

Responsible food advertising: Brands response to global obesity challenge



לועדה בנושא מגבלות על פרסום מזון מזיק – ינואר 2018



**איגוד השיווק הישראלי, המייצג את החברות המובילות
בישראל, ביניהן חברות המזון והמשקאות בישראל
הינו חבר ב WFA – איגוד המפרסמים העולמי.**

**האיגוד הישראלי מתעדכן על בסיס שוטף בנעשה בעולם בנושא
הגבלת פרסום לילדים.**

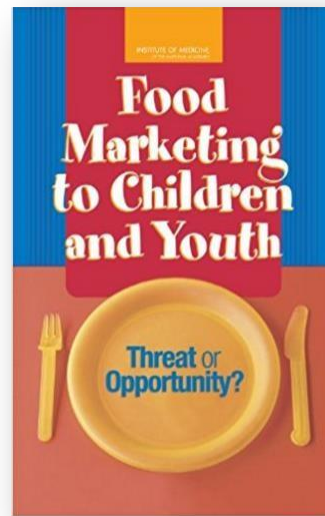
Obesity is a major global public health challenge

- Overweight and obesity now ranks as **the fifth leading risk** for death globally.
- The number of overweight **children under the age of five** is estimated to be **over 42 million**

Marketing plays a role

WFA fully recognises that food marketing impacts food choices, food preferences and food behaviours.

WFA מכירים בכך שלשיווק מזון יש השפעה על בחירות מזון, העדפות מזון והתנהגויות מזון, גם אם מדובר ב"השפעה ישירה צנועה" (US Institute of Medicine, McGinnis et al) ומתגייסים למזער את תופעת השמנת היתר.

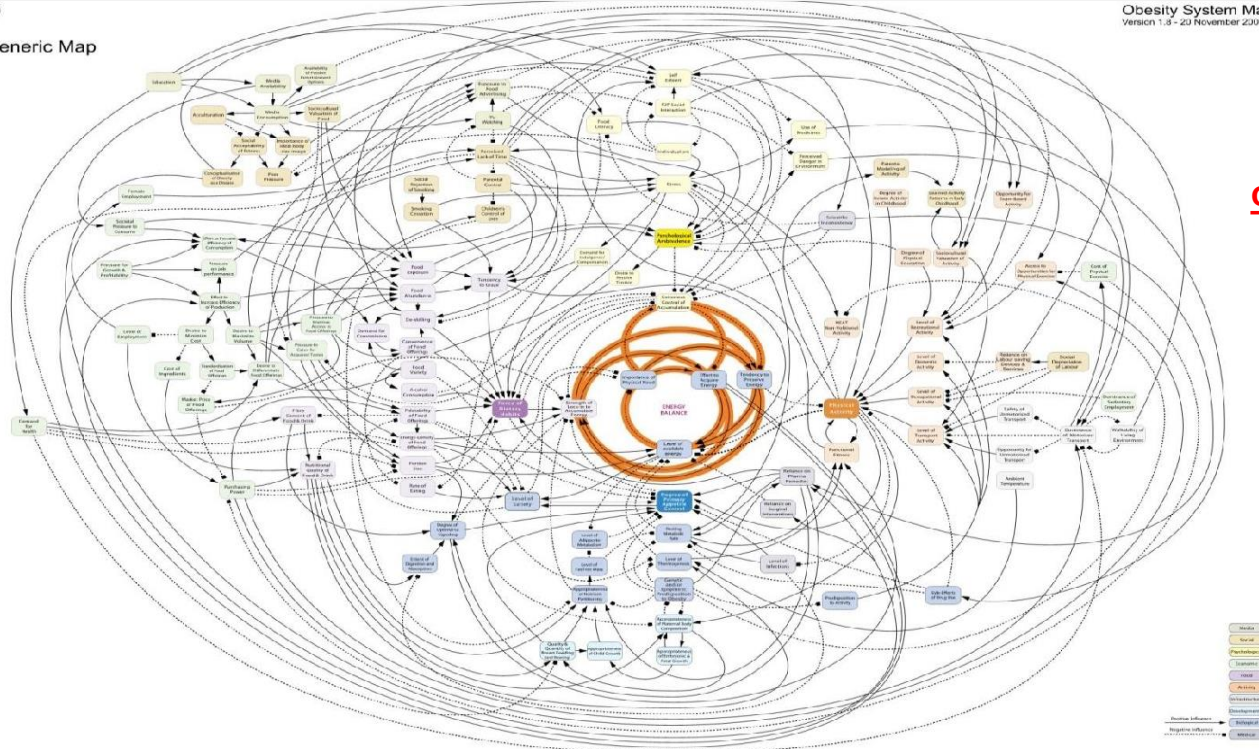


But we can only control one piece in the equation

Map 0

Full Generic Map

Obesity System Map
Version 1.0 - 20 November 2006



Advertising is only one element among a complex web of determinants.

