



**20 December 2005**

**Contribution by UNESDA and its corporate members to the EU Platform for Action on Diet, Physical Activity and Health**

**1. Context**

UNESDA represents a substantial part of the European non-alcoholic beverages industry, uniting all major producers of non-alcoholic beverages (carbonated and non-carbonated drinks, juice drinks, ready-to-drink teas and coffees, bottled water, sports and energy drinks) as well as this industry's trade associations in 25 countries.

UNESDA and its members recognise public concerns about today's health issues, particularly the rising levels of obesity and chronic diseases related to poor diets and lack of physical activity. The non-alcoholic beverages industry recognises its responsibility to play a positive role in tackling these problems, together with other relevant actors and has been developing and implementing initiatives to address these issues.

UNESDA participates in the EU Platform as an integral part of the industry delegation lead by CIAA. UNESDA and its members fully endorse the commitments for 2006 made by CIAA in the framework of the EU Platform<sup>1</sup>, as well as its Food and Beverage Product Advertising Principles adopted in February 2004. However, we also wish to submit additional contributions and commitments that, while fully in line with the framework provided by CIAA, expand to areas and conditions specific to the European non-alcoholic beverage industry.

These UNESDA corporate members: - Cadbury Schweppes European Beverages, Cantrell and Cochrane Ireland, The Coca-Cola Company, Coca-Cola Enterprises, The Coca-Cola Hellenic Bottling Company, Gerber Foods Holdings Ltd, GlaxoSmithKline, Pepsi Beverages Europe, and Unilever - will implement during 2006 the commitments outlined in chapter 2. They will also engage actively in programmes to inform and educate staff, business associates and customers (i.e. retailers, bars, hotels, cinemas, schools, leisure parks, etc.) about these commitments.

UNESDA encourages its national federations to also launch the debate at national level in view of adoption of the same commitments by local companies, to develop tools to facilitate their implementation and to incorporate them into national self-regulatory codes of conduct as appropriate.

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<sup>1</sup> CIAA, *CIAA Commitments for 2006 to drive action within the framework of the EU Platform for action on Diet, Physical Activity and Health*, 23 November 2005

## 2. New actions and commitments

This section follows the structure of the CIAA contribution, to better indicate our full endorsement of it and to highlight our additional commitments and actions.

COMMITMENTS	PROPOSED KPIs
<p><b>I. Public education, healthy lifestyles and physical activity programmes</b></p> <p><i>In addition to the CIAA commitments, which we endorse, UNESDA corporate members will:</i></p> <ul style="list-style-type: none"> <li>• <u>Increase involvement</u>, at national and EU levels, together with appropriate private and public partners, in educational programmes aimed at providing consumers with relevant information on healthy eating and healthy active lifestyles.</li> </ul> <p><b>II. Consumer information</b></p> <p><i>In addition to the CIAA commitments, which we endorse, UNESDA corporate members will:</i></p> <ul style="list-style-type: none"> <li>• Provide in a consumer-noticeable way <u>nutrition information</u> as defined in current EU legislation even where this is not legally necessary – and openly cooperate with EU authorities in developing future nutritional labelling rules</li> <li>• Provide <u>on pack calorie information per 100 ml and/or based on individual serving size</u> (e.g. 250 ml, 330 ml, 500 ml) in all products</li> <li>• Start market tests with on pack <u>Guideline Daily Amounts (GDAs)</u> in view of expanding over time such information to all products, with the aim of providing consumers with a simple way to understand sugar intake in relation to the recommended total average daily calorie intake.</li> <li>• Prominently advertise on pack the low or no-calorie content of beverages with such characteristics</li> </ul> <p><b>III. Advertising and commercial communications<sup>2</sup></b></p> <p><i>In addition to the CIAA commitment, which we endorse, UNESDA corporate members will:</i></p> <ul style="list-style-type: none"> <li>• <u>Engage with EU Platform stakeholders</u> to discuss the UNESDA Code of Practice Guidelines for Responsible Commercial Communications and Sales Practices, in view of further enhancing the code</li> </ul>	<p>Number of new programmes launched in 2006</p> <p>Compliance rate (statistically relevant sample)</p> <p>Compliance rate (statistically relevant sample)</p> <p>Growth in percentage of products providing GDAs on pack</p> <p>Growth in percentage of products doing so</p> <p>Evidence of meetings and changes</p>

<sup>2</sup> Advertising and commercial communications covers activities pursued through a variety of media or communication channels, such as: print media, broadcast media (radio, television), cinemas, internet and other electronic media (e.g. SMS), labelling, merchandising, packaging, point of sale material, sponsorships, vending machines. Non-advertising materials or statements to the media, government agencies, doctors, or other health professions or their professional associations, or the public about issues of societal concerns (such as the risk or benefits related to the consumption of non-alcoholic beverages) and educational messages about responsible consumption or the role of non-alcoholic beverages in society are not covered by this definition.

