

The EU Pledge: a commitment to responsible food marketing

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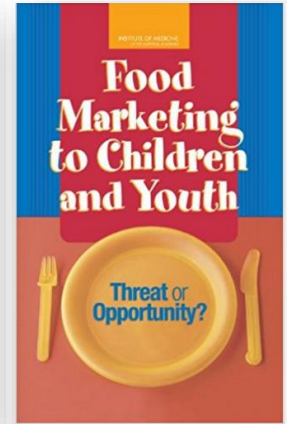
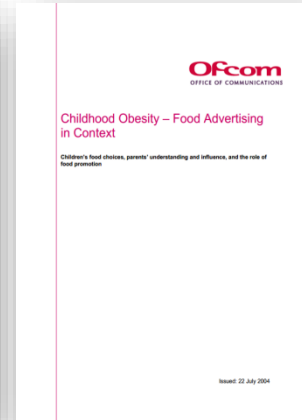
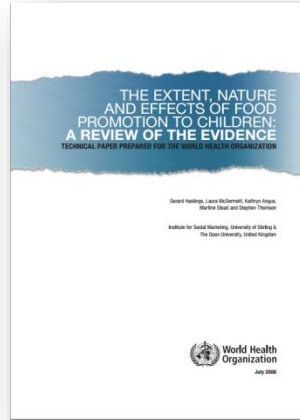
WFA champions responsible marketing communications



We represent over 100 of the world's biggest brand owners...and 60 national advertiser associations on six continents.

Food marketing plays a role

Consensus amongst the academic evidence that food marketing has a “**modest direct effect**” on the food choices, food preferences and food behaviours of younger children



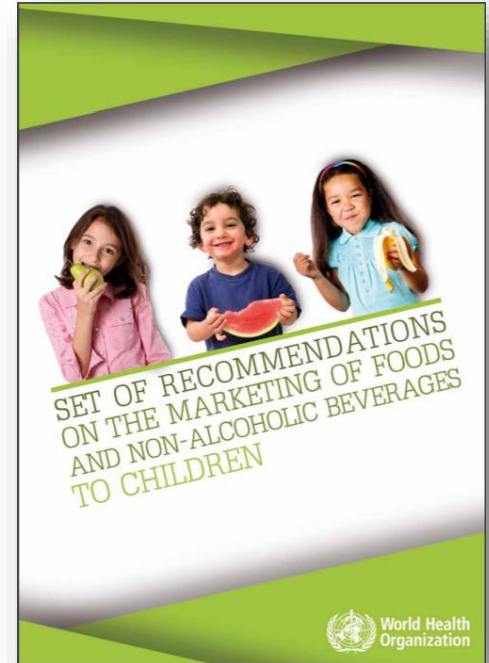
1. Hastings et al, Review of research on the effects of food promotion to children, 2003
2. Ofcom, Childhood Obesity – Food Advertising in Context, 2004
3. Institute of Medicine, Food Marketing to Children and Youth: Threat or Opportunity, 2005

Brands recognise their responsibilities

WFA fully subscribes to the policy objective to *“reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt”*

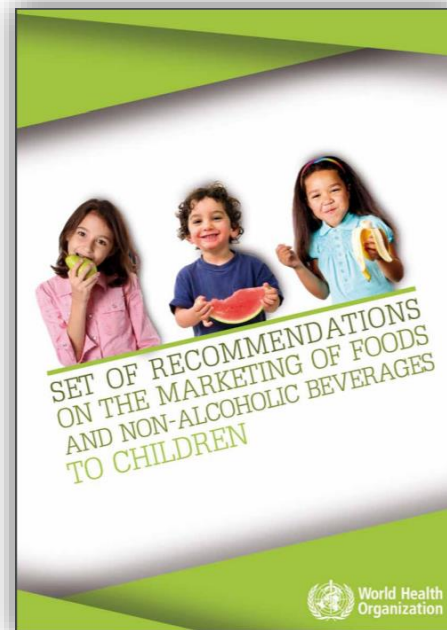
“the overall policy objective should be to reduce both the **exposure** of children to, and **power** of, marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.