Source: 2007
Foresight report

Obesogenic environments

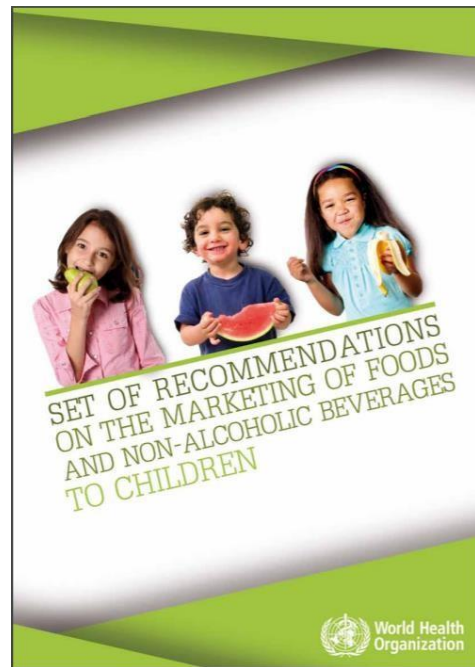
Final report of the Commission on Ending Childhood Obesity, 2016:

ילדים רבים כיום גדלים בסביבה אובסוגנית המעודדת עלייה במשקל והשמנה. חוסר האיזון באנרגיה נבע מהשינויים במזון, זמינותו ושיווקו, כמו גם ירידה בפעילות גופנית וישיבה ממושכת מול מסכים.



WFA fully supports WHO Recommendation

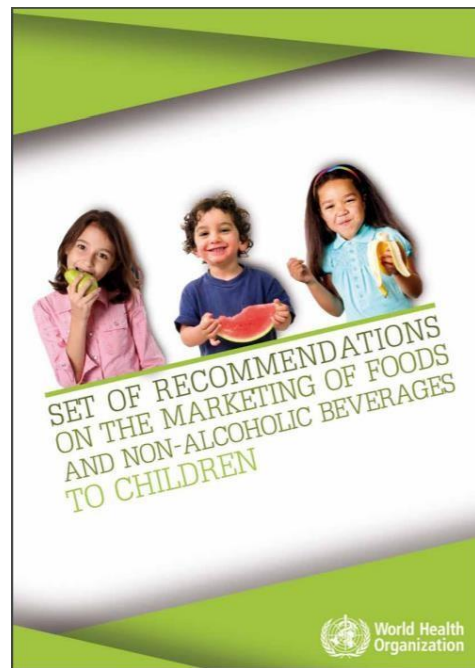
ב 2010 גיבש ארגון הבריאות העולמי WHO בעזרתו של IFBA (איגוד המזון והמשקאות הבינלאומי) סדרת המלצות על שיווק מזון ומשקאות לא אלכוהוליים לילדים. המסמך קורא לפעולה לאומית ובינלאומית לצמצום השפעת שיווק מזונות עשירים בשומנים רוויים, סוכרים או מלח, על ילדים. ההמלצות מתרכזות בחמש קטגוריות: רציונאל; פיתוח מדיניות; יישום מדיניות; ניגו והערכה של המדיניות; ומחקר.



WFA fully supports WHO Recommendation

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

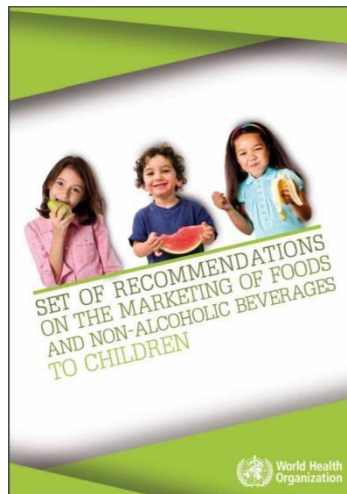
[Set of recommendations on the marketing of foods and non-alcoholic beverages to children](#), WHO, 2010



WHO recommendation on food marketing to children – Section 22

ארגון הבריאות העולמי מציין כמה
דרכים ליישום המדיניות:

- Statutory regulation ✓
- Self-regulation ✓
- Co-regulatory mechanisms ✓
- Guidelines ✓



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.

WFA's vision for a co-regulatory approach

Inclusive approach:

Regulators, industry and stakeholders to work together to explore innovative policy solutions that focus above all on the outcome.

רגולטורים, חברי תעשיית המזון והמשקאות, ובעלי עניין יעבדו יחד כדי למצוא פתרונות יצירתיים וחדשניים אשר יתמקדו בתוצאה

Focus on the outcome:

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

התמקדות בתוצאה:
להקטין את ההשפעה על ילדים של שיווק מזון עתיר שומנים סוכרים ומלח.

