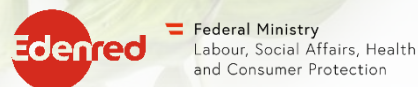




FIGHTING OBESITY THROUGH OFFER AND DEMAND

Nathalie RENAUDIN, Public Affairs Director, Edenred, FOOD programme coordinator
Romane LEAUTE, Junior Project Manager, Edenred



Federal Ministry
Labour, Social Affairs, Health
and Consumer Protection



prevent:



1

The FOOD
programme in brief

2

Sample of FOOD
programme actions

3

Take-away
messages





1

The FOOD programme in brief

Current context

Obesity and overweight are still a main health and economic issue:

- ▶ In 2018 obesity is still responsible for **1 in 5 deaths** in different parts of Europe



- ▶ It represents **€70 billion** annually in **healthcare costs** and **lost productivity** (2016)



Access to food during the working day is a **health, safety, productivity, and morale issue.**

Sources: WHO and WHO Europe

Too Many Calories

- ▶ 25% US workers get extra 250 kcal daily as free cookies, cakes, snacks (Onufrak et al., 2019)

Too Few Options

- ▶ Most workers have no formal meal program
- ▶ Options are increasingly "fast food" because it's affordable

Too Little Time

- ▶ Given 30-minute break; not enough to eat and relax
- ▶ Stuck At Desk, the SAD Cafe

And Life is Crazy

- ▶ Breakfast; grab something sweet and go go go
- ▶ No time for dinner; fewer and few families cooking and Eating together

