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## **The EU Pledge Unilever Commitment**

### **Commitment on advertising in children's media**

#### Text of company commitment

Unilever believes it is important to promote a healthy and balanced lifestyle for its consumers, adults and children, and employees. One of the objectives behind our corporate Vitality Mission is to encourage and educate our consumers to achieve a balanced diet and a healthy lifestyle. Unilever shares the concerns of the WHO, the European Commission and the Member States of the European Union and supports the pursuit of healthy nutrition and the fight against obesity in particular amongst children.

By signing the EU Pledge Unilever committed itself to stop advertising products to children under 12 years of age, except for products which fulfil specific nutritional criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines. This commitment is consistent with the current Unilever Global Principles for Food and Beverage Marketing, which were adopted in 2004 and revised in April 2007. Part of these Principles form additional Principles for Food and Beverage Marketing Communications Directed to Children. Marketing Communications should not include any direct appeal to children to persuade their parents or other adults to buy advertised products for them. The Unilever Global Principles for Food and Beverage Marketing are subject to periodic review in order to ensure they are still valid and appropriate. For the current Unilever Global Principles For Food and Beverage Marketing please see:

[http://www.unilever.com/Images/Unilever-Marketing-Principles\\_tcm13-48998.pdf](http://www.unilever.com/Images/Unilever-Marketing-Principles_tcm13-48998.pdf)

Updates on the Principles can be found on:

<http://www.unilever.com/ourvalues/nutritionhygienepersonalcare/nutrition/>



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### Geographical coverage

The above Unilever commitments under the EU Pledge programme will apply in all 27 countries in the European Union as of 1 January 2009. Our Global Principles For Food and Beverage Marketing apply worldwide.

### Nutritional standards

#### ***The Unilever Nutrition Enhancement Programme***

Unilever has established its own Nutrition Enhancement Programme (NEP) by which our entire food and beverage product portfolio is being assessed on the Nutrition Enhancement Programme benchmarks on an ongoing basis. Without compromising on taste, products are being optimized to deliver on Vitality, increasing the availability of healthier food and beverages. Nutritional quality benchmarks for trans fat, saturated fat, sodium and sugars were defined based on national and international dietary guidelines. Only products that meet benchmarks for *all* nutrients are classified as suitable to market to children between 6 (six) and 12 (twelve) years old if they are part of the target group. The benchmarks and methodology as applied in the Programme were initially published in the peer-reviewed journal European Journal of Clinical Nutrition [2007;61:[461-471](#)] with benchmarks for edible ice revised in January 2008 to align with the latest scientific insights and recommendations related to snacks (i.e. a cap on energy).

<b>Nutrition Enhancement Programme Benchmarks §</b>	
<b>Trans Fat (excluding CLA)</b> - Trans fat content [% of energy] - Insignificant level [g/100g] <i>Best score counts</i>	$\leq 2$ $\leq 0.2$
<b>Saturated Fat</b> - Saturated fat content [% of energy] - Fat quality [% of total fat] - Insignificant level [g/100g] <i>Best score counts</i> <u>Product category-specific:</u> - Cheese and cheese analogues [g/100g]	$\leq 13^*$ $\leq 33$ $\leq 2$ $\leq 15$



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- Edible ice [% of energy]	≤ 20
<b>Sodium</b> - Sodium content [mg/kcal] - Insignificant level [mg/100g] <i>Best score counts</i> <u>Product category-specific:</u> - Spreads (as underlayer) [mg/100g] - Soups [mg/100g] - Meal sauces [mg/100g] - Dressings and table sauces [mg/100g] - Meal replacement (weight management) products [mg/kcal] - Cheese and cheese analogues [mg/100g]	≤ 1.6 ≤ 100  ≤ 720 ≤ 360 ≤ 540 ≤ 1080 ≤ 2.4 ≤ 900
<b>Sugars</b> - Total sugars [% of energy] - Added sugars [g/100g] <i>Best score counts</i> <u>Product category-specific:</u> - Edible ice, added sugars [g/100g]	≤ 25 ≤ 7  ≤ 20
<b>Energy</b> <u>Product category-specific:</u> - Edible ice [kcal/portion]	≤ 110

§ NEP benchmarks are based on international and national dietary recommendations. Benchmarks for all nutrients need to be met in order for a food or beverage to be classified as 'meeting NEP benchmarks'.

\* In the Americas, the upper SAFA benchmark is set at 10 en%. Also, a cholesterol benchmark is set (60 mg/portion).

### ***Externally validated labelling initiatives***

Whilst Unilever applies the NEP criteria internally, Unilever also participates in several externally validated labelling initiatives which can vary from region to region. Examples of these programmes are Keystone in the United States and the Choices International programme.

The Choices programme is supported by Unilever. This programme provides a front-of-pack logo (Choices stamp) for healthy choices which help consumers to quickly identify a healthy option at the moment of purchase. The Choices programme is an international programme, open to any food company, and governed by the Choices International Foundation and national foundations. It is based on the latest scientific evidence and regularly reviewed by an independent scientific committee. The Choices programme was first introduced during 2006. Two years later the logo can be found in approximately 50 countries. Among the European countries in which the Choices-stamp



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is used are The Netherlands, Belgium, France, Germany, Poland and Czech Republic. For information on the qualifying criteria, please see [www.choicesinternational.org](http://www.choicesinternational.org).

For Unilever participating in the Choices programme means that products that are qualified against these independent scientific criteria as being a healthy option will be allowed to carry the Choice-stamp. These products may be considered as suitable to market to children between 6 (six) and 12 (twelve) years of age in case they are part of the target group.

### **Commitment on communications in schools**

#### Text of company commitment

Unilever will not promote any products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

#### Geographical coverage

The above commitment will apply in all 27 countries of the European Union as of 1 January 2009.

### **Link to further information**

[www.unilever.com](http://www.unilever.com)

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