



EU Platform on Diet,
Physical Activity and Health



Overview of Commitments in the areas of 'Food reformulation' and 'Consumer information, including labelling'

Platform Plenary meeting, 2nd June 2016

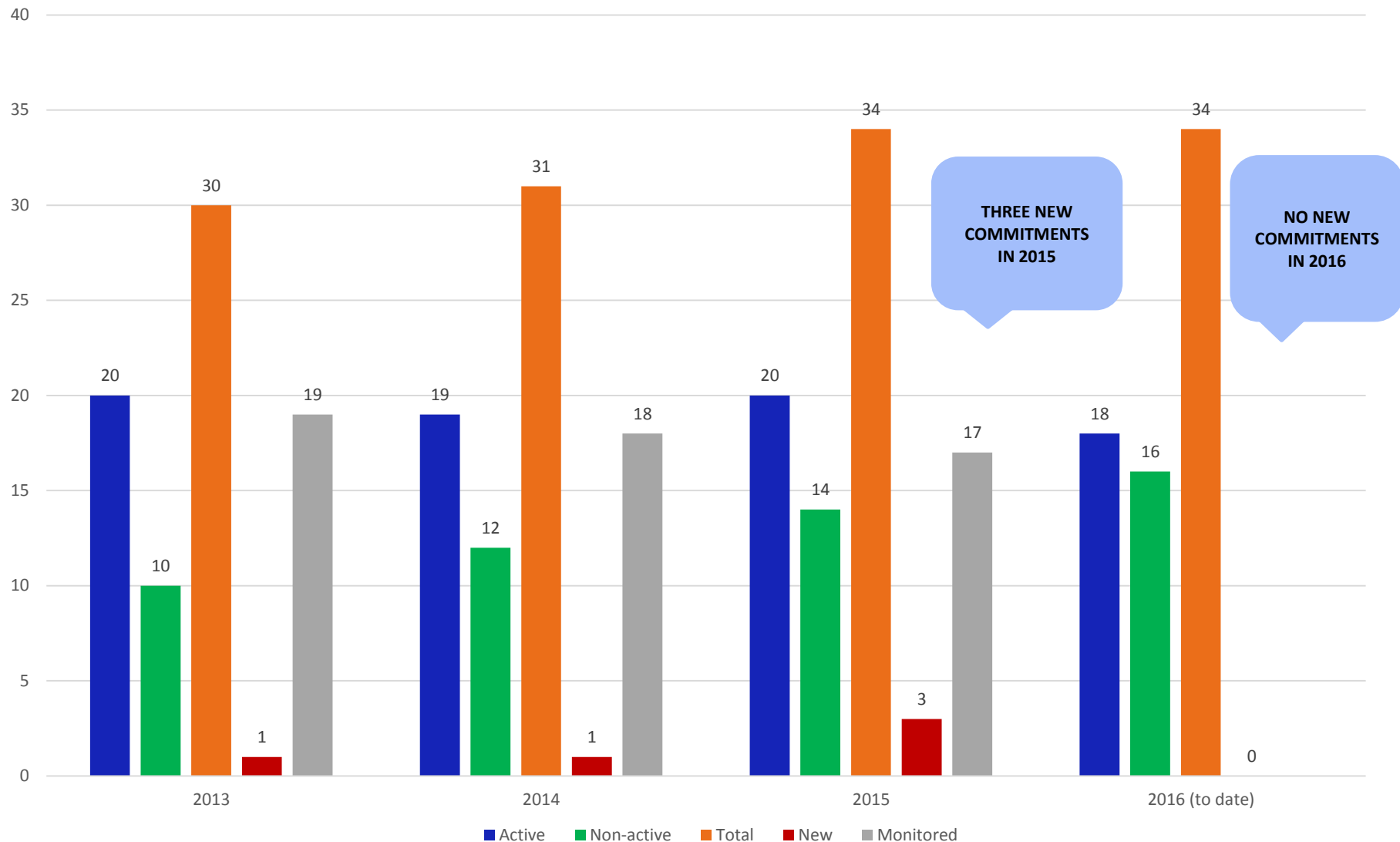
ICF Study team

This session provides information on 2015 reporting, and has three objectives

1. To provide an overview of commitments in the 'Food reformulation' and 'Consumer information, including labelling' area;
2. To inform a discussion amongst Platform members on activities in this area:
 - Exchange on conclusions and recommendations
 - Identify areas for improvement & new commitments

1. Overview of Commitments in the area of 'Food reformulation, availability of healthy food options, portion sizes'

The total number of active commitments in the area of 'Food reformulation' has slightly decreased since 2013



Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Progress of active commitments in this field has slowed down