Source: Christopher Wanjek, Food at Work, ILO study, 2005

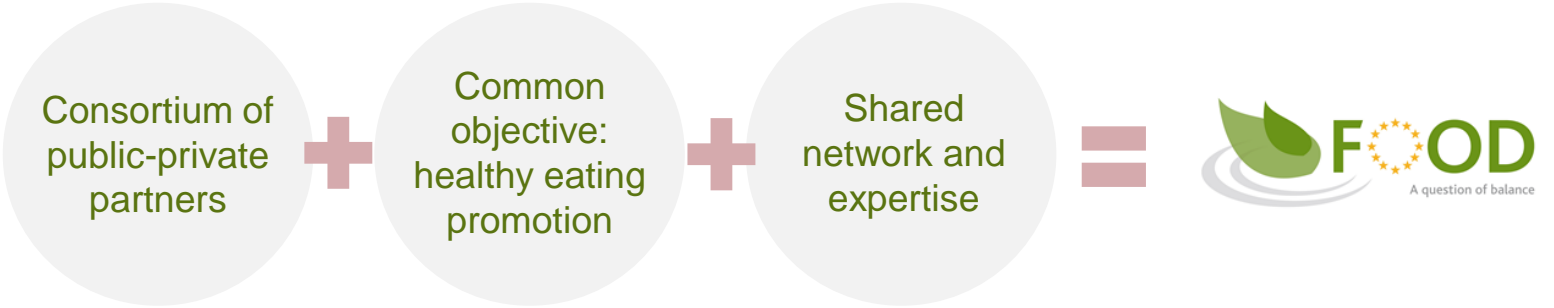
**THE
WORKERS'
FOOD
DILEMA**

WORKPLACE INTERVENTION AS PART OF THE SOLUTION

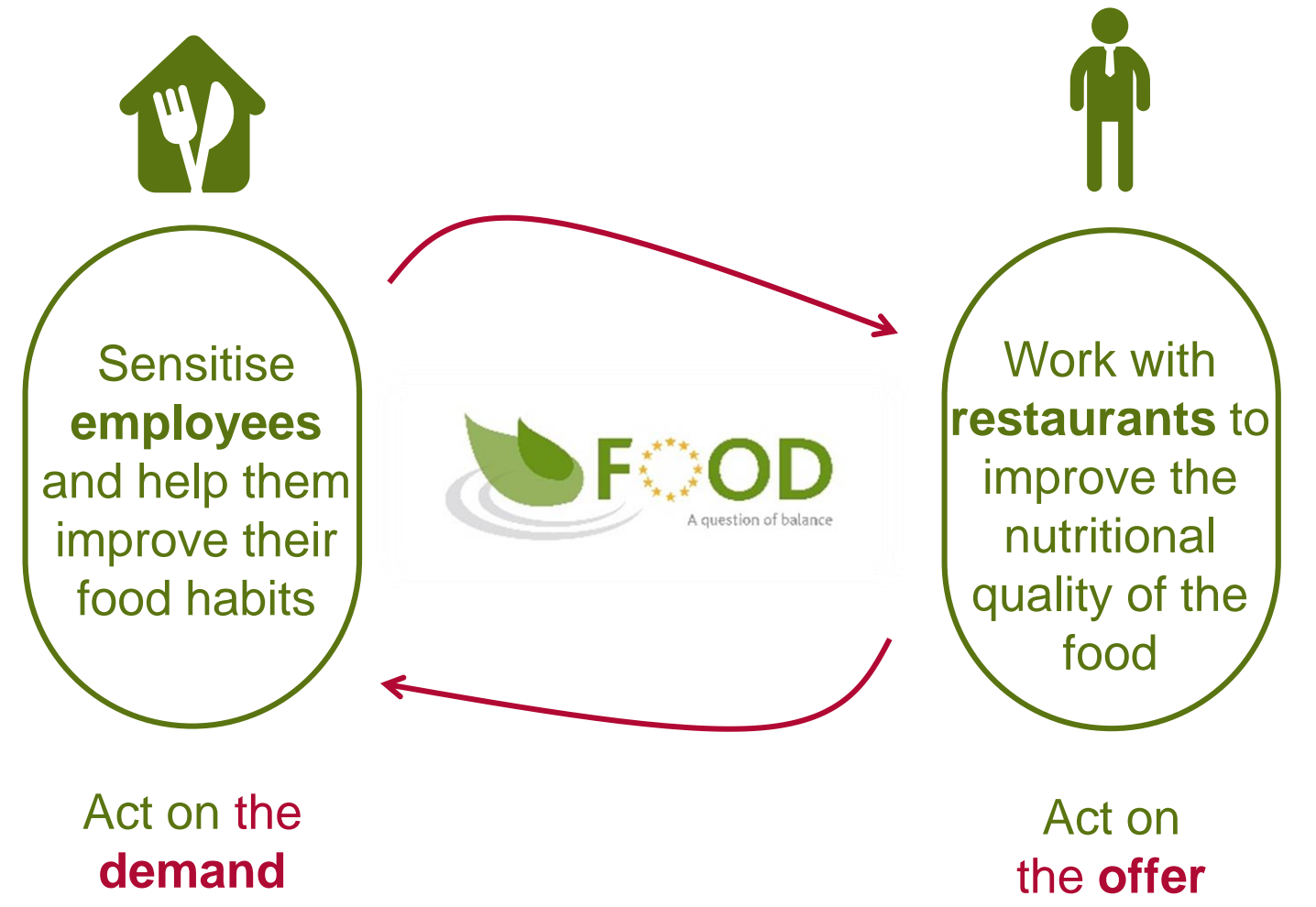
Rationale to act

In the EU Commission 2007 **White Paper on nutrition strategy**, it is underlined that :

"Businesses can also support the development of healthy lifestyles in the workplace. Together with employee organisations, they should also develop proposals/guidelines for ways in which companies of different sizes can introduce simple, cost-effective measures to promote healthy lifestyles of employees."



How FOOD acts: 2 main objectives – 2 main targets



THE PROGRAMME'S MAIN LINES

A LONG-TERM PUBLIC-PRIVATE PARTNERSHIP

MATURITY

Phase 1 (2009-11)
EU funded project



Phase 2 (2012-19)
EU programme
(Consortium agreement renewed twice)

STAKEHOLDERS

Edenred coordinator



10 member states



COMMITMENTS

Actions towards
Employees and Restaurants

Yearly **barometers**



EU Health Platform
(annual monitoring)



KEY PRINCIPLES

Free programme

Proposed to **any company**


Use the meal voucher as communication channel

THE PROGRAMME'S MAIN LINES

FROM 15 PARTNERS IN 2009 TO 26 IN 2019

External advisory board



 Health Ministry
LABIRIS
NuriChallenge

 STOP Obesity



 Public Health Institute



 Health Ministry

 Health Ministry



Federal Ministry
Republic of Austria
Labour, Social Affairs, Health
and Consumer Protection