[Set of recommendations on the marketing of foods and non-alcoholic beverages to children](#), WHO, 2010



“A variety of approaches” to implement the policy

22. The defined policy may be implemented through a variety of approaches. Statutory regulation is one approach through which implementation and compliance are a legal requirement. Another approach is industry-led self-regulation, which covers whole industry sectors, for example the advertising sector, and can be independent of government regulation. This approach may still be mandated by government in some form such as the setting of targets and monitoring implementation using key indicators. Other approaches include various co-regulatory mechanisms, comprising statutory, self-regulation and/or voluntary industry initiatives which either exist within the framework of a government mandate or are not formally linked. Governments or mandated bodies can also issue or implement guidelines.



It's not necessarily regulation versus self-regulation

The outcome is more important than how you get there



Self-regulation



Co-regulation



Regulation



Reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt

EU encourages partnerships and codes of conduct

2007 AVMS Directive, Art 9.2:

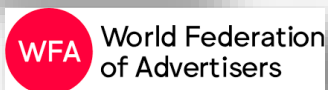
“Member States and the Commission shall encourage [...] codes of conduct regarding inappropriate audiovisual commercial communications, accompanying or included in children’s programmes, of foods and beverages containing nutrients and substances with a nutritional or physiological effect, in particular those such as fat, trans-fatty acids, salt/sodium and sugars, excessive intakes of which in the overall diet are not recommended.”

2007 EU Nutrition Strategy:

*“The Commission considers that the **development of effective partnerships must be the cornerstone of Europe’s response to tackling nutrition, overweight and obesity.**”*

*“The strategy will require action from a wide range of private actors, such as the **food industry and civil society.**”*

A multi-stakeholder approach to a complex issue



A voluntary initiative by **21 leading companies** to change **food advertising to kids**



Signatories commit either to:

- Only advertise products to children under the age of 12 years that meet common nutrition criteria
- Not to advertise their products at all to children under the age of 12 years.

