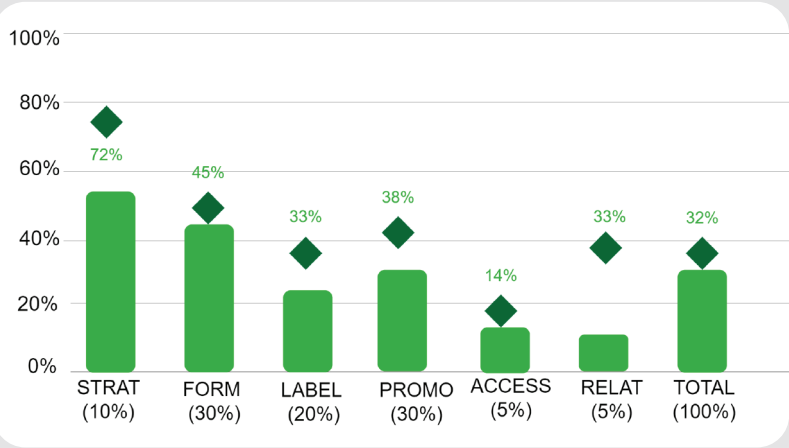


Business Impact Assessment on Obesity and Population Level Nutrition (BIA-Obesity)  
and on Environmental Sustainability (BIA-Sustainability)  
Belgium 2023/2024

MCDONALD'S CORPORATION

Commitments for Obesity and Population Nutrition\*



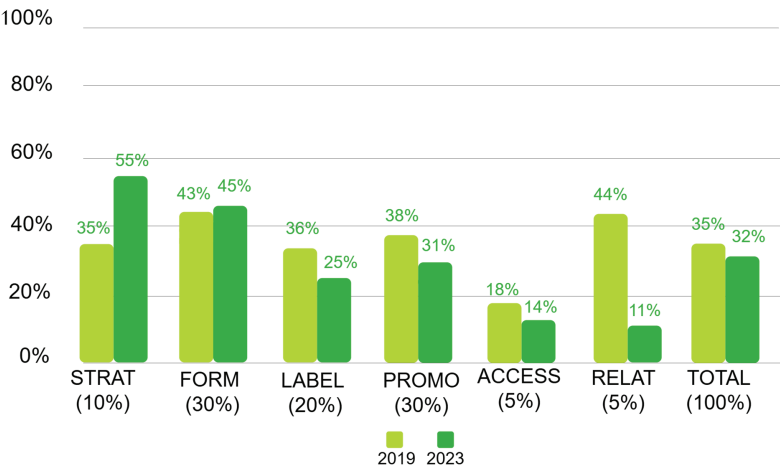
Overall score: **32/100**

Overall ranking: **1/6**

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

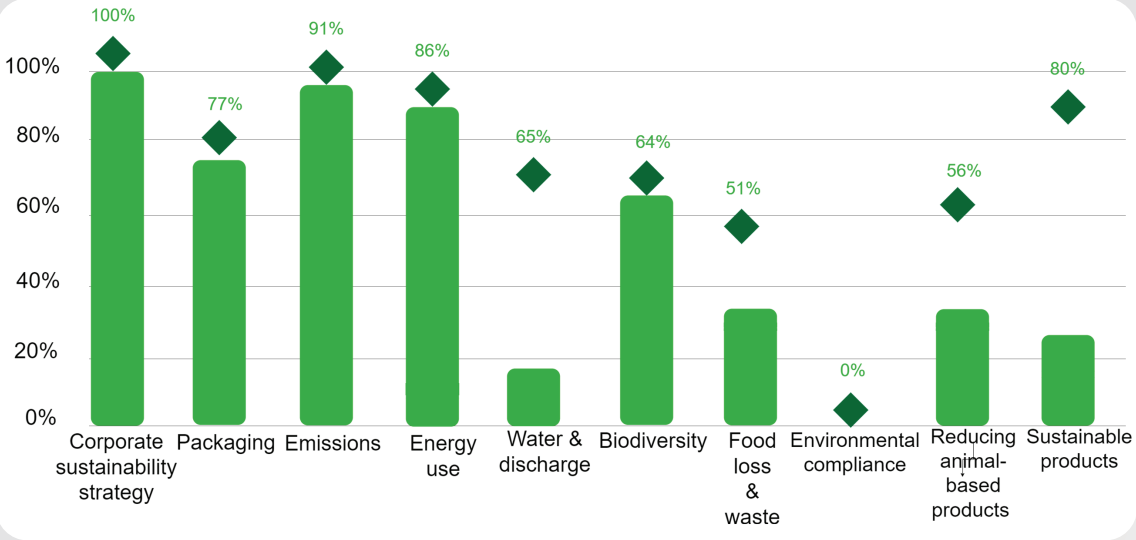
Evolution since the BIA-Obesity 2019\*



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
% of outlets within 500m road network distance to primary schools in Flanders	33.9	3/5
% of outlets within 500m road network distance to primary schools in Wallonia	15.8	1/5
% of outlets within 500m road network distance to primary schools in Brussels	44.4	1/5
% of outlets within 500m road network distance to secondary schools in Flanders	25.4	2/5
% of outlets within 500m road network distance to secondary schools in Wallonia	18.4	1/5
% of outlets within 500m road network distance to secondary schools in Brussels	44.4	1-2/5

