

# GLOBAL INDEX 2018

## CORPORATE PROFILE METHODOLOGY

MAY 2018



ACCESS TO  
**NUTRITION**  
INDEX™

**GLOBAL INDEX 2018**  
CORPORATE PROFILE METHODOLOGY

# Introduction

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This document presents the Corporate Profile methodology for the 2018 Global Access to Nutrition Index<sup>1</sup>. Like the 2016 Global Index, the Corporate Profile methodology assesses companies against international guidelines, standards and norms, and accepted good practices. When such guidance is not available the assessment is based on the guidance of Access To Nutrition Foundation's (ATNFs) Expert Group. (See Appendix I for the list of Expert Group members).

Suggestions from stakeholder consultations after the publication of the 2016 Index were thoroughly considered in finalising the 2018 methodology. The consultations included one-to-one calls with most of the Index companies to discuss their outcomes and solicit their feedback on the methodology and the research process. In addition, several one-to-one discussions were held with experts and all ATNF's stakeholders were given the opportunity to propose changes via an on-line survey in March 2017. The ATNF Expert Group also provided advice on ATNF's proposed revisions based on the input received.

The consultations resulted in a few changes to the Corporate Profile methodology, mostly related to updated standards and global guidelines, and some structural improvements related to nutrient targets. Overall, the 2018 Global Index Corporate Profile methodology has been kept as consistent as possible with that of the 2016 Global Index. This provides a relatively high degree of comparability between the 2016 and 2018 Global Index results.

## Methodology structure – and key changes since 2016

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As in the 2013 and 2016 Global Index Corporate Profile methodology, the basic structure of the 2018 methodology has not been modified. The ATNI Corporate Profile methodology is organized into Sections, Categories, Criteria and Indicators:

- **Sections:** Three sections covering companies: i) nutrition governance and management, ii) approach to formulating and delivering appropriate, affordable, accessible products, and iii) influencing consumer choice and behaviour.
- **Categories:** Seven broad categories (A-G) relevant to companies' nutrition-related practices.
- **Criteria:** More detailed criteria within each of the Categories (20 in total).
- **Indicators:** Performance indicators within each Criterion on which companies are scored. There are three types of indicator: those related to companies' commitments, performance and disclosure.

The majority of the Indicators assess companies' practices related to promoting good nutrition for everyone everywhere, to help prevent and tackle obesity and diet-related chronic diseases; the weight given to these indicators is 75%. Other indicators assess additional actions companies are taking to prevent and address undernutrition among at-risk populations in developing countries – which are given a weight of 25% of the overall Index score. The undernutrition indicators are not applied to companies that derive less than 5% of their F&B revenues from non-OECD markets.

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<sup>1</sup> This methodology document covers the Corporate Profile Global Index methodology excluding a separate methodology to assess marketing of breast-milk substitutes (BMS). This methodology is published separately.

## Key changes since 2016

Overall the changes of the 2018 Global Index Corporate Profile methodology relate principally to new or updated standards or global guidelines, expansion of scope of some indicators by further clarifying wording/ explanatory notes and a change in the number of unscored indicators.

The major structural changes are in Category B1 Product formulation. These are related to reformulation targets and serving sizes:

- With regards to reformulation targets, in 2016 ATNF asked 'Has the company set a target to reduce levels of e.g. sales/sodium and, if so, in how many products or sub-categories?' In 2018 ATNF is focusing this indicator on companies' targets for its five largest selling categories and assessing how many products within those categories now meet the target or threshold. The system automatically presents to each company the five largest categories, identified using Euromonitor sales data from 2016.
- With regards to serving sizes, companies offering confectionary, savoury snacks, ice-cream, carbonated drinks, juices, sports & energy drinks and Asian specialty drinks will be assessed on what percentages of products, in any of those products categories, they offer in smaller serving sizes (in terms of calories) in FY 2016

Finally, Category D1 Responsible marketing policy (all consumers) includes a small number of new undernutrition indicators, and therefore has an Nutrition General section and Undernutrition section.

## Comparison of the number of indicators in 2016 and 2018 Global Index Corporate Profile methodology

	2016 Global Index			2018 Global Index		
	Total n. indicators	Total n. of scored indicators	Total n. of non-scored indicators	Total n. indicators	Total n. of scored indicators	Total n. of non-scored indicators
Category A	47	36	11	42	39	3
Category B	56	47	9	52	47	5
Category C	29	19	10	28	22	6
Category D	51	30	21	55	34	21
Category E	34	28	6	34	28	6
Category F	20	20	0	20	20	0
Category G	13	11	2	13	12	1
<b>Total</b>	<b>250</b>	<b>191</b>	<b>59</b>	<b>244</b>	<b>202</b>	<b>42</b>

**Table 1 Global Index Corporate Profile Methodology Overview**

Category (weight in total score)	Description	Criteria
<b>Section 1: Nutrition governance and management</b>		
<b>A (12.5%)</b>	Corporate strategy, management and governance	<b>A1</b> Corporate nutrition strategy*
		<b>A2</b> Nutrition governance and management systems*
		<b>A3</b> Quality of reporting*
<b>Section 2: Formulating and delivering appropriate, affordable, accessible products</b>		
<b>B (25%)</b>	Formulating appropriate products	<b>B1</b> Product formulation*
		<b>B2</b> Nutrient profiling system
<b>C (20%)</b>	Delivering affordable, accessible products	<b>C1</b> Product pricing*
		<b>C2</b> Product distribution*
<b>Section 3: Influencing consumer choice and behavior</b>		
<b>D (20%)</b>	Responsible marketing policies, compliance and spending	<b>D1</b> Responsible marketing policy: all consumers*
		<b>D2</b> Auditing and compliance with policy: all consumers
		<b>D3</b> Responsible marketing policy: children
		<b>D4</b> Auditing and compliance with policy: children
<b>E (2.5%)</b>	Supporting healthy diets and active lifestyles	<b>E1</b> Supporting staff health & wellness
		<b>E2</b> Supporting breastfeeding mothers in the workplace
		<b>E3</b> Supporting consumer-oriented healthy eating and active lifestyle programs*
<b>F (15%)</b>	Product labeling and use of health and nutrition claims	<b>F1</b> Product labeling*
		<b>F2</b> Health and nutrition claims*
<b>G (5%)</b>	Influencing governments and policymakers, and stakeholder engagement	<b>G1</b> Lobbying and influencing governments and policymakers*
		<b>G2</b> Stakeholder engagement*

\* Criteria with additional undernutrition specific indicators

## Category A Corporate strategy, management and governance

A company can better sustain and scale up nutrition activities when a commitment to the issue starts at the top of the organization and is integrated into its core business strategy. Nutrition issues are then more likely to be prioritized as the company allocates resources, tracks performance and reports to its stakeholders.

This Category assesses the extent to which a company's corporate strategy includes a specific commitment to improving nutrition and whether its approach is embedded within its governance and management systems, as evaluated using three Criteria:

- A1** Corporate nutrition strategy
- A2** Nutrition governance and management systems
- A3** Quality of reporting

This Category carries 12.5% of the weight of the overall score of the Corporate Profile methodology.

## Category B Formulating appropriate products

Companies can help consumers make healthier choices by improving the nutritional quality of foods made available to them. This Category addresses companies' efforts to do so through research and development (R&D), new product formulation and reformulation of existing products. It also assesses the quality of the nutrient profiling system that a company may use to guide its product formulation efforts.

This Category consists of two Criteria:

- B1** Product formulation
- B2** Nutrient profiling systems

This Category carries 25% of the weight of the overall score Corporate Profile methodology..

## Category C Delivering affordable, accessible products

Producing healthier options is a necessary but insufficient condition to improve consumer access to nutritious foods and beverages. Consumers also need to have access to these products. Companies should offer them at competitive prices and distribute them widely to offer consumers a 'level playing field' between healthy and less healthy options.

This Category assesses companies' efforts to make their healthy products more accessible through their approaches to pricing and distribution. It consists of two Criteria:

- C1** Product pricing
- C2** Product distribution

This Category carries 20% of the weight of the overall score Corporate Profile methodology..

## **Category D** Responsible marketing policies, compliance and spending

This Category captures the extent to which companies support consumers in making healthy choices by adopting responsible marketing practices and by prioritizing the marketing of their healthier products.

The Category consists of two parallel groups of three Criteria:

### **ALL CONSUMERS**

**D1** Responsible marketing policy

**D2** Auditing and compliance with policy

### **CHILDREN**

**D3** Responsible marketing policy

**D4** Auditing and compliance with policy

This Category carries 20% of the weight of the overall score Corporate Profile methodology..

## **Category E** Supporting healthy diets and active lifestyles

Companies can support healthy diets and active lifestyles for their own staff by providing employee health and wellness programs. In addition to other benefits, these programs can help facilitate a company culture that contributes to a greater focus on improving the company's nutrition practices. Supporting breastfeeding mothers through supportive working practices and by providing appropriate facilities is another way that companies can support those mothers to give their infants a healthy start to life. Companies can also help consumers to adopt healthy diets and active lifestyles through support for education programs.

This Category assesses the extent to which companies support such efforts through three Criteria:

**E1** Staff health and wellness programs

**E2** Supporting breastfeeding at work

**E3** Supporting consumer-oriented healthy diet and active lifestyle programs

This Category carries 2.5% of the weight of the overall score Corporate Profile methodology.

## **Category F** Product labelling and use of health and nutrition claims

One important means of promoting healthy diets, and addressing obesity and undernutrition, is to provide consumers with accurate, comprehensive and readily understandable information about the nutritional composition and potential health benefits of what they eat. This can promote better nutrition by helping consumers choose appropriate products to manage their weight and help to prevent or address diet-related chronic disease, as well as raise awareness of products that will address micronutrient deficiencies.

This Category assesses companies' approaches to product labeling and use of health and nutrition claims, particularly with respect to the consistency of their application across product portfolios and in different markets and their accordance with international standards. This assessment is divided into two Criteria:

**F1** Product labelling

**F2** Health and nutrition claims

This Category carries 15% of the weight of the overall score Corporate Profile methodology.

## **Category G** Influencing governments and policymakers, and stakeholder engagement

Companies can have an impact on consumers' access to nutrition by influencing governments and policymakers through lobbying activities, political contributions and positions on nutrition policies. In addition, constructive engagement by companies with a wide range of other stakeholders (including international organizations, civil society, and academics) can help to inform companies' approaches to nutrition.

This Category focuses on companies' engagement with stakeholders on corporate nutrition practices and nutrition-related issues. Companies are assessed under two Criteria:

**G1** Lobbying and influencing governments and policymakers

**G2** Stakeholder engagement

This Category carries 5% of the weight of the overall score Corporate Profile methodology.

# Global Index Corporate Profile

## Methodology 2018<sup>2</sup>



### Healthy multiplier

A healthy multiplier is applied to any scores for commitments or performance indicators relating to 'healthy' products. The multiplier is derived from the company's score on Category B2 (but is not the actual score) and ranges between 1 (no multiplier) and 2 (for companies that score more than 75% on B2).



### Geographic multiplier

In order to reward companies that make commitments or deliver commitments on a global basis, rather than on a more limited geographic basis, a company's score on the scope of its policy or performance is in some cases multiplied (e.g. by 2 if it applies globally, by 1.5 if that policy or performance applies to multiple major markets, and by 1 if it applies to a company's home market only).

More general terms and definitions can be found in **Appendix II General definitions List**. Additionally, in **Appendix III Explanations of specific indicators** are provided.

## Section 1 - Nutrition governance and management

### Category A Corporate strategy, management and governance

A1 Corporate nutrition strategy			
2018	2016		
No.	Nutrition		
Commitments			
1	1	Does the company have a clear commitment to, and strategic focus on, health and nutrition, articulated in its mission statement and/or strategic commitments?	Mission statement mentions health and/or nutrition AND company states a strategic commitment to grow through a focus on health and nutrition
			Either the mission statement mentions health and/or nutrition, or a strategic commitment to grow through a focus on health and nutrition
			No clear focus on health and/or nutrition in mission statement or growth strategy
2	2	Has the company stated a commitment to deliver more, healthy foods, and made a specific reference to low-income populations?	Yes, and with explicit reference to low-income populations
			Yes, but with no explicit reference to low-income populations
			Commitment under development
			No commitment or no such statement.