<p><b>MARKETING</b></p> <ul style="list-style-type: none"> <li>• <u>Not place any marketing communication</u> in printed media, websites or during broadcast programmes specifically aimed at children<sup>3</sup></li> <li>• <u>Avoid any direct appeal to children to persuade parents</u> or other adults to buy products for them or to do anything else that goes expressly against the wishes or authority of a parent, guardian or educator.</li> </ul> <p><b>PRIMARY SCHOOLS<sup>4</sup></b></p> <ul style="list-style-type: none"> <li>• <u>Not engage in any direct commercial activity in primary schools</u>, unless otherwise requested by school authorities.</li> </ul> <p><b>SECONDARY SCHOOLS</b></p> <ul style="list-style-type: none"> <li>• <u>Ensure that in secondary schools</u>, with the agreement and active participation of educators and parents, <u>a full range of beverages</u> (including water, juices and other beverages in both regular and low-calorie/calorie-free versions), is made available in appropriate container sizes that allow for portion control.</li> <li>• <u>Respect the commercial-free character of schools</u> by providing, where directly responsible for final distribution of products, unbranded vending machines, preferably including educational images and messages promoting balanced diets and healthy and active lifestyles.</li> <li>• <u>Make third-party distributors aware of these commitments</u> in such cases where we are not directly responsible for the final distribution of their products to schools.</li> </ul> <p><b>PROMOTIONS</b></p> <ul style="list-style-type: none"> <li>• <u>Ensure that promotional activities</u> (e.g. redemptions, under-the-cap offerings, text message/SMS contests, etc.) offering prizes or rewards will avoid requiring consumers to drink excessive quantities of products in order to participate.</li> </ul>	<p>Compliance rate (statistically relevant sample)</p> <p>Compliance rate (statistically relevant sample)</p> <p>Qualitative assessment based on independent inquiry</p> <p>Qualitative assessment based on independent inquiry</p> <p>Qualitative assessment based on independent inquiry</p> <p>Evidence (letters etc.) from by companies</p> <p>Compliance rate (statistically relevant sample)</p>
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<sup>3</sup> The signatories to the commitments consider ‘children’ to be defined as “below 12” and that ‘programmes aimed at children’ to be defined as those programmes whose viewers are mostly children (i.e. more than 50%).

<sup>4</sup> Below age 11 or 12, depending on relevant educational system.

<p><b>IV. Products and choice</b></p> <p><i>In addition to the CIAA commitment, which we endorse, UNESDA and its members will:</i></p> <ul style="list-style-type: none"> <li>• <u>Increase the number of new beverages with low- or no-calorie content and light versions of existing beverages,</u> where technologically possible, safe and acceptable to consumers</li> <li>• <u>Increase the choice and availability of individual packaging sizes</u> and pursue where appropriate <u>cup downsizing</u>, to help reduce individual over-consumption</li> </ul> <p><b>V. Research</b></p> <p><i>In addition to the CIAA commitment, which we endorse, UNESDA and its members will:</i></p> <ul style="list-style-type: none"> <li>• <u>Contribute</u>, within the limits of what is appropriate to our role, to public and private research into consumer behaviour and responsiveness to educational campaigns aimed at encouraging healthy eating and healthy lifestyles.</li> <li>• <u>Share with other stakeholders our consumer research insights as they relate to health and wellness.</u></li> </ul>	<p>Increase in number of new beverage and versions with such characteristics</p> <p>Increased number of individual-size packs put on the market.</p> <p>Evidence of new research projects</p> <p>Evidence produced by companies</p>
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**3. Monitoring and verification**

UNESDA and its corporate members would like to propose one or several independent third party(ies) to define and then to collect Key Performance Indicators (“KPIs”) against the above commitments, so as to verify and document progress in the achievement of our goals. UNESDA is prepared to share the findings of such monitoring activities with the EU Platform and with other key external stakeholders.