

EUROPE'S SOFT DRINKS INDUSTRY UPHOLDS ITS COMMITMENTS TO BEHAVE RESPONSIBLY IN SCHOOLS

Independent research carried out in 2020 by third-party auditors BVA-BDRC, finds UNESDA member companies delivering high levels of compliance with the commitments made in 2006 and strengthened over the past 14 years.



The audit across a geographic spread of EU markets - Germany, Slovakia and Spain - provides insights into compliance in EU countries where soft drinks sales in schools are permitted.

PRIMARY SCHOOL COMMITMENT:



NO sales of ANY soft drinks

2020 compliance:



✓ GERMANY



✓ SPAIN



✓ SLOVAKIA

SECONDARY SCHOOL COMMITMENTS:



Commitment made in 2017 to offer **ONLY NO- AND LOW-CALORIE** beverages for sale



Vending machines displaying soft drinks should be **UNBRANDED**

2020 compliance:



✓ GERMANY



✓ SPAIN



✓ SLOVAKIA

UNESDA believes that water should be the foremost drink in EU schools. The BVA-BDRC research shows that free drinking water is available in some 91% of schools.



91%

A RESPONSIBLE INDUSTRY, DELIVERING ON ITS PROMISES

The UNESDA commitments to behave responsibly towards children marked a global first when they were first made in 2006. They have since inspired pledges from both the food and drink industry and other sectors around the world.

They form part of a broader suite of commitments made by the European soft drinks industry to help create healthier food environments. In addition to the commitments restricting activity in EU schools, the UNESDA Code of Conduct includes:

NO advertising or marketing to children under 12 years (made in 2006)



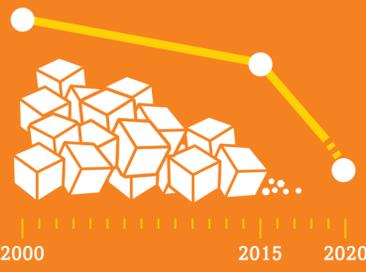
Not on TV, in print, on radio or online

Strengthened in 2012 to include not on social media or via corporate websites



Reducing added sugar in soft drinks

(Made in 2006 and strengthened over the years, delivering a 14.6% sugar reduction between 2015-2019)



Offering consumers variety and choice (made in 2006) through:



Increased availability of no- and low-sugar drinks

Greater availability of reduced pack sizes to support portion control



Providing consumer information through front-of-pack nutrition labelling (made in 2008)



Compliance with each action is monitored on a regular basis using independent experts including Global Data, PwC and BVA-BDRC.

Through the UNESDA commitments the European soft drinks industry has demonstrated that it is a **reliable partner** that honours its promises and does what it says it will do.

The sector **understands** that it has a duty to behave responsibly towards all consumers – and especially towards children – and has been adhering to responsible marketing practices and shaping its presence in schools since 2006.

It is working to make the healthier choice the easy choice through a variety of actions including: reformulation, development of new products with lower sugar profiles, increasing the range of smaller pack sizes and placing marketing promotion behind no- and low-sugar drinks in order to steer consumer behaviour.

UNESDA members continue to **deliver on their commitments** and to **strengthen and reinforce** them in line with societal expectations and digital developments.

ENCOURAGED, BUT NOT COMPLACENT

Europe's soft drinks sector is encouraged by the findings of this most recent audit. However, it is not complacent. There are still pockets of non-compliance in EU schools and the industry will be working with its companies, suppliers, distributors and partners to ensure that the UNESDA Code of Conduct is well understood and implemented right across the EU.