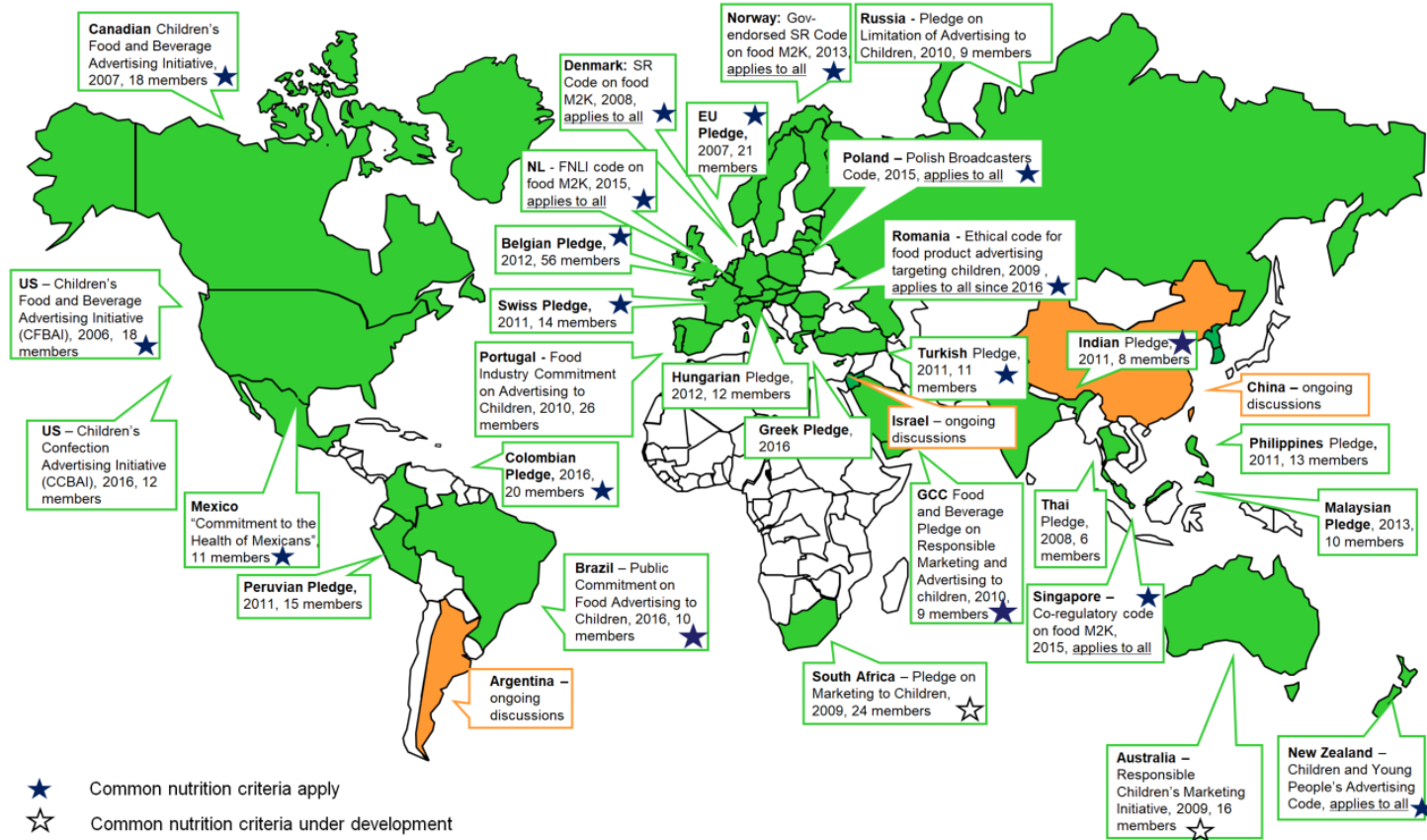


Companies representing over **80%** of food ad spend in the EU



Not only in Europe

● Coverage of pledges



WFA promotes similar initiatives around the world.

To date, voluntary marketing pledges cover **52 markets globally.**

An evolving commitment

The EU Pledge is evolving to respond to new technological realities and societal expectations.

	Previous commitment	New commitment (since 1 Jan 2017)
1. EXTENSION OF SCOPE	TV, print, Internet & company-owned websites	TV, radio, print, cinema, online (incl. company-owned websites & company-owned social media profiles), DVD/CD-ROM, direct marketing, product placement, interactive games, mobile and SMS marketing
2. ADDRESSING CREATIVE EXECUTION	Address creative execution on company-owned websites	The enhanced commitment ensures that companies do not use marketing techniques (e.g. licensed characters, movie tie-ins and celebrities) that are primarily directed to children <12 for products not meeting the common nutrition criteria

How do we define advertising to children?



TV



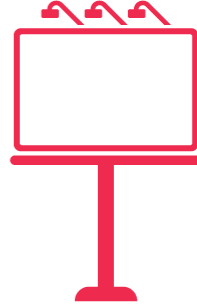
Radio



Cinema



Print



Outdoor marketing



Internet



Mobile apps



Social networking websites



Interactive games

No commercial communications in primary schools*



*Except when the school specifically requests materials and only for educational purposes

35%

<12 audience composition threshold for *measured* media (TV, radio)

+

No primary appeal to <12s

Creative execution criteria for *non-measured* media (digital, outdoor, print)

Packaging and point of sale materials excluded from scope.

Strengthening our common nutrition criteria

- Common criteria increases **transparency & credibility**
- Ensures that everyone abides by the **same rules**
- Stringent but attainable criteria aimed to **trigger reformulation**



New thresholds applicable by end 2018



- [Breakfast cereals](#)

10% sugar reduction (end 2019)



- [Potato chips](#)
- [Extruded/pelleted snacks](#)

10% sodium reduction (end 2019)



- [Seeds & nuts](#)

10% sodium reduction



- [Meal sauces](#)

10% sodium reduction + 10% sugar reduction



- [Dairy products other than cheeses](#)

10% sugar reduction + sodium reduction (from 300 to 160mg)



- [Cheese](#)
- [Savoury dairy-based products](#)

5% sodium reduction



- [Cereal and cereal products except breakfast cereals, biscuits and fine bakery wares](#)

10% sodium reduction



- [Meals](#)

10% sugar reduction



- [Soups](#)

