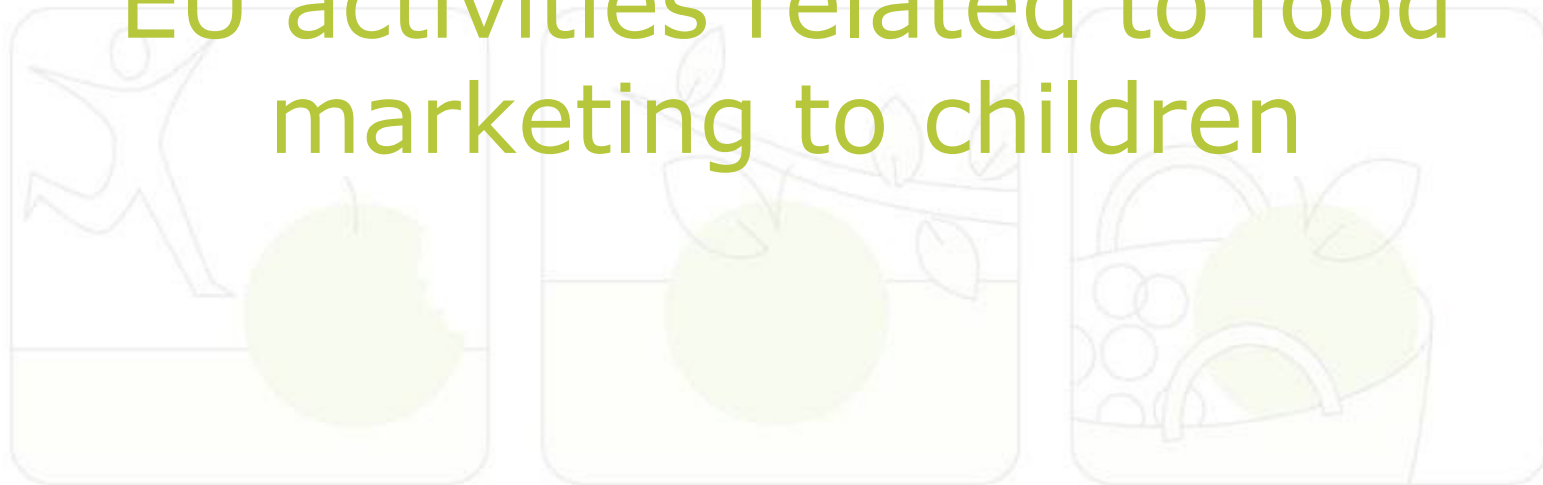




EU activities related to food marketing to children



NAOS meeting
Madrid
17th of June 2010

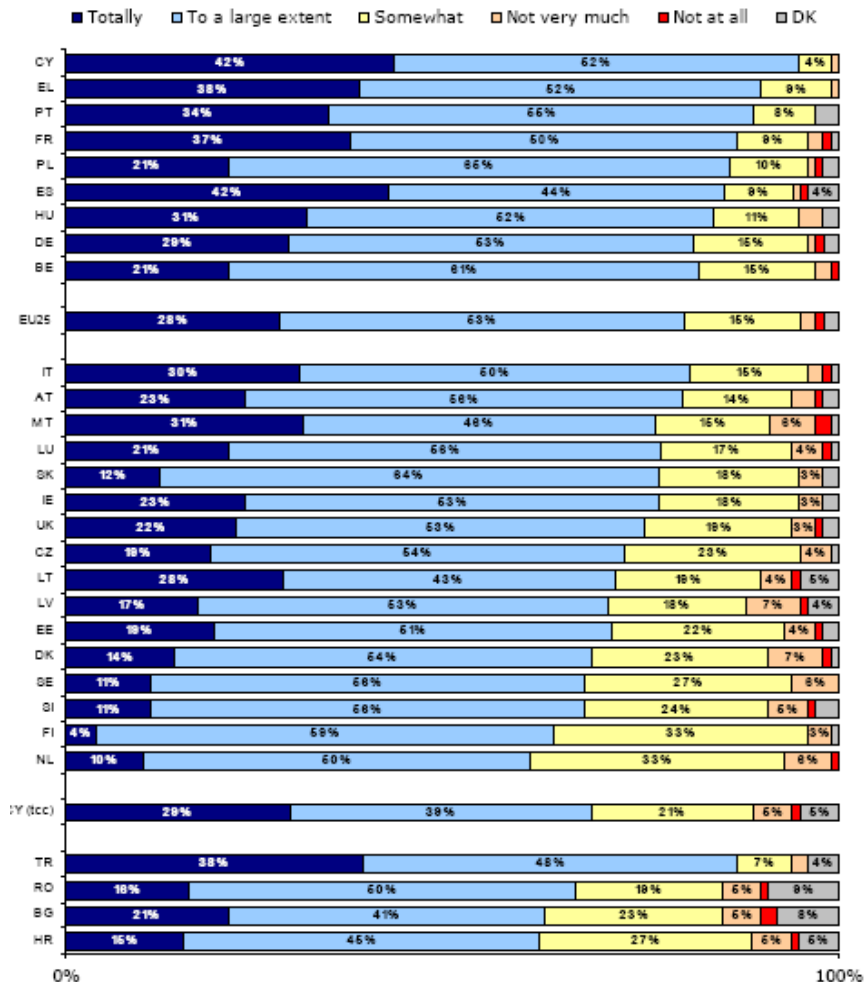
Philippe Roux Deputy Head of
Unit - Health Determinants
Public health and risk
assessment Directorate
European Commission



