



Diet platform plenary session 19/09/06 Decisions list

EN Only

02/10/06

CPME Info 136-2006

Source	Diet platform
Object	report
Date of elaboration of the document	02/10/2006
Date of transmission	
Object	Diet platform follow up
Reference	CPME 2005/106 Final CPME 2006/109 CPME info 70; 44; 34; 33 -2006
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EU Platform on Diet,
Physical Activity and Health

Platform follow-up 19 September 2006

1. Commitments synopsis

- Members to send comments to Philippe Roux by 30 September.

2. Monitoring

- Members to have agreed Framework with all those working on commitments.
- Members to consider participating more actively in monitoring work:
 - i. 17 October (Advertising / Marketing / Labelling).
 - ii. 14 November (Reformulation / Portion size).
 - iii. 5 December (lifestyle promotion / Education).
- Members to contact John Bell to volunteer to offer a monitoring case study for plenary debate.

3. Healthy workplaces

- Commission to circulate the draft paper with conclusions.
- Members to send comments to Philippe Roux by 10 October to the draft dated 28/09/2006.

4. Platform Network

- Members to pass to Philippe Roux by 19 October names, phone and e-mail of one (or more) contact point per Member State.
- Commission to produce consolidated directory by end October.
- Commission to produce a revised version of the Network paper by end October.

5. Labelling

- Commission to consider means for multi-country study of consumers “performances” with different sort of front of package labelling. Consider existing models (eg: as captured by UK-FSA plans, BEUC discussion group, EUFIC forthcoming review).

6. WHO ministerial conference

- Nominated delegates to confirm to Philippe Roux by 17.00/22 September that they commit to participate.

7. Other Business

- EUFIC Reporting template:
 - i. Members to contact EUFIC if interested to contribute to this work.



Health in the Workplace

This note sets out a new common endeavour that Members of the Platform have agreed to pursue.

Context:

There is a consensus that the increasing incidence of obesity, and its associated health risks, results from an imbalance between energy intake and energy expenditure, linked to an unbalanced diet and insufficient physical activity. Our modern sedentary lifestyles contribute to this. Governments, health authorities, schools, corporations and industry all have a role to play in encouraging healthier and more active lifestyles among the population.

Work places are important settings to promote healthy diets and physical activity. Most adults spend half or more of their waking hours at work. Studies show that employees who participate in physical activity increase their energy and productivity levels and, not surprisingly, take fewer sick days. Many workers eat lunch or snacks at work, often in canteens provided by the employer.

Decision:

The Member organisations of the EU Platform on Diet, Physical and Health (See Annex A) represent a significant number of companies and organizations which are all employers. In order to make a tangible contribution to combating obesity in their own areas of influence, the Platform has decided **to launch in 2007 a new initiative to improve workplace health, in particular as regards promoting physical activity at work and promoting healthy and balanced food choices. Platform Members will focus on this challenge in their own organisations. Platform members will also promote action on this by their members, member companies and organisations.**

The Commission will pursue similar commitments with other fora, notably the European Retail Round Table (ERRT), leading branded companies etc.

The Commission is happy to provide networking opportunities for contacts between members and with expert organizations in the field, including the European Network for Workplace Health Promotion (ENWHP).

(Draft 28.09.06)
(Target date for adoption: 28.10.06
for announcement on 09.11.06
ahead of WHO Ministerial)

A number of the Platform member organizations have already developed strategies or taken initiatives to promote physical activity of their work forces. There is undoubtedly potential for sharing experiences on the effective impact of these individual initiatives. The Platform will now endeavour to work on the following timetable:-

- Sharing of 'baseline' experiences. Each platform member to provide a report of their existing practice (end-2006).
- Workshop with expert organisations in the field and other stakeholders interested by the project (March 2007).
- Platform members to provide information of new initiative(s) along with performance indicators (first half of 2007).
- First implementation report (autumn 2007).
- First assessment of progress (March 2008).