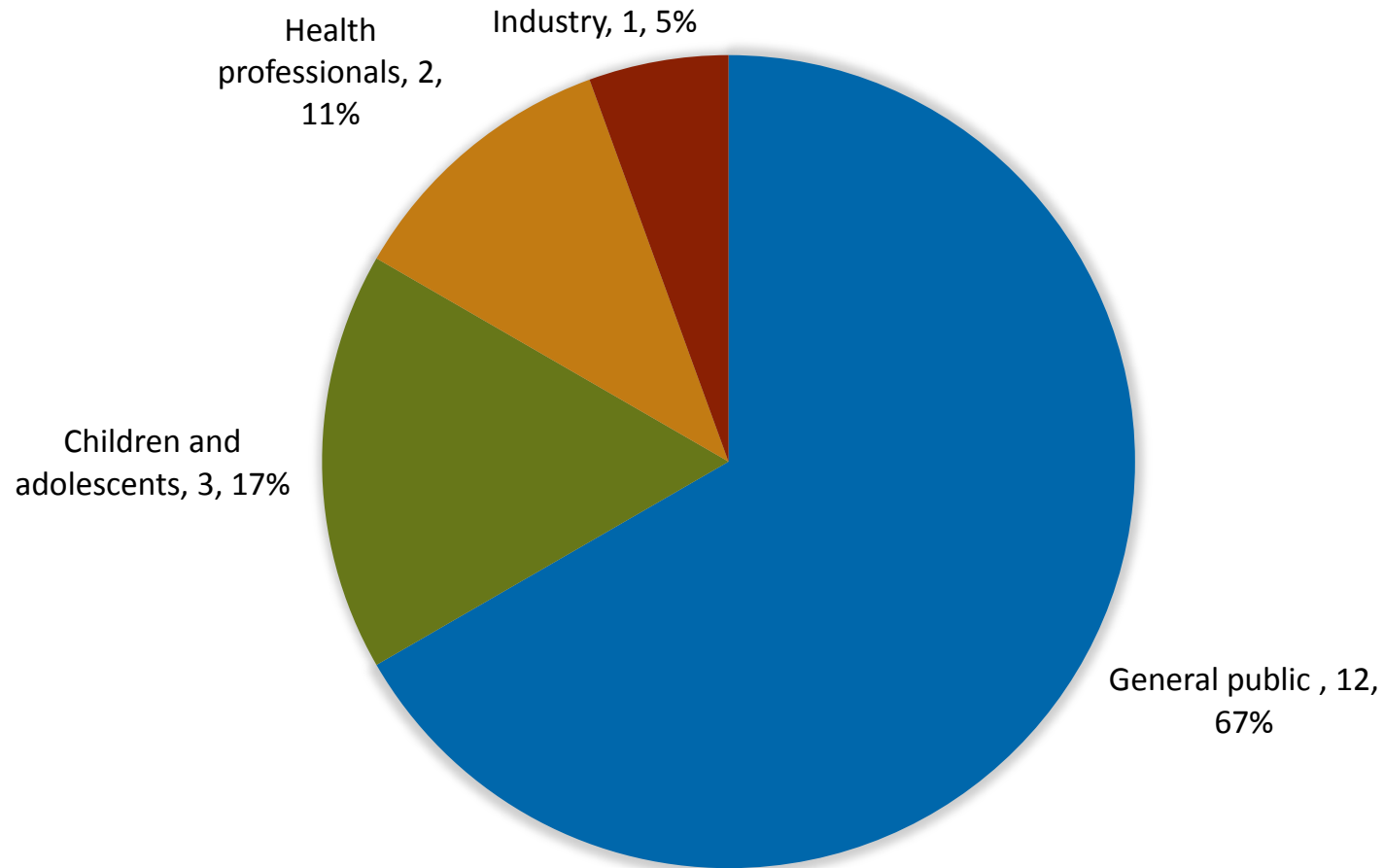
- The total number of active commitments on this topic has slightly decreased since 2013 (from 20 active commitments in 2013 to 18 in 2016)
- There was 1 new commitment in 2013, 1 in 2014, 3 in 2015 and 0 in 2016 (*8 new commitments have been received and are currently with the Advisory Group*)
- Although food reformulation is a Platform priority, Food reformulation commitments only constitute 11.4% of all Platform commitments (297) and 17.1% of all active commitments (105)

Active commitments in 2016 are implemented by industry and associations

Platform member	Number of commitments	End year
FoodDrinkEurope	11	Between 2015 and 2020
Serving Europe	2	2016
EuroCoop	1	2016
European Vending Association (EVA)	1	2015
Agricultural organisations and cooperatives (COPA-COGECA)	1	2018
Standing Committee of European Doctors (CPME)	1	2015
FoodServiceEurope	1	2020
Total	18	

