

# The EU Pledge

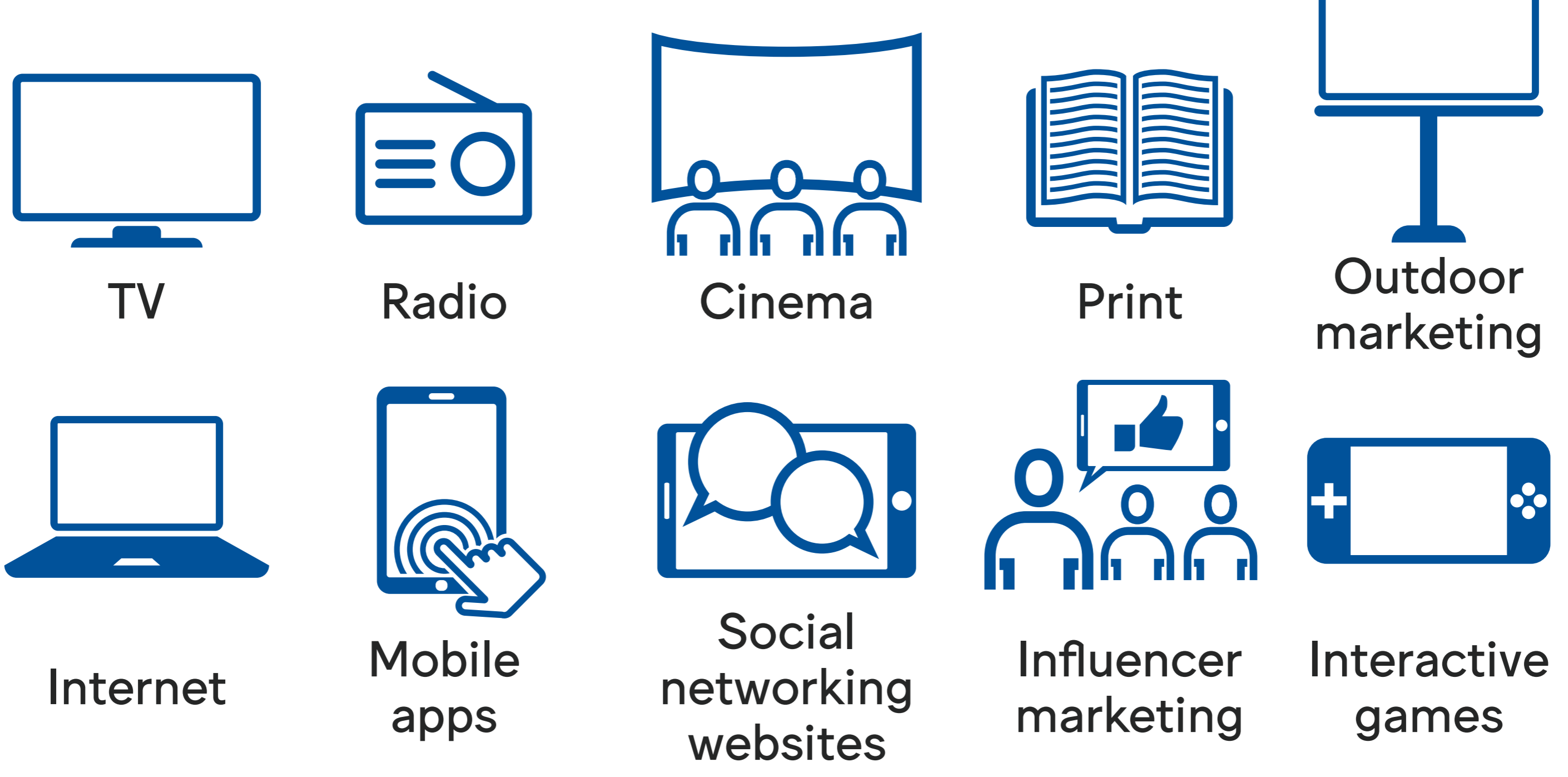


A voluntary initiative by **23 leading companies** to change **food advertising to kids**