Annex A

Platform members (29/09/2006)		Represents the interest of	Contact
1	Agricultural Organizations and Cooperatives (COPA-COGECA)	General Confederation of Agricultural Co-operatives in the European Union (EU wide).	Franz-Josef Feiter
2	Association of Commercial Television (ACT)	24 private broadcasters from the European Union.	Monika Magyar
3	Confederation of National Associations of Hotels, Restaurants, Cafes and Similar Establishments in the European Union and the European Economic Area (HOTREC)	Represents hotels, restaurants and cafés in the European Union. It is the spokesman for the interests of : - 36 national trade and employer associations; - the hotel, restaurant and café industry of 22 European countries (the European Union, the European Economic Area and Associated Countries)	Miriam Schneider Marguerite Sequaris
4	Confederation of the Food and Drink Industries of the EU (CIAA)	CIAA membership is made up of: - 24 National Federations, including 2 observers; - 32 EU sector associations; - 21 major food and drink companies grouped in a Liaison Committee: ADM, BUNGE, CAMPBELL, FRANCE HOLDING, CARGILL, COCA-COLA, DANONE, FERRERO, HEINEKEN, HEINZ, INBEV, KELLOGG'S, KRAFT FOODS, MASTERFOODS, NESTLE EUROPE, PEPSICO, PERNOD RICARD, PROCTER & GAMBLE SARA LEE, SÜDZUCKER TATE & LYLE UNILEVER	Daniela Israelachwilli
5	Eurocommerce	100 member organisations including commerce federations in 28 European countries, European and national associations representing specific branches of commerce (retail, wholesale and international trades) and individual companies (sme).	Xavier R. Durieu
6	Eurocoop	National organisations of consumer cooperatives in 17 European countries. Represents over 3,200 local and regional cooperatives, the members of which amount to more than 22 million consumers across Europe.	Francesco Montanari
7	Eurohealthnet	Non-profit network comprising national health promotion agencies and extend to 23 Member States as well as Iceland and Switzerland.	Clive Needle
8	European Association for the Study of Obesity (EASO)	2500 members in 27 countries from a wide range of professions including sports specialists, dieticians, doctors and scientists.	Kate Baillie Peter Kopelman

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8	European Association of Communications Agencies (EACA)	EACA membership is organised into 4 councils: - The International Agencies' Council (IAC) - the 16 largest international agencies in Europe - The National Associations' Council (NAC) - the national agency associations in 29 European markets, including all EU markets - The Media Agencies' Council (MAC) - 9 international media networks. - The Promotional Marketing Council (PMC) - 8 national associations of leading sales promotion agencies in Europe.	Dominic Lyle
9	European Broadcasting Union (EBU)	EBU has 74 active Members in 54 countries of Europe, North Africa and the Middle East, and 44 associate Members in 25 countries.	Jean Reveillon
10	European Consumer Organisation (BEUC)	BEUC, the European Consumers' Organisation, is federation of 40 independent national consumer organisations from the EU, accession and EEA countries.	Barbara Gallani
11	European Federation of Contracting Catering Organizations (FERCO)	11 national associations of contract caterers (Belgium, Finland, France, Germany, The Netherlands, Ireland, Italy, Portugal, Spain, Sweden and United Kingdom).	Marie-Christine Lefebvre
12	European Federation of the Associations of Dieticians (EFAD)	National Associations of Dietitians of Austria, Belgium, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Luxembourg, The Netherlands, Norway, Poland, Slovenia, Spain, Sweden, Switzerland, Turkey and The United Kingdom.	Judith A. Liddell
13	European Food Information Council (EUFIC)	Non-profit organisation which provides science-based information on food and food-related topics financially supported by Barilla, Coca-Cola, Coca-Cola HBC, Ferrero, Frito-Lay, Groupe Danone, KraftFoods, Masterfoods, McDonald's, Nestlé, Procter&Gamble, Südzucker, Unilever, Yakult, Heinz.	Josephine Wills
14	European Group of Television Advertising (EGTA)	The EGTA membership is composed of 53 TV members (28 independent and/or private sales houses or channels) based in 27 different European countries + Canada, Korea, Iran, Morocco, New Zealand, and South Africa, and 25 Radio members based in 20 European countries.	Bertrand Cazes
15	European Heart Network (EHN)	30 member organisations in 26 countries (heart foundations and non-governmental organisations).	Susanne Logstrup
16	European Health and Fitness Association	44 member organisations in 19 countries. Members are social partner networks, training providers and research organisations. Employer networks represent over 26 thousand Fitness Centres across Europe.	Allan Pilkington Andree Deane
17	European Modern Restaurants Association (EMRA)	The Association represents restaurant operators in Europe (Autogrill, Beefeater Restaurants and Pubs, Brewers Fayre, Brewster, Burger King, Nordsee, Pizza Hut, Quick, Taco Bell, Goody's, Spizzico, Churrasco, Tascaria Maredo, McDonald's, TGI Friday's, Nudelmacher and KFC (more than 1,200 SME franchise partners)	Roland Higgins Theo Kallitsis