A1 Corporate nutrition strategy			
2018	2016		
<b>3</b>	<b>3</b>	<b>Company's role in nutrition</b>	
3.1	3.1	Does the company recognise it has a role to play in tackling the global challenges of increasing levels of obesity and diet-related chronic diseases?	Yes No or no information
3.2	3.2	Does the company recognise the priorities set out in the WHO Global Action Plan for the Prevention and Control of NCDs 2013-2020?	Yes No or no information
3.3	New	Does the company commit to delivering nutrition-related SDGs (Goal 2 and Goal 3)?	Yes No or no information
		<b>Performance</b>	
<b>4</b>	<b>4</b>	Does the company conduct a nutrition-related business risk assessment at least every 2 years?	Extensive Limited No or no information
<b>5</b>	<b>5</b>	Does the company mention the following types of risks in its business risk assessment: (Tick all that apply) (For information only, i.e. not scored)	Future nutrition-related taxes Impact of future potential nutrition-related litigation Impact of future potential regulation of marketing Impact of future potential regulation of labeling and health and nutrition claims Likelihood of loss of market share due to consumer concerns related to nutrition Likelihood of significant loss of revenues due to consumers' changing buying habits Impact on reputation of poor performance on nutrition Impact on brand value of poor performance on nutrition None of these
<b>6</b>	<b>6</b>	Does the company state that nutrition was a factor in the company's decisions about acquisitions, disposals and forming joint ventures or other partnerships in the last 3 years?	Company states that nutrition issues are factored into its acquisitions, disposals, JV or partnership decisions and provides specific examples Company states that nutrition issues are factored into its acquisitions, disposals, JV or partnership decisions but does not provide specific examples No evidence that nutrition issues are factored into a company's acquisitions, disposals, JV or partnership decisions
<b>7</b> ♥	<b>8</b> ♥	What percentage of the company's total global value of sales in FY2016 did 'healthy' products account for? (according to company's definition of healthy)	More than 50% Between 25 and 49% Between 10 and 24% Less than 10%
		<b>Disclosure</b>	
<b>8</b>	<b>10</b>	Does the company disclose: (Tick all that apply)	A clear statement that its growth strategy is based on an increasing focus on nutrition (indicator 1)

A1 Corporate nutrition strategy			
2018	2016		
			Nutrition risk assessment (indicator 4)
			Acquisitions, disposal, JV and partnerships commentary related to nutrition (indicator 5)
			Quantitative information about how much the company's healthy offering has increased between FY 2012-2016 and/or % total sales accounted for by healthy products (indicator 6)
No.		Undernutrition	
9	11	Does the company commit to playing a role in combating undernutrition in low-income countries?	Yes No or no information
			Performance
10	12	Has the company undertaken a strategic review of the commercial opportunities available to it in addressing undernutrition/developing products for the undernourished and at what level of the company was this reviewed in the last five years?	Yes, reviewed by the Board Yes, but not reviewed at Board level No strategic review/ no evidence
11	15	What percentage of company's total global value of sales in FY2016 did products specifically formulated for the undernourished account for? (For information only, i.e. not scored)	More than 10% Between 5 and 9.9% Between 1 and 4.99% Less than 1% or no information
			Disclosure
12	16	Does the company disclose: (Tick all that apply)	A clear commitment to tackling undernutrition (indicator 9) The strategic review (indicator 10) Quantitative information about total sales of products formulated for the undernourished in FY 2016 (and/or by how much they have increased since a previous year) (indicator 11)

A2 Nutrition governance and management systems			
2018	2016		
No.		Nutrition	
			Commitments
1	1	Does the company have a Board-approved commercial 'nutrition strategy' or 'nutrition policy'?	Comprehensive Limited Under development None of these
2	2	Has the company set objectives relating to delivering its nutrition strategy or policy?	A comprehensive set of objectives A limited set of objectives The company is in the process of developing objectives The company doesn't have objectives/no information
			Performance
3	3		CEO or an Executive that reports directly to the Board

A2 Nutrition governance and management systems			
2018	2016		
		Who has formal accountability for implementing the company's nutrition strategy and/or programs?	A committee that reports to the Board, e.g. Sustainability Committee No Information
4	4	Does the company seek specialist external experts' advice on preventing and addressing obesity and diet-related chronic disease on a strategic/ Board level?	Formal panel of experts with a broad range of expertise (i.e. nutrition and health, responsible marketing, labelling, promoting active lifestyles, etc.) Formal panel of experts with narrow range of expertise (e.g. medical or nutrition only; no marketing/sports and activity/nutrition education etc. specialists) Informal/ad-hoc input sought No external input sought/no information
		5 To whom does the company allocate the day-to-day responsibility for implementing its nutrition strategy/plan? What is his/her function and level in the company?	An Executive Manager (one level below the board) A Manager two or more levels below the board No responsibility or no Information
		6 Is the company's nutrition plan/strategy delivery subject to standard internal audit and annual management review?	Yes, standard internal audit and annual management review Either standard internal audit or annual management review but not both To none of them or no information
		7 Does the company link the remuneration of the CEO and/or senior managers with performance on nutrition targets/objectives?	CEO's compensation is specifically linked to performance on nutrition objectives CEO's compensation is linked to performance on CSR initiatives (nutrition clearly part of those initiatives) Only links senior managers' remuneration to performance on nutrition objectives No link or no information
<b>Disclosure</b>			
8	8 	Does the company disclose: (Tick all that apply)	Its nutrition strategy/policy (indicator 1) A comprehensive and/ or limited set of objectives, related to R&D, NPD, reformulation, improving accessibility and affordability, labelling, use of claims etc. (indicator 2) Accountability arrangements (indicator 3) Names and affiliations of members of its advisory panel/names of advisors link to (indicator 4) Managerial arrangements (indicator 5) Compensation arrangements for CEO (indicator 7)
No.	Undernutrition		
<b>Commitments</b>			
9	9	Has the company formally set out how it intends to address undernutrition, including micronutrient deficiencies, through its commercial strategy?	Yes No or no information
10	10	Has the company (or its Foundation/CSR program) formally set out how it intends to address undernutrition through its philanthropic giving/non-commercially?	Yes No or no information
11	11	Does the company pledge to work within regional and national frameworks in support of goals set by the	Yes No or no information

A2 Nutrition governance and management systems			
2018	2016		
		international/national nutrition community to address specific fortification needs and undernutrition issues more broadly? (For information only, not scored)	
12	12	On which target groups does the company commit to focus its commercial undernutrition activities in developing countries?	Children under the age of 2 and/or women of childbearing age
			Both the above groups and other children
			Other populations
			No target groups articulated
13	13	On which countries does the company focus its commercial undernutrition activities?	Higher priority countries (as defined by ATNI – see Appendix II)
			Lower priority countries (as defined by ATNI – see Appendix II)
			Focus not clear
			No information
14	14	On which target groups does the company commit to focus its philanthropic undernutrition programs in developing countries?	Children under the age of 2 and/or women of childbearing age
			Other children
			Other populations
			No target groups articulated
15	15	On which countries does the company commit to focus its philanthropic undernutrition programs?	Higher priority developing countries (as defined by ATNI -see Appendix II)
			Lower priority developing countries (as defined by ATNI)
			Focus not clear
			No information
<b>Performance</b>			
16	16	Has the company done market research or wider studies to assess the need/potential for addressing undernutrition commercially through products that address micronutrient deficiencies?	In more than 5 developing countries
			In 1-4 developing countries
			No or no information
17	17	Is the company's commercial approach to addressing micronutrient deficiencies through products inherently high in micronutrients / fortified products in developing countries:	Strategic and well-structured with a commercial strategy being implemented in many developing countries
			Ad hoc with programs in only a few developing countries
			None articulated
18	19	To whom (what function) has the company assigned top-level oversight for its commercial strategy/program to address undernutrition	CEO or other senior Executive
			Committee that reports to the Board or Executive Manager
			Senior manager one level below Executive
			Another less senior staff member
			No information
19	20	Does the company seek any specialist external experts' advice on preventing and address undernutrition? If yes, what is their status?	Formal panel of experts with a broad range of expertise
			Formal panel of experts with narrow range of expertise (e.g. medical or nutrition only; no marketing,

A2 Nutrition governance and management systems			
2018	2016		
			community engagement, wider knowledge of undernutrition causes and solutions)
			Informal/ad-hoc input sought
			No external input sought/no information
<b>20</b>	<b>18</b>	Is the company's non-commercial approach to addressing micronutrient deficiencies through product fortification in developing countries:	Strategic and well-structured with activities in many developing countries
			Ad hoc with activities in only a few developing countries
			None articulated
<b>21</b>	<b>21</b>	Company spending on undernutrition (For information only, i.e. not scored):	
21.1	21.1	How much did the company spend through its philanthropic programs in FY 2016 on tackling undernutrition (US\$ mn)?	
21.2	21.2	What percentage of its philanthropic giving/non-commercial budget did the company spend on programs to address undernutrition in FY 2016?	
<b>22</b>	<b>22</b>	Does the company have partnerships with, or formally support any of the following international initiatives to address undernutrition in low-income countries? (Tick all that apply) (For information only, not scored)	SUN Business Network
			World Food Program
			UNICEF
			Save the Children
			Zero Hunger Challenge
			GAIN
			Amsterdam Initiative against Malnutrition
			Other
		<b>Disclosure</b>	
<b>23</b>	<b>23</b>	Does the company disclose: (Tick all that apply)	Commitment/strategy for addressing undernutrition commercially (link to indicator 9)
			Commitment/strategy for addressing undernutrition through non-commercial approaches (indicator 10)
			Studies on market need (16)
			Managerial arrangements (18)
			Information about the external experts advising the company on undernutrition (names and expertise) (19)
			Commercial/non-commercial spending on undernutrition in last financial year (21)

A3 Quality of reporting			
2018	2016		
No.		Nutrition	
		Performance	
<b>1</b>	<b>1</b>	Does the company publish formal, regular reports on its overall approach to tackling nutrition issues and how often?	Annually (i.e. the company has an annual reporting cycle)
			Less frequently than annually
			No reporting
<b>2</b>	<b>2</b>	Does the company's reporting on preventing and addressing obesity and	A clear sense of the company's nutrition strategy and how it relates to overall business strategy

A3 Quality of reporting			
2018	2016		
		diet-related chronic diseases include: (Tick all that apply)	<p>Clear reporting against all objectives and targets</p> <p>A clear outlook on future plans and targets</p> <p>Explanation of the challenges faced, not only success/positive stories</p> <p>None / not relevant</p>
3	3	What is the geographical scope of the company's nutrition reporting?	<p>Reporting covers global operations</p> <p>Reporting only covers major markets</p> <p>No reporting</p>
4	4	Does the company publish separate reports annually for different markets?	<p>For several major national markets</p> <p>For 1-2 national markets only</p> <p>No additional reporting</p>
5	5	In what kind of publication and how does the company report on its nutrition activities?	<p>Throughout the Annual Report and Accounts or equivalent, highlighting how nutrition issues are adding value to the business</p> <p>Within its Annual Report and Accounts or equivalent, e.g. in the sustainability or corporate responsibility section</p> <p>In a separate report (e.g. website) on its nutrition activities but does not mention nutrition issues its Annual Report and Accounts or equivalent.</p> <p>No reporting</p>
6	6	Is the company's nutrition reporting subject to verification or external review?	<p>The report that contains the nutrition commentary is independently verified</p> <p>Report not formally verified but includes commentary from independent external reviewer(s)</p> <p>No or limited external review</p>
<b>No.</b>		<b>Undernutrition</b>	
		<b>Performance</b>	
7	7	What types of commentary does the company's reporting provide on its work to tackle undernutrition in developing countries?	<p>An extensive commentary on its work to prevent and address undernutrition in developing countries, including information about those reached, the impact of programs</p> <p>A limited commentary on its work to prevent and address undernutrition in developing countries</p> <p>No reporting on undernutrition</p>
8	8	What does the reporting provide?	<p>A clear sense of the company's undernutrition strategy and how it related to overall business strategy</p> <p>Clear reporting against all undernutrition-related objectives and targets</p> <p>A clear outlook on future plans and targets on undernutrition</p> <p>Explanation of the challenges, not only success/positive stories</p> <p>None / not relevant</p>

## Section 2 - Formulating and delivering appropriate, affordable, accessible products

### Category B Formulating appropriate products

B1 Product formulation <sup>3</sup>			
2018	2016		
No.		Nutrition	
		<b>Commitment</b>	
1	1	Has the company made any commitments to invest (or continue to invest) in R&D to improve the nutritional quality of its products?	Yes No or no information
2	2	What percentage of total revenues did the company spend on R&D (e.g. average over last 3 years)? (For information only, i.e. not scored)	
3	3	Has the company set targets with respect to the amount it intends to increase its R&D effort/spending in coming years on nutrition (or the number of new, healthy products it intends to introduce)?	Yes No or no information
4	5	Does the company state that its approach to reformulating its existing products is aligned to national (or regional, e.g. EU) dietary guidelines?	National (or regional, e.g. EU) dietary guidelines No commitment to reformulating products or no information
5	14	When did the company set its earliest reformulation commitment?	Before 2008 In 2009 – 2011 In 2012 or 2013 Less than 1 year ago No targets or no information
		<b>Performance</b>	
6	15	Can the company provide evidence of having introduced new healthy products in the last three years?	Consolidated data on the number of new products launched Some examples but no consolidated data for products launched No products
			
			
7	25	Company's products that meet 'composite healthy standard'.	
			