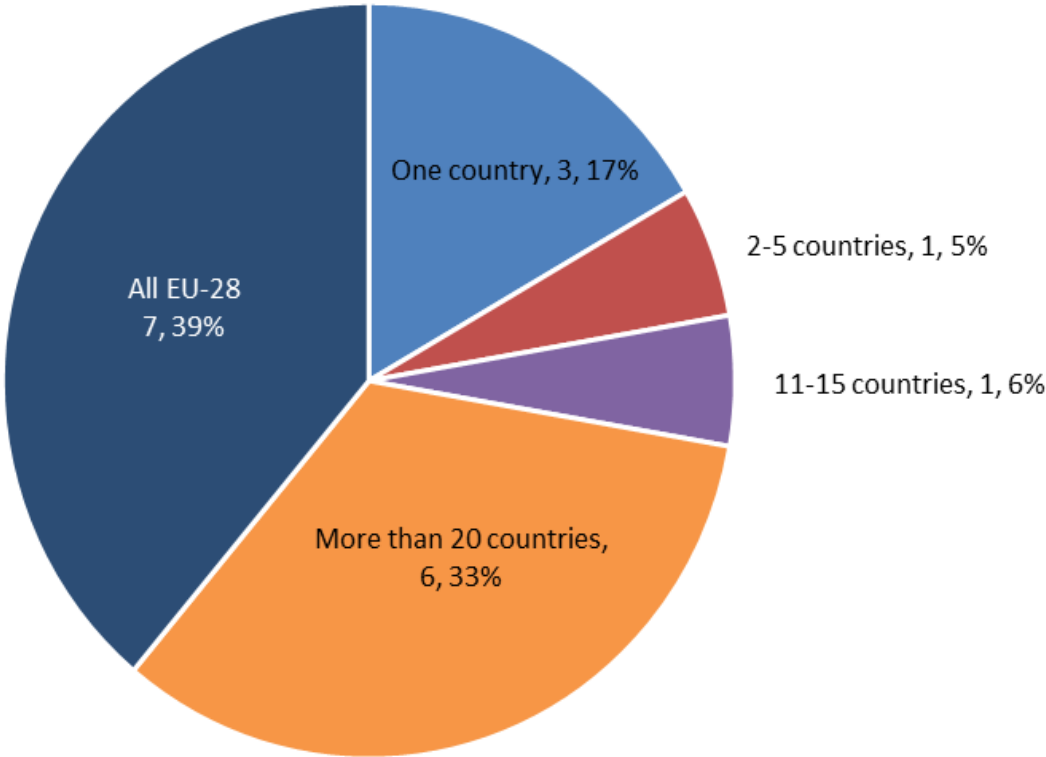
Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Assessment of the 2016 monitoring and reporting reports suggests that the 'general public' is the largest target group, followed by 'children and young people'



Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Only seven commitments cover all EU28 Member States