10% sodium reduction + 10% sugar reduction

Independent, third party monitoring

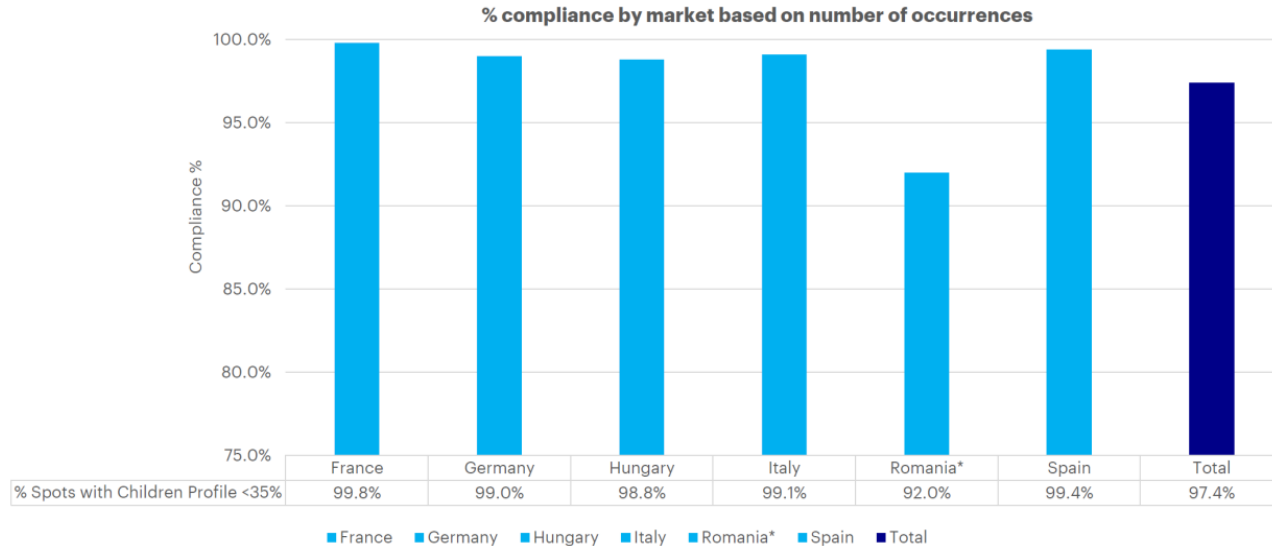
- Print
- TV
- Internet
- Apps
- Company websites
- Social media



2017 compliance monitoring for TV

OVERALL COMPLIANCE RESULTS – ALL SPOTS

97.4% compliance was achieved across all markets.



Note*: Further anomalies to the norm were found in Romania TV panel data 'Children 4-11' where the representation is often small, or an estimation, and therefore unreliable.

Measuring the impact over a decade

● **Outcome: children see a lot less food and soft drink ads on TV***

32%

less for all Pledge company products

48%

less for products that don't meet the nutrition criteria

83%

less for products that don't meet the nutrition criteria in and around children's programmes

2017 compliance monitoring for digital channels

Methodology

EASA audit in 6 countries:

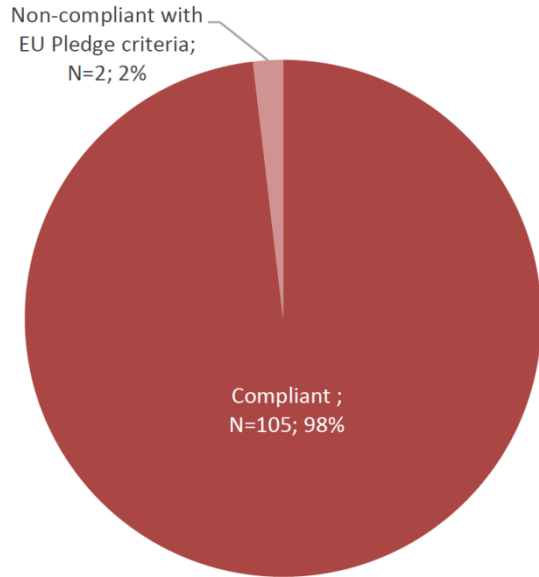
- 1. Company-owned websites:** 224 websites
- 2. Company-owned social media profiles:** 107 YouTube, Facebook and Instagram profiles