\* 2022; no information available for one out of six quick service restaurants

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

Domain	Tertile	Key recommendations
<b>STRAT – Corporate nutrition strategy</b>	2	<ul style="list-style-type: none"> <li>• Publish a specific national-level commitment to improve population nutrition and health,</li> <li>• Report regularly on this commitment and on the company's objectives at the national-level, and have the report externally reviewed,</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 national and 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>• Publish a comprehensive set of specific national-level commitments related to new product development and reformulating its existing products with respect to nutrients of concern and energy,</li> <li>• Participate in industry or government-led product reformulation initiatives and report on the company's website or annual report,</li> <li>• Develop and publish SMART targets to reduce sodium, saturated fats, added sugars and portion sizes across the product portfolio,</li> <li>• Adopt an official nutrient profiling system (e.g. Nutri-Score) to guide reformulation efforts,</li> <li>• Disclose policy position regarding product reformulation in relation to nutrients of concern and support WHO's position.</li> </ul>
<b>LABEL – Nutrition labelling</b>	3	<ul style="list-style-type: none"> <li>• Commit to disclose nutrition information on menus,</li> <li>• Provide clear and comprehensive in-store nutritional information for all products, based on a per 100g/ml basis,</li> <li>• Commit to provide information on food composition to national authorities for all products on request,</li> <li>• Publish policy position on menu labelling.</li> </ul>
<b>PROMO – Product and brand promotion</b>	3	<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>• Make a comprehensive public commitment to not sponsor children's events with unhealthy products and brands,</li> <li>• 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 centers, etc.),</li> <li>• Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of unhealthy products to children,</li> <li>• Commit to advertising only healthy sides and drinks for children's meals, or refrain from advertising children's meals altogether,</li> <li>• Audit/monitor compliance with commitments to limit marketing to children 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 children and adolescents,</li> <li>• Disclose policy position regarding reducing children and adolescents' exposure to the marketing of unhealthy food and support WHO's position,</li> </ul>
<b>ACCESS – Product accessibility</b>	3	<ul style="list-style-type: none"> <li>• Publish a specific commitment addressing the price/affordability of healthier products relative to less healthy products,</li> <li>• Commit to limit the use of price promotions to healthy products,</li> <li>• Commit to not use price incentives such as supersizing,</li> <li>• Develop a policy that 'default' drinks and side items within 'non-children's' combination meals are healthy,</li> <li>• Commit to not open new stores near schools,</li> <li>• Commit to making salt sachets/shakers available only upon request,</li> </ul>

<b>RELAT – Relationships with other organisations</b>	2	<ul style="list-style-type: none"> <li>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,</li> <li>Publicly disclose the company’s involvement in public-private partnerships and/or joint ventures with government organisations/agencies,</li> <li>Publish information on political donations or statement of no activity within this area,</li> <li>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,</li> <li>Publicly disclose submissions to public consultations regarding relevant population nutrition policies.</li> </ul>
<b>OVERALL</b>	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	3	<ul style="list-style-type: none"> <li>No recommendation as the company has full score in this domain</li> </ul>
Packaging	3	<ul style="list-style-type: none"> <li>The company and its suppliers commit to reducing packaging and locally relevant recovery pathways for packaging with SMART objectives and publicly disclosing the commitment.</li> </ul>
Emissions	3	<ul style="list-style-type: none"> <li>The company and its suppliers annually measure and publicly report their greenhouse gas emissions breakdown through an externally audited reporting system.</li> </ul>
Energy use	3	<ul style="list-style-type: none"> <li>The company and its suppliers annually measure their energy consumption breakdown from renewable and non-renewable sources, publicly reporting it via an externally audited system,</li> <li>The company and its suppliers publicly commit to sourcing its energy from renewable sources 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 footprint, 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	3	<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 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 food waste hierarchy), all while setting SMART objectives.</li> </ul>
Environmental compliance	N/A	<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	2	<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 providing plant-based meal choices and setting SMART objectives.</li> </ul>
Sustainable products	2	<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 labelled commodities in their product range with SMART objectives,</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)