WFA's vision for a co-regulatory approach

- We fully respect the fact that policy creation is the exclusive prerogative of governments. However, it is our experience from around the world that the kind of hybrid, co-regulatory initiatives that may have been imagined as part of the 2010 WHO recommendations can indeed deliver meaningful outcomes.

• אנו מכבדים באופן מלא את העובדה כי יצירת מדיניות היא הזכות הבלעדית של ממשלות. עם זאת, הניסיון שלנו מכל רחבי העולם מלמד כי סוג של היברידי, רגולציה משותפת ושיתוף יוזמות – יכול להביא לתוצאות משמעותיות.

WFA's vision for a co-regulatory approach

- Furthermore, it is our opinion that policy debates which juxtapose regulation with self-regulation can be counter-productive and prevent a multiplicity of different actors exploring innovative policy solutions that focus above all on outcomes, that is to say "reducing the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars or salt".
- יתר על כן, אנו סבורים כי מדיניות המשתפת רגולציה עם רגולציה עצמית, יכולה להיות פרודוקטיבית ולהתמקד בראש ובראשונה על התוצאות, כלומר "צמצום ההשפעה על ילדים של שיווק של מזונות עשירים בשומנים רוויים, חומצות שומן, סוכרים או מלח"

Industry-wide commitments

Global food industry brands have taken the lead to set a global harmonised policy that goes beyond local restrictions and codes on food marketing to children. The International Food & Beverage Alliance's Global Policy on Marketing Communications to Children is in line with the WHO aim to reduce the impact on children of the marketing of foods high in fats, sugar and salt and increase their exposure to foods and beverages compatible with a balanced diet and healthy, active lifestyle.



FERRERO



Industry-wide commitments

חברות המזון הרב לאומיות לקחו על עצמן להוביל מדיניות בינלאומית אחידה שהיא מעבר או בנוסף להגבלות ולקודים מקומיים על שיווק מזון לילדים.
המדיניות שהשיתו על עצמן חברות אלה עולה בקנה אחד עם מטרת ארגון הבריאות העולמי לצמצם את ההשפעה על ילדים של שיווק מזון עתיר שומנים, סוכר ומלח, ולהגדיל את החשיפה שלהם לתזונה מאוזנת ולסגנון חיים בריא.



Industry-wide commitments

ההתחייבויות של IFBA כוללת כמעט כל מדיה, קוראת לפיתוח קריטריונים תזונתיים מוסכמים, ומכסה טכניקות שיווקיות מגוונות כגון שימוש בידוענים.
 IFBA עובד עם ממשלות כדי לכוון במדינות רבות ככל האפשר התחייבות מקומית-ארצית המגבילה שיווק מזון עתיר שומן סוכר ומלח לילדים תחת גיל 12
 יוזמת ארגון הבריאות העולמי WHO ואיגוד המזון והמשקאות הבינלאומי IFBA נענו בחיוב על ידי 52 מדינות ברחבי הגלובוס.



FERRERO



IFBA global marketing policy: baseline standard for marketers globally

IFBA members commit either to:

- Only advertise products to children under the age of 12 years that meet common nutrition criteria
- **לפרסם מוצרים לילדים תחת גיל 12 רק אם המוצרים עומדים בסטנדרטים התזונתיים המוסכמים**
- Not to advertise their products at all to children under the age of 12 years.
- **לא לפרסם כלל את מוצרי החברות לילדים תחת גיל 12**

The Coca-Cola Company's Responsible Marketing Policy

September 2014

The Coca-Cola Company is committed to the responsible marketing of our products. TCCC has a history of aligning its commercial practices with our sustainability goals, our business goals, and our values. Our Responsible Marketing Policy sets forth our expectations in this regard:

- We will respect the rights of parents and caregivers by not marketing directly to children under 12 any of our beverages, regardless of their nutritional composition.

Specifically, this means we will not advertise in:

- All media which directly targets children under 12, including television shows and cartoons, print media, websites, social media, movies, and SMS/email marketing.¹
- We define media that directly targets children under 12 as media in which 35% or more of the audience is composed of children under 12, where this information is possible to obtain.

