



NEW HEALTH & NUTRITION COMMITMENTS

#WeAreCommitted

**#UNESDA IS MAKING
THE HEALTHIER CHOICE
THE EASY CHOICE
BY ONCE AGAIN
STRENGTHENING
ITS COMMITMENTS**



1. INTRODUCTION

Consumers' growing interest in managing the food and beverages they consume and choosing drinks with less sugar and more nutrition benefits has become more pronounced. Concerns about obesity and health are driving more demand for healthier choices. **Creating a healthier and more sustainable food system in Europe requires urgent action by all sectors of society, and the soft drinks industry is doing its part to create a healthier food environment so that the healthier choice becomes the easy choice for consumers.**

We are committed to helping consumers manage their intake of added sugars from soft drinks and enabling moderate consumption patterns. **Our sector has over the past 20 years made a series of voluntary responsible business and marketing commitments to support healthier lifestyles.** Our long-standing EU level commitments have been complemented and reinforced by numerous pledges at national level to nudge consumers towards healthier drink choices and balanced diets across Europe.

Recognising the need to evolve with the changing landscape, we embrace the opportunity to strengthen our commitments and contribute to broader improvements. The European soft drinks industry has shown responsibility, proactivity and determination to bring innovation and choice to consumers to create healthier drink environments. We have also shown our steady cooperation with EU policymakers and industry partners to step up efforts to promote healthier diets.

Policy cohesion and an enabling framework at the EU and national level are necessary to drive positive change at scale. Achieving critical mass will be essential in effectively addressing rising obesity rates. Recent statistics show that while obesity rates continue to increase and therefore actions are required, the intake and frequency of soft drinks consumption has reduced.

2. OUR COMMITMENTS



Sugar reduction and package size reduction

1

In response to evolving consumer preferences and societal expectations about healthier and more balanced food and drink environments, our industry has been on a steady journey to reduce added sugars in its soft drinks and offer smaller package sizes to enable moderate consumption patterns and support healthier habits.

Our industry is a reformulation pioneer: reduced average calories by a total of 26% since 2000, including 14.6% reduction between 2015-2019 and the only sector to have responded to the EU call for a 10% added sugars reduction by 2020.

New commitment – reduce the average added sugars in our soft drinks by another 10% from 2019-2025 across the EU. This will represent an overall reduction of 33% in average added sugars in the past two decades.



Enhanced responsible marketing and advertising practices

2

Children are considered to be more vulnerable to marketing exposure due to their inexperience in critically assessing marketing messages. Marketing and advertising are thus expected to take its share of responsibility in children protection.

New commitment – additional actions to strengthen further our commitment not to market or advertise any soft drinks to children across all media:

- raising the minimum age limit to 13 years old
- lowering the audience threshold to 30% so that in practice fewer young children will be directly exposed to advertising for any of its soft drinks
- expanding the scope of channels where we will not market or advertise.



Stringent schools policies



Schools are a central setting for children's learning experiences and have an impact on shaping their level of knowledge and exposure to influences, including food and beverages. School policies have the potential to encourage children to develop life-long healthier eating and drink habits.

Our actions include:

- No sales and advertising of any soft drinks in EU primary schools;
- Offering only no- and low-calorie soft drinks for sale in EU secondary schools and only in non-branded vending machines, without logos or commercial communications.
- The latest external audit conducted in 2020 in several countries showed compliance rates of over 97% in primary schools and over 72% in secondary schools.

Enhanced commitment – intensify our efforts to address the pockets of non-compliance in schools and ensure that our commitments are implemented across the EU.



Transparent and effective consumer information



Front-of-pack nutrition labelling provides consumers with easily understandable information to help them make more informed dietary choices. In addition, it encourages manufacturers to improve the nutritional content of the food they produce and offer them the opportunity through the nutritional labelling system to reward their reformulation efforts.

Our industry has always been a firm advocate of providing accurate and clear front-of-pack nutrition labelling to consumers.

Enhanced commitment – contribute to the establishment of an evidence-based, EU-wide, harmonised and interpretative front-of-pack nutrition system that is meaningful for consumers, encourages food producers to reformulate and is developed under an EU governance model.

3. POLICY FRAMEWORK

Businesses operate in a broader context and are influenced by consumer expectations, competitive pressures and legislative frameworks. **Attaining our ambitious goals and driving positive change at scale also depends on policy cohesion and an enabling policy framework at EU and member state level**, including:

Promoting a multi-faceted and multi-stakeholder approach to address obesity and overweight

- Take a multi-faceted approach that acknowledges people's different lifestyle preferences, diverse food/culinary cultures, overall health and activity levels and age, and encourages an optimal intake of nutrients and calories
- Call for collective action from all actors in the food value chain. Only coordinated efforts will deliver meaningful and positive health impacts

Consider meaningful voluntary approaches to sugar reduction as an efficient alternative to regulation

- Maintain momentum and create opportunities to generate critical mass in driving sugar and calorie reduction across all food and drink categories
- Address regulatory hurdles that limit opportunities – including reviewing the stipulation that low-calorie sweeteners can only be used to deliver a minimum 30% calorie reduction

Supporting the use of ingredients approved as safe by health authorities

- Develop evidence-based dietary recommendations that treat equally ingredients approved as safe for use by health authorities
- Recognise the important role low-calorie sweeteners have to play in achieving F2F/public health objectives, including reducing overweight and obesity, and promote their safety and benefits to instill consumer confidence in these EFSA-approved food additives.

Ensuring regular and reliable pan-European monitoring of food and drink consumption intakes and patterns across Europe

- Improve the collection of dietary data across Europe to ensure up to date, consistent and directly comparable data
- Strengthen the evidence base to better understand what interventions work for at-risk population groups to address the rise in obesity and overweight.

Adopting an EU-wide, interpretative, front-of-pack nutrition labelling scheme that:

- Is under EU governance and avoids fragmentation of the EU Single Market
- Is in line with existing EU legislation – such as the EU Nutrition and Health Claims Regulation – to ensure clear and consistent information to support consumer choice
- Based on sound science and evidence, and does not discriminate foods or ingredients

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