

The EU Pledge

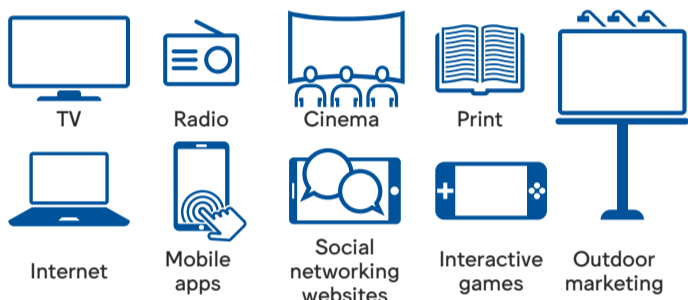


A voluntary initiative by **22 leading companies** to change **food advertising to kids**



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 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



A commitment by WFA to the European Commission



Monitored independently by

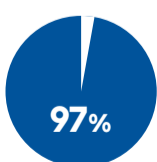


Outcome: children see a lot less food and soft drink ads on TV*

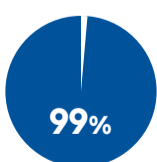


*Average drop in exposure 2009-2014 compared to 2005

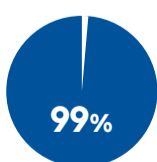
2018 compliance rates



Social media profiles



Company-owned websites



TV advertising

2018: launch of a Complaints Mechanism

Seen an ad which you think might be in breach of our commitment? Visit www.eu-pledge.eu/content/contact-and-complaints



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More information and full results at www.eu-pledge.eu