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18	European Non-Governmental Sports Organisation (ENGSO)	European National Sports Confederations and National Olympic Committees, if they are the national umbrella organisations for sports, form the ENGSO which is a non-profit making or distributing organisation with public responsibilities.	Winfried Banzer
19	European Public Health Alliance (EPHA)	100 non-governmental organisations working in support of health in Europe. 35 EPHA members are pan-European or international networks.	Lara Garrido-Herrero
20	European Vending Association (EVA)	16 National vending associations and over 30 businesses in vending in the EU.	Rozenn Marechal Catherine Piana
21	Fruit Vegetable and Horticultural European Regions (AREFHL)	Represents the interest of regions: - España : Andalucía, Aragon, Catalunya, Extremadura, Murcia, Navarra, Valencia. - Italia : Basilicate, Bolzano, Emilia-Romagna, Lombardia, Piemonte, Trento. - France : Aquitaine, Basse-Normandie, Centre, Ile-de-France, Languedoc-Roussillon, Limousin, Midi-Pyrénées, Pays de la Loire, Provence-Alpes-Côte d'Azur , Rhône-Alpes. - Portugal : Lisboa e Vale do Tejo.	Jacques DASQUE
22	Federation of the European Play Industry (FEPI)	FEPI, the Federation of the European Play industry (www.fepi-play.org), represents in Brussels the interests of the most responsible manufacturers and distributors of both outdoor and indoor play equipment and safety surfacing. The products can range from inflatable structures to traditional slides, swings and everything in between. FEPI is composed of 14 companies (located in 11 European countries: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Spain, Sweden, UK) and 6 national federations (in Belgium, France, Germany, Italy, the Netherlands, and the UK) representing 188 members. The European Industry of Play has a turnover of 1 billion Euros and employs 8000 people directly and 6000 additional people indirectly. FEPI has received the mandate to raise awareness of the importance of children's play and well-being.	Alberto Bichi
23	Family Associations Confédération des organisations familiales de la Communauté européenne (COFACE)	International non profit organisation regrouping 75 organisations in 15 European countries.	Noel Molisse
24	Freshfel Europe	Freshfel Europe's members represent all segments of the fresh produce trade: import, export, wholesale, distribution and retail (over 100).	Phillippe Binard
25	International Baby Food Action Network (IBFAN)	Consists of public interest groups working around the world to reduce infant and young child morbidity and mortality including mother support groups, consumer associations, development organisations or citizen's rights groups.	Maryse Lehnars

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26	International Diabetes Foundation (IDF)	Non-governmental organization whose mission is to work with member associations to enhance the lives of people with diabetes.	Lex Herrebrugh
27	International Obesity Task Force (IOTF)	Network of expertise, a research-led think tank and advocacy arm of the International Association for the Study of Obesity.	Neville J. Rigby Philip James
28	Standing Committee of European Doctors (CPME)	Network of 28 national organisations representing medical doctors.	Lisette Tiddens-Engwirda Alexander Macara
29	World Federation of Advertisers (WFA)	50 national advertiser associations on five continents as well as direct multi-national corporate members. Through the network, WFA represents more than 10,000 businesses operating in a broad spectrum of sectors at national, regional and global levels.	Stephan Loerke

WHO, EU Presidencies, some Member States as well as the European Parliament are represented at the Platform as observers.

From: Nelly Le Dévic
Sent: vendredi 22 septembre 2006 17:11
To: 'Mariann.SKAR@cec.eu.int'
Subject: Synopsis 2006

Hi Marianne,

I have the following amendments to be inserted in the document for CPME commitments:

p 35
Output is "Doctors as role model"
coverage is 25 EU MS + Norway, Switzerland and Iceland

P63
Output is "Raise awareness and have those MS that have none to develop prevention strategies"
Monitoring is "Attendees will be asked to send to CPME Brussels secretariat all relevant information regarding such developments"
coverage is 25 EU MS + Norway, Switzerland and Iceland

P65
Output is "Raising awareness amongst health professionals and EU relevance of the added value of exchange of information and best practices"
Monitoring is "CPME Brussels secretariat will receive and compile all relevant publications"
coverage is 25 EU MS + Norway, Switzerland and Iceland

P81
Output is "Having EU legislation 'good health for all' centred and CPME official position statements adopted"
Monitoring is "CPME policies are posted on its website and sent to all relevant EU institutions, health stakeholders and media. CPME statements are the basis of CPME active lobbying on health issues"
coverage is 25 EU MS + Norway, Switzerland and Iceland

P82
Output is "listing of national initiatives to avoid overlaps and develop synergies"
Monitoring is "CPME Brussels secretariat will receive and compile all relevant data"

Many thanks and Best Regards,

Nelly

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