 Public Health Institute



 Perugia University
Public Health Institute
WHO Healthy Cities Italy

 Spanish Nutritionists
Academy (La Academia)

A COMMON METHODOLOGY ADJUSTED LOCALLY

SIMPLE AND EFFICIENT



1. Needs assessment

Inventory of the existing programmes aimed at the 2 target groups
Survey (52 000 employees and 5 000 restaurants)
Over 950 interviews with restaurants in 12 countries (in 2009 and 2018)



2. Recommendations

National working groups
Recommendations: 10 per target group and per country



3. Communication campaigns in restaurants and in companies

Roadshow in the 6 countries (2012)
400 communication initiatives and tools since 2012



4. Evaluation of the pilots and identification of “best tools and actions”

Questionnaires and then Barometers
Mystery visits in the FOOD restaurants’ network



5. Adaptation of tools and actions based on the evaluation, and dissemination of best practices in Europe and beyond

FOOD RECOMMENDATIONS

SIMPLE AND EFFICIENT



Common EU recommendations – *completed with local recommendations*



For employees:

1. Taste the food before adding salt and/or try other condiments
2. Lower the use of fat and preferably use vegetable oils
3. Eat at least 5 portions of fruit/vegetable per day
4. As a dessert, choose a fresh fruit based option and sometimes as an alternative, a dairy product
5. Choose types of cooking that do not add too much fat (steaming, roasting, grill, etc)
6. Choose water to accompany your lunch



For restaurants:

1. Favour cooking methods that do not require adding too much fat, such as steaming, roasting or grilling
2. *Do not put salt on the table*
3. *Propose vegetables as accompaniment and fruit as dessert*
4. *Offer a dairy product as dessert*
5. *Offer fish on the menu*
6. *Offer tap water on demand*

KEY FIGURES

10 YEARS OF ACTIONS

+ 400 communication tools or initiatives

Targets reached by the communication campaigns



More than 800 press articles in 10 years (TV, radio, web, press)

From 6 Member countries in 2009 to **10 Member countries** in 2019

Creation of a FOOD network with **4350 restaurants**

FOOD as a reference

- Selected by as best project funded under the second Health Programme 2008-2013
- Presented as best practice at the XIXe World Congress on Safety and Health at Work
- Selected and presented at the Austrian EU presidency conference *'People's food – people's health. Towards healthy and sustainable European Food Systems'* (2018)



Organisation of two high-level **conferences at the European Parliament** (in 2011 and 2017)