In the absence of information regarding the percentage of the audience which is children under 12, we will not design our marketing communications in a way that directly appeals to children under

12. Specifically, we will not use, in any communications created after the date of adoption of this policy:

- Celebrities or characters whose primary appeal is to children under the age of 12, with the exception of brand equity characters already in use
- Movie tie-ins related to movies of primary appeal to children under 12

The Coca-Cola Company's Responsible Marketing Policy

September 2014

Games or contests designed to appeal primarily to children under 12•

Branded toys whose primary appeal is to children under 12•

Images of our products being consumed by children under 12 without an adult present•

Branded sponsorship of sporting and entertainment events which primarily target children under 12•

As a global business, we respect and recognize the unique learning environment of schools and believe in commercial-free classrooms. We will not commercially advertise in primary schools. The following are incorporated by reference and made part of this policy:

The Coca-Cola Company's Global School Beverage Guidelines o

Any additional Guidelines with respect to schools adopted at Regional or Local levels o

Our system supports education programs for children under 12 in local communities throughout the world, particularly • programs focused on promoting active healthy living. Any brand presence in

programs for children will simply indicate sponsorship and will not be for the purposes of advertising.

•We will ensure compliance with our Responsible Marketing Policy and will share publicly the third- party verified results.

* * *

1 Communications occurring in store, at point of sale, or on packaging are not covered by this Commitment because: (a) we do not always control marketing communications in the retail environment; (b) packaging is an inherent part of the product - common industry rules for packaging would impinge upon our intellectual property rights; and (c) parents or other adults are those who predominantly purchase the products in the retail environment.



is happy to Share a **Coke**® with you

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The EU Pledge

McDonald's Europe Commitment

At McDonald's we take the well-being of our customers, especially children, very seriously. We aim to offer families great tasting, quality food that can form part of a balanced diet with a fun, shared experience that they can all enjoy.

We listen closely to our customers across Europe and for many years we have made numerous changes based on their diverse and evolving tastes and dietary needs. We believe that through increased choice and variety, consumer-friendly nutrition information, advertising responsibly, and promoting physical activity we can be part of the solution to fight against obesity, in particular amongst children.

As part of this journey of continuous evolution, based on the tastes and needs of our customers across Europe we have supported the EU Pledge initiative since November 2011, making commitments on advertising to children to support parents in making the right diet and lifestyle choices for their children. This support builds on many years of McDonald's Europe's responsible advertising practices throughout Europe.

McDonald's Europe EU Pledge Commitment:

1. The food and beverage menu items advertised by McDonald's to children under the age of 12, on TV, print and Internet will fulfill the common EU Pledge nutrition criteria, which are based on accepted scientific evidence (see definitions below).
2. McDonald's will not engage in any communications related to food and beverage menu items in primary schools, except where specifically requested by or agreed with the school administration for educational purposes. Where such communications do take place, all menu items will meet our above mentioned nutritional criteria.

The EU Pledge

McDonald's Europe Commitment

1. All of our Happy Meal¹ advertising that features food will include fruit or vegetables and drinks with only naturally occurring or no added sugar. Carbonated soft drinks made with artificial sweeteners will also be excluded from Happy Meal advertising.
2. We will not place any food or beverage advertising in media aimed at pre-schoolchildren. Where external constraints prevent such demarcation, we will take reasonable efforts to review schedules and listings and avoid programmes created for pre-schoolers.
3. We will not pay for nor actively seek any product placements of our food or drinks in the programme/editorial (non-advertising) content of any third party medium aimed at children for the purpose of promoting the sale of those products.
4. We will always have nutritional information available regarding all of our permanent menu food options to help parents and families make informed food choices.

We will use our licensed and our brand characters (Ronald McDonald, Happy) to encourage balanced food choices, and responsible messages about well-being, education or fun.

¹ Happy Meal is a children's offer consisting of a main dish, side dish or dishes and a drink

ההתחייבות של DANONE – אפריל 2015

In accordance with its mission to “bring health through food to as many people as possible”, Danone focuses on a portfolio of products that are beneficial to health on a daily basis.

Danone is a leading manufacturer who strongly believes that healthy eating behaviours and lifestyle start to be adopted during childhood. As a significant part of our products suitable for children (30% of products), Danone fully acknowledges the need for promoting healthier lifestyles and makes itself accountable for responsible marketing and advertising practices towards children. This is why Danone is committed to the Pledges in different markets (for instance the EU Pledge and the US Children Food and Beverage Advertising Initiative). These Pledges are voluntary initiatives by leading food and beverage companies to limit advertising to products complying with specific nutritional criteria, defined from children needs and recommendations of public health authorities. Keen to play its part in efforts to fight against the development of childhood obesity, DANONE is also creating or supporting a number of initiatives (research programmes, encouraging people to adopt a balanced diet and practice physical activity, etc.)

Since 2007, DANONE has extended its commitment to cover advertising aimed at children aged between 3 and 12, to take account of circumstances where children are exposed to brand publicity without their parents present.

