

EUROPE'S SOFT DRINKS INDUSTRY - BEHAVING RESPONSIBLY TOWARDS CHILDREN

UNESDA's 2006 commitments to behave responsibly towards children



The commitments limiting commercial activity towards children and schools were the first to be made on such a scale by any sector and have since inspired thousands of similar pledges around the world



We are pleased the EU Farm-to-Fork strategy aims to build on our pioneering achievements and aims to establish an EU code of conduct for responsible marketing practices

Signatories to the UNESDA commitments pledge:



NO COMMERCIAL ACTIVITY IN EU SCHOOLS

Primary school commitments:



NO sales of **ANY** soft drinks



NO advertising or marketing



NO commercial activity

PWC research confirms that

95%

of primary schools are compliant



Secondary school commitments:



NO sugar-sweetened beverages offered for sale. **Only no and low-calorie drinks**, along with water and juice.



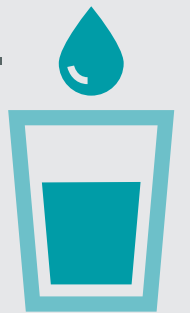
only **UNBRANDED** vending machines



school authorities and parents involved in choice of drinks available

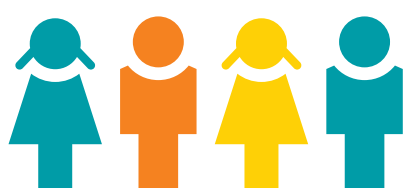
Drinking water should be the foremost drink in EU schools – PwC research confirms it is available for free in

86% of secondary schools



Compliance is monitored regularly by respected, independent auditors including PwC and GlobalData. Research being undertaken during 2020 will be available later this year

NO ADVERTISING TO CHILDREN UNDER 12 YEARS



>35%

When children under 12 comprise more than 35% of the audience



not on TV, print, radio, cinemas, online, in social media or on company-owned websites



Latest audit figures from independent experts Ubiquity, reveal compliance levels of over

95%



Data from the World Federation of Advertisers shows children's exposure to advertising for food and soft drinks reduced

83%

between 2005 and 2014



The WHO HBSC report (Health Behaviour in School-aged Children) shows that the frequency of soft drinks consumption among teenagers has

decreased over 43%

since 2000.