New countries are expected to join



2

Sample of FOOD programme actions

THE FOOD BAROMETERS

MONITORING EATING HABITS OF EMPLOYEES AND RESTAURANTS SINCE 2012



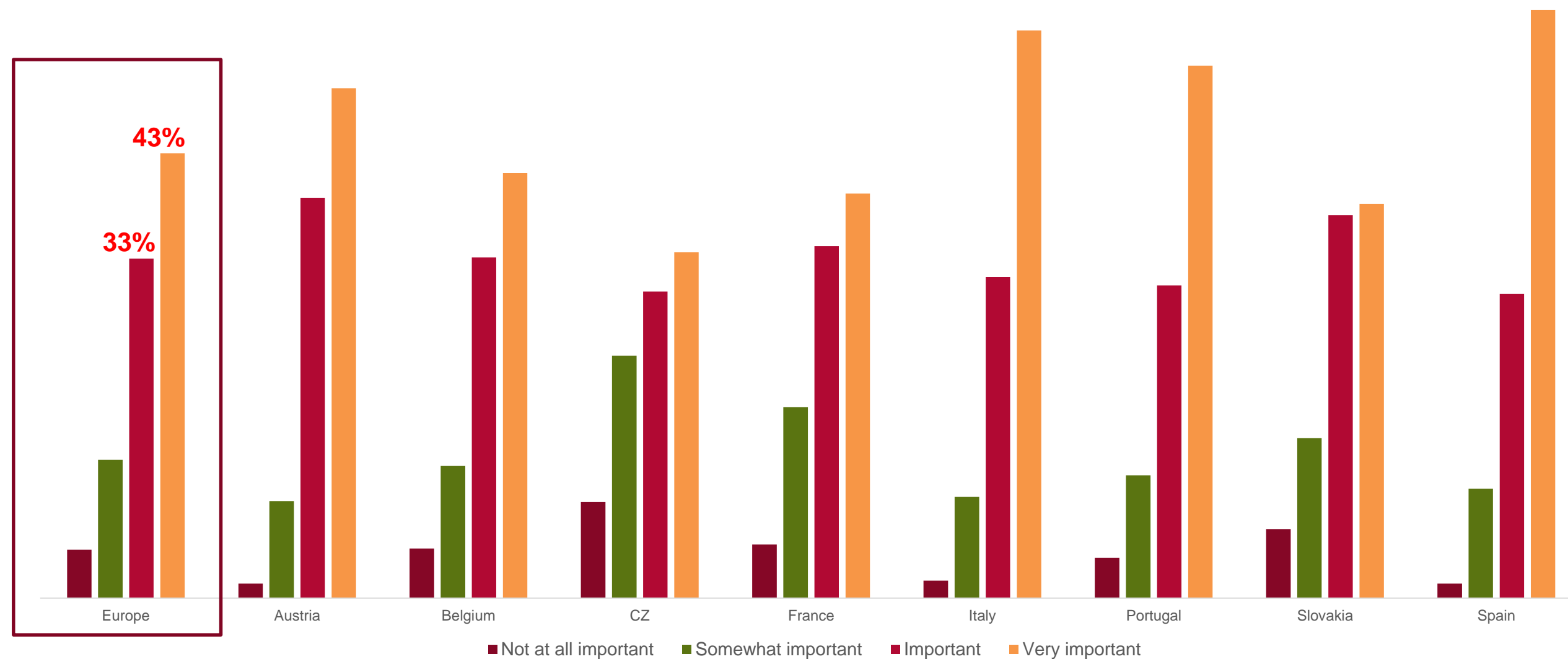
THE FOOD BAROMETERS

2018 EMPLOYEES' SURVEY



During the working days, how important is the **nutritional quality of the meal** to the way you choose a restaurant or a cafeteria?