Consequently, DANONE has decided that, for media and advertising¹ where the target is mainly made up of children between the ages of 3 and 12, DANONE restricts its advertising to products with nutritional profiles and portion sizes that are suitable for the requirements of children aged 3 to 12, in line with public health priorities. To this end, DANONE uses relevant science-based nutrition criteria, i.e.:

common nutrition criteria defined by local/regional pledges DANONE is a member of, where they exist² -

any relevant nutrition criteria recognised by local/regional authorities -

in the absence of common nutrition criteria defined by a Pledge or relevant nutrition criteria recognised by -

authorities, DANONE will use the TheFoodProfiler system³ (taking into account

local food consumption data for countries out of EU).

This means that for products which do not meet the criteria:

DANONE will refrain from advertising:

in commercial breaks on TV or radio at times of the day when the audience is made up of more than 35% of children under the age of 12

in the press specially designed for children under the age of 12

on third-party and brand web sites aimed at children under the age of 12.

Furthermore, in its advertising for products which do not comply with relevant nutrition criteria, it will not use real or fictional characters from movies, cartoons, television programmes or printed literature ("licensing").

It will not sample products in schools except where specifically requested by, or agreed with, the school administration for educational purposes. In that case, only products complying with relevant nutrition criteria can be distributed

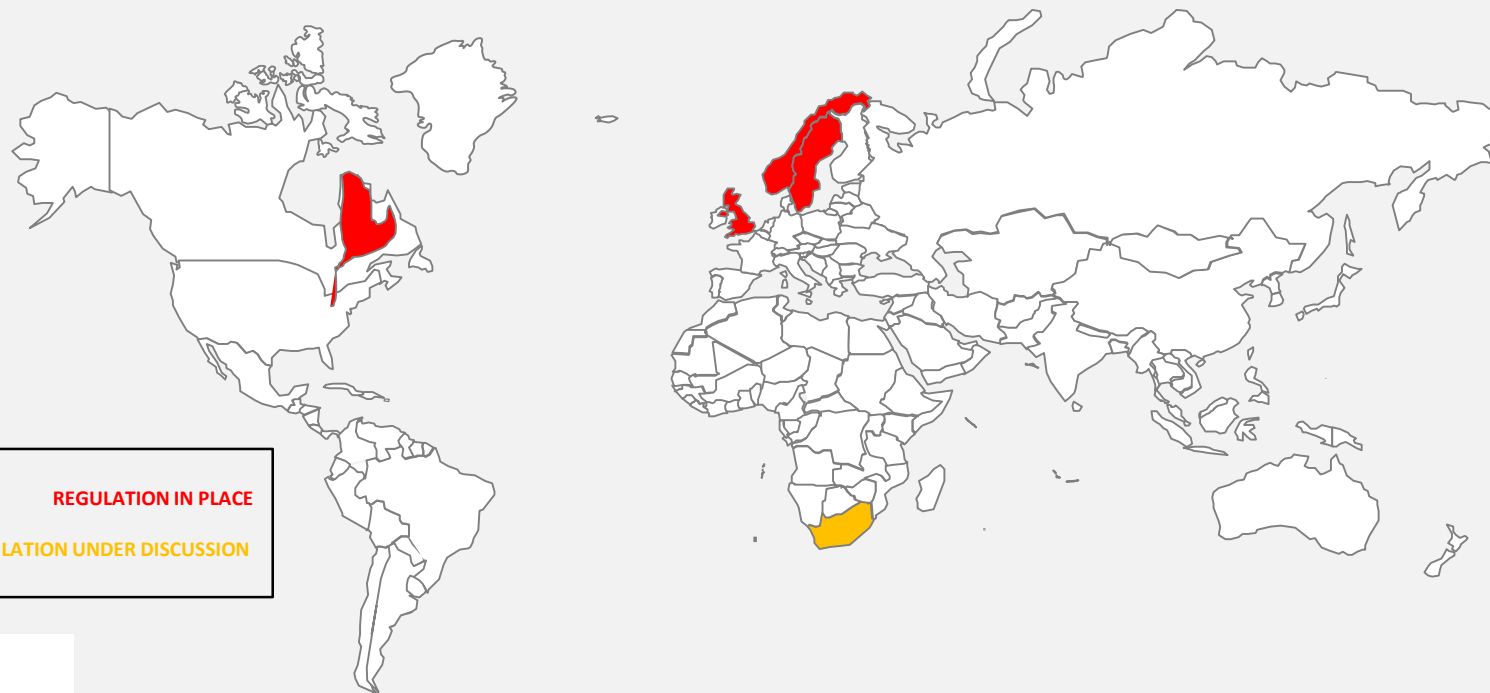
It will not display product advertisements in schools and in the vicinity of schools (around 50m), whatever the nutritional profile of the products.

It will not communicate in schools except when specifically requested by, or agreed with, the school administration for educational purposes. In that case, only brands complying with relevant nutrition criteria can sign up communication tools for schools. These tools must have an explicit educational purpose and content (pedagogic kit for teachers, educational posters for the classroom, educational leaflet for the pupils, etc.)

