

## EU Pledge

### Danone pledge on advertising aimed at children

Danone, due to the specific nature of its portfolio of products, is positioned as a leader in the field of nutrition and health. For some years now, it has been committed to constantly optimising the nutritional quality of its products and providing its consumers with clear and suitable information. Keen to play its part in efforts to combat the development of childhood obesity, Danone is also creating or supporting a number of initiatives (research programmes, initiatives encouraging people to adopt a balanced diet and practice physical activity, etc). It is now extending its commitment to cover advertising aimed at children aged between 3 and 12, to take account of circumstances where children are exposed to brand publicity without their parents present.

Consequently, Danone has decided that, for media and advertising where the target is mainly made up of children between the ages of 3 and 12 - and where there is no state-recognised self-limitation programme (such as PAOS in Spain) -, Danone will restrict its advertising to products whose nutritional profile and portion size are suitable for the requirements of children aged 3 to 12, in line with public health priorities. To this end, Danone will apply the nutritional criteria from the TheFoodProfiler<sup>1</sup> system.

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

- ◆ it will not advertise:
  - in commercial breaks on TV or radio at times of the day when the audience is made up of more than 50% of children under the age of 12
  - in the press and on Internet sites mainly aimed at children under the age of 12

Furthermore, in its advertising for these products, it will not use real or fictional characters from movies, cartoons, television programmes or printed literature ("licensing").

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

- ◆ it will not distribute products in schools except where specifically requested by, or agreed with, the school administration for educational purposes
- ◆ it will not display advertisements in the vicinity of schools

This does not affect sponsoring that promotes physical exercise.

Danone has undertaken to implement this commitment in Europe since 2009 and to ensure that its compliance with this commitment is verified by an external body, as well as to publish the results of the audit.

This voluntary commitment is in line with the EU Pledge entitled 'We will change our food advertising to children', which was announced by Groupe DANONE and 10 other companies in December 2007.

In line with its Food, Nutrition and Health Charter published in 2005 and reinforced in 2009, Danone is also committed to ensuring that its advertising does not illustrate, promote or present behaviour that would be non-conducive to a healthy lifestyle, in particular lack of physical activity and excessive consumption of products.

Contact details:

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