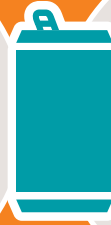


THE EUROPEAN SOFT DRINKS INDUSTRY AND BALANCED LIFESTYLES

The soft drinks industry has taken significant steps to support people in making balanced lifestyle choices. It provides a range of product formulations and packaging formats that allow people to choose a drink to suit their lifestyle and energy needs.



Products are available with or without sugar or with reduced calories.



They are offered in a range of different sizes from packs for sharing through to individual, on-the-go portions.



Clear information is provided on-pack so that people can make informed choices about the drinks they buy for themselves and their families.

TAKING OUR RESPONSIBILITY

The sector recognises that it has a fundamental obligation to behave responsibly in the sales and marketing of its products, especially when it relates to children under 12 years and our presence in schools.

Self-regulatory action has allowed UNESDA to deliver change fast and effectively. Our initiatives complement regulation and focus on three areas:

1



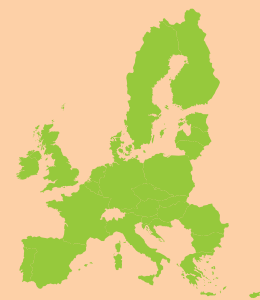
Commitments to the EU Platform for Action on Diet, Physical Activity and Health

2



Voluntary Codes for specific categories

3



Voluntary initiatives at National Level across Europe

1. Commitments to the EU Platform for Action on Diet, Physical Activity and Health

UNESDA is proud to be a founding member of the EU Platform for Action on Diet, Physical Activity and Health, the European Commission's multi-stakeholder platform to promote balanced diets and active lifestyles through self-regulation. Since 2006 UNESDA has made commitments to the Platform covering advertising and commercial communication, consumer information and availability and choice right across the EU28.

UNESDA goes beyond the Platform requirements to monitor commitments on an annual basis and regularly appoints independent, third parties including PriceWaterhouseCoopers to audit its compliance with the commitments it has made. And have we been successful? Don't just take our word for it. External auditors place our compliance rates at between 82-100% on each of our commitments.

COMMITMENT: NO ADVERTISING TO CHILDREN UNDER 12

2006

In 2006 the industry committed to not advertise to children under 12 years of age across all media (Broadcast, print, online). The commitment applied when 50% or more of the total audience is comprised of children under 12.



BROADCAST



PRINT



ONLINE

SO HOW DID WE DO?*

RESULTS: Third party auditing demonstrates compliance rates of:

100%



no advertising to under 12's in print media, online media or social media

99%



no advertising to under 12's on TV

95%



no advertising appealing to children under 12 on company-owned websites

in 2014 EU children were exposed to



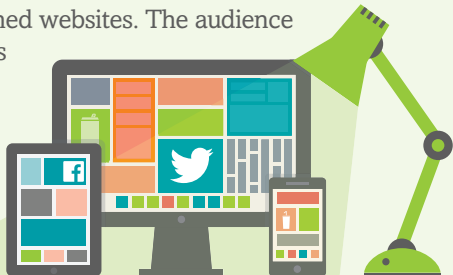
88% less

advertising around children's programmes compared with 2005

*Source: Xtreme Information

In 2010, recognising new technology developments in the digisphere, the scope of the commitments was extended to cover both social media and company-owned websites. The audience threshold was tightened to apply when 35% or more comprises children under 12.

2010



COMMITMENT: NO PRESENCE IN PRIMARY SCHOOLS

Signatories to the UNESDA commitments have no presence in primary schools across the EU:

- No sales of soft drinks
- No advertising or marketing
- No commercial activity



RESULTS:

95%

of primary schools are compliant with these commitments

COMMITMENT: RESPONSIBLE BEHAVIOUR IN SECONDARY SCHOOLS

In secondary schools signatories to the UNESDA commitments pledge:

Vending machines are unbranded and carry no logos or commercial communications



88%

of secondary schools are compliant

A full choice of products is available including no and low sugar varieties, waters and juices