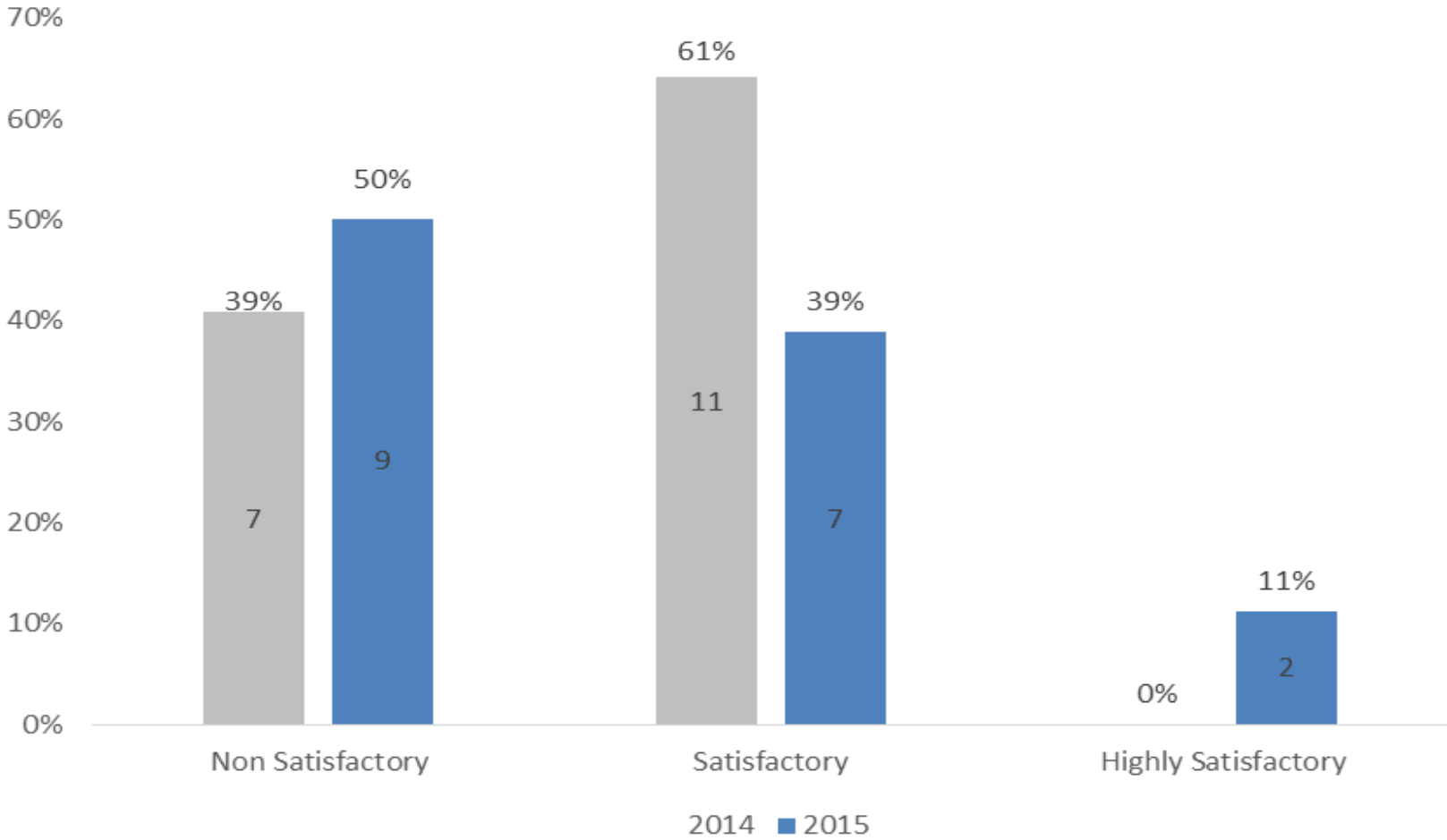


Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Of the 2015 monitored actions, only around half of commitments provided financial and in-kind contribution information

- Of the 18 commitments being evaluated, nine did not provide financial information of the actions;
- € 53,259,527 were reported as being committed in 2015 (between € 1,100 to € 45,948,927 each) total of spent on commitments for reformulation;
- Only 11 of the 18 commitments provided information on human resources (number of employees working on the actions);
- Regarding the hours spent, seven commitments did not provide information on this; the remaining 11 the annual number of hours ranged from 3 to 268,800;
- However, compared to 2014, there has been an increase in both financial reporting (up from seven commitments to nine) and in reporting on human inputs (up from eight to eleven).

Half of the commitments were considered to be 'non-satisfactory', an increase compared to 2014



Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Commitments evaluated as 'non satisfactory' lacked detail throughout the monitoring reports

- The commitments evaluated as unsatisfactory, in general:
 - Lacked details on inputs and outputs;
 - Lacked information regarding the commitment's relevance to or interaction with the Platform and/or EU policy goals;
 - Had non-S.M.A.R.T. objectives;
 - Many of these reports also confused inputs, outputs and outcomes with each other to varying degrees, leading some to write outcomes sections that focused on outputs.
- Action n°1709, 'Breakfast cereal industry commitment in the area of product formulation and innovation' was rated as highly satisfactory, as the monitoring report **described clearly** the **design and rationale** of the action, and it provided **clear details on inputs and outputs**, with a breakdown of how inputs related to each action undertaken.

Conclusions from the 2016 assessment on the commitments in the area of Food Reformulation

- Of the 2015 commitments, 2 actions had **‘fully’** S.M.A.R.T. objectives; 9 actions had **‘mostly’** S.M.A.R.T. objectives, 3 actions **‘partially’**, 3 **‘not at all’** S.M.A.R.T. and 1 did not provide any information;
- The main issues for the commitments that were assessed as partially or not S.M.A.R.T., was that they were not specific and measurable and/or did not give timeframes for their objectives (not time-bound);
- One commitment reported **setting out to reduce health inequalities**: it focused on minority ethnic groups, children in lower-income and lower-educated families;

Conclusions from the 2016 assessment on the commitments in the area of Food Reformulation

- Only 2 commitments showed **evidence of need and likely effectiveness**, 2 actions only showed **evidence of need** and 2 showed **evidence of likely effectiveness only**;
- Regarding the implementation and results, 5 actions indicated that the actions had been **fully implemented**, 7 **mostly implemented**, 3 **partially implemented** and 3 did not provide any information on this;
- Information was provided on **dissemination** of results in only 7 commitment reports, however this is an increase compared to 2014 (when 4 commitments provided this information).
- With regards to **transferability** of the actions, one-third of commitments were deemed to be transferrable, having given enough detail about the actions undertaken.