Country by country analysis, 25 428 respondents in 2018



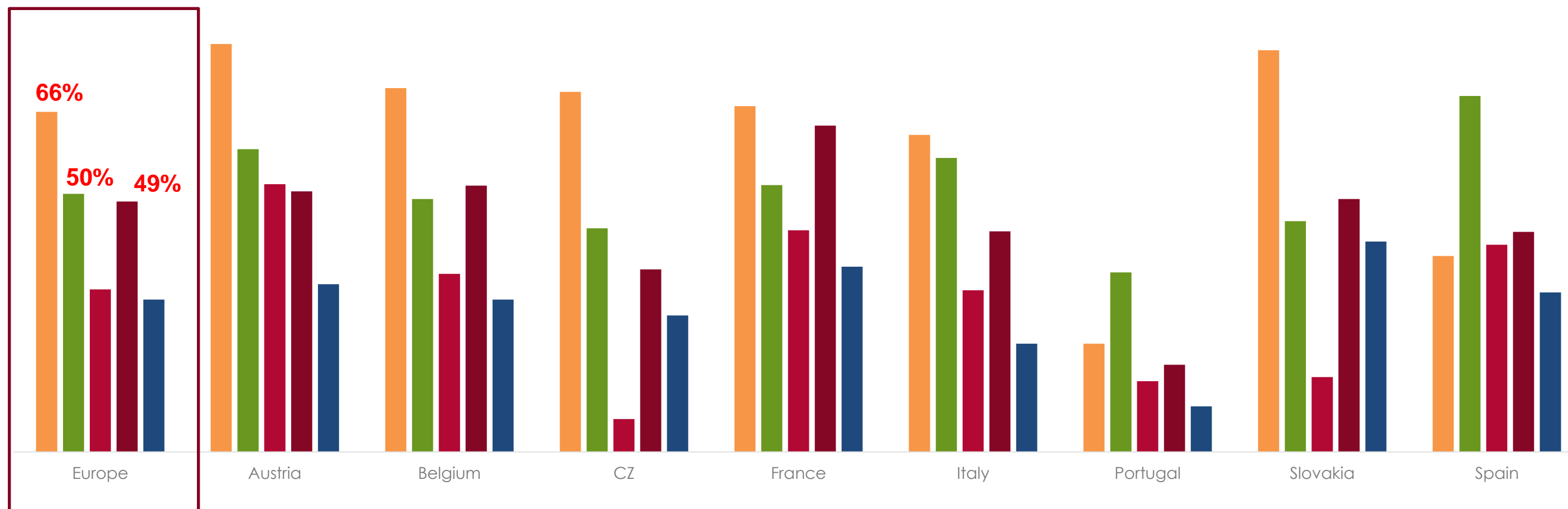
THE FOOD BAROMETERS

2018 EMPLOYEES' SURVEY



Employees' decision-making on what to eat at lunch time

Country by country analysis, 25 428 respondents in 2018



- What I want at the present time
- What is good for me (the balance of the dish)
- My appetite / the quantity of food contained in the plate
- The price
- The « dish of the day » or speciality of the house

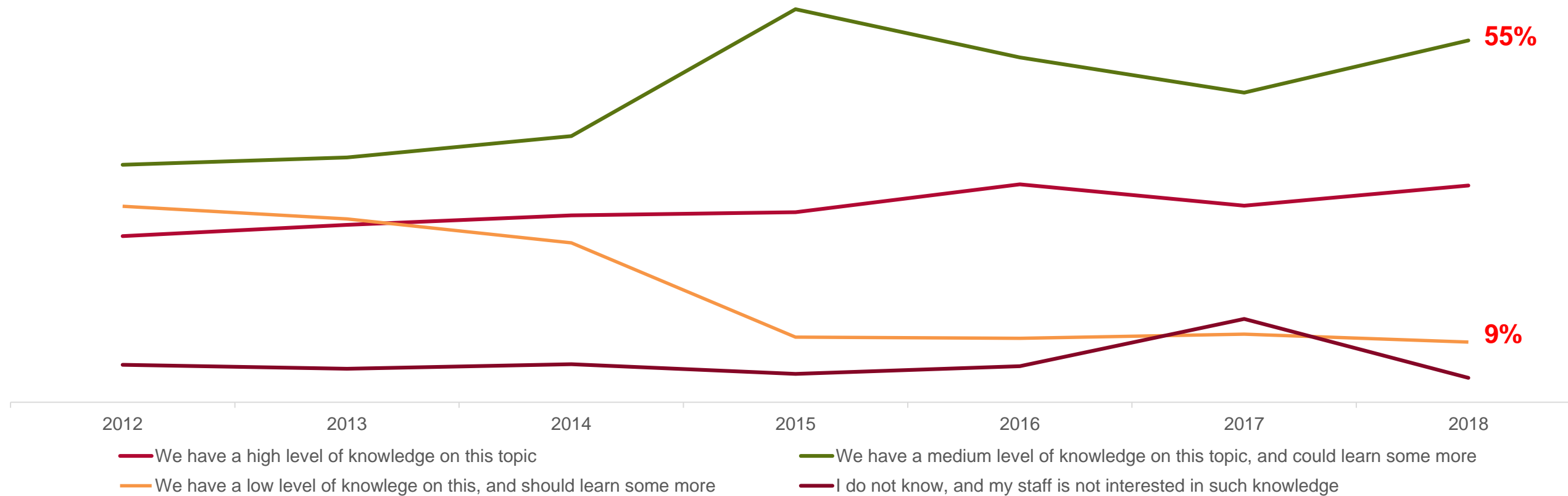
THE FOOD BAROMETERS

2018 RESTAURANTS' SURVEY



Healthy eating knowledge and room for improvement

EU year by year analysis, 7 700 respondents since 2012



64% of restaurant owners have a low/medium level of knowledge and would like to learn more about balanced nutrition