Country	SRO
BG	NCSR
FR	ARPP
DE	DWR
IT	IAP
NL	SRC
ES	Autocontrol

2017 compliance monitoring for digital

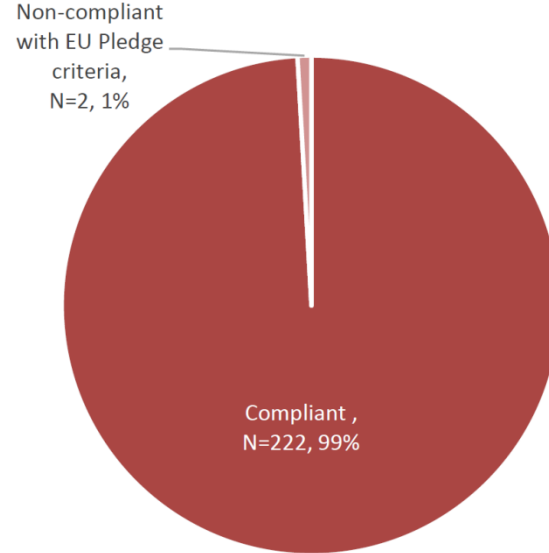
Results

Social media profiles



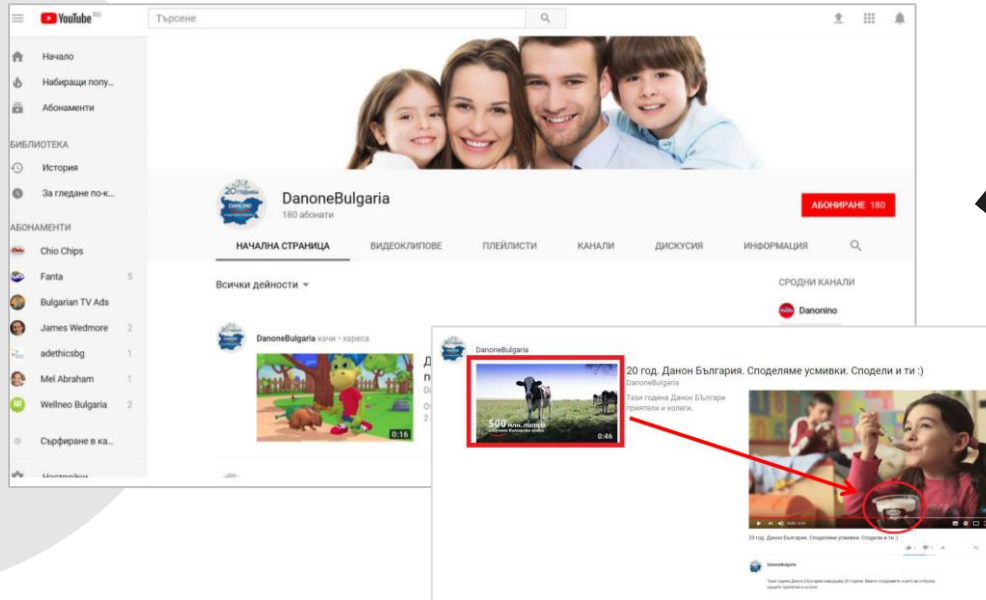
Number of social media profiles primarily appealing to under-12s (N=107)

Company-owned websites

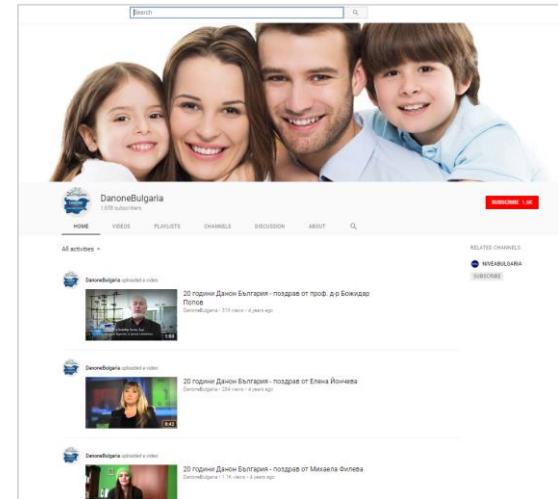


Number of websites primarily appealing to under-12s (N=224)

Example of breach– Danone YouTube Bulgaria



***Corrective action
taken immediately***



Example of breach – Principe Spain



*Corrective action
taken immediately*



Stepping up transparency and accountability

New: EU Pledge
Accountability
Mechanism



<http://www.eu-pledge.eu/content/contact-and-complaints>

National pledges: getting local companies on board

National Pledge programmes:



Belgian Pledge (41 members)



Swiss Pledge (13 members)



Portuguese Pledge (26 members)



Hungarian Pledge (12 members)

Codes based on EU Pledge:



Polish Broadcast Authority code on food advertising



Dutch code on food and beverage advertising to children



Romanian national advertising code

Endorsements



EU Health Commissioner Vytenis Andriukaitis: “*The EU Pledge is an interesting example, whereby food companies, on a voluntary basis, have agreed not to advertise food high in fat, salt and sugar to children. This could be a good example to build upon to promote healthy choice as an easy choice and address the concerns around dual quality.*” (2017)