			
7.1	25.1	Percentage of company's products that met its 'composite healthy standard' by the end of 2016	More than 50% Between 25-50% Between 10-25% Less than 10% 0% or no information
			
7.2	25.2	By what percentage has the number of products that meet the company's 'composite healthy standard' increased between 2014 and the end of 2016?	By more than 10% by number of products (or less than 10% but the number of products that met the healthy standard was already more than 50% in 2012) By more than 5% by number of products By more than 2% by number of products No info or no change
			

<sup>3</sup> This Criterion asks questions about nutrients. If a nutrient is not relevant for a company related questions will be made not applicable.

B1 Product formulation <sup>3</sup>			
2018	2016		
<b>8</b>  	<b>26</b>  	Products that meet the healthy standard to be advertised to children under 12.	
8.1	26.1	What percentage (by number of products) of your US portfolio meet the standard to be advertised to children under 12 in 2016 (according to own NPS or to the CFBAI nutrition criteria (if a member):	More than 50% Between 25 - 49% Between 5 - 24.9% Between 1 - 5% 0% or no information
8.2	26.2	What percentage (by number of products) of your EU portfolio meet the standard to be advertised to children under 12 in 2016 (according to own NPS or the EU Pledge nutrition criteria (if a member):	More than 50% Between 25 - 49% Between 5 - 24.9% Between 1 - 5% 0% or no information
8.3	26.3	What percentage (by number of products) of your portfolio sold in the rest of the world (i.e. outside the EU and US) could be advertised to children under 12 in 2016 according to the company's own NPS?	More than 50% Between 25 - 49% Between 5 - 24.9% Between 1 - 5% 0% or no information
<b>9</b>  	<b>27</b>  	Across how many brands does the company offer products that meet the company's healthy standard for adults?	At least one product in all brands At least one product in at least half of its brands Fewer, or no information
<b>10</b>  	<b>28</b>  	Across how many brands does the company offer products that meet the company's healthy standard for children?	At least one product in all brands At least one product in at least half of its brands Fewer, or no information
<b>11</b> 	<b>29</b> 	<b>Smaller sizes packaging of relevant product categories</b>	
11.1	29 	In FY 2016, what percentage of confectionary products does the company offer in serving sizes of no more than (For information only, not scored):  100 KCAL per serving 150 KCAL per serving	
11.2	29 	In FY 2016, what percentage of savoury snacks products does the company offer in serving sizes of no more than (For information only, not scored):  100 KCAL per serving 150 KCAL per serving	
11.3	29 	In FY 2016, what percentage of ice-cream products does the company offer in serving sizes of no more than:  100 KCAL per serving 150 KCAL per serving	
11.4	29 	In FY 2016, what percentage of carbonated drinks products does the company offer in serving sizes of no more than (For information only, not scored):  100 KCAL per serving	

B1 Product formulation <sup>3</sup>			
2018	2016		
		150 KCAL per serving	
11.5	29 	In FY 2016, what percentage of juice products does the company offer in serving sizes of no more than (For information only, not scored):  100 KCAL per serving 150 KCAL per serving	
11.6	29 	In FY 2016, what percentage of confectionary products does the company offer in serving sizes of no more than (For information only, not scored):  100 KCAL per serving 150 KCAL per serving	
11.7	29 	In FY 2016, what percentage of Asian specialty drinks products does the company offer in serving sizes of no more than (For information only, not scored):  100 KCAL per serving 150 KCAL per serving	
		<b>Nutrient targets</b>	
		<b>Commitment</b>	
		<b>Largest product categories 1 - 5</b>	
<b>12</b> 	<b>6</b> 	<b>Salt/sodium targets</b>	
12.1	6.1	Has the company already reformulated all products in the category and reached the salt/ sodium target/threshold?  If no is selected,  Has the company set a target to reduce levels of salt/ sodium targets and, if so, for what percentage of relevant products in the category?	Yes No Not applicable More than 80% Between 50% - 79% Between 25% - 49% Less than 25% No salt target
12.2	6.2	Baseline and target year	The company has specified a baseline year from which the reduction will be made/threshold will be reached The company has set a target year by when the reduction will be made/threshold will be reached
<b>13</b> 	<b>7</b> 	<b>Transfat targets</b>	
13.1	7.1	Has the company set a target to reduce transfat that aligns to WHO recommendation of less than 1% of energy in a product being provided by transfat originating from partially hydrogenated vegetable oil in products?	Target aligns to WHO recommendation of less than 1% of energy in a product being provided by transfat originating from partially hydrogenated vegetable oil in products. Target does not align to WHO recommendation or no target. Not applicable (explain)

B1 Product formulation <sup>3</sup>			
2018	2016		
13.2	7.2	Baseline and target year	The company has specified a baseline year from which the reduction will be made/threshold will be reached The company has set a target year by when the reduction will be made/threshold will be reached
<b>14</b>	<b>8</b>	<b>Saturated fats targets</b>	
			
14.1	8.1	Has the company already reformulated all products in the category and reached the saturated fats target/threshold?	Yes No Not applicable
		If no,	More than 80%
		Has the company set a target to reduce levels of saturated fats and, if so, for what percentage of relevant products in the category?	Between 50% - 79% Between 25% - 49% Less than 25% No saturated fats target
14.2	8.2	Baseline and target year	The company has specified a baseline year from which the reduction will be made/threshold will be reached The company has set a target year by when the reduction will be made/threshold will be reached
		<b>Added sugars targets</b>	
<b>15</b>	<b>9</b>	Did the company set an added sugar target/ threshold or a calorie reduction target/ threshold	Added sugar Calorie Not applicable
			
		<b>If added sugars</b>	
15.1	9.1	Has the company already reformulated all products in the category and reached the added sugars target/threshold?	Yes No
		If no,	More than 80%
		Has the company set a target to reduce levels of added sugars and, if so, for what percentage of relevant products in the category?	Between 50% - 79% Between 25% - 49% Less than 25% No saturated fats target
15.2	9.2	Baseline and target year	The company has specified a baseline year from which the reduction will be made/threshold will be reached The company has set a target year by when the reduction will be made/threshold will be reached
		<b>If calories:</b>	
15.1	9.1	Has the company already reformulated all products in the category and reached the calorie target/threshold?	Yes No
		If no,	More than 80% Between 50% - 79%

B1 Product formulation <sup>3</sup>			
2018	2016		
		Has the company set a target to reduce levels of calories in the US market and, if so, for what percentage of relevant products in the category?	Between 25% - 49% Less than 25% No calorie target
15.2	9.2	Baseline and target year:	The company has specified a baseline year from which the reduction will be made/threshold will be reached The company has set a target year by when the reduction will be made/threshold will be reached
<b>16</b> 	<b>10</b> 	<b>Fruits, Vegetables, Nuts, Legumes targets</b>	
16.1	10.1	Has the company already reformulated all products in the category and reached the fruits, vegetables, nuts, legumes target/threshold?	Yes No
		If no,	Not applicable More than 80% Between 50% - 79% Between 25% - 49% Less than 25%
		Has the company set a target to increase the proportion of fruits, vegetables, nuts, legumes and, if so, for what percentage of relevant products in the category?	No fruits, vegetables, nuts, legumes target
16.2	10.2	Baseline and target year: (For information only, i.e. not scored)	The company has specified a baseline year from which the increase will be made The company has set a target year by when the increase will be achieved
<b>17</b> 	<b>12</b> 	<b>Whole grains targets</b>	
17.1	12.1	Has the company already reformulated all products in the category and reached the whole grains target/threshold?	Yes No
		If no,	Not applicable More than 80% Between 50% - 79% Between 25% - 49% Less than 25%
		Has the company set a target to increase the proportion of whole grains and, if so, for what percentage of relevant products in the category?	No whole grains target
17.2	12.2	Baseline and target year: (For information only, i.e. not scored)	The company has specified a baseline year from which the increase will be made The company has set a target year by when the increase will be achieved
		<b>Performance</b>	
<b>18</b> 	<b>17</b> 	What percentage of all relevant products (by number) met the company's sodium/salt target by FY 2016?	More than 80% Between 50 - 79% Between 25 - 49% Between 2 - 24% Less than 1% or no information Not applicable

B1 Product formulation <sup>3</sup>			
2018	2016		
19	18	<b>If assessed on added sugars:</b> What percentage of all relevant products (by number) met the company's sugar target by FY 2016?	More than 80%
			Between 50 - 79%
			Between 25 - 49%
			Between 2 - 24%
			Less than 1% or no information
		Not applicable	
		<b>If assessed on calories:</b> What percentage of all relevant products (by number) met the company's calorie target by FY 2016?	More than 80%
			Between 50 - 79%
			Between 25 - 49%
			Between 2 - 24%
Less than 1% or no information			
Not applicable			
20	19	What percentage of all relevant products (by number) met the company's saturated fat target by FY 2016?	More than 80%
			Between 50 - 79%
			Between 25 - 49%
			Between 2 - 24%
			Less than 1% or no information
Not applicable			
21	20	What percentage of all relevant products (by number) met the company's transfat target by FY 2016?	More than 99%
			Between 90 - 99%
			Between 80 - 89%
			Between 50 - 79%
			Fewer than 49%
			Not applicable
22	21	What percentage of all relevant products (by number) met the company's fruits, vegetables, nuts, legumes target by the end of FY 2016?	More than 20%
			Between 10 - 19%
			Between 2 - 9%
			Less than 2% or no information
			Not applicable
23	23	What percentage of all relevant products (by number) met the company's whole grains target by the end of FY 2016?	More than 20%
			Between 10 - 19%
			Between 2 - 9%
			Less than 2% or no information
			Not applicable
<b>Disclosure</b>			
24	30	Does the company disclose:	Spending on R&D (indicator 2)
			Targets for R&D spending on nutrition-related projects (indicator 3)
25	31	Does the company disclose: (for all product categories 1-5)	(Indicator 13-17)
			All targets/thresholds relating to this product category
			Some targets/thresholds relating to this product category
			No or no information
			Not applicable
26	32	Does the company disclose:	The number of new healthy products launched (indicator 6)
27	33	Does the company disclose:	The percentage of products that meet its composite healthy standards? (indicator 7)