General Recommendations for future reporting and commitments

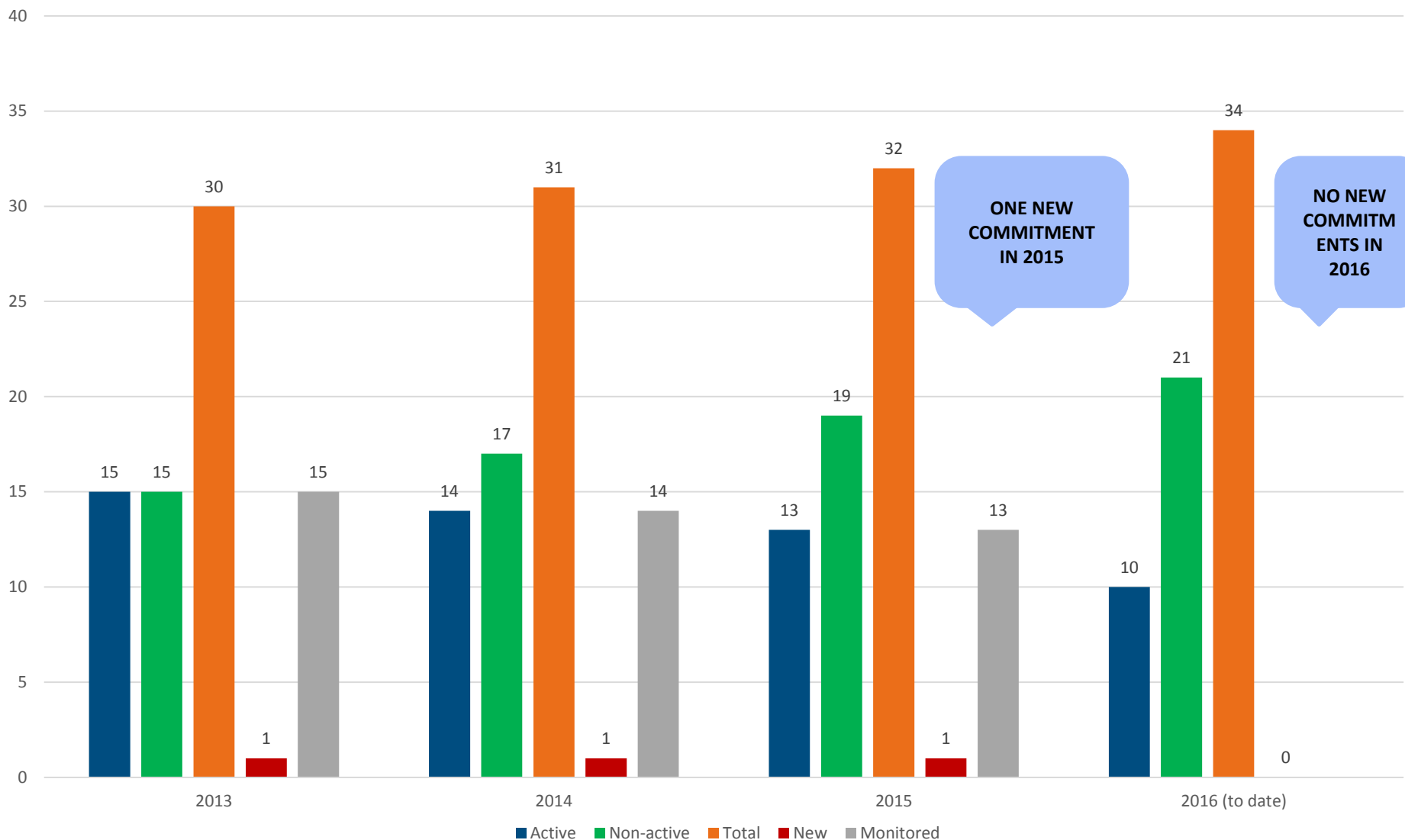
- Even if there has been an improvement in the **SMARTness of the objectives**, the most common issues are lack of specificity, measurability and clear timeframes;
- Even though the reporting on both **human and financial inputs** has improved slightly, clearer details are still needed for all commitments;
- More information could be provided on the **additionality** of the actions, as this information allows us to better evaluate if the actions would have taken place had the commitment not been submitted under the remit of the Platform;
- Only two commitments demonstrated **EU-added value** (this shows a decrease compared to the previous year, when eight actions had demonstrated EU-added value); more information should be provided regarding the link between the commitments and the Platform and EU objectives.

