

The EU Pledge

Ferrero Commitments

The following are the commitments made by the FERRERO Group in the framework of the EU Pledge initiative. Ferrero will implement these commitments in all 27 EU Member States starting from 1 January 2009.

1) Commitment on advertising in children's media (TV, Internet and Print)

Increasing obesity levels in Europe are a cause of growing concern, especially regarding children. Ferrero has always believed in the crucial role played by parents in educating their children to a balanced diet and a healthy lifestyle. Although the existence of a direct link between advertising and children's eating habits has not been proven, Ferrero agrees that it is preferable to avoid directing advertising to children when they are most likely exposed to commercial communications without parental supervision.

In line with the above considerations, Ferrero will:

- Not advertise its products to media audiences (TV, Internet and Print) with a minimum of 50% of children under 12 years, except for:
 - products which fulfil specific nutrition criteria, based on accepted scientific evidence and/or applicable national and international dietary guidelines;
 - brand campaigns aimed at promoting physical activity and sports (without any reference to specific products).

Applicable nutrition criteria are to be eventually defined at a later stage. Until then, all Ferrero products will not be advertised to media audiences with a minimum of 50% of children under 12 years.

2) Commitment on communications in schools

Ferrero believes that in many situations sponsorship agreements can be beneficial for funding essential educational activities, such as the development of sports in schools. However, these activities should take place with the express agreement of the competent school authorities concerned.

In line with the above considerations, Ferrero will:

- not carry out any communication related to its products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

Contact details

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