B1 Product formulation <sup>3</sup>			
2018	2016		
28	34	Does the company disclose: (for all product categories 1-5)	Percentage of all relevant products that met all the company's nutrient targets (indicators 18 to 23)
			Percentage of some relevant products that met all the company's nutrient targets (indicators 18 to 23)
			No or no information (indicators 18 to 23)
			Not applicable
29	35	Does the company disclose:	The percentage of its products that can be marketed to children, in any market (indicator 8)
No.		<b>Undernutrition</b>	
		<b>Commitment</b>	
30	37	Has the company set targets with respect to increasing its R&D spending on developing fortified products / products inherently high in micronutrients OR with respect to the number these products it intends to introduce? (For information only, i.e. not scored)	Yes
			No or no information
31	38	Has the company committed to basing its approach to fortification on international guidance on fortification (i.e. CODEX CAC/GL 07-1987) and related, equivalent guidance that reflects international agreement on best practice and/or national interpretation of those standards?	Yes
			No or no information
32	39	Has the company committed to seek to use ingredients with higher inherent levels of micronutrients, including fortified staple ingredients), where relevant?	Yes
			No or no information
33	40	Has the company committed to fortifying only products of high underlying nutritional quality?	Yes
			No or no information
34	41	Has the company committed to tackle undernutrition and micronutrient deficiencies in developing countries through initiatives that aim to increase the number/volume of foods that address micronutrient deficiencies available to undernourished populations?	Yes
			No or no information
		<b>Performance</b>	
35	43	Can the company provide evidence of investment in research or other areas of the business to develop solutions to undernutrition? (For information only, i.e. not scored)	Yes
			No or no information
36	44	<b>Developing and selling fortified products and products inherently high in micronutrients</b>	
36.1	44.1	Has the company developed such products in the last 2 years aimed at: (Tick all that apply)	Women of childbearing age
			Children under 2
			Children between 2-5
			Children over 6
			Other population groups
			None

B1 Product formulation <sup>3</sup>			
2018	2016		
36.2	44.2	Sold in which countries?	<p>Sold in priority developing countries</p> <p>Sold in developing countries not identified as highest priority</p> <p>None of these or no information</p>
<b>37</b>	<b>45</b>	<b>Non-commercial/CSR programs</b>	
37.1	45.1	Can the company provide evidence of funding programs to deliver products specifically formulated or appropriate for specific undernourished groups: (Tick all that apply)	<p>Women of childbearing age</p> <p>Children under 2</p> <p>Children between 2-5</p> <p>Children over 6</p> <p>Other populations</p>
37.2	45.2	Can the company provide evidence of funding programs to develop or deliver products specifically formulated or appropriate for the undernourished in: (Tick all that apply)	<p>In priority developing countries</p> <p>In developing countries that are not identified as highest priority</p> <p>In developed countries</p>
<b>38</b>	<b>46</b>	How much has the company spent on such programs in FY 2016 (US\$ mn)? (for information only, i.e. not scored)	
		<b>Disclosure</b>	
<b>39</b>	<b>47</b>	Does the company disclose:	<p>Targets related to undernutrition (indicator 30) (not scored)</p> <p>Commitments related to adhering to Codex guidelines on fortification (indicator 31)</p> <p>Commitment to source ingredients with high inherent levels of micronutrients (indicator 32)</p> <p>Commitment to fortify only products of high nutritional quality (indicator 33)</p>
<b>40</b>	<b>48</b>	Does the company disclose:	<p>A commentary on investments made in research or other areas of the business to develop solutions to undernutrition (indicator 35)</p> <p>A commentary on products developed for undernourished (indicator 36)</p>
<b>41</b>	<b>49</b>	Does the company disclose:	<p>For its non-commercial/ CSR programs description of population groups targeted by programs funded (indicator 37.1)</p> <p>For its non-commercial/ CSR programs description of geographic focus of programs funded (indicator 37.2)</p>
<b>42</b>	<b>50</b>	Does the company disclose:	The amount spent on its non-commercial/philanthropic programs in FY 2016 (indicator 38)

B2 Nutrient profiling system			
2018	2016		
No.		Nutrition	
		Performance	
1	1	Does the company have an NPS? (For information only, i.e. not scored):	Yes
			No or no information
		<b>If yes</b>	
1.1	1.1	Is this NPS used to guide new product development/reformulation?	Yes
			No or no information
1.2	1.2	Is the NPS used to determine which products can be marketed to children?	Yes
			No or no information
1.3	1.3	Is the same system used for both purposes?	Yes
			No or no information
2	2	In respect of the NPS that the company uses to guide new product development or reformulation, is that system:	A formal internal NP system (that calculates overall scores of ratings of the nutritional quality of its products) to guide its reformulation program.
			A pre-cursor to a full NP system, e.g. a tool to assess levels of salt, fat, sugar etc. and rate them high, med, low or above or above or below a threshold, but which does not calculate overall nutritional quality
			No system
3	3	How did the company develop its NP System?	Adopted or adapted an existing NP system developed through an independent multi-stakeholder process
			Developed its own NP system with independent external input
			Developed its own NP system without independent external input/unclear whether independent external input was used
			No or no information
4	4	Which products and categories are covered by the NP system?	All products and products categories
			Some products and product categories
			None or no information
5	5	What types of food components does the NP system assess?	Both positive and negative food components
			Negative food components only
			No information
<b>Disclosure</b>			
6	6	How/where does the company publish its NP system to allow consumers and other stakeholders to assess and understand it?	In peer-reviewed journal
			In full by the company itself
			Limited information or on request only
			Not published

## Category C Delivering affordable, accessible products

C1 Product pricing			
2018	2016		
No.		Nutrition	
		<b>Commitments</b>	
1	1	Does the company make a commitment to address the affordability of its healthy products?	Clear commitment made for whole business, with particular reference to low income populations
			Clear commitment made for whole business without particular reference to low income populations
			Broad commitment with particular reference to low income populations
			No commitments/no information
2	2	Has the company codified its affordability commitment with respect to healthy products within a formal policy?	Policy that applies to all product categories
			Policy that applies only to some product categories
			Policy under development
			No or no information
3	3	Which targets has the company set? (Tick all that apply) (For information only, i.e. not scored)	Number of consumers to reach with affordably priced healthy products by set date
			Number of units or sales value target for affordably priced healthy products by set date
			Achieve a particular price point for healthy products
			Narrow the price differential on healthy vs. less healthy products
			Targets set with particular reference to low-income populations
			No commitments/no information
		<b>Performance</b>	
4	4	How senior is the person to whom the company allocates the responsibility for implementing the affordability policy?	Named executive
			Named manager
			No responsibility allocated
5	5	Can the company demonstrate that it has done analysis on appropriate pricing of healthy products for low-income populations in developed and/or developing countries in the last 3 years? (Tick all that apply)	In developed countries
			Has identified healthy products to which to apply affordability pricing in those markets
			In developing countries
			Has identified healthy products to which to apply affordability pricing in those markets
6	7	Can the company provide examples that it has offered discounts, price promotions or coupons on healthy products at the same or greater rate as for less healthy products? (Tick all that apply)	Many examples in developed countries
			Few examples in developed countries
			None or no information
			Many examples in developing countries
			Few examples in developing countries
			None or no information
		<b>Disclosure</b>	
7	8	Does the company disclose: (Tick all that apply)	Commitment (indicator to 1)
			Policy (indicator to 2)

	♡		Named person with responsibility (link to 4)
			Commentary on availability of affordable options for low-income populations (indicator 6)
<b>No.</b>		<b>Undernutrition</b>	
		<b>Commitments</b>	
<b>8</b>	<b>9</b>	Commercial: With respect to improving the affordability of its products that address micronutrient deficiencies, the company has a: (Tick all that apply)	Commitment Objectives
<b>9</b>	<b>10</b>	Non-commercial: Has the company committed to support other organisations' programs to improve the affordability of products that address micronutrient deficiencies in developing countries? (For information only, i.e. not scored)	Yes No or no information
		<b>Performance</b>	
<b>10</b>	<b>11</b>	Commercial: Can the company provide evidence or at least 5 examples of improving affordability by reducing product sizes of products that address micronutrient deficiencies to make them more affordable (absolutely or relatively to less healthy alternatives) or reduced/set pricing of these products specifically to enable low-income populations to better afford them?	In higher priority developing countries In lower priority developing countries Less than 5 examples
<b>11</b>	<b>12</b>	Non-commercial: Can the company provide evidence of funding programs to improve the affordability of products specifically formulated or appropriate for specific undernourished groups either through (for information only, not scored):	Partnerships with expert agencies or organisations By setting up its own programs No or no information
		<b>Disclosure</b>	
<b>12</b>	<b>13</b>	Does the company disclose:	Commitment (with respect to making its healthy products affordable) (indicator 8) Objectives (with respect to making its healthy products affordable) (indicator 8)
<b>13</b>	<b>14</b>	Does the company disclose:	Commitment to supporting other organisation in making foods that address micronutrient deficiencies affordable (with respect to products for the undernourished) (indicator 9) Examples of improving affordability by reducing product sizes of products that address micronutrient deficiencies (indicator 10) Commentary on programs supported in this area (with respect to products for the undernourished) (non-commercial performance) indicator 11)

<b>C2 Product distribution</b>			
<b>2018</b>	<b>2016</b>		
<b>No.</b>		<b>Nutrition</b>	
		<b>Commitments</b>	

C2 Product distribution			
2018	2016		
1  	1  	Does the company make a clear and specific commitment to address the accessibility of healthy products?	Clear commitment made for whole business, with particular reference to low-income populations
			Clear commitment made for whole business without particular reference to low-income populations
			Broad commitment with particular reference to low-income populations
			No commitments/no information
2  	2	Has the company codified its commitment within a policy on distribution of its healthy products?	Policy that applies to all product categories
			Policy that applies only to some product categories
			Policy under development
			No
3	3	Has the company set targets in the following area: (Tick all that apply) (For information only, i.e. not scored)	Number of new consumers to reach through improved distribution
			Number of low-income consumers to reach through improved distribution
			Number of units or sales value target related to extended distribution
			Number of new retail partners to achieve extended accessibility goals
			Investment planned in improving accessibility
		<b>Performance</b>	
4	4	How senior is the person to whom the company allocates the responsibility for implementing the affordability policy?	Named executive
			Named manager
			No responsibility allocated
5	5	Can the company demonstrate that it has done analysis of the accessibility of healthy products to low-income populations in developed and/or developing countries? (Tick all that apply)	In developed countries
			In developing countries
			None or no information
6	6.1	For developed countries, can the company provide examples of improving the accessibility of more healthy options (For information only, i.e. not scored):	Arrangements/incentives with distributors re. how healthy products are distributed
			Data to demonstrate that rural retailers are provided with healthy options as standard
			Data to demonstrate that retailers in poor urban areas are provided with healthy options as standard
			No evidence
		<b>Disclosure</b>	
7	7	Does the company disclose: (Tick all that apply)	Commitment to address the accessibility of healthy products (indicator 1)
			Named person with responsibility (indicator 4)
			Commentary on availability of healthy options for low-income populations (indicator 6)
<b>No.</b>		<b>Undernutrition</b>	
		<b>Commitments</b>	

<b>C2 Product distribution</b>			
<b>2018</b>	<b>2016</b>		
<b>8</b>	<b>8</b>	Commercial: With respect to improving the distribution of its products specifically formulated or appropriate for specific undernourished groups, the company has: (Tick all that apply)	Commitment
			Objectives
<b>9</b>	<b>9</b>	Non-commercial: Has the company committed to support programs to improve the accessibility of products specifically formulated or appropriate for specific undernourished groups in developing countries? (For information only, i.e. not scored)	Yes
			No or no information
		<b>Performance</b>	
<b>10</b>	<b>10</b>	Commercial: Can the company provide evidence or examples of improving accessibility of products specifically formulated or appropriate for specific undernourished groups?	In higher priority developing countries
			In lower priority developing countries
			No examples
<b>11</b>	<b>12</b>	Non-commercial: Can the company can provide evidence of funding programs to improve the accessibility of products specifically formulated or appropriate for specific undernourished groups? (Tick all that apply)	Providing products to be distributed to undernourished populations
			Providing products to school feeding programs
			Using distribution systems to deliver micronutrient powders, supplements, etc.
			Otherwise supporting programs designed to address undernutrition to reach target populations with appropriate products
			No or no information
		<b>Disclosure</b>	
<b>14</b>	<b>14</b>	Does the company disclose:	Commitment (indicator 8)
			Objectives (indicator 8)
			Examples Examples to demonstrate its action to improve the accessibility of fortified products (indicator 10)
<b>15</b>	<b>15</b>	Does the company publish: (Tick all that apply)	Commitment to support programs addressing accessibility of products for the undernourished (not scored) (indicator 9)
			Commentary on programs supported in this area (indicator 11)