Companies representing over **80%** of food ad spend in the EU

## The pledge covers



**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 13 year olds\***

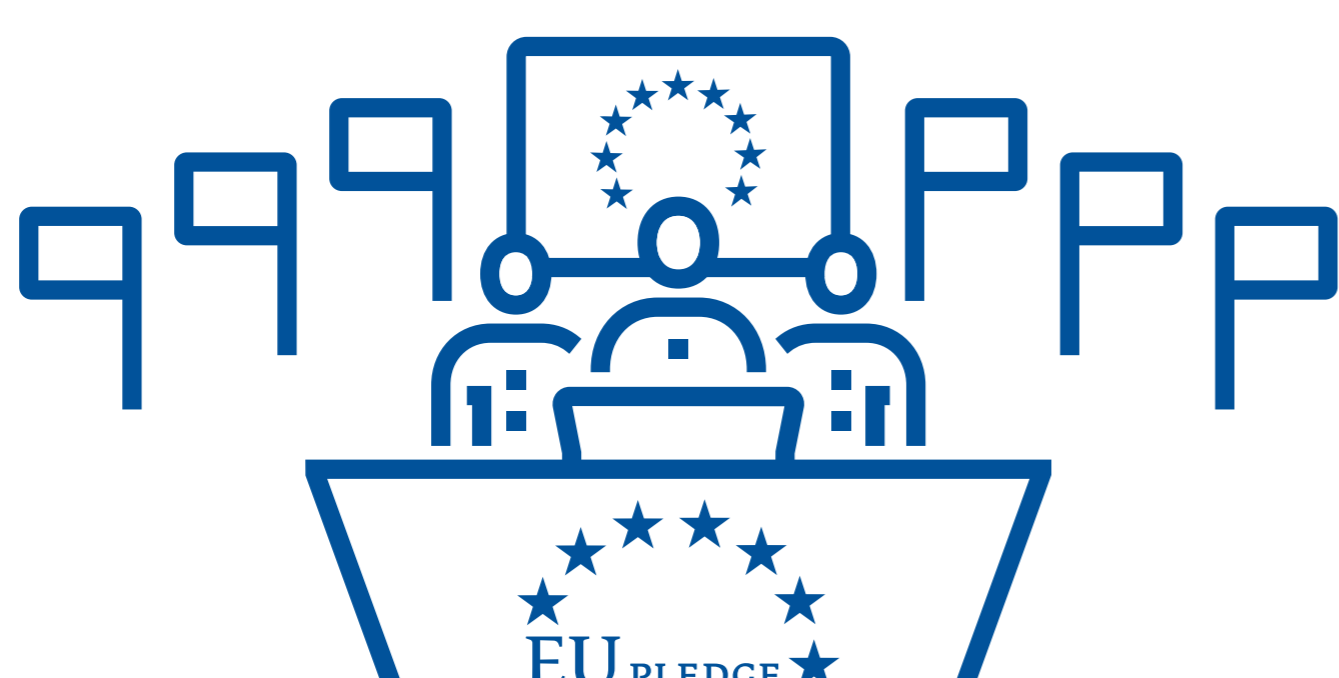


\*Common nutrition criteria are scientifically grounded and have been scrutinized and welcomed by non-industry experts, NGOs and the European Commission. They were renewed in 2021.

**Or not advertise any products at all to under 13 year olds**



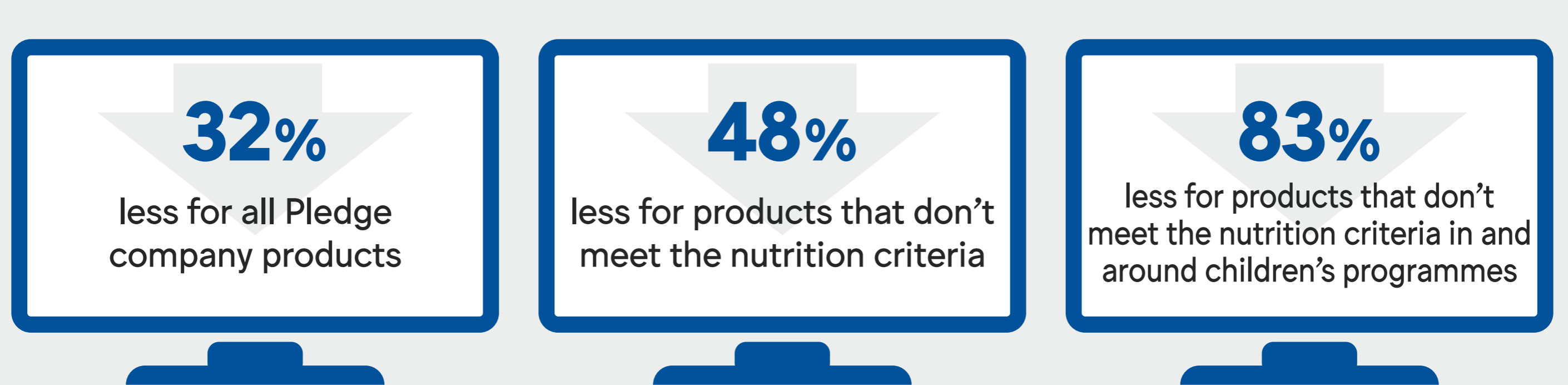
**A commitment by WFA to the European Commission**



