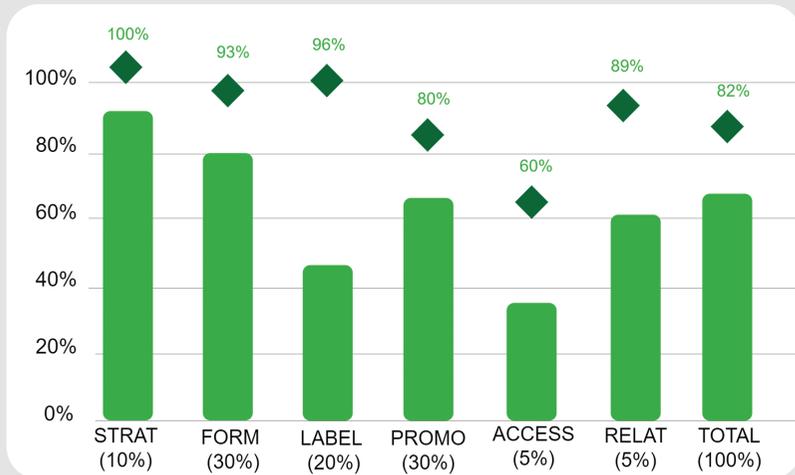


Business Impact Assessment on Obesity and Population Level Nutrition (BIA-Obesity) and on Environmental Sustainability (BIA-Sustainability) Belgium 2023/2024

MARS

Commitments for Obesity and Population Nutrition*



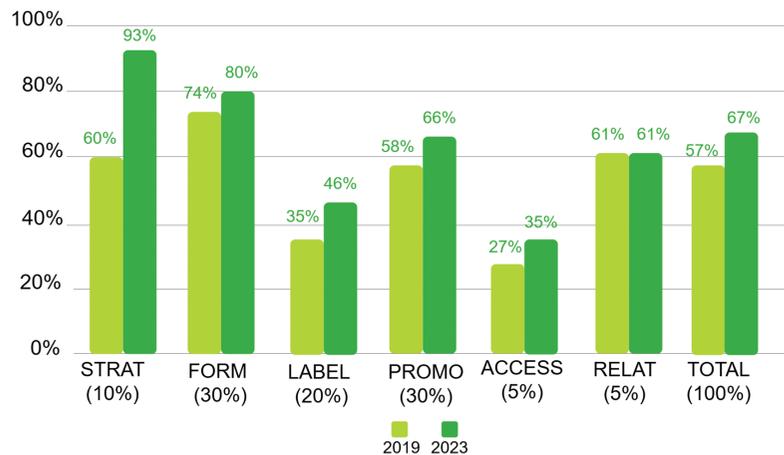
Overall score: **67/100**

Overall ranking: **5/21**

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

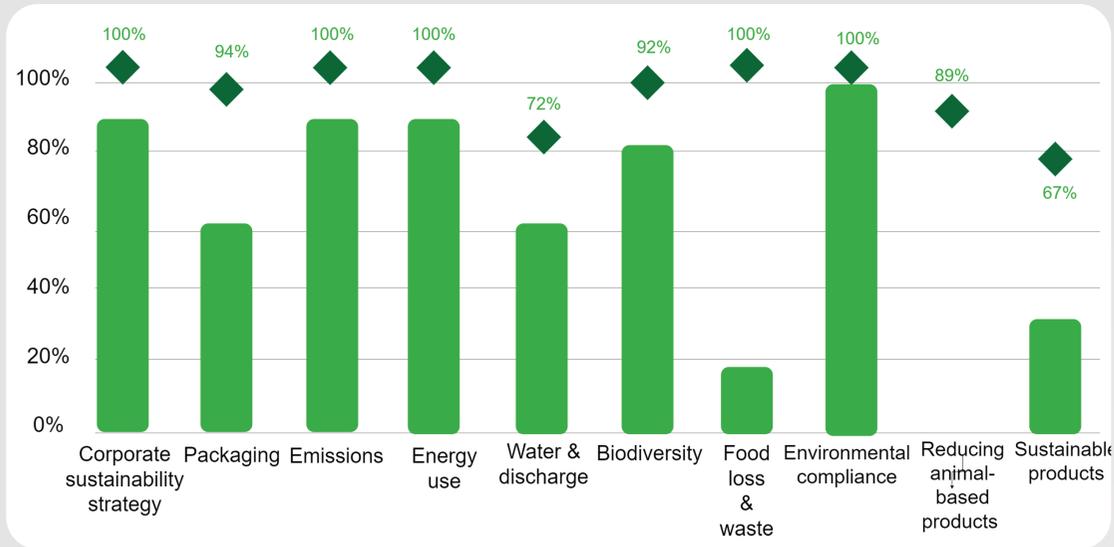
Evolution since the BIA-Obesity 2019*



The scores for the BIA-Obesity 2023/2024 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	<i>C</i>	
% of food products within product portfolio with Nutri-Score A	<i>11.0</i>	<i>7/19</i>
% of food products within product portfolio with Nutri-Score E	<i>36.0</i>	<i>15/19</i>
% of food products within product portfolio that are ultra-processed	<i>80.0</i>	<i>9/19</i>

