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Recording

## EU Pledge : official recognition

**2005**  
**EU Platform on Diet, Physical Activity and Health**  
 European Parliament Public Health Committee: "Member States should be encouraged to ensure that self- and co-regulatory codes of conduct, such as the EU Pledge initiative and others developed in the framework of the Commission's Platform for Action on Diet, Physical Activity and Health, are used to effectively reduce the exposure of children to audiovisual commercial communications regarding 'WFS' foods or that otherwise do not fit these national or international nutritional guidelines." (2017, AVMSD opinion)

**2013**  
 Former EU Health Commissioner Tonio Borg: "One excellent example of a commitment emanating from the Platform is the EU Pledge, whereby 20 leading food and beverage companies have committed themselves not to advertise to target children below the age of 12."

**2017**  
 Former EU Health Commissioner Vytenis Andriukaitis: "The EU Pledge is an interesting example, whereby food companies, on a voluntary basis, have agreed not to advertise food high in fat, salt and sugar to children. This could be a good example to build upon to promote healthy choices as an easy choice and address the concerns around dual quality."

**2021**  
**EU Code of Conduct for Responsible Business and Marketing Practices**  
 Iterations of the EU Pledge also exist in Belgium and Switzerland.  
 Additional countries have adopted the EU Pledge nutrition criteria to underpin their self-regulatory codes.

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### No commercial communications in primary schools\*

\*Except when the school specifically requests materials and only for educational purposes

### Only advertise products that meet common nutrition criteria to under 12 year olds\*

\*Common nutrition criteria are scientifically grounded and have been scrutinized and welcomed by non-industry experts, NGOs and the European Commission. They were reinforced in 2019.

### Or not advertise any products at all to under 12 year olds

Ireland - Orla T...

Ireland - Orla Twomey | Olena Bondarenko | Iryna Lylyk

Laura Frunzeti RAC | Maria Mykhailova | Airman

Tjodor Manda (EASA) | Tetiana Zavalii | Inatenko Valentyna G...

Sergiusz Jakiv Kaslin | Tetiana Geozetska | Victoria

Oleksandr Gladunov | Lucas BOUDET | Анжеліка Боконя

Valentyna Senyuk | Sviatoslav Zhukov | Лавриненко

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Zoom Конференция | Вы просматриваете экран Vinciane Patelou WFA | Настройки просмотра

# Responsible Advertising to Children

How to regulate HFSS Food marketing ?  
The example of the EU Pledge

World Federation of Advertisers  
Presentation to Ukrainian Marketing Association – 30 May 2024

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12:43  
30.05.2024