84%

of secondary schools are compliant

Parents and teachers are involved in the choice of products available



82%

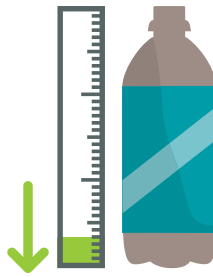
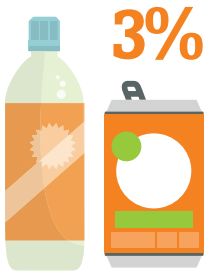
of secondary schools are compliant

COMMITMENT: PROVIDE CHOICE AND AVAILABILITY

Signatories to the UNESDA commitments offer:

A full range of products including no and low calories varieties so that people can choose a product to suit their lifestyle and energy needs

A range of packaging formats and sizes to suit every drinking occasion – including individual packs that provide just one serving



Soft drinks contribute just **3%** of daily calories in the average European diet

No and low sugar varieties are widely available and account for up to **30%** of sales in some EU markets*

Between 2000-2013 the average calories per 100ml of soft drinks has declined by **11.5%***

30 different single-serve packs are now available in a variety of recyclable packaging options including cans, PET and cartons*

Between 2000-2013 the availability of pack sizes smaller than 330ml increased by **150%***

Source: FAO Statistics: national intake survey data

*Source: Canadean

The impact of our actions has been to reduce calories across our products enabling consumers to choose from a range of products tailored to their lifestyle needs.

COMMITMENT: CALORIE INFORMATION FRONT OF PACK

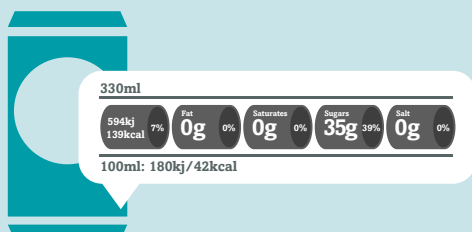
Our products go beyond EU legal requirements and carry front of pack calorie labelling per serving as well as per 100ml

They also carry clear labelling on pack allowing people to make informed choices about the drinks they buy for themselves and their families

RESULTS:



Education and information are the key to encouraging balanced diets and healthy lifestyles and we do the maths for you



NUTRITIONAL INFORMATION TYPICAL VALUES			
Per	100ml	330ml	(%*)
Energy:	180kJ 42kcal	594kJ/ 139kcal	(7%)
Fat:	0g	0g	(0%)
of which saturates:	0g	0g	(0%)
Carbohydrate:	10.6g	35g	(13%)
of which sugars:	10.6g	35g	(39%)
Protein:	0g	0g	(0%)
Salt:	0g	0g	(0%)

2. Self-regulation in the form of voluntary codes for specific categories

UNESDA has created voluntary codes on the labelling and promotion of Energy Drinks and Energy Shots.

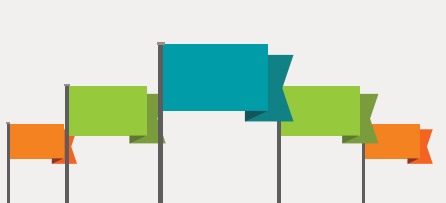
The codes go beyond EU legislation on Energy drinks and bind UNESDA members to the responsible sales and marketing of these products. In particular the codes stipulate:

- ✓ No marketing to children
- ✓ No samplings close to primary or secondary schools
- ✓ No promotion or claims as to the mixing of energy drinks or shots with alcohol


On labels, in addition to the required wording under EU law - *'High caffeine content. Not recommended for children or pregnant or breast-feeding women'* – the UNESDA code requires labels to state *"Consume moderately"* or similar wording. Off-pack, comprehensive information on products will also be made available to consumers.



3. Voluntary initiatives at national level



In countries right across the EU28, soft drinks companies have taken proactive steps to behave responsibly in the market place.



Diets and lifestyles differ widely across the EU and the host of national initiatives are tailored to the local situation. They address specific concerns and issues and in many cases adapt the UNESDA commitments to the national context.



GOVERNMENT APPROVED

Many of the voluntary initiatives have been taken in cooperation with national governments and are the result of industrywide discussions.

KEY ACTIONS INCLUDE:



Commitments to reduce sugar and calories through reformulation and promotion of no and low calorie options

Responsible behaviour in schools



Responsibility deals across the wider food and drink industry to promote balanced diets and active lifestyles

No marketing to children under 12



Additional voluntary initiatives continue to be introduced in countries across Europe