# Section 3 - Influencing consumer choice and behaviour

## Category D Responsible marketing policies, compliance and spending

D1 Marketing policy: all consumers		
2018	2016	
No.		Nutrition
		Commitments
1	1	The company has a responsible marketing policy that applies to all consumers that applies explicitly to the following media: (Tick all that apply)
		<ul style="list-style-type: none"> <li>TV &amp; radio</li> <li>Own websites</li> <li>Third-party websites</li> <li>DVDs/CDs/GAMES</li> <li>Social media (FB or Twitter feeds of the company or brands)</li> <li>All print media (newspapers, magazines, books, and printed advertising in public places)</li> <li>Mobile and sms marketing</li> <li>Cinema</li> <li>Outdoor marketing</li> <li>In-store marketing/point-of-sales marketing</li> <li>Sponsorship</li> <li>Product placement i.e. in movies or TV shows</li> </ul>
2	2	The company's policy includes the following commitments related to the representation of products: (Tick all that apply)
		<ul style="list-style-type: none"> <li>Commits that copy, sound and visual presentations in marketing communications for food and beverage products should accurately represent the material characteristics of the product featured, such as taste, size, content nutrition or health benefits, and should not mislead consumers concerning any of those characteristics. (Article 5 of ICC) (see definitions Appendix II)</li> <li>All nutritional and health-benefit information and claims for food and beverage products should have a sound scientific basis. And where claims or terminology used in marketing communications might reasonably be interpreted by a consumer as health or nutrition claims, they should be supportable with appropriate scientific evidence. (Article 3 of ICC)</li> <li>Commits to presenting products in the appropriate portion size and context (and not condone or encourage excess consumption) (Article 1 of ICC)</li> <li>Commits not to represent food products not intended to be substitutes for meals as such. (Article 5 of ICC)</li> <li>Commits not to undermine the concept of healthy balanced diets, or the importance</li> </ul>

D1 Marketing policy: all consumers			
2018	2016		
			of a healthy active lifestyle. (Article 17 of ICC)
			Commits not to use any models with a BMI of under 18.5 (Industry best practice)
			Commits not to use consumer taste or preference tests in a way that might imply statistical validity if there is none. Testimonials are based on well-accepted and recognized opinion from experts. (Article 6 of ICC)
			Commits to presenting products in the context of a balanced diet (industry best practice)
			All of the above
<b>Disclosure</b>			
<b>3</b>	<b>3</b>	Does the company publish its policy (or pledge to support the ICC Code), which is publicly available?	Yes, in full
			Yes, in summary, not including details of scope of application
			No
<b>2018</b>	<b>2016</b>		
<b>No.</b>		<b>Undernutrition</b>	
		<b>Commitments</b>	
<b>4</b>	<b>D3: 9</b>	Does the company make an explicit commitment to developing and delivering marketing strategies appropriate to reaching undernourished populations in developing countries?	Yes
			No or no information
<b>5</b>	<b>D3: 10</b>	Can the company provide evidence of taking steps to understand and reach undernourished consumers in developing countries with appropriate products? (Tick all that apply)	Has done research to generate consumer and marketing insights relating to undernourished populations
			Can demonstrate use of multiple communication channels from mass to social media to reach undernourished consumers
			Has worked with creative agencies to ensure communication is compelling and attractive to undernourished consumers
			Has worked with behavioral specialists to inform design of communications to drive desired behavior change
<b>Disclosure</b>			
<b>6</b>	<b>D3: 12</b>	Has the company disclose	The commitment on developing and delivering marketing strategies intended for undernourished consumers (indicator 4)
			No

D2 - Auditing and compliance with policy: all consumers			
2018	2016		
No.		Nutrition	
		<b>Performance</b>	
1	1	Does the company audit its compliance with its policy?	Yes
			No/no information
2	2	How is compliance assessed?	The company appoints an independent external auditor to assess compliance with its policy or takes part in an auditing process of an external body it is a member of undertaken by independent company
			By an industry association
			The company conducts its own audits
			No audit/no information
		<b>Disclosure</b>	
3	3	Does the company disclose information about its audit?	Yes (indicator 1)
			No

D3 - Marketing policy: Children <sup>4</sup>			
2018	2016		
No.		Nutrition	
		<b>Commitments</b>	
1	<b>NEW</b>	Does the company have a policy on marketing to children (For information only, not scored)?	Yes
			No or no information
2	1	Does the company have a responsible marketing policy for children that applies explicitly to the following media: (Tick all that apply)	TV & radio
			Own websites
			Third-party websites
			DVDs/CDs/GAMES
			Social media (FB, Twitter feeds of company, bands)
			All print media (newspapers, magazines, books, and printed advertising in public places)
			Mobile and sms marketing
			Cinema
			Outdoor marketing
			In-store marketing/point-of-sale marketing
			Sponsorship
			Product placement i.e. in movies or TV shows
3	2	Does the company commit to: (Tick all that apply)	Support the role of parents or others responsible for guiding diet and lifestyle choices or not to undermine the role of parents or other responsible for guiding diet and lifestyle choices
			
			

<sup>4</sup> For this criterion the healthy multiplier is only applied if the company uses an NPS to determine which products can be marketed to children.

D3 - Marketing policy: Children <sup>4</sup>			
2018	2016		
			Ensuring that marketing materials contain an educative message in relation to healthy diets and lifestyles
4	3	Does the company commit to using responsible marketing techniques? (Tick all that apply)	Commits not to create a sense of urgency
			Commits not to use inappropriate price minimization
			
5	4	Does the company commit to representing foods fairly? (Tick all that apply)	Objective claims are backed up with adequate substantiation, as would be understood by a child
			The nutritional content of products and the benefits of consumption are fairly and accurately represented
			
6	5	Does the company commit to clearly differentiating marketing and branding? (Tick all that apply)	To clearly display the company or brand name when advertising on virtual media
			To clearly differentiate, by labeling, advertising and content on virtual media
			Not to brand merchandise aimed at children except related to healthy products
			Only to place products in programs, games, etc. that meet the company's healthy food standard
7	6	Does the company commit to use celebrities responsibly or not at all? (Tick all that apply)	Commits not to sponsor materials, people or activities popular with children (other than sports activities) except in conjunction with healthy product
			Pledges not to use celebrities and other people with strong appeal to children in marketing of products other than those that meet the company's healthy standard
			Pledges that celebrities or others, if used, will not imply they have achieved their enhanced performance or status through use of the product
8	7	With respect to fantasy and animated characters: (Tick all that apply)	Pledges not to use third-party fantasy and animation characters with a strong appeal to children in marketing of products other than those that meet the company's healthy standard, IN ALL FORMS OF MARKETING
			Pledges not to use third-party fantasy and animation characters with a strong appeal to children in marketing of products other than those that meet the company's healthy standard, with an exception for point of sale and packaging
			Pledges not to use own fantasy and animated characters with a strong appeal to children in marketing of products other than those that meet the company's

### D3 - Marketing policy: Children<sup>4</sup>

2018	2016		
			healthy standard, IN ALL FORMS OF MARKETING
			Pledges not to use own fantasy and animated characters with a strong appeal to children in marketing of products other than those that meet the company's healthy standard, with an exception for point of sale and packaging
<b>9</b> ♥ 🌐	<b>8</b> ♥ 🌐	Does the company commit to using promotional toys, games, vouchers and competitions responsibly i.e. only in relation to healthy foods? (Tick all that apply)	Promotional games, toys, vouchers, competitions etc. are used only in relation to healthy foods No commitment
<b>10</b> ♥ 🌐	<b>9</b> 🌐	<b>Advertising to children aged 2-6</b>	
10.1	9.1 ♥	What percentage audience threshold for children aged 2-6 does the company use to restrict its advertising on measured media?	<25% 26-35% >36% >50% No audience threshold
10.2	9.2 ♥	What kind of products does the company advertise to children aged 2-6?	No products Healthy products only All products
<b>11</b> ♥ 🌐	<b>10</b> 🌐	<b>Advertising to children aged 7-12</b>	
11.1	10.1 ♥	What percentage audience threshold for children aged 7-12 does the company use to restrict its advertising on measured media?	<25% 26 - 35% >36% >50% No audience threshold
11.2	10.2 ♥	What kind of products does the company advertise for children aged 7-12?	No products Healthy products only All products
<b>12</b> ♥ 🌐	<b>11</b> 🌐	<b>Advertising to children aged 13 and over</b>	
12.1	11.1 ♥	What percentage audience threshold for children aged 13 and over does the company use to restrict its advertising on measured media? (For information only, i.e. not scored)	<25% 26 - 35% >35% >50% No audience threshold

D3 - Marketing policy: Children <sup>4</sup>			
2018	2016		
12.2	11.2 ♥	What kind of products does the company advertise to children aged 13 and over? (For information only, i.e. not scored)	No products Healthy products only All products
13 ♥ 🌐	12 ♥ 🌐	Does the company utilize tools to ensure that its online marketing deters certain age groups? (Tick all that apply)	Ensuring design of websites/pages is appropriate to over 12s predominantly, i.e. not designed to attract younger children Age screening prior to logging on/registering (e.g. enter DOB or require parent to consent) Review of traffic data to determine demographic visiting sites Ensuring adverts are designed deliberately not to appeal to children younger than 12 Nature of third-party websites chosen to advertise on (i.e. ages targeted)
14 ♥ 🌐	13 ♥ 🌐	To which online media does the company apply the tools listed above?	Own its own corporate and brand websites, third party websites and mobile media Only two of the three Only one of the three or not clear No separate consideration of how to address 'child audience' for these media
15 ♥ 🌐	15 ♥ 🌐	To what extent does the company commit to a responsible marketing approach near and in PRIMARY schools (for children up to age 11)? (Tick all that apply)	No marketing or advertising IN PRIMARY schools Only marketing/advertising 'healthy' products in PRIMARY schools in agreement with schools/parents Commitment extends to places NEAR PRIMARY schools Commitment applies explicitly to new media marketing/advertising techniques Commitment includes only offering 'educational materials' when in agreement with schools/parents The company does not commit to this or no information
16 ♥ 🌐	16 ♥ 🌐	To what extent does the company commit to a responsible marketing approach near and in SECONDARY schools (for children between the ages of 12 and 18)? (Tick all that apply)	No marketing or advertising in SECONDARY schools Only marketing/advertising 'healthy' products in SECONDARY schools in agreement with schools/parents Commitment extends to places NEAR SECONDARY schools

D3 - Marketing policy: Children <sup>4</sup>			
2018	2016		
			Commitment applies explicitly to new media marketing/advertising techniques
			Commitment includes only offering 'educational materials' when in agreement with schools/parents
			The company does not commit to this or no information
17	17	To what extent does the company commit to a responsible marketing approach in other places where children gather (childcare and other educational establishments, family and child clinics, paediatric services or other health facilities, sporting or cultural events held at those premises)	No marketing or advertising in and NEAR these settings
			No marketing or advertising in these settings
			Only marketing/advertising healthy products near these settings in consultation with their management and users (but not in them)
			Only marketing/advertising healthy products in and near these settings in consultation with their management and users
			No commitment to one of the above options or no information
		<b>Disclosure</b>	
19	18	Does the company disclose (its policy in full or it follows an industry Pledge or Initiative that is publicly available) (indicator 2):	Yes, policy or Pledge that is published in full
			Yes, policy or Pledge published in summary only
			No