General Recommendations for future reporting and commitments

- **Linking the objectives** set in the design of the actions with the inputs, outputs and outcomes (for instance using the same structure and numbering) helps us evaluate how inputs, outputs and outcomes related to each objective and exactly what had been achieved by those commitments
- For some commitments, **where multiple organisations submitted individual commitments as part of a framework**, details on inputs, outputs and outcomes were particularly low. Each organisation should be encouraged to provide this information to the body submitting the commitment, so that reporting can be clearer and results aligned.
- **As this area is one of the priorities of the Platform and of the High Level Group**, a greater number of and more ambitious actions from all relevant Platform members are welcomed, reflecting their size and resources, in order to support the Member States in reaching their policy objectives.

2. Overview of Commitments in the area of ‘Consumer Information, including labelling’

The number of active commitments in the area of 'Consumer Information, including labelling' has slightly decreased since 2013



Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Progress in this activity area has therefore slowed down

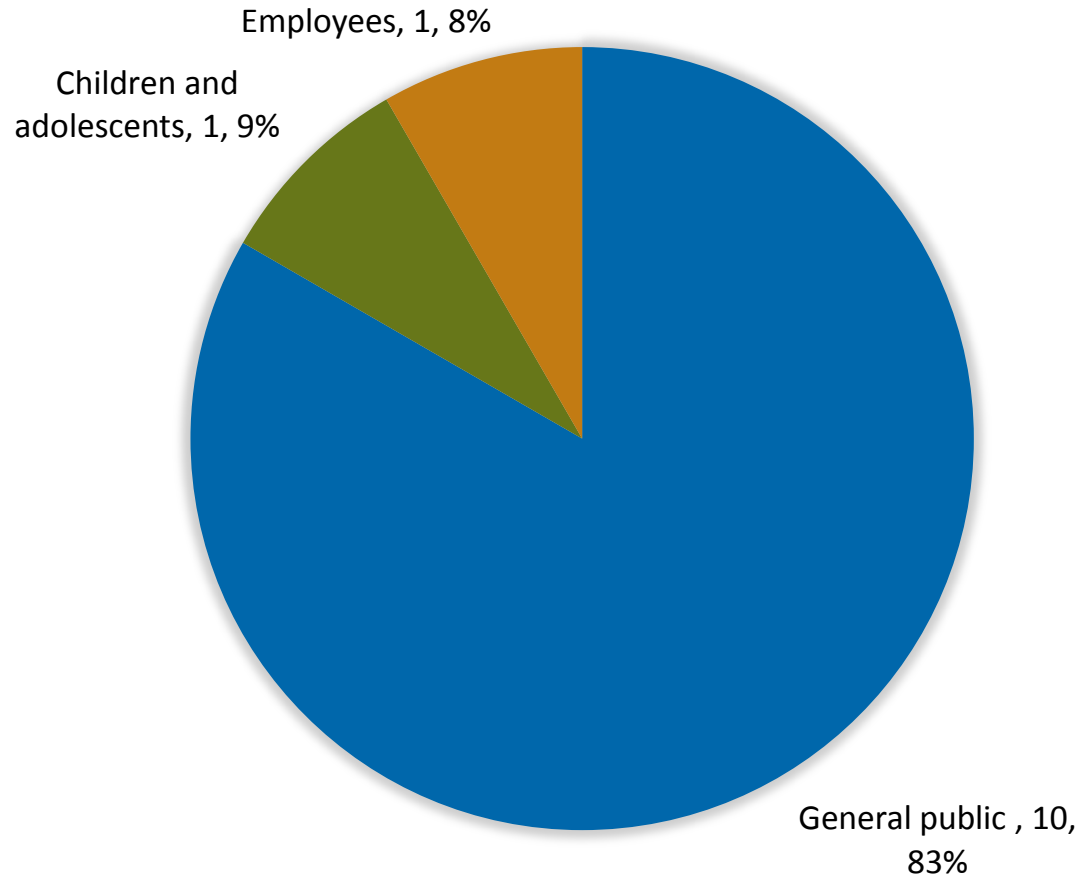
- The total number of active commitments has decreased since 2013 (from 15 active commitments in 2013 to 10 in 2016)
- There was 1 new commitment in 2013, 1 in 2014, 1 in 2015 and none 2016 (*8 new commitments have been received and are currently with the Advisory Group*)
- Consumer information (including labelling) commitments constitute 10.4% of all Platform commitments (297) and 9.5% of all active commitments (105)
- One action was considered completed at the end of 2015 (Action 1015, MARS)

