



Bel Group Commitment EU Pledge on Responsible Marketing Communications to Children

(Update March 2017)

For five generations, Bel Group management has been aware of the responsibility they have with regard to nutrition. Many of the 400 million consumers of Bel products throughout the world are children. Some of them have been loyal to our brands for many years and consume our products on daily basis. This relationship based on trust guides every initiative we undertake.

Our mission “Sharing smiles through unique experiences of dairy goodness” guides our ambition to offer our consumers products that are as healthy and nutritional as possible and to encourage them to adopt a well-balanced diet and a healthy lifestyle, notably through responsible marketing and advertising practices towards children.

It is therefore quite natural for Bel Group to be part of the EU Pledge, a voluntary initiative by leading food and beverage companies to limit advertising to products complying with specific nutritional criteria, defined from recommendations of public health authorities. This response to calls made by the EU institutions for the food industry to use commercial communications to support parents in making the right diet and lifestyle choices for their children fitting with our ambitions.

Bel Group applies the following principles for Responsible Marketing Communications directed at children in EU-28:

- Bel Group will not advertise products that do not meet EU Pledge Nutrition Criteria¹ to children under 12 on TV, radio, print, cinema, online (company owned and third-party internet media directed primarily), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, mobile and SMS marketing;
- Media that directly targets children under 12 is denied as media in which 35% or more of the audience is composed of children under 12;
- Where no reliable audience measurement data is available (i.e. print, cinema, online – including company-owned websites and company owned, social media profiles –, direct marketing, product placement, interactive games, whether online or on DVD/CD-ROM, outdoor marketing, mobile and SMS marketing), the Bel Group will not design the marketing communications in a way that directly appeals to children under 12;
- Bel Group will not engage in any communication related to its products in primary schools, except for educational purposes when specifically requested by or agreed with the school administration.

1 – www.eu-pledge.eu/sites/eu-pledge.eu/files/releases/EU_Pledge_Nutrition_White_Paper_July_2015.pdf

These commitments entered into force across European Union from 1st January 2016.

In line with the Terms of Reference of the EU Platform for Action on Diet, Physical Activity and Health, the Bel Group is required to monitor and report on the implementation of these commitments. We commit to carry out independent, third-party compliance monitoring of the EU Pledge commitments every year in a representative sample of EU Member States.

Bel Group is also committed to comply with the **ICC code**² and Framework for Responsible Food and Beverage Marketing Communications³, through its Responsible Marketing Communications Policy ensuring that its advertising shows proper serving, portion sizes and consumption of products; portray active and healthy lifestyle choices; clearly represents eating occasions.

For more information on the Bel Group's responsible marketing policy and its engagement within the EU Pledge; please contact:



Simon BONNET
CSR Brands Transformation
Manager

Bel Group
2 allée de Longchamp – 92150 Suresnes
sbonnet@groupe-bel.com
Direct line +33(1) 84027619
Mobile +33(6) 45591751

The Bel Group is a world leader in branded cheese. Its portfolio of differentiated and internationally recognized brands, including such products as The Laughing Cow[®], Kiri[®], Mini Babybel[®], Leerdammer[®], and Boursin[®], as well as some 20 local brands, enabled the Group to generate sales of €2.9 billion in 2016. Nearly 12,000 employees in some 30 subsidiaries around the world contribute to the Group's success. Bel products are prepared at 30 production sites and distributed in nearly 130 countries. www.groupe-bel.com

2 - Advertising and Marketing Communication Practice Consolidated ICC code, 2011, available at [www.iccwbo.org/advocacy-codes-and-rules/document-centre/2011/advertising-and-marketing-communication-practice-\(consolidated-icc-code\)/](http://www.iccwbo.org/advocacy-codes-and-rules/document-centre/2011/advertising-and-marketing-communication-practice-(consolidated-icc-code)/)

3 - Available at www.iccwbo.org/Advocacy-Codes-and-Rules/Document-centre/2012/Framework-for-Responsible-Food-and-Beverage-Marketing-Communications-2012/