



EU Platform on Diet,
Physical Activity and Health

DIET, PHYSICAL ACTIVITY AND HEALTH - A EUROPEAN PLATFORM FOR ACTION

9 MARCH 2017

10.00 – 17.00

CENTRE DE CONFÉRENCE ALBERT BORSCHETTE (CCAB)

ROOM 2D

RUE FROISSART 36, B-1040 BRUSSELS

DRAFT AGENDA

1. INTRODUCTION BY THE COMMISSION

2. WHAT IS NEW

Joint Research Centre

3. DISCUSSION SESSION ON MARKETING AND ADVERTISING

3.1. How to empower children to cope with embedded (food) advertising: the role of advertising literacy and implications for appearance, self-esteem and eating habits, Ghent University

3.2. Polish experiences as an example of effective self-regulation for food advertising to children, Polish Federation of Food Industry Union of Employers

4. UPDATE ON RECENT INITIATIVES

DG SANTE and ANSES

5. PROMOTING HEALTHIER DIETS THROUGH EVOLVED NUTRITION LABELLING - THE COCA-COLA COMPANY, MARS, MONDELEZ, NESTLÉ, PEPSICO AND UNILEVER

LUNCH BREAK (12.30 – 14.00)

6. OTHER INITIATIVES TO PROMOTE HEALTHIER DIETS

6.1. Framework for commitments, FoodDrinkEurope

6.2. Engagements in the nutrition and health debate, Caobisco

7. COMMITMENTS IN THE AREA OF 'MARKETING AND ADVERTISING'

7.1. State of play of commitments, DG SANTE

7.2. Commitments in this area

7.2.1. The EU Pledge: monitoring results and next steps, World Federation of Advertising

7.2.2. Example of good practice implementation of the EU Pledge, Mars

7.3. Other actions in this area

- 7.3.1. Relevance to the EU of the WHO guidance on ending inappropriate marketing of foods for infants and young children, IBFAN
- 7.3.2. Food marketing to children: Game over? An introduction to BEUC's new campaign, BEUC

8. ANY OTHER BUSINESS

9. CONCLUSION