none"> Commit to address the price / affordability of healthier products relative to less healthy products Commit to limit the use of price promotions to healthy products Commit to not use price incentives such as supersizing Develop a policy that 'default' drinks and side items within combination meals are healthy Commit to not open new stores near schools Adopt an official nutrient profiling system to classify products for the purposes of product accessibility Support the implementation of fiscal policies by government to make healthier foods relatively cheaper and unhealthy foods relatively more expensive taking into account the growing scientific evidence base
RELAT – Relationships with other organisations	2	<ul style="list-style-type: none"> Public disclosure of supported active lifestyle programs 	<ul style="list-style-type: none"> Publicly disclose supported professional organisations, external research, nutrition education programs and involvement in public-private partnerships Publish support of Belgian industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues on own website Publish information on political donations in Europe or statement of no activity within this area
OVERALL	2		<ul style="list-style-type: none"> Actively engage with the BIA-Obesity tool and process

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