



EU PLEDGE ★

A voluntary initiative by leading companies to change food and beverage advertising to children under 12 in the EU

EU Platform for Action on Diet, Physical Activity & Health

The EU Pledge is a commitment by leading food and beverage companies to the European Commission's Platform for Action on Diet, Physical Activity and Health, supported by the World Federation of Advertisers (WFA).

The EU Pledge has been welcomed by the European Commission and other stakeholders. In its December 2010 Nutrition Strategy Implementation Report, the Commission used the EU Pledge as a case study to highlight EU Platform action, which has resulted in meaningful outcomes.

80%

Together, the 22 EU Pledge member companies account for over **80% of food and beverage advertising spend in the EU.**

What do we commit to?

1. We commit to not advertise **at all** or **only advertising "better-for-you" products** in children's media.
2. By "children's media" we mean media where **more than 35% of the audience** are children under 12 years old.
3. We do not promote our products **in primary schools**, except where specifically requested by, or agreed with the school administrator and only for educational purposes.
4. Participating companies must all meet these criteria, but most go further. Having a common minimum requirement allows us to **monitor both compliance and the impact** of our commitment.

What is "better for you"? 13 EU Pledge companies use science-based nutrition criteria to define better-for-you products for advertising to children; 9 companies don't advertise any products to children under 12. In January 2015, **common nutrition criteria** entered into force (available at www.eu-pledge.eu) for those members that used company-specific criteria to date. Companies that do not advertise any of their products to children did not alter their policies.

Monitoring our commitment

Every year, independent, third-party agencies monitor the EU Pledge commitments:



- **Accenture Media Management**, to measure compliance with and the impact of our commitment on TV, print and internet; and



- **BDRC Continental**, to measure compliance with our commitment in primary schools.



- Since 2012 we commission the **European Advertising Alliance** to monitor compliance on company-owned websites in 7-10 EU Member States



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Key results

Measuring change in the balance of food advertising to children

Accenture Media Management was commissioned to measure the change in children's exposure to TV food advertising in the EU taking 2005 as a benchmark. They found that children saw*:

3/4 less advertising for products not meeting the "better-for-you" criteria

1/3rd less advertising for ALL products, regardless of nutritional criteria

* Average of 2009-2015 monitoring exercises

Countries monitored for EU Pledge compliance since 2009



High compliance rates on all commitments

On average 98% of ads monitored over six years were compliant with the EU Pledge.

98%



On average over 98% of schools monitored over four years were compliant with the EU Pledge.

This is based on surveys of nearly 1500 schools in 13 EU countries

100% of the online and print advertising monitored was found in compliance with the EU Pledge.

97% of company-owned websites monitored in 2015 were found in compliance with the EU Pledge.

- From 31 December 2016, the EU Pledge commitment will also apply to radio, cinema, DVD/CD-ROM, direct marketing, product placement, interactive games, mobile and SMS marketing.
- The new policy will ensure that where no reliable audience measurement data is available, advertisers consider not only the placement, but also the overall impression of the marketing communication

For more detailed information on the EU Pledge and the full monitoring reports see www.eu-pledge.eu



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