This does not affect sponsoring that promotes physical exercise.

DANONE has implanted this commitment in Europe since 2007, in the US since 2009, in Brazil and South Africa since 2010, in Canada and Switzerland since 2012.

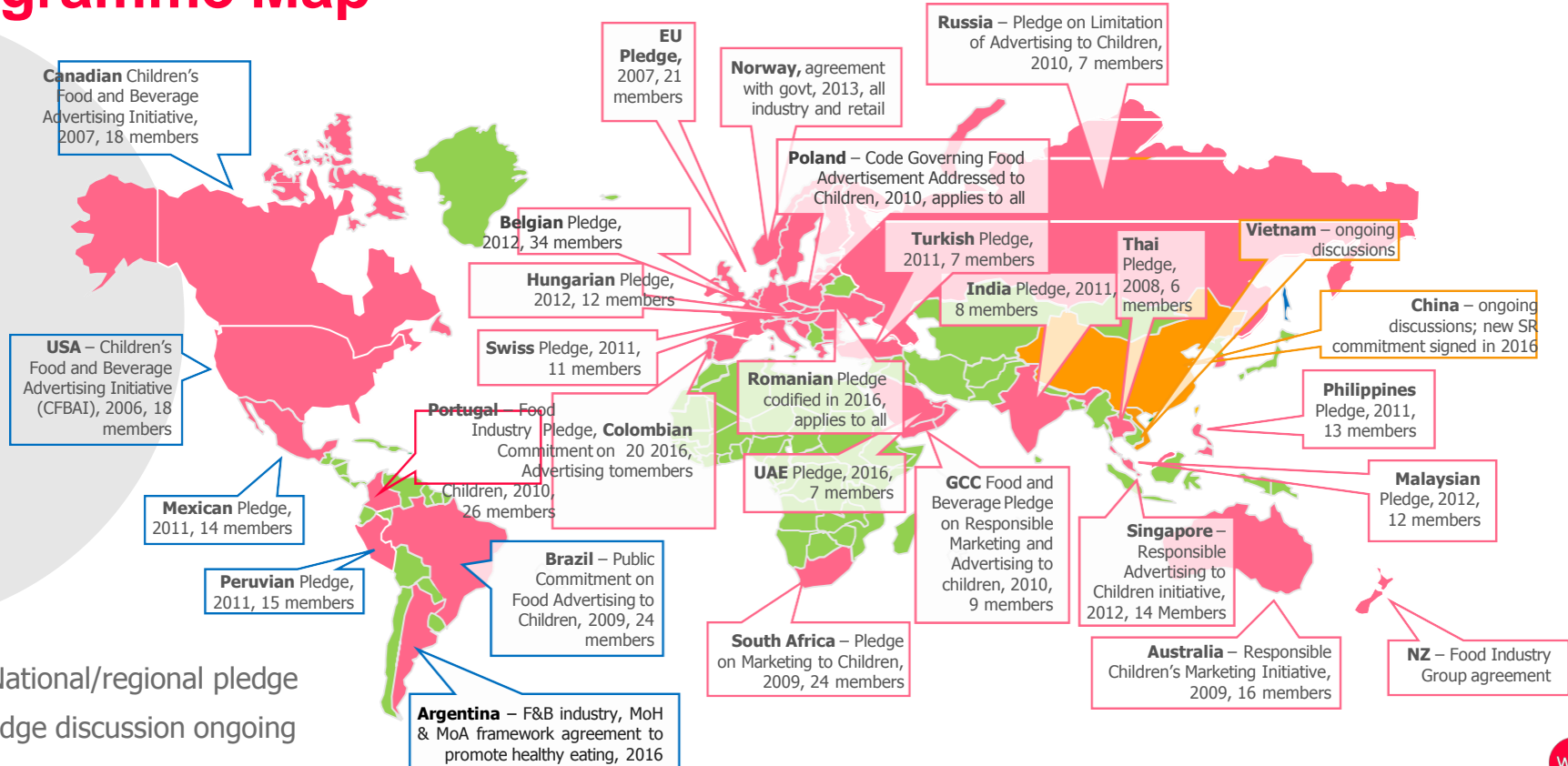
Comparison: Restrictions on M2K in 2007...



REGULATION IN PLACE

REGULATION UNDER DISCUSSION

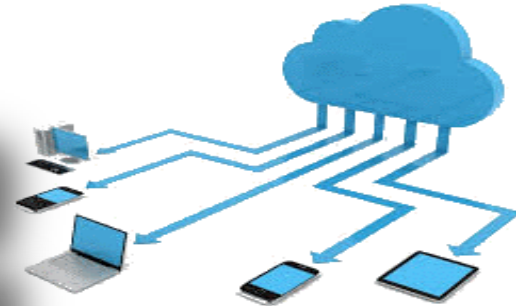
National Pledge Programme Map



Enhanced commitment: extended scope

The previous policy covered only TV, print, Internet and company owned websites.