D4 Auditing and compliance with policy: Children			
2018	2016		
<b>No.</b>		<b>Nutrition</b>	
		<b>Performance</b>	
1	1	Does the company audit its compliance with its policy on marketing to children?	Yes
			No or no information
2	2	Is the audit conducted by:	The company appoints an independent auditor
			Compliance is assessed by an industry association or pledge organization
			The company conducts an internal audit
			No audit/no information
3	3	How often is the audit undertaken?	Annually
			Less frequently than annually
			No information
4	4	Which media are covered by the audit:	The company audits compliance across all media
			The company audits compliance across 2 or 3 forms of media
			The company audits compliance across 1 form of media/scope is unclear but there is clear evidence of auditing
			No audit
5	5	What is the company's individual compliance level for TV and digital marketing? (%)	
			

D4 Auditing and compliance with policy: Children			
2018	2016		
5.1	5	Individual compliance level for TV:	Over 90%
			Less than 90% or no reporting
5.2	5	Individual compliance level for digital media	Over 90%
			Less than 90% or no reporting
6	6	Does the company have a clear commitment to corrective action regarding compliance issues with its marketing policy to children?	Clear commitment to corrective action, if needed
			No commitment to corrective action
<b>Disclosure</b>			
7	7	<b>What level of detail does the company publish about its compliance levels?</b>	
7.1	7	Does the company disclose (indicator 5.1):	Its individual compliance level for TV based on an audit of multiple markets
			Its individual compliance level for TV based on an audit of single market only
			Disclosure of only aggregate industry compliance level
7.2	7	Does the company disclose (indicator 5.2):	Its individual compliance level for digital media based on an audit of multiple markets
			Its individual compliance level for digital media based on an audit of single market only
			Disclosure of only aggregate industry compliance level

## Category E Supporting healthy diets and active lifestyles

E1 Supporting employee health & wellness			
2018	2016		
No.		Nutrition	
Commitments			
1	1	Does the company make a commitment to support employee health and wellness through a program focused on nutrition, diet and activity?	Yes
			Yes but not all aspects of nutrition, diet and activity are mentioned specifically
			No or no information
2	2	Does the company set a target for employee participation in its health and wellness programs? (For information only, not scored)	More than 70% of employees to participate in one year
			Between 30% - 69% to participate in one year
			Broad objectives
			No targets
3	3	Which expected outcomes does the company articulate in relation to the nutrition, diet and activity element of its health and wellness program?	Clear articulation of expected health and business outcomes
			Clear articulation of expected health outcomes only
			No reference to expected outcomes or focus on business outcomes only
4	4	<b>New facilities</b>	
4.1	4.1	Has the company built any new offices in the last three years? (For information only, i.e. not scored)	Yes
			No or no information
4.2	4.2	If so, has it incorporated architectural or design features to encourage activity in the workplace?	Yes
			No or not applicable

E1 Supporting employee health & wellness		
2018	2016	
		<b>Performance</b>
<b>5</b>	<b>5</b>	Which of the following elements are included in the company's program at headquarters offices?
		<b>A. Healthy Diet: (Tick all that apply)</b>
		Seminars on nutrition, diets etc.
		Online materials and support for staff on nutrition and diet
		Healthy options/diet plans in cafes, restaurants on work sites
		Dietary information on menus
		Subsidized fruit/healthy snacks
		No subsidies on chocolates, high sugar/fat/salt products
		Cooking master classes focused on healthy options
		Links to local fresh food markets or similar
		Personalized nutrition
		No program
		<b>B. Healthy Body: (Tick all that apply)</b>
		Gyms on work sites
		Personalized exercise plans
		Subsidies for gym memberships off site
		Lunchtime/worktime walking or exercise clubs
		On-site sports teams
		Active participation in sports challenges
		Encouragement to use stairs not lifts etc.
		Encouragement/facilities to walk/bike to work
		Online resources re. healthy living/exercise
		No program
		<b>C. Healthy behavior: (Tick all that apply)</b>
		Senior staff model good behavior, publicize their efforts
		Health focused welcome pack for new starters
		Healthy living/nutrition campaigns regularly throughout work sites
		Awards for staff making good progress
		Other: counselling sessions, work life balance sessions etc.
		No program
<b>6</b>	<b>6</b>	To whom across the whole company and all operations is the company's program available?
		The program is available to all employees and to family members
		The program is available to all employees but not family members
		The program is available to some employees and family members
		The program is available to some employees but not family members
		No or no information
<b>7</b>	<b>7</b>	By how much has participation in the nutrition-related element of the programs increased since
		By more than 20%
		By between 10 and 19%

<b>E1 Supporting employee health &amp; wellness</b>			
<b>2018</b>	<b>2016</b>		
		2014 (in percentage terms) across the whole company and all operations?	Between 1 - 5% No information/less than 1%
<b>8</b>	<b>8</b>	How does the company evaluate the health impact of the nutrition, diet and activity elements of its health and wellness programs within the last three years?	Independent evaluations undertaken for at least one site. Company does own evaluations for at least one site. No or no information
<b>9</b>	<b>9</b>	Can the company demonstrate the health improvements delivered by the nutrition, diet and activity elements of its health and wellness program?	Both quantitative and qualitative results Only qualitative results No or no information
<b>Disclosure</b>			
<b>10</b>	<b>10</b>	Does the company disclose: (Tick all that apply)	Commitment to support employee health and wellness through a program focused on nutrition, diet and activity (indicator 1) Targets for employee participation in its health and wellness programs (indicator 2) (for information only, not scored)
<b>11</b>	<b>11</b>	Does the company disclose (a narrative commentary on the outcomes of the nutrition, diet and activity elements of its health and wellness program)?	Expected health outcomes (indicator 3) Expected business outcomes (indicator 3)
<b>12</b>	<b>12</b>	Does the company disclose:	Quantitative information on the outcomes of the nutrition, diet and activity elements of its health and wellness program (indicator 9) Narrative and/or qualitative information about the results of the program (indicator 9)
<b>13</b>	<b>13</b>	Does the company disclose (evaluations of any of the nutrition, diet and activity elements of its health and wellness program):	Full evaluation (indicator 8) Summary evaluation (indicator 8) No or no information

<b>E2 Supporting breastfeeding mothers at work</b>			
<b>2018</b>	<b>2016</b>		
<b>No.</b>		<b>Nutrition</b>	
<b>Commitments</b>			
<b>1</b>	<b>1</b>	Does the company commit to providing breastfeeding mothers with appropriate working conditions and facilities at work?	Yes, set out in a policy Make a commitment, but no formal policy No or no information
<b>2</b>	<b>2</b>	Does the company's maternity policy allow women to take paid maternity leave?	6 months or more Between 3 and 6 months Up to 3 months No or no information
<b>Performance</b>			
<b>3</b>	<b>3</b>	Does the company provide facilities that support breastfeeding mothers?	
		Provide private, hygienic, safe rooms for expressing breast-milk?	Yes No or no information
		Provide fridges for storing expressed breast-milk?	Yes No or no information
		Allow breastfeeding mothers breaks to express milk?	Yes No or no information

<b>E2 Supporting breastfeeding mothers at work</b>			
<b>2018</b>	<b>2016</b>		
		Offer flexible working arrangements to support breastfeeding mothers?	Yes No or no information
		<b>Disclosure</b>	
<b>4</b>	<b>4</b>	Does the company disclose:	Its policy on supporting breastfeeding mothers (indicator 1)
<b>5</b>	<b>5</b>	Does the company publish a commentary about how it supports breastfeeding mothers within the workplace?	Yes (indicator 3) No or no information

<b>E3 Supporting consumer-oriented healthy eating and active lifestyle programs</b>			
<b>2018</b>	<b>2016</b>		
<b>No.</b>		<b>Nutrition</b>	
		<b>Commitments</b>	
<b>1</b>	<b>1</b>	Does the company have:	
			
1.1	1.1	For nutrition education/healthy diet oriented programs	Commitment to align programs to national dietary guidelines Clear policy that excludes brand-level sponsorship (as opposed to corporate branding) No or no information
1.2	1.2	For active lifestyle programs (sports, physical activity)	Clear policy that excludes brand-level sponsorship (as opposed to corporate branding) No or no information
<b>2</b>	<b>2</b>	What types of programs does the company commit to supporting?	
			
<b>2.1</b>	<b>2</b>	For healthy eating/nutrition education programs for its consumers and/or local communities:	Commits to exclusively supporting programs developed and implemented by independent groups with relevant expertise Commits to supporting programs developed and implemented by independent groups in addition to its own programs No commitment or only to offer own programs
2.2	2	For active lifestyle programs for its consumers and/or local communities?	Commits to EXCLUSIVELY supporting programs developed and implemented by independent groups with relevant expertise Commits to supporting programs developed and implemented by independent groups IN ADDITION TO ITS OWN PROGRAMS No commitment or only to offer own programs
		<b>Performance</b>	
<b>3</b>	<b>3</b>	Does the company fund programs that educate consumers about: (Tick all that apply)	Benefits of a healthy balanced diet Importance of fresh fruit and vegetables Importance of being active Importance of regular meals and/or limited snacking Importance of drinking water

E3 Supporting consumer-oriented healthy eating and active lifestyle programs			
2018	2016		
			Benefits of exclusive breastfeeding Benefits of safe, timely and adequate complementary feeding for infant and young children
<b>4</b> 	<b>4</b> 	Integration of company's programs	
4.1	4.1	Are all of the companies' programs 'integrated', i.e. do they incorporate nutrition, diet and activity elements?	Yes No or no information
4.2	4.2	For the nutrition education/healthy eating programs, is the content written by an independent third party, over which the company has no editorial control (in contrast to company written content)?	Yes, all programs/websites/material Some programs/websites/material No or no information
4.3	4.3	Are the physical activity programs designed and implemented by an independent third party in such a way as the company does not direct the content and structure of the program?	Yes, in all cases In some cases No or no information
<b>5</b> 	<b>5</b> 	Are the programs' health impacts independently evaluated?	In all cases, embedded in design of programs In some cases No or no information
		<b>Disclosure</b>	
<b>6</b>	<b>6</b>	Does the company disclose:	Commitments re. types of healthy eating programs to be funded commercially (indicator 1) Document that sets out its policy on brand-level sponsorship (indicator 1)
<b>7</b>	<b>6</b>	Does the company disclose:	A description of the nutrition education/healthy eating programs (indicator 2) A description of the physical activity programs (indicator2)
<b>8</b>	<b>7</b>	Does the company disclose:	All of the independent evaluations carried out for the programs it supports Some of the independent evaluations carried out for the programs it supports
<b>No.</b>		<b>Undernutrition</b>	
		<b>Commitments</b>	
<b>9</b>	<b>8</b>	Does the company and/or foundation have a written policy and guidelines on the kinds of programs relating to undernutrition it will sponsor/fund through its philanthropic programs? (For information only, i.e. not scored)	Written policy/guidelines No or no information
<b>10</b>	<b>9</b>	Does the company commit to funding programs that educate undernourished consumers about: (Tick all that apply)	Benefits of consuming fortified foods / foods inherently high in micronutrients Benefits of maternal micronutrient supplementation Benefits of exclusive breastfeeding Benefits of safe, timely and adequate complementary feeding for infants and young children