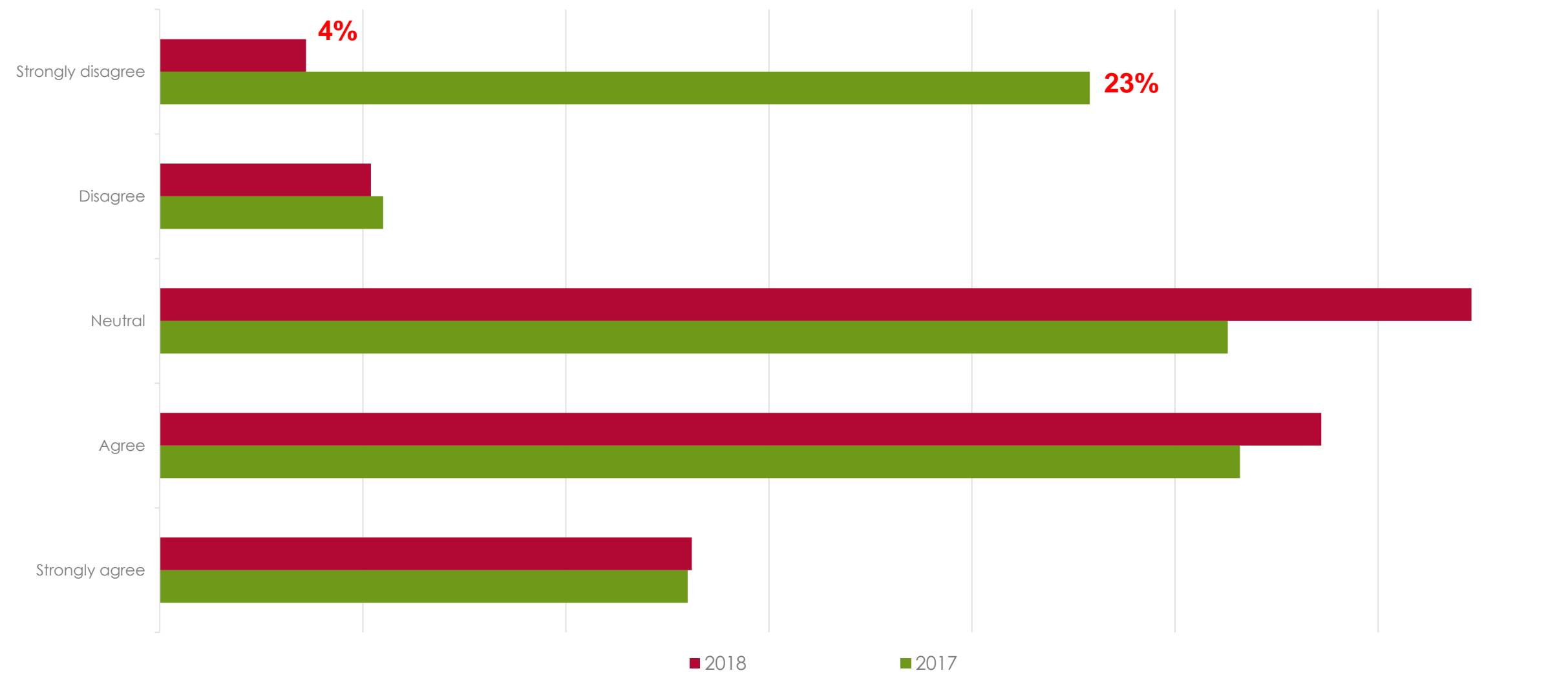
THE FOOD BAROMETERS

2018 RESTAURANTS' SURVEY



Support of new technologies to change cooking habits

EU year by year analysis, 7 700 respondents since 2012





3

Take-away messages

TAKE-AWAY MESSAGES

DEMAND FOR HEALTHY EATING

Demand is high from employees



Offer should increase from restaurants



WIN – WIN – WIN

Employers



Individuals



Society



LOW COSTS

Free programme



Digitalisation
broader audience




PUBLIC PRIVATE PARTNERSHIP

Another approach of PPP

A shared objective
Complementary expertise
Consortium agreement
framework
Funding from the EU





 **FOOD Facebook [page](#)**

 **FOOD [website](#)**



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THANK YOU |