The new policy covers TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, mobile and SMS marketing.



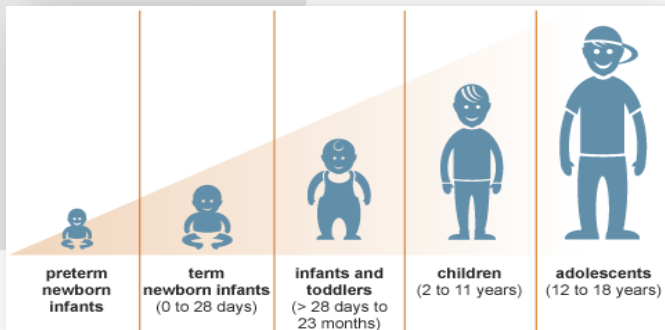
Why children defined as <12?



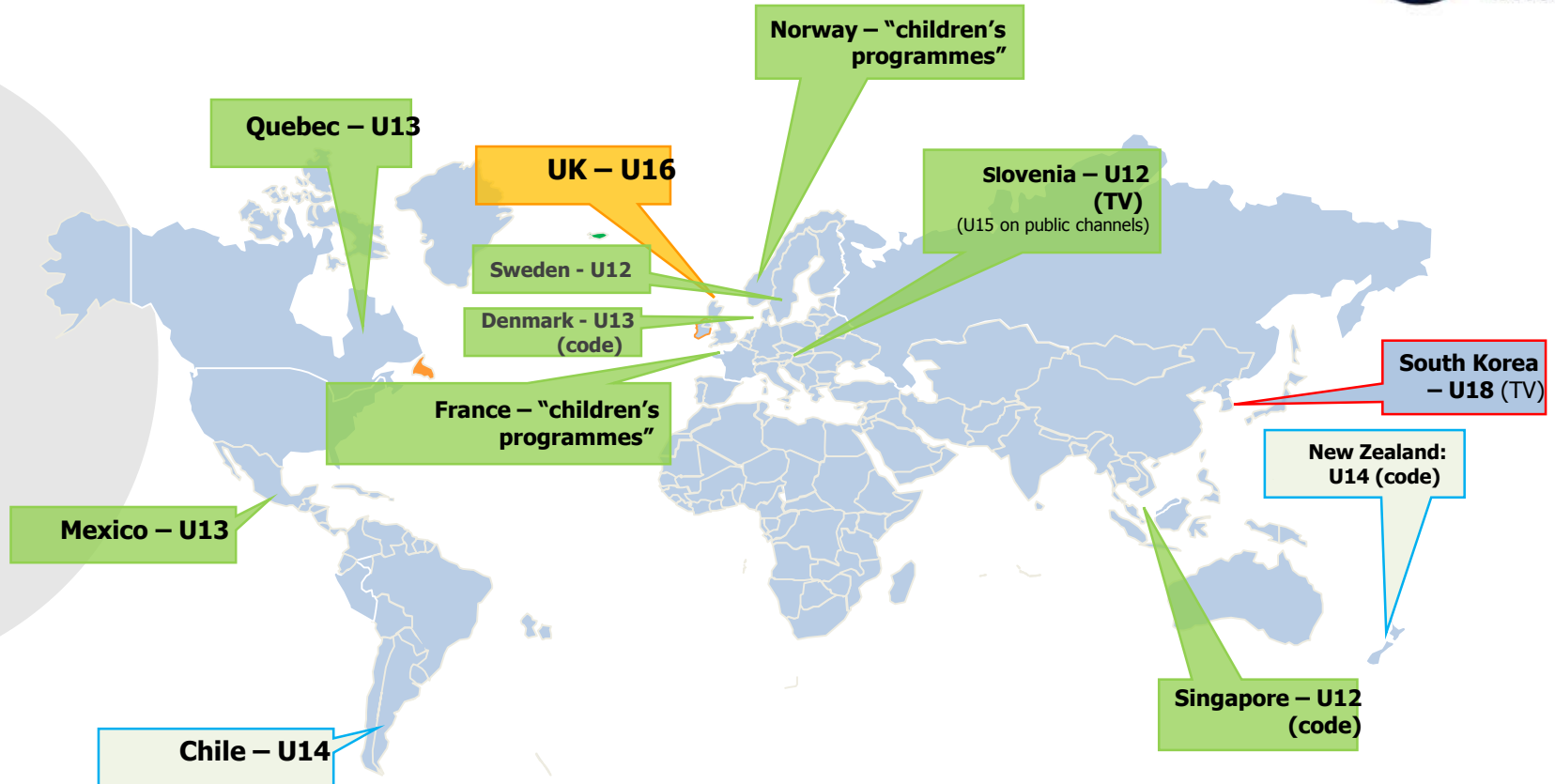
All government-led reviews of the existing academic research have identified an **age cut-off at 12 years**.