<b>E3 Supporting consumer-oriented healthy eating and active lifestyle programs</b>			
<b>2018</b>	<b>2016</b>		
			Benefits of dietary supplementation for infants and young children
			Benefits of infant/child micronutrient supplementation
			Benefits of a diverse diet
<b>11</b>	<b>10</b>	What kinds of programs does the company commit to supporting among undernourished consumers and/or local communities? (For information only, i.e. not scored)	Commits to EXCLUSIVELY supporting programs developed and implemented by independent organizations with relevant expertise
			Commits to supporting programs developed and implemented by independent organizations IN ADDITION TO ITS OWN PROGRAMS
			No commitment or only to offer own programs
<b>12</b>	<b>11</b>	Is the company's commitment targeted at:	Higher priority developing countries
			Lower priority developing countries
			Other countries/not clear/no information
		<b>Performance</b>	
<b>13</b>	<b>12</b>	How much did the company spend in FY 2016 on the following programs (in US\$ mn): (For information only, i.e. not scored)	
13.1	12.1	Consumer/local community-orientated nutrition education/healthy diet programs:	
13.2	12.2	Supplier/farmer orientated nutrition/healthy diet programs:	
<b>14</b>	<b>13</b>	Are all or some of the company's programs designed and implemented by an independent third party so that the company does not direct the content or structure of the program? (For information only, i.e. not scored)	Yes, in all cases
			In some cases
			No or no information
<b>15</b>	<b>14</b>	Does the company evaluate all or some of the programs' impacts independently? (For information only, i.e. not scored)	In all cases, embedded in design of programs
			In some cases
			No or no information
		<b>Disclosure</b>	
<b>16</b>	<b>15</b>	The company disclose:	Policy on funding nutrition education programs for the undernourished (For information only, i.e. not scored) (indicator 9)
			Commitments re. types of programs to be funded commercial (indicator 10)
			A full description of the programs, making clear the company's role (indicator 11)
			A limited description of the programs and/or no clarity re. company's role (indicator 11)

## Category F Product labelling and use of health and nutrition claims

F1 Product labelling			
2018	2016		
No.		Nutrition	
		<b>Commitments</b>	
<b>1</b>	<b>1</b>	Does the company commit to disclose nutritional information on its products:	Back-of-pack and front-of-pack Back-of-pack OR front-of-pack only No or no information
			
<b>2</b>	<b>2</b>	Does the company commit to providing information on the quantity of nutrients as a percentage of the Guideline Daily Amounts and/or Daily Values on its product packages?	Yes No or no information
			
		<b>Commitments for Back of pack labelling</b>	
<b>3</b>	<b>3</b>	Does the company commit (where legal) to provide Back-of-Pack nutrition information on key relevant nutrients? (Tick all that apply)	Energy/calories Protein Total carbohydrates Total or added/free sugars Transfat Total fat Saturated fat Dietary fiber Sodium (salt) All of these
			
<b>4</b>	<b>4</b>	Does the company state that for products packaged as a single portion or with multiple portions or servings they commit to providing nutritional information on a per serving or per portion basis, as quantified on the label, or on a per 100g or per 100ml basis, and stating the number of portions or servings contained in the package. (Codex CAC/GL 2-1985)?	Yes for both single portion and multiple portion Yes for either single or multiple portion No or no information
			
		<b>Commitments for Front of pack labelling</b>	
<b>5</b>	<b>5</b>	How does the company provide information on the front of pack?	In an interpretative format, providing indicators of how healthy the product is, rather than just numeric information Numeric information only, but showing % of recommended daily intake (or similar measure) Numeric information on levels of key nutrients, but not showing % recommended daily intake (or similar measure) No FOP labelling used
			
		<b>Performance</b>	
<b>6</b>	<b>6</b>	In what percentage of markets has the company rolled out its full labelling commitments, i.e. all products in those markets are labelled according to the commitments?	
6.1	6	In what percentage of markets has the company rolled out its full BOP labelling commitments, i.e. all products in those markets are labelled according to the commitments?	More than 80% Between 50 – 79% Between 6 – 49% Less than 5%

<b>F1 Product labelling</b>			
<b>2018</b>	<b>2016</b>		
6.2	6	In what percentage of markets has the company rolled out its full FOP labelling commitments, i.e. all products in those markets are labelled according to the commitments?	More than 80% Between 50 – 79% Between 6 – 49% Less than 5%
<b>7</b>	<b>7</b>	In what percentage of markets does the company intend to have rolled out its full labelling commitments by the end of FY 2016, i.e. all products in those markets are labelled according to the commitments?	More than 80% Between 50 – 79% Between 6 – 49% Less than 5%
		<b>Disclosure</b>	
<b>8</b>	<b>8</b>	Does the company disclose (in its policy/commitments on nutrition labelling):	List of nutrients included on labels set out in policy (indicator 3) Commitment to labelling by per serving or per portion size or on a per 100g or per 100 ml basis (indicator 4) Commitment to either BOP only or BOP and FOP (indicator 1)
<b>9</b>	<b>9</b>	Does the company disclose:	The percentage of markets in which it has applied its labelling commitments in full (indicator 6) An indication of which markets it has applied its labelling commitments to, less quantitative information or general description (indicator 6) No information (indicator 6)
<b>10</b>	<b>10</b>	Does the company disclose (For information only, i.e. not scored):	For 90% or more of products (link to 7) For between 50 – 90% of products For between 10 – 49% of products No nutrition information published or for less than 10% of products
<b>No.</b>		<b>Undernutrition</b>	
		<b>Commitments</b>	
<b>11</b>	<b>11</b>	Does the company commit to labeling products that either have naturally high levels of micronutrients or that have been fortified with micronutrients?	Yes, all relevant markets (i.e. developing countries) No or not in all relevant markets (i.e. developing countries)
		<b>Disclosure</b>	
<b>12</b>	<b>12</b>	Does the company disclose:	Its policy on labeling micronutrients for products that are targeted at consumers at risk of undernutrition for all relevant markets (indicator 11)

<b>F2 Health and nutrition claims</b>			
<b>No.</b>		<b>Nutrition</b>	
<b>2018</b>	<b>2016</b>		
		<b>Commitments</b>	

F2 Health and nutrition claims			
No.		Nutrition	
2018	2016		
1	1	Does the company state that, for countries where no national regulatory system exists, it will place a health claim on a product only when it complies with Codex?	Yes
			No or no information
2	2	Does the company state that, for countries where there is no regulation of nutrition claims, it will only place a nutrition claim on a product if that claim complies with Codex?	Yes
			No or no information
<b>Performance</b>			
3	3	Does the company track the number of products that meet its healthy standard that carry health claims and nutrition claims?	Yes both health and nutrition claims
			Only health claims
			Only nutrition claims
			No or no information
<b>Disclosure</b>			
4	4	Does the company disclose:	Commitments on its use of health claims (indicator 1)
			Commitments on its use of nutrition claims (indicator 1)
5	5	Does the company disclose the percentage of SKUs, by number, that meet its healthy standard and that carry nutrition contents or health claims?	
 	 		
5.1	5.1	Does the company disclose the percentage of SKUs, by number, that meet its healthy standard and carry nutrition content claims publicly or to ATNI?	Yes publicly and/or to ATNI (indicator 3)
			To ATNI only (indicator 3)
			No (indicator 3)
5.2	5.2	Does the company disclose the percentage of SKUs by number that meet its healthy standard and that carry health claims publicly or to ATNI?	Yes publicly and/or to ATNI (indicator 3)
			To ATNI only (indicator 3)
			No (indicator 3)
6	6	Does the company disclose whether any complaints have been upheld against it about the mis-use of health or nutrition content claims?	Yes
			No or no information
<b>Undernutrition</b>			
<b>Commitments</b>			
7	7	Does the company commit to using nutrition or health claims on products that have been fortified ONLY when they meet Codex standards?	Yes, in all markets
			No, or not in all markets
<b>Disclosure</b>			
8	8	Does the company disclose:	Its policy on using health and nutrition claims on fortified products (indicator 7)

## Category G Influencing governments and policymakers, and stakeholder engagement

G1 Lobbying and influencing governments and policymakers			
2018	2016		
<b>No.</b>		<b>Nutrition</b>	
<b>1</b>	<b>1</b>	Does the company commit to:	No lobbying at all
			Only to engage with governments, political parties, policymakers and policymaking bodies in support of measures to prevent and address obesity and diet-related chronic diseases
			No or no information
		If second answer option,	Lobbying conducted by third parties paid by the company
			Lobbying conducted by the company only
		<b>Disclosure</b>	
<b>2</b>	<b>2</b>	Does the company disclose:	Its policy on lobbying and donations or Code of Business Ethics etc. (indicator 1)
<b>3</b>	<b>3</b>	Does the company publish: (Tick all that apply)	Its membership of industry associations, lobbyists (individuals or groups), think tanks, interest groups or other organizations that lobby on its behalf
			Its financial support for these organisations
			Any potential governance conflicts of interest (or state that none exist)
			Board seats at industry associations and on advisory bodies related to nutrition issues
<b>4</b>	<b>4</b>	<b>Publication of its activities</b>	
4.1	4.1	Does the company publish a commentary or make other disclosures on its lobbying measures to prevent and address obesity and diet-related chronic diseases?	Yes
			No
4.2	4.2	Does the company disclose its policy position used in lobbying/governmental engagement, on the following, in its home market: (Tick all that apply)	Health and nutrition claims/ regulatory development
			Front of pack labelling
			Fiscal instruments related to nutrition
			Marketing to children
<b>No.</b>		<b>Undernutrition</b>	
		<b>Commitments</b>	
<b>5</b>	<b>5</b>	Does the company commit to play an active and constructive part, in developing countries (non-OECD members), in supporting governments' efforts to address undernutrition?	Yes
			No or no information
		<b>Performance</b>	
<b>6</b>	<b>6</b>	Can the company provide examples of supporting developing country governments' efforts to introduce policy or regulation to address undernutrition? (For information only, i.e. not scored)	Three examples
			Two examples
			1 example
			No examples
		<b>Disclosure</b>	
<b>7</b>	<b>7</b>	Does the company disclose:	A narrative about its activities related to supporting developing country

G1 Lobbying and influencing governments and policymakers			
2018	2016		
			governments address undernutrition (indicator 6)

G2 Stakeholder engagement			
No.		Nutrition	
2018	2016	Commitments	
1	1	Does the company commit to engage with stakeholders in developing nutrition policies/programs?	Yes
			No or no information
		<b>Performance</b>	
2	2	What form of engagement does the company have with stakeholders?	Comprehensive, well-structured and focused on business strategy and performance
			Limited; typically one-way communication rather than engagement, and more ad-hoc
			No information
3	3	Can the company provide evidence of engagement with stakeholders?	Extensive engagement with international and local stakeholders
			Extensive engagement with (local) home country stakeholders
			Limited engagement with either international or local stakeholders
			No or no information
		<b>Disclosure</b>	
4	4	Does the company disclose:	Its commitment to engage with stakeholders in developing nutrition policies/programs (indicator 1)
			Specific examples of how input has been used to adapt policies/programs, i.e. to change business practices (indicator 3)
			Broad statement about the benefits of stakeholder dialog (indicator 3)
			No
No.		Undernutrition	
		<b>Performance</b>	
5	5	Can the company provide evidence of one-to-one discussions with key organizations working on undernutrition to solicit input on its commercial strategy/policy/approach to undernutrition?	More than 3 organizations
			1-2 organizations
			No such meetings
		<b>Disclosure</b>	
6	6	Does the company disclose:	A narrative about its stakeholder engagement activities related to undernutrition (indicator 5)

# Appendix I

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## **ATNI Expert Group members**

The mandate of the ATNI Expert Group is to provide input into the development of the Corporate Profile methodology. This group consists of members with expertise in various aspects of nutrition (including both undernutrition, and obesity and diet-related chronic diseases).

The members of the Expert Group serve in their personal capacities and in an advisory role. As such, the scope and content of ATNI do not necessarily reflect their views or the views of their institutions. Members are listed below.