Active commitments in 2016 are implemented by industry, associations

Platform member	Number of commitments	End year
FoodDrinkEurope	7	Between 2015 and 2020
European Food Information Council (EUFIC)	1	2015
EuroCommerce	1	2020
Serving Europe	1	2016
Total	10	

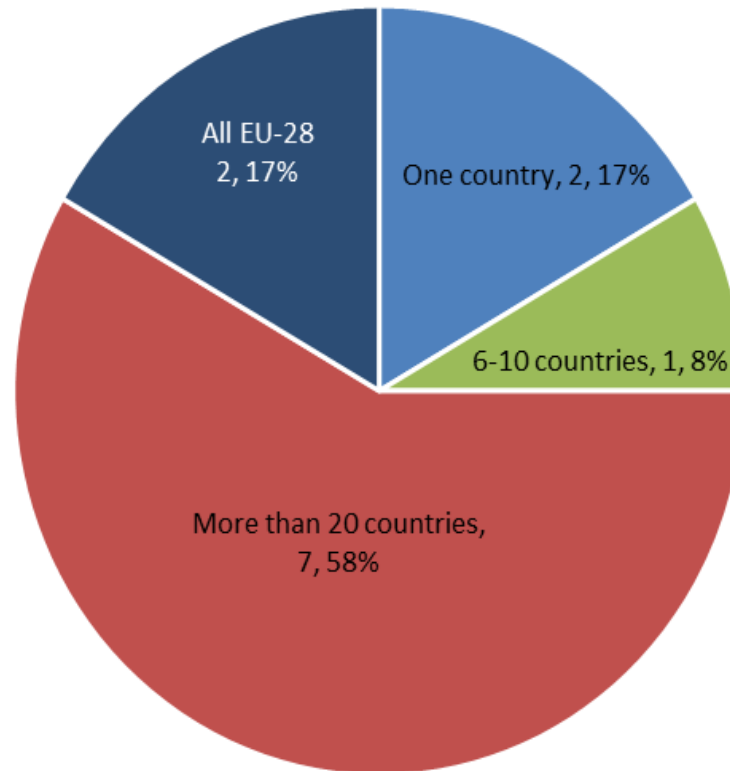
Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Assessment of the 2015 monitoring and reporting suggests that the 'general public' is the largest target group



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Only two actions cover all EU28 Member States