U.S. Institute of Medicine, 2005:

- **Moderate evidence** that television advertising influences usual dietary intake of younger children ages 2–5 years;
- **Weak evidence** that it influences usual dietary intake of children ages 6–11 years;
- **Weak evidence that it does not** influence usual dietary intake of teens ages 12–18 years.



Marketing restrictions – definition of “children”



12 and 13 favoured by industry and regulators as cut-off age

Country/initiative	Age definition	Audience definition
WHO: Recommendations on food and beverage marketing to children		Member States should set clear definitions: product, timing, viewing audience, placement and content of marketing message, type of food
Industry pledges: Pledge programmes worldwide (IFBA, US, CA, EU, BE, BR, CH, GCC, HUN, India, Malaysia, MX, NZ, Peru, Phil, PL, PT, RO, RUS, SA, TH, Turkey)	12	>35% or >50%
EU: EP report on data protection regulation	13	None
Brazil: Government-body recommendation	12	Qualitative criteria
Chile: Upcoming regulation	14	Qualitative criteria
Denmark: Food industry code	13	Qualitative criteria
Ireland: BAI Code	6-13-15-18 [tiered rules]	>50% + qualitative criteria
Malaysia: Regulation dropped	12	>35%
Mexico: Upcoming regulation	12	Qualitative criteria

In Europe

United Kingdom: Adopts restrictions on HFSS marketing to kids under 16 on basis of nutrient profiling.



Ireland: Already regulates advertising to children under 18- soon to adopt UK style restrictions.



Norway moots restrictions on food marketing to under 18s across all media (maybe even packaging!)

Ecuador: Proposal to introduce strict “HFSS” food advertising restrictions

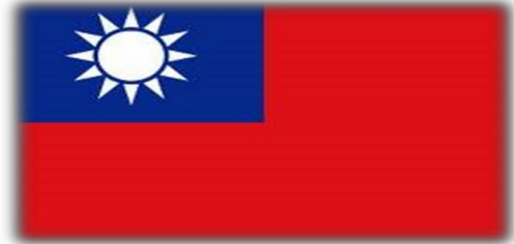
Singapore Minister of Health proposes stringent HFSS food advertising restrictions

Peru proposes restrict food marketing on TV 6-10pm and ‘cigarette style’ warnings on packets



in Asia-Pacific

Taiwan: Government has proposed 'HFSS' food advertising restrictions



Korea: Ad ban on 'high calorie low nutrition' from 5-7pm on TV and around schools



Keeping the right balance:

- Investment in advertising boosts growth, jobs and creative industries.
- ההשקעה בפרסום מגבירה את הצמיחה ואת מספר המשרות.
- Disproportionate regulatory action on food marketing could de facto ban food marketing completely.
- פעולה רגולטורית לא פרופורציונלית על שיווק מזון יכולה דה-פקטו לאסור לחלוטין על שיווק מזון.
- Excessive regulation on food advertising would not only fail to deliver results, but also have unintended consequences for the entire media sector.
- רגולציה מוגזמת על פרסום מזון לא רק שלא תצליח לספק תוצאות, אלא גם תהיה בעלת השלכות הרות גורל על כל המדיה הרלוונטית.

In a nutshell:

- **The food industry does not question the need for a regulatory framework.** The legal framework should set clear rules, recognize the need for self-regulation and provide a legal back-stop for self-regulatory adjudication.
- **תעשיית המזון אינה מטילה ספק בצורך במסגרת רגולטורית. על המסגרת המשפטית לקבוע כללים ברורים, להכיר בצורך ברגולציה עצמית ולספק מענה משפטי לשיפוט עצמי.**

Key recommendations

- There is no one-size fits all approach to limit food marketing. A blend of regulation, self-regulation and innovative co-regulatory options need to be considered. Advertising standards bodies can play a meaningful role given their remit and expertise.
- אין גישה אחת המתאימה לכולם בבואנו להגביל שיווק מזון. יש לשקול שילוב של רגולציה, רגולציה עצמית ואפשרויות שיתוף פעולה חדשניות. איגודי הפרסום יכולים למלא תפקיד משמעותי בהתחשב בנסיונם ובמומחיותם.
- Any solution needs to be multi-stakeholder and employ credible monitoring, measurement and enforcement mechanisms to build trust
- כל פתרון צריך לכלול בעלי עניין רבים, ולהעסיק ניטור אמין, ומנגנוני מדידה ואכיפה כדי לבנות אמון.

THANK YOU