The presentation in short

- Advertising: a public health concern
- EU regulatory framework
- The EU Platform for action on Diet, Physical Activity and Health and Commitments on advertising and marketing
- EU Strategy Progress report in 2010

Citizens are concerned by the influence of food advertising on children



Strong consensus:

96% of respondents consider that food advertising and promotion influences children's eating habits:

- 28%: predominant influence
- 53%: important influence



An EU regulatory framework

- AVMD adopted on **11 December 2007** :

- Legal framework covering **all audiovisual media services**, both traditional broadcasts and on-demand services (lighter regime)
- a call for responsible self regulatory approach:



Self and Co-regulation

- Member States shall encourage co-and/or self-regulation at national level
 - In the fields coordinated by the Directive (e.g. protection of minors, alcohol advertising)
 - to the extent permitted by their legal systems



Codes of conduct – advertising of HFSS foods to children

- **Obligation placed on Member States and the Commission**
 - to encourage media service providers
 - to develop codes of conducts on advertising of fatty foods to children
 - and to monitor and asses the fulfilment of this obligation



Audiovisual Commercial Communication

Art. 1 (h)

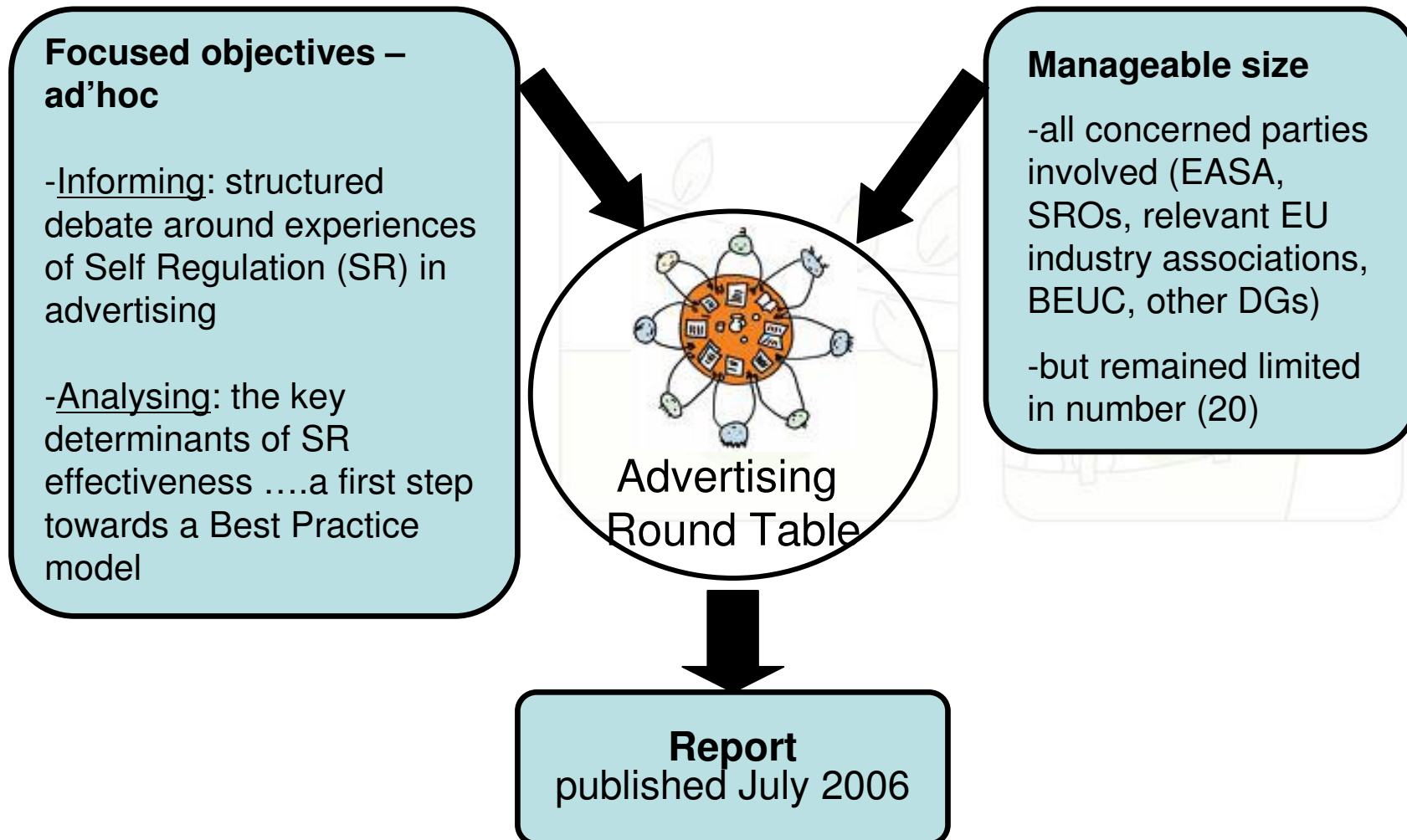
"audiovisual commercial communication"** means images with or without sound which are designed to promote, directly or indirectly, the goods, services or image of a natural or legal entity pursuing an economic activity. Such images accompany or are included in a programme in return for payment or for similar consideration or for self-promotional purposes. Forms of audiovisual commercial communication include, inter alia, **television advertising, sponsorship, teleshopping and product placement.