### **Shiriki Kumanyika**

Chair ATNI Expert Group; Professor of Epidemiology, Department of Biostatistics and Epidemiology, Perelman School of Medicine, University of Pennsylvania

### **Lindsay H. Allen**

Director, USDA ARS Western Human Nutrition Research Center; Research Professor, Department of Nutrition, UC Davis

### **Terry T-K Huang**

Professor, School of Public Health, City University of New York

### **CS Pandav**

Professor and Head, Centre for Community Medicine, All India Institute of Medical Sciences

### **Mike Rayner**

Director, British Heart Foundation Health Promotion Research Group, University of Oxford

### **Linda Meyers**

Former Director (retired), Food and Nutrition Board, National Academies of Sciences, Engineering, and Medicine, Washington, DC

### **Boyd Swinburn**

Professor of Population Nutrition and Global Health at the University of Auckland and Alfred Deakin Professor and Director of the World Health Organisation (WHO) Collaborating Centre for Obesity Prevention at Deakin University in Melbourne

### **Kapil Yadav**

Assistant Professor, Centre for Community Medicine, All India Institute of Medical Sciences

# Appendix II

## General definitions list

<b>Commercial activities</b>	Related to core business, funded through annual commercial budgets, as distinct from non-commercial activities funded from post-tax profits.
<b>Commitments</b>	Company's commitment(s) to take action on any topic. A commitment is what the company pledges to do. This is different to an objective/goal or target which are both more specific than a commitment.
<b>Developing countries</b>	Countries that are not OECD members, i.e. those not on this list: <a href="http://oecd.org/about/membersandpartners/">http://oecd.org/about/membersandpartners/</a>
<b>Food and beverage manufacturers</b>	Companies that produce packaged/processed foods and beverages. In ATNI, this excludes those companies that simply process milk, meat, fish, oil etc. before selling it, and those that make alcoholic beverages.
<b>Geographic multiplier</b>	In order to reward companies that make commitments or deliver commitments on a global basis, rather than a more limited geographic basis, a company's score on the scope of its policy or performance is in some cases multiplied (e.g. by 1.5 if that policy or performance applies to multiple major markets, or by 2 if it applies globally).
<b>Health claim</b>	Any statement made by a company about a relationship between food and health related to its products, in the context of formal regulated health claims placed on products.
<b>Healthy multiplier</b>	A healthy multiplier is applied to any scores for questions that ask about commitments or performance relating to 'healthy' products. The multiplier is derived from the company's score on B2 (but is not the actual score).
<b>Healthy products</b>	Those products of high nutritional quality as assessed by a robust nutrient profiling system.
<b>High(er) priority countries</b>	In this context, i.e. relating to nutrition and health, non-OECD countries that are classified as low-income and lower-middle-income economies by the World Bank, which have high levels of infant mortality (more than 10 per 1000 in under 5s) and acute malnutrition (more than 2% in under 5s) according to data from UNICEF (see the full list in Appendix IV).. ATNI aims to encourage companies to focus their activities to tackle undernutrition in these countries.
<b>ICC (framework for responsible food and beverage marketing communication)</b>	International Chamber of Commerce framework for responsible food and beverage marketing communication.
<b>Lower priority country</b>	In this context, i.e. relating to nutrition and health, non-OECD countries which do not have high levels of infant mortality (more than 10 per 1000 in under 5s) and acute malnutrition (more than 2% in under 5s) according to data from UNICEF.
<b>Negative food components</b>	Salt, added sugars, trans fats, saturated fats.
<b>Nutrient profiling systems</b>	A system that classifies food and beverages according to their nutritional composition.
<b>Nutrition (or nutrient content) claim</b>	Any claim made by a company about its product which states, suggests or implies that a food has particular beneficial nutritional properties due to the energy (caloric value) provides, provides at a reduced or increased rate or does not provide, and/or the nutrients or other substances it contains or contains in reduced or increased proportions or does not contain.
<b>Performance</b>	What a company's does/delivers on a particular topic.
<b>Non-commercial/non-commercial</b>	Not related to core business – funded out of post-tax profits or other non-commercial budgets or revenue streams.
<b>Policy</b>	A written formalized document, usually signed off by the Board.
<b>Positive food components</b>	Fruits, vegetables, fibers, wholegrains.
<b>Disclosure</b>	Information a company publishes.
<b>SKUs</b>	Stock Keeping Unit
<b>Undernourished</b>	People that eat less than the minimum amount of the foods, especially micronutrients, essential for sound health and growth.

# Appendix III

## Explanations of specific indicators

Section 1 - Nutrition governance and management	
Category A Corporate strategy, management and governance	
A1 Corporate nutrition strategy	
<b>A1.1</b>	This indicator aims to assess the extent to which a company's commitment to address health and nutrition challenges is embedded in its mission and strategy.
<b>A1.2</b>	Commitment to deliver more, healthy foods to low-income populations can be either in developed or developing countries, or both.
<b>A1.4</b>	Extensive risk assessment encompasses litigation risk, trend analysis, regulatory risk, market risk, specific category or brand risk and reputational risk.
<b>A1.9</b>	Credit will only be given for a formal commitment or a statement by a senior executive.
<b>A1.11</b>	This indicator maps products that are specifically formulated or fortified to address specific micronutrient deficiencies among specific populations only in developing countries.
A2 Nutrition governance and management systems	
<b>A2.1</b>	A 'nutrition strategy' or 'nutrition policy' is a formal document that sets out the company's approach to addressing key nutrition issues. ATNF defines a 'comprehensive' strategy or policy as covering all ATNI categories A-G (corporate strategy, formulation of appropriate products, availability and affordability, marketing, healthy lifestyle, labelling and engagement). A limited strategy or policy encompasses only some of these issues.
<b>A2.2</b>	Comprehensive means all or most topics covered in ATNI categories A-G (corporate strategy, formulation of appropriate products, availability and affordability, marketing, healthy lifestyle, labelling and engagement) are included. Limited means not all key topics are covered.
<b>A2.4</b>	Formal panel means a panel appointed by the company which it consults regularly. Informal/ad-hoc means occasional consultations of experts but there is no formal panel.
<b>Undernutrition</b>	There are two forms of undernutrition: lack of protein energy and lack of micronutrients. With respect to products, commercial strategy, we principally look at the latter. With respect to companies helping to address undernutrition more broadly, that of course entails supporting WFP, UNICEF etc through their interventions, education etc
<b>A2.10</b>	Credit is given for activities funded either by the company as part of its CSR and/or philanthropic activities. In respect of the latter, credit is only given if the company directs the focus and design of the philanthropic activities. Credit is not given in situations where the company donates or donated money to its own foundation but does not direct or oversee the foundation's activities.
<b>A2.14</b>	Developing countries are countries that are not OECD members, i.e. those not on this list: <a href="http://oecd.org/about/membersandpartners/">http://oecd.org/about/membersandpartners/</a>
<b>A2.17</b>	Strategic and well-structured means that company has articulated a clear rationale of and approach for focusing on micronutrient deficiencies through product fortification in developing countries which is based on a clear process with specific steps in all countries.
<b>A2.18</b>	The executive or manager does not have to have a responsibility solely for the undernutrition strategy; that responsibility can be one of several.
<b>A2.19</b>	Formal panel means a panel appointed by the company which it consults regularly. Informal/ad-hoc means when occasional consultations of experts but there is no formal panel.
<b>A2.20</b>	Strategic and well-structured means that company has articulated a clear rationale of and approach for focusing on micronutrient deficiencies through product fortification in developing countries which is based on a clear process with specific steps in all countries.
<b>A2.21.1</b>	Credit is given for activities funded by the company's philanthropic programs only if the company directs the focus and design of those programs. Credit is not given in situations where the company donates or donated money to its own foundation but does not direct or oversee the foundation's activities.

### A3 Quality of reporting

**A3.1** The report/ document may form part of a CSR and/or sustainability report; it does not have to be a separate report on nutrition to gain credit.

### Section 2 - Formulating and delivering appropriate, affordable, accessible products

#### Category B Formulating appropriate products

##### B1 Product formulation [1]

**B1.2** The figure may include spending on both internal R&D and company funded R&D carried out by external organisations.

**B1.7.1** Composite healthy standard means the overall threshold for 'healthy' within the company's nutrient profiling system.

**B1.11** This indicator applies only to snacks (savory or sweet) or CSDs usually bought in single packs or multipacks. If the company does not make these products, the indicator will not be scored.

**B1.37** Credit will be given if the company commits to tackle undernutrition through its own programs and/or by supporting other organizations' programs.

**B1.38** 'Other areas' means other than through fortifying or developing products.

**B1.39.2** Priority developing countries are classified as low-income and lower-middle-income economies by the World Bank, have more than 10 per 1000 under 5 mortality rate and more than 2% acute malnutrition (moderate and severe wasting) in under-5s.

**B1.40.1** This indicator may include products or micronutrient supplements, sprinkles etc.

**B1.40.1** Credit will be given for donating products to food banks in developed countries.

##### C1 Product pricing

**C1.11** Expert agencies or organisations can be local or international.

### Section 3 - Influencing consumer choice and behavior

#### Category D Marketing Criterion

##### D1 Marketing policy: all consumers

**D1.2** ICC (International Chamber of Commerce framework for responsible food and beverage marketing communication.)

##### D3 Marketing policy: Children

**D3.12** This indicators cover children aged 13 and over up to 18 years old.

#### Category E Supporting healthy diets and active lifestyles

##### E1 Staff health and wellness programs

**E1.3** Examples of business outcomes include reducing absenteeism, increasing productivity etc. Examples of health outcomes include people losing weight, lowering their blood pressure, cholesterol levels, taking part in exercise.

##### E3 Supporting consumer-oriented healthy eating and active lifestyle program

**E3.2** Programs aimed at suppliers or farmers not covered by this indicator.

#### Category F Product labelling and use of health and nutrition claims

##### F1 Nutrition labelling

**F1.5** Interpretative format means using colours or symbols or other graphics to help consumers to understand the information.

#### Category G Influencing governments and policymakers, and stakeholder engagement

##### G1 Lobbying and influencing governments and policymakers

**G1.6** Examples can include supporting the government to require fortification of staples, to reduce tariffs on imported fortified staples, to require manufacturers to use fortified staples etc.

##### G2 Engagement with international organisations, civil society and academia

[1] This Criteria asks questions about nutrients. If a nutrient is not relevant for a company related questions will be made not applicable.

- G2.2** Comprehensive, well-structured means the company engages with a wide range of nutrition stakeholders on a regular basis, asking for their feedback on its nutrition strategy, policy and performance - rather than simply presenting information and results to them.
- G2.3** Extensive means the company engages with many nutrition stakeholders, both at Group level and within operating markets.  
Limited means the company engages with only a few nutrition stakeholders.
- G2.5** Key organisations includes, for example, Save the Children, Alive & Thrive, UNICEF, FAO, 1000 Days, World Food Programme, IFAD, National Aid Agencies, Zero Hunger Challenge.

# Appendix IV

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## ATNI 2018 List of Priority Developing Countries

### Selection criteria:

- Non-OECD member countries that are classified as low-income and lower-middle-income economies by the World Bank (Source: World Bank list of economies, December 2016) and have both "More than 10 per 1000 under 5 mortality rate" (Source: World Development Indicators Database, accessed 29/3/2017) and "More than 2% acute malnutrition (moderate and severe wasting) in under-5s" (Source: Joint Malnutrition dataset from UNICEF, World Bank and WHO, December 2016).

Afghanistan	Eritrea	Mali	Somalia
Armenia	Ethiopia	Mauritania	South Sudan
Bangladesh	Gambia, The	Moldova	Sudan
Benin	Ghana	Mongolia	Swaziland
Bhutan	Guatemala	Morocco	Syrian Arab Republic
Bolivia	Guinea	Mozambique	Tajikistan
Burkina Faso	Guinea-Bissau	Myanmar	Tanzania
Burundi	Haiti	Nepal	Timor-Leste
Cabo Verde	Honduras	Niger	Togo
Cambodia	India	Nigeria	Tonga
Cameroon	Indonesia	Pakistan	Tunisia
Central African Republic	Kenya	Papua New Guinea	Uganda
Chad	Kiribati	Philippines	Uzbekistan
Comoros	Korea, Dem. People's Rep.	Rwanda	Vanuatu
Congo, Dem. Rep.	Lao PDR	Samoa	Vietnam
Congo, Rep.	Lesotho	São Tomé and Príncipe	West Bank and Gaza
Côte d'Ivoire	Liberia	Senegal	Yemen, Rep.
Djibouti	Madagascar	Sierra Leone	Zambia
Egypt, Arab Rep.	Malawi	Solomon Islands	Zimbabwe



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