**Monitored independently by**

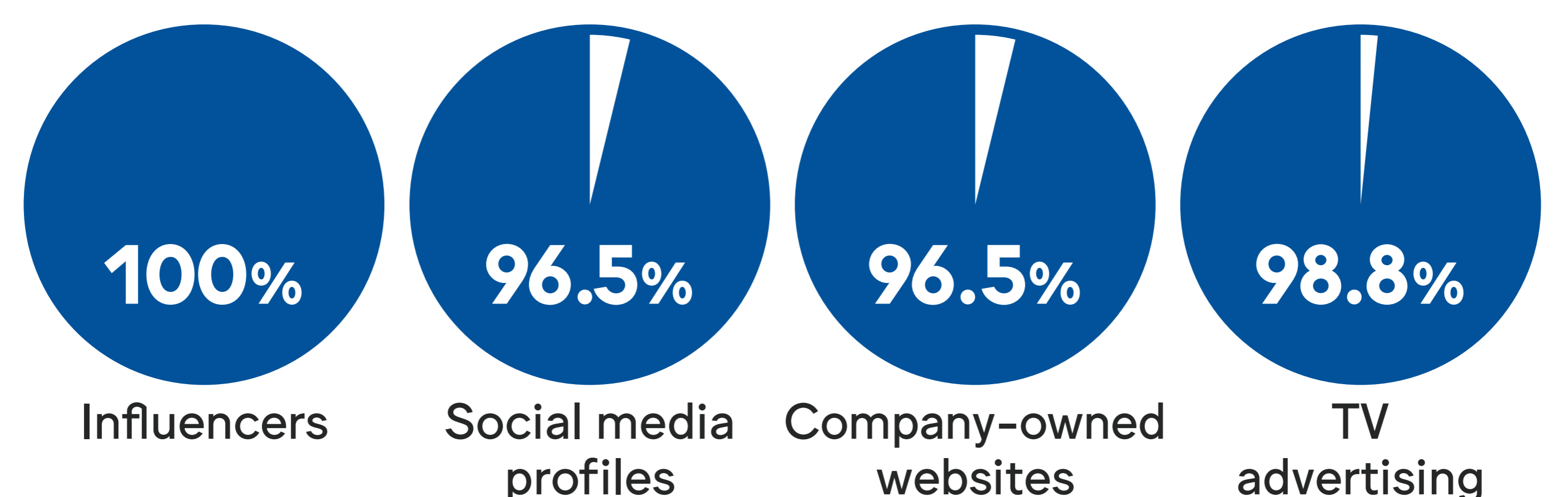


**Outcome: children see a lot less food and soft drink ads on TV\***



\*Average drop in exposure 2009-2014 compared to 2005

## 2021 compliance rates



**Exposure to online marketing of products high in fat, salt and sugar ('HFSS')\***

On average, a child is served only **one 'HFSS' ad per 450 websites visited.**

\*Based on Nielsen Avatar technology



## Complaints Mechanism

66 complaints adjudicated since the launch in 2018. Seen an ad which you think might be in breach of our commitment? Visit [www.eu-pledge.eu/content/contact-and-complaints](http://www.eu-pledge.eu/content/contact-and-complaints)

More information and full results at [www.eu-pledge.eu](http://www.eu-pledge.eu)

An initiative of