PROMO product and brand promotion*

	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	<i>69.0</i>	<i>4/19</i>

* 2023

Key recommendations to improve commitments on obesity and population level nutrition

Domain	Tertile	Key recommendations
STRAT – Corporate nutrition strategy	3	<ul style="list-style-type: none"> Refer to national priorities within the overarching nutrition strategy.
FORM – Product formulation	3	<ul style="list-style-type: none"> Develop and publish SMART targets to reduce saturated fats and portion sizes across the product portfolio, Adopt an official nutrient profiling system (e.g. Nutri-Score) to guide reformulation efforts.
LABEL – Nutrition labelling	2	<ul style="list-style-type: none"> Commit to provide information on food composition to national authorities for all products on request, Support and commit to a Nutri-Score implementation plan across all product categories, Disclose policy position regarding front-of-pack labelling and support WHO's position, Publish a commitment to label products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system.
PROMO – Product and brand promotion	3	<ul style="list-style-type: none"> Disclose an explicit policy on the company's website or in annual reports to reduce children's exposure to unhealthy food marketing on non-broadcast media, 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, Make a comprehensive public commitment to not sponsor children's events with unhealthy products and brands, Commit not to use marketing of unhealthy products and brands in settings where children gather (in and near early childcare settings, primary schools, secondary schools, family and child clinics, paediatric services or other health facilities, sporting or recreation centres, etc.), Audit/monitor compliance with commitments to limit marketing to children at the national level by an independently appointed third party and publish the results, Adopt an official nutrient profiling system (e.g. WHO Europe nutrient profile model) to classify products for the purpose of promotion to children, Disclose policy position regarding reducing children and adolescents' exposure to the marketing of unhealthy food and support WHO's position.
ACCESS – Product accessibility	3	<ul style="list-style-type: none"> Publish a specific commitment addressing the price/affordability of healthier products relative to less healthy products, Implement a specific national-level policy aimed at augmenting the proportion of healthy products within the company's portfolio, Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings, Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility, Disclose policy position on making healthier foods relatively cheaper and unhealthy foods relatively more expensive and support WHO's position.
RELAT – Relationships with other organisations	3	<ul style="list-style-type: none"> Publicly disclose professional organizations, scientific events, external research, nutrition education programs 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 groups or organizations funded or supported by the company at national-level for philanthropic purposes, 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, Publicly disclose submissions to public consultations regarding relevant population nutrition policies.
OVERALL	3	

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

Key recommendations to improve commitments on environmental sustainability

Domain	Tertile	Key recommendations
Corporate sustainability strategy	2	<ul style="list-style-type: none"> Disclosing measurable / timebound targets to screen the suppliers based on environmental criteria
Packaging	2	<ul style="list-style-type: none"> Screening the suppliers for all the packaging criteria including reduction, using renewable and recycled materials Disclosing measurable / timebound targets to locally relevant recovery pathways for their packaging
Emissions	2	<ul style="list-style-type: none"> Screening the suppliers for measuring of their GHG breakdown
Energy use	1	<ul style="list-style-type: none"> Disclosing measurable/timebound targets to measure their energy consumption (including all final energy: electricity, gas, fuel for trucks, ...) Disclosing measurable/timebound targets to reduce their energy consumption (including all final energy: electricity, gas, fuel for trucks, ...) Screening the suppliers for the energy use criteria including reducing energy consumption, measuring the energy breakdown and using renewable energy sources
Water and discharge	3	<ul style="list-style-type: none"> Disclosing measurable and timebound targets on annually measure and publicly report their water footprint Screening the suppliers for the water and discharge criteria including water withdraw and the quality of water discharge Disclosing measurable/timebound targets to measure and reduce their water withdraw
Biodiversity	3	<ul style="list-style-type: none"> Annually measure, and publicly report their impact on invasive species
Food loss and waste	1	<ul style="list-style-type: none"> Annually measure their food loss and waste according to FLW Protocol in their supply chain Screening the suppliers for measurement and reduction of their food losses and waste Disclosing publicly available commitments on responsible food waste disposal according the food waste hierarchy
Environmental compliance	3	<ul style="list-style-type: none"> No recommendation because the company obtained full score in this domain
Reducing animal-based products	1	<ul style="list-style-type: none"> Annually measure and publicly report the percentage of animal-based products in their product range using an external reporting system audited externally, Disclose publicly available commitment to diversifying away from animal-based products
Sustainable products	2	<ul style="list-style-type: none"> Disclosing measurable and timebound target to increasing organic product sales Disclosing measurable and timebound target to increasing labelled commodities in their product range Publicly commit to increasing local and/or seasonal food in their product range

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