



Coca-Cola



MARS  
kraft foods

Kellogg's



PEPSICO

FERRERO



# Press Release

**For immediate release**

## **FOOD AND DRINK COMPANIES PLEDGE TO CHANGE ADVERTISING TO CHILDREN**

**BRUSSELS, 11 December 2007:** Eleven major food and beverage companies announced today a common commitment to change the way they advertise to children. The move follows recent calls by the EU for the food industry to use commercial communications to support parents in making the right diet and lifestyle choices for their children.

Under the *EU Pledge* programme, participating companies will make individual commitments on food and beverage advertising to children. The *EU Pledge* programme is a voluntary commitment to the EU Platform on Diet, Physical Activity and Health, the multi-stakeholder forum set up by EU Health and Consumer Protection Commissioner Markos Kyprianou in 2005 to encourage interested parties to take initiatives aimed at fighting obesity in Europe.

The participating companies all commit to:

- Implement, no later than 31 December 2008, company-specific voluntary measures on food and beverage advertising to children. All company commitments will meet the following minimum standards:
  - **Not to advertise food and beverage products to children under the age of 12 on TV, print and internet, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.**
  - **Not to engage in any commercial communications related to food and beverage products in primary schools, except where specifically requested by or agreed with the school administration for educational purposes.**
- **Publish all company commitments on a dedicated website ([www.eu-pledge.eu](http://www.eu-pledge.eu)) in the course of 2008.**
- **Commission independently verified compliance monitoring of the advertising commitment on TV, print media and the Internet, starting in January 2009.**

Signatories to the Pledge are currently the following companies: **Burger King, Coca-Cola, Danone, Ferrero, General Mills, Kellogg, Kraft, Mars, Nestlé, PepsiCo and Unilever.** Together, these companies represent approximately two thirds of the food and beverage advertising spend in the European Union. Some of these companies have already made commitments on advertising to children, but the EU Pledge programme will provide a common benchmark against which companies can jointly monitor and verify their implementation. The EU Pledge initiative is open to other companies that wish to join.

-Ends-

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## **Notes for editors**

### **About the EU Pledge**

The EU Pledge is a commitment to change food and beverage advertising on TV, print and internet to children under the age of 12 in the European Union.

Signatory companies have already or will implement company-specific voluntary measures by the end of 2008 in order to meet this objective.

These voluntary measures are made by food and beverage companies to the European Commission's Platform for Action on Diet, Physical Activity and Health in support of parental efforts to promote healthy lifestyles.

The current participating companies are:

Burger King  
Coca-Cola  
Groupe Danone  
Ferrero  
General Mills  
Kellogg  
Kraft  
Mars  
Nestlé  
PepsiCo  
Unilever

The above companies, representing approximately two thirds of the food and beverage advertising spend in the European Union, will publish their specific advertising commitments during the course of 2008 on an EU Pledge website ([www.eu-pledge.eu](http://www.eu-pledge.eu)) and will implement their commitments no later than 31 December 2008. In case of mergers or acquisitions, an adequate transition period will be allowed for the implementation of measures taken under this EU Pledge.

Additionally, these companies agree to demonstrate that their specific commitments comply with the following minimum criteria:

- No advertising of products to children under 12 years, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines. For the purpose of this initiative, "advertising to children under 12 years" means advertising to media audiences with a minimum of 50% of children under 12 years.

- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes. In line with the EU Platform's Terms of Reference, Pledge signatories are required to monitor commitments in a transparent, accountable and participative way. Independent compliance monitoring of the EU Pledge will cover TV, print and internet advertising and will start in January 2009.

### **About the EU Platform for Action on Diet, Physical Activity and Health**

The EU Platform for Action on Diet, Physical Activity and Health was set up by EU Health and Consumer Protection Commissioner Markos Kyprianou in March 2005 and is chaired by the European Commission's Director-General for Consumer Protection, Robert Madelin.

Its purpose is to create a forum for actors at European level who can commit their membership to engage in concrete actions designed to contain or reverse current obesity trends. To date the Platform involves 34 member organisations ranging from food industry to consumer protection NGOs.

The spirit of the Platform is to work under the leadership of the European Commission and to provide an example, which others will choose to follow across Europe, of coordinated but autonomous actions by different parts of society to deal with the many aspects of the problem. It is not designed to pre-empt, but rather to stimulate, other initiatives at national, regional or local level.

Since its inception, Platform members have worked on more than 200 commitments covering a very wide range of activities, including actions in key fields such as consumer information; education; physical activity promotion; advertising and marketing; labelling and product reformulation.