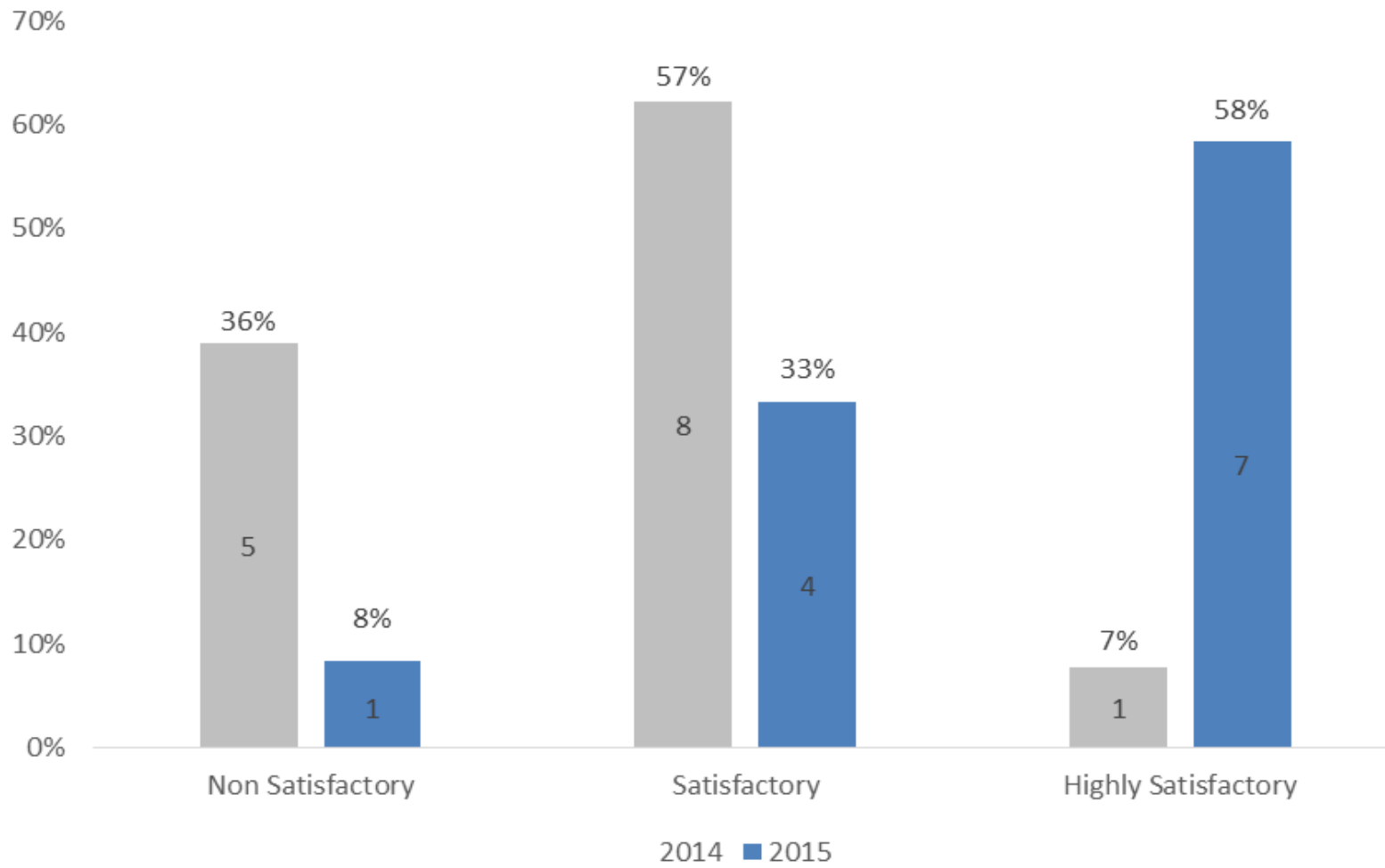


Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Of the 2015 monitored actions, the majority did not provide financial and in-kind contribution information

- Of the 12 commitments being evaluated, four did not provide **financial information** of the actions;
- € 16,834,076 were reported as being **spent** in 2015 in this activity area (between € 12,000 to € 6,400,000 each);
- Seven of the 12 commitments did not provide detailed information on **human resources** (number of employees working on the actions);
- Regarding the **hours spent**, seven commitments did not provide information on this. For the remaining 5 annual number of hours ranged from 138 to 5,760 (totalling around 17,500 hours).
- In 2015, the **annual number of hours was much higher** than in 2014 (4,100 hours)

In this activity area, the overall assessment of monitoring reports was deemed 'highly satisfactory' and 'satisfactory'



Source: *Monitoring the EU Platform for Action on Diet, Physical Activity and Health - Annual Report 2016*

Conclusions from the 2016 assessment on the commitments in the area of Consumer information

- The reports rated as **highly satisfactory** had mostly or **fully S.M.A.R.T. objectives** and a very **good reporting of inputs, outputs and outcomes**; consistent information was provided on **relevance, additionality and EU-added value**;
- The report that was considered **non-satisfactory** did not provide annual objectives for 2015 and gave limited or no information on outputs and outcomes;
- **A significant improvement** was made compared to the previous year, where only one of the 14 commitments was scored as highly satisfactory and a larger proportion of commitments (five out of 14) were considered non-satisfactory.

Conclusions from the 2016 assessment on the commitments in the area of Consumer information

- In general the objectives were deemed to be fully or mostly S.M.A.R.T and the information on inputs and outputs was well detailed;
- Of the 2015 commitments, only 4 actions had **'fully'** SMART objectives; 5 actions had **'mostly'** SMART objectives, 2 actions **'partially'**. One action did **not** have SMART objectives **at all**;
- Only 1 action reported **setting out to reduce health inequalities**; this commitment focused on the less educated population;
- Only 2 out of 12 actions showed **evidence of need and likely effectiveness**; 3 showed evidence of need only; 2 showed evidence of likely effectiveness only; 2 actions committed to **generate data/information**;

Conclusions from the 2016 assessment on the commitments in the area of Consumer information

- 6 monitoring reports indicated that the actions had been **fully implemented**; 4 actions were **mostly implemented**; 1 action was **partially implemented**; and 1 action didn't provide any information in this regard;
- Only 5 actions demonstrated **EU-added value** (1 fully, 1 mostly and three partially), 4 did not demonstrate it and 3 monitoring reports didn't provide any information on this.

General Recommendations for future reporting and commitments

- It is important that all commitments have specific, measurable and time bound targets, to their annual objectives; this would allow to develop fully **SMART objectives**;
- More clarity should be provided on the **relevance** of the commitments to the **objectives of the Platform and the EU**;
- Commitments should, where relevant, explore **actions to reduce health inequalities**;
- All commitments should (continue to) report accurately on **financial costs of inputs and staff inputs**;
- The actions should strive to be **additional to their day to day activities** and to **demonstrate** the **EU-added value** of their action;
- It is a **priority** for the Platform that all **commitments increasingly address all 28 EU Member States**.

Thank you for your attention