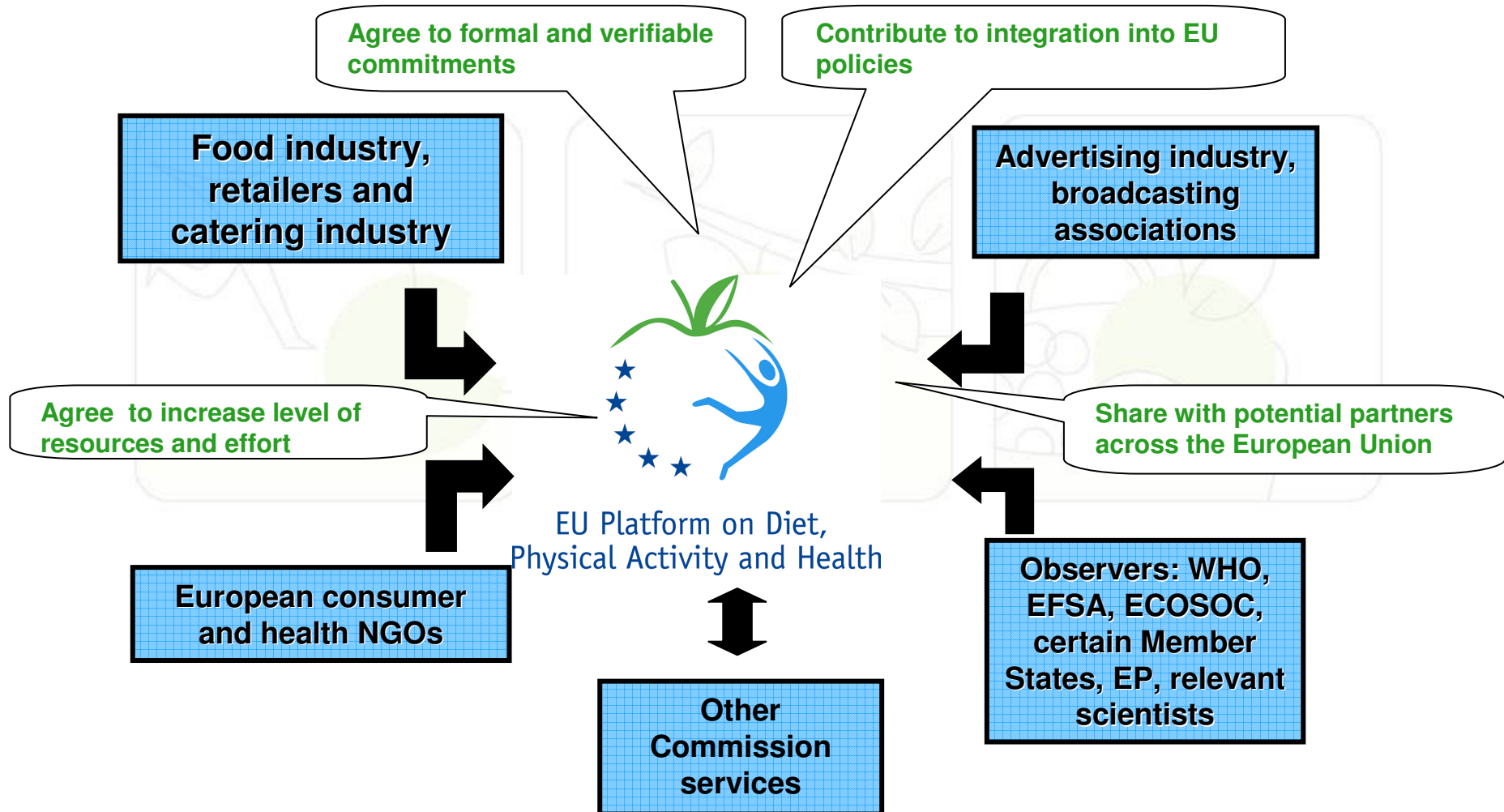


Qualitative rules applied to all audiovisual commercial communications

- 1) TVWF rules maintained as such, e.g.:
 - no encouragement to behave in a way prejudicial to health or safety
 - prohibition of av cc for cigarettes and other tobacco products
 - Prohibition of av cc for medicinal products
 - prohibition of av cc causing physical or moral detriment to minors
 - Rules on sponsorship
- 2) Amended rules of TVWF:
 - No discrimination based on sex, racial or ethnic origin, nationality etc.
 - No encouragement to behave in a way grossly prejudicial to the protection of environment
- 3) New rules:
 - Rules on **Product Placement**
 - Rules on codes of conduct on **advertising of HFSS foods to children**

Stakeholders approach : code of conduct







Commitments in the following areas:

- Consumer information, including labelling
- Education
- Physical activity promotion
- **Marketing and advertising**
- Composition of foods, availability of healthy food options, portion sizes



Commitments on advertising and marketing (examples)

- **EGTA** Guidelines
- **WFA's** EU Pledge
- **Unilever**, monitoring exercise on advertising for food
- **BEUC** *Advertising and marketing unhealthy foods to children in EU.POL Markt project*
- **WFA** *Strengthening advertising self-regulation across the EU27: setting up SROs and codes of conduct,*



The EU Pledge

- Commitment to change food and beverage advertising on TV, print and internet to children under the age of 12 in the European Union.
 - The current participating companies are: -
Burger King - Coca-Cola - Danone - Ferrero
- General Mills - Kellogg - Kraft - Mars -
Nestlé - PepsiCo - Unilever



Evaluation of Platform 2010

- External evaluation to be finalised by June 2010
- Case studies worth noting:
 - on advertising/marketing to children
 - on food/drink reformulation
- Integral part of EU Strategy
Progress report due by end 2010



Main conclusions

- Self-regulation is not an alternative to law. On the contrary it works best within a clear legal framework that allows non-legislative approaches but also backs them up.
- Self-regulation needs to be trusted in order to be effective, and in order to be trusted it has to be participative.
- There is a need to support information gathering on MS initiatives.
- Guidance for monitoring and compliance is required
- WHO tool box is key
- Next Platform case study outcomes + Strategy report.



Thank You

http://ec.europa.eu/dgs/health_consumer/index_en.htm