



The EU Pledge

A voluntary initiative by leading companies to change food and beverage advertising to children under 12 in the EU

EU Platform for Action on Diet, Physical Activity & Health

The EU Pledge is a commitment by leading food and beverage companies to the European Commission's Platform for Action on Diet, Physical Activity and Health, supported by the World Federation of Advertisers (WFA).

The EU Pledge has been welcomed by the European Commission and other stakeholders. In its December 2010 Nutrition Strategy Implementation Report, the Commission used the EU Pledge as a case study to highlight EU Platform action, which resulted in meaningful outcomes.

3/4

Together, EU Pledge member companies account for **3/4 of food and beverage advertising spend in the EU.**

Monitoring our commitment

Every year, independent, third-party agencies monitor the EU Pledge commitments. In 2009 and 2010 we commissioned:



High performance. Delivered.

- Accenture Media Management, to measure compliance with and the impact of our commitment on TV, print and internet; and



- BDRC Continental, to measure compliance with our commitment in primary schools.

What do we commit to?

1. We commit to no advertising **at all** or **only advertising "better-for-you" products** in children's media.
2. By "children's media" we mean media where the **majority of the audience** are children under 12 years old.
3. We do not promote our products **in primary schools**, except where specifically requested by, or agreed with the school administrator and only for educational purposes.
4. Participating companies must all meet these criteria, but most go further. Having a common minimum requirement allows us to **monitor both compliance and the impact** of our commitment.

What is "better-for-you"?

There is no common global or European definition of "better-for-you". EU Pledge companies have developed nutritional guidelines on the basis of the most widely accepted national and international guidelines available (WHO, FAO, USDA, IOM, EURODIET).

They are all available at www.eu-pledge.eu



Supported by



Key results

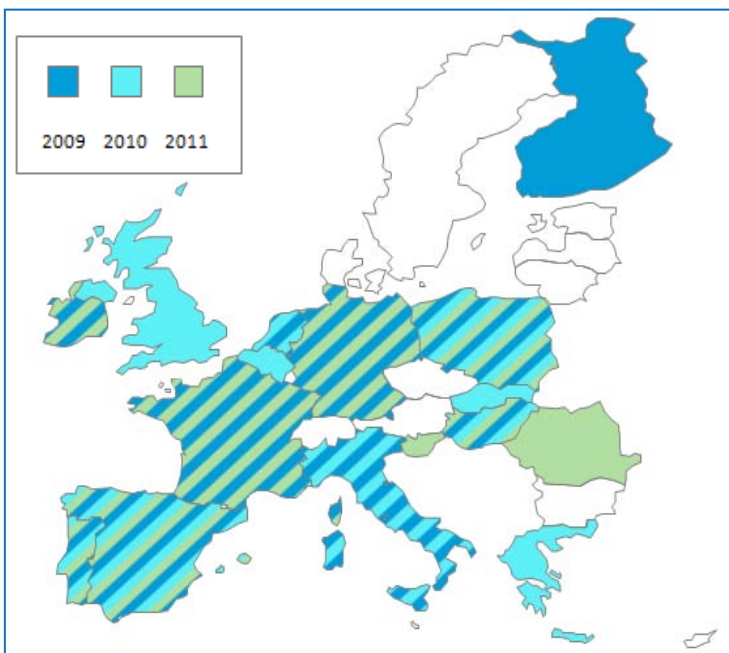
Measuring change in the balance of food advertising to children

Accenture Media Management was commissioned to measure the change in children's exposure to TV food advertising in the EU since 2005 (2010 results, 2011 results pending). They found that children saw:

2/3^{rds} less advertising for products not meeting the "better-for-you" criteria

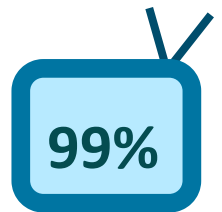
1/3rd less advertising for ALL products, regardless of nutritional criteria

Countries monitored for EU Pledge compliance



High compliance rates on all commitments

Over 99% of ads monitored were compliant with the EU Pledge. This is based on the review of over 1,000,000 in 10 EU countries.



An average 92% of the schools monitored were compliant with the EU Pledge. This is based on surveys of nearly 800 schools in 8 EU countries.

100% of the online and print advertising monitored was found in compliance with the EU Pledge.

From January 2012 we will reinforce our commitments by extending:

- Coverage to include company-owned brand websites
- Our definition of "children's media" from 50% to 35% of the audience

For more detailed information on the EU Pledge and the full monitoring reports see www.eu-pledge.eu



Supported by

