

DANONE pledge on advertising aimed at children (Update April 2015)

In accordance with its mission to “bring health through food to as many people as possible”, Danone focuses on a portfolio of products that are beneficial to health on a daily basis.

Danone is a leading manufacturer who strongly believes that healthy eating behaviours and lifestyle start to be adopted during childhood. As a significant part of our products suitable for children (30% of products), Danone fully acknowledges the need for promoting healthier lifestyles and makes itself accountable for responsible marketing and advertising practices towards children. This is why Danone is committed to the Pledges in different markets (for instance the EU Pledge and the US Children Food and Beverage Advertising Initiative). These Pledges are voluntary initiatives by leading food and beverage companies to limit advertising to products complying with specific nutritional criteria, defined from children needs and recommendations of public health authorities. Keen to play its part in efforts to fight against the development of childhood obesity, DANONE is also creating or supporting a number of initiatives (research programmes, encouraging people to adopt a balanced diet and practice physical activity, etc.)

Since 2007, DANONE has extended its commitment to cover advertising aimed at children aged between 3 and 12, to take account of circumstances where children are exposed to brand publicity without their parents present.

Consequently, DANONE has decided that, for media and advertising¹ where the target is mainly made up of children between the ages of 3 and 12, DANONE restricts its advertising to products with nutritional profiles and portion sizes that are suitable for the requirements of children aged 3 to 12, in line with public health priorities. To this end, DANONE uses relevant science-based nutrition criteria, i.e.:

- common nutrition criteria defined by local/regional pledges DANONE is a member of, where they exist²
- any relevant nutrition criteria recognised by local/regional authorities
- in the absence of common nutrition criteria defined by a Pledge or relevant nutrition criteria recognised by authorities, DANONE will use the TheFoodProfiler system³ (taking into account local food consumption data for countries out of EU).

¹ Media and advertising includes : TV, radio, print and internet

² US CFBAI uniform nutrition criteria available at:

<http://www.bbb.org/us/storage/0/Shared%20Documents/IWG%20Comment%20Appendices%207-14-2011.pdf>

EU Pledge common nutrition criteria available at: http://www.eu-pledge.eu/sites/eu-pledge.eu/files/releases/EU_Pledge_Nutrition_White_Paper_Nov_2012.pdf; All EU DANONE business units have to comply with such criteria for products sold in all EU countries from January 1st, 2015

The Canadian Children’s food and beverage advertising initiative uniform criteria, applicable as of 31 December 2015, are available at: <http://www.adstandards.com/en/childrensinitiative/CAIUniformNutritionCriteriaWhitePaper.pdf>

³ TheFoodProfiler is a method of evaluating the nutritional quality of foods based on recommendations by Eurodiet. Foods are evaluated according to their potential to rebalance or unbalance the diet, taking into account both nutritional recommendations and the reality of food consumption. The food’s nutritional profile is based on its content in five nutrients: 4 nutrients to be limited in food (total fats, saturated and trans fatty acids, added sugar and salt) and 1 nutrient to be encouraged in food (polyunsaturated fatty acids, calcium, fibre and iron). Available at: <http://thefoodprofiler.com/>

This means that for products which do not meet the criteria:

DANONE will refrain from advertising:

- in commercial breaks on TV or radio at times of the day when the audience is made up of more than 35% of children under the age of 12
- in the press specially designed for children under the age of 12
- on third-party and brand web sites aimed at children under the age of 12.

Furthermore, in its advertising for products which do not comply with relevant nutrition criteria, it will not use real or fictional characters from movies, cartoons, television programmes or printed literature ("licensing").

- It will not sample products in schools except where specifically requested by, or agreed with, the school administration for educational purposes. In that case, only products complying with relevant nutrition criteria can be distributed
- It will not display product advertisements in schools and in the vicinity of schools (around 50m), whatever the nutritional profile of the products.
- It will not communicate in schools except when specifically requested by, or agreed with, the school administration for educational purposes. In that case, only brands complying with relevant nutrition criteria can sign up communication tools for schools. These tools must have an explicit educational purpose and content (pedagogic kit for teachers, educational posters for the classroom, educational leaflet for the pupils, etc.)

This does not affect sponsoring that promotes physical exercise.

DANONE has implanted this commitment in Europe since 2007, in the US since 2009, in Brazil and South Africa since 2010, in Canada and Switzerland since 2012.

In most countries, the compliance with this commitment is verified by an external body and the results of the audit are published⁴.

DANONE is also committed to comply with the ICC code⁵, for example ensuring that its advertising does not illustrate, promote or present behaviour that would be non-conducive to a healthy lifestyle, in particular lack of physical activity and excessive consumption of products.

⁴ EU audits reports available at: <http://www.eu-pledge.eu/content/annual-reports> - US CFBAI audit reports available at: <http://www.bbb.org/us/childrens-food-and-beverage-advertising-initiative/>

⁵ ICC code : ICC Framework for Responsible Food and Beverage Marketing Communications 2012 available at <http://www.iccwbo.org/Advocacy-Codes-and-Rules/Document-centre/2012/Framework-for-Responsible-Food-and-Beverage-Marketing-Communications-2012/>