Former EU Health Commissioner Tonio Borg: “*One excellent example of a commitment emanating from the Platform is the EU Pledge, whereby 20 leading food and beverage companies have committed themselves not to advertise to target children below the age of 12.*” (2013)



European Parliament

EP ENVI Committee: *Member States should be encouraged to ensure that self-and co-regulatory codes of conduct, such as the EU Pledge initiative and others developed in the framework of the Commission’s Platform for Action on Diet, Physical Activity and Health, are used to effectively reduce the exposure of children to audiovisual commercial communications regarding ‘HFSS’ foods or that otherwise do not fit these national or international nutritional guidelines”. (2017)*

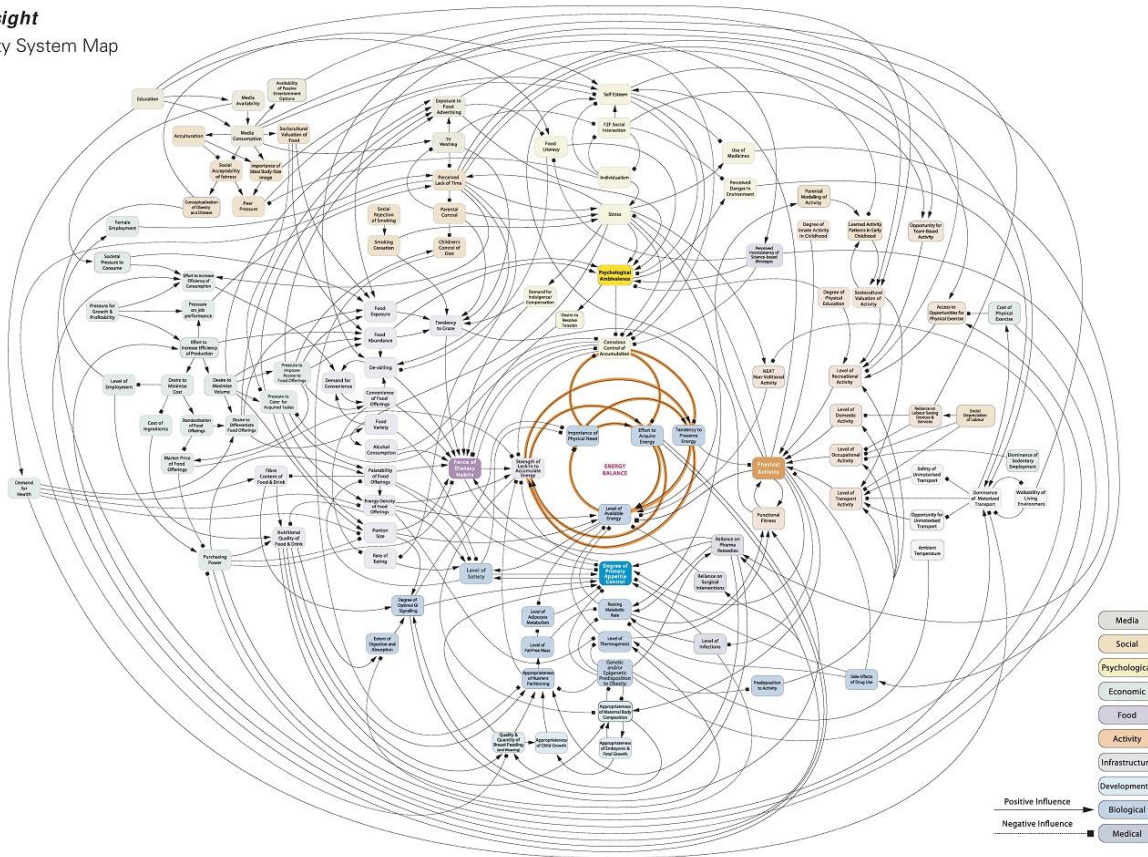
Some conclusions

1. F&B industry can play an effective role in **limiting the impact on children of the marketing of HFSS foods**;
2. Any solution needs to be multi-stakeholder and employ **credible monitoring, measurement and enforcement mechanisms** to build trust.
3. **There is no one-size-fits-all approach to limiting food marketing.** A blend of regulation, self-regulation and innovative co-regulatory options can be considered.
4. **The focus must be on outcomes.** The EU Pledge has demonstrated significant results in reducing exposure of children to food marketing.

But.... we can only control one piece of the equation

Foresight

Obesity System Map



Source: 2007
Foresight report

