



Ferrero's Statement

Ferrero has always encouraged a healthy lifestyle, especially for young people, based on physical activity and a responsible consumption of its products.

This commitment is, inter alia, demonstrated by:

- mainly targeting our commercial communications to parents, in order to support their crucial role in educating their children to a balanced diet and a healthy lifestyle;
- providing parents with products whose portion sizes allow them to ensure a balanced consumption by their children.

Obesity is a complex and multi-factorial issue, resulting from a combination of different causes, such as genetic predisposition, unbalanced diet, socio-economic factors and, most of all, sedentary lifestyle. In the context of the current obesity debate, adequate attention should be drawn to the equation energy-in energy-out. Industry has acknowledged the relevance of this factor and undertaken a series of actions, including programmes aimed at promoting physical activity and a healthy active lifestyle, especially amongst children.

The food industry has a role to play, namely by supporting public education programmes endorsed by relevant institutions and governments. EPODE ("*Ensemble, prévenons l'obésité des enfants*"), initially launched in some selected French villages, provides precisely this kind of opportunity, as it is supported by both public and private entities, with different fields of action. The programme itself is run by public authorities, while private partners do not interfere with the planning and execution. For the above reasons, in the framework of the European platform on "Diet, Physical activity and Health", Ferrero committed to supporting the EPODE Programme as well as the European Epode Network (EEN), launched with the support of DG Health and Food Safety of the European Commission in order to strengthen the public-private

partnership with social value and provide a more formal structure for sharing best practices, so as to allow for a wider application of the EPODE Programme.

FERRERO's commitment to support EPODE includes the following:

- contributing to the funding of the activities of EPODE in France (since 2006), as well as the implementation of community-based interventions in the additional countries where the Programme was subsequently launched: Belgium (VIASANO) since 2007, Spain (THAO) since 2008, The Netherlands (JOGG – Breda) since 2012;
- since 2012, contributing to the funding of the major project of EEN platform, called "EPHE - EPODE for the Promotion of Health Equity". This three-year project focuses in particular on socio-economic inequalities, with the objective of decreasing the risk of conditions related to poor diets and sedentary lifestyles in families in 7 European countries. In 2014, Ferrero's contribution to EPHE helped to cover activities such as: the coordination of the project, including an overall strategic, technical and administrative management, support research activities of the university teams involved in the project, organisation of committee meetings and workshops, administration of the website, dissemination of newsletters and communication materials, interventions in congresses and conferences.



Mars' Statement

Why is Mars interested in the EPODE approach?

At Mars, one of the world's largest food companies, we make great-tasting products that people feel confident about eating and feeding to their families and family pets. By delivering brands that consumers and even pet owners love, we have continuous opportunities to learn and to grow based on our consumers' feedback. Success for Mars, Inc. is to create mutual benefits for others –our associates, suppliers, partners and the communities where we operate. We embrace our responsibility to continually improve our great-tasting products and deliver more healthy food, advance nutritional research, promote oral health, and support programmes that encourage active lifestyles and healthy balanced diets.

In this context, Mars is fully supportive of the EPODE approach to tackle childhood obesity because of its focus on communities and its being inclusive, holistic and impactful.

Inclusive: because it involves all key local community players (e.g. –schools, families, public authorities, local medical professionals, etc.).

Holistic: because it seeks to influence positive behavioral change through a global community approach including education enshrined in real life situations.

Impactful: because the proven success of the initial 1992 programme in 2 small villages (Fleurbaix and Laventie) in the North of France is delivering a significant decrease in obesity and overweight levels and has been replicated in more than 220 towns across Europe.

Why is Mars supporting the EPODE European Network (EEN) and Epode for the Promotion of Health Equity?

Consumers are able to enjoy Mars brands in every European country. Our ambition is to play our part in addressing one of society's current challenges: reducing obesity. To this end, we have been continuously improving our products and offering healthier options, engaging in responsible approaches to marketing and labelling, promoting the oral health benefits of sugar-free gum, advancing nutritional research, and supporting programmes that encourage active lifestyles and healthy diets. This multi-faceted approach by its very nature is pan-European.

Supporting an effective and proven impactful community-based programme such as EPODE across Europe is a natural application of our efforts to drive positive changes in the lives of our consumers.

EPODE is an important programme for Mars to support. It has demonstrated success, and it leverages a framework that is built on tackling obesity through a holistic approach that combines individuals and communities. Furthermore, the EPODE model is being extended outside of Europe so its key lessons can be applied globally, making EPODE not only a programme of European relevance but also of international significance.

This support is in line with Mars activities to promote health and well-being.

Mars activities and dedication are illustrated by commitments in the Consumer Goods Forum (CGF), the International Food and Beverage Alliance (IFBA) or actions through FoodDrinkEurope. Similarly Mars is contributing to the success of the EU platform on "Diet, Physical Activity and Health". This platform has also highlighted the need for public and private sector to work in partnership. EPODE for the Promotion of Health Equity project is focusing its scope with clear intentions and we are confident that it will be as successful as it already is.

You can find more information about Mars activities on our website: <http://www.mars.com/global/about-mars/principles-in-action.aspx>



Danone's Statement

Underpinning Danone's mission "to bring health through food to as many people as possible" is our belief that good health is everything to all of us and that food is health's most significant partner: healthy dietary habits are an essential part of life to build and maintain our well-being.

At Danone, we stand next to our employees and our consumers in their quest for good health, by encouraging diets and lifestyles that will benefit people most. We will stand for the widest range of products and services to feed the needs and wishes of every person at every key stage of life, encouraging balanced nutritional habits or delivering specific health benefits.

Danone's five fundamental commitments related to health and nutrition are:

1. to offer products tailored to nutritional needs and recommendations, tastes and incomes;
2. to develop products with relevant, scientifically proven health benefits that meet real nutritional needs;
3. to provide consumers clear information, and advertise responsibly;
4. to promote healthy diets and lifestyles;
5. to address and help resolve major societal challenges on health and nutrition.

Danone has developed its own educational programmes in collaboration with academic and/or governmental partners (like "Mum, Dad, I prefer water" and "Eat like a champ"), and also supports projects like for example the EPODE for the Promotion of Health Equity (EPHE).

Furthermore Danone continues to invest in research to understand eating practices and the necessary dynamics to promote healthy diets and healthier eating behaviors.

We believe that an in-depth understanding of people’s dietary habits and the proven benefits of healthier diets is a prerequisite when promoting them.

In this context Danone established (2009) the Hydration for Health Initiative (www.h4hinitiative.com) to help advance science and education and to raise public awareness on the correlation between good hydration and good health. As science progresses, good hydration –drinking water in particular– proves to be an important (but often forgotten!) factor in the prevention of certain important diseases like chronic and acute kidney disease and obesity.

Why Danone decided to support the EPHE project

Overweight and obesity as well as global health issues are increasingly growing. They have multifactorial and interconnected origins but an unhealthy lifestyle and unbalanced diet can have a direct impact on the increase of these non-communicable diseases.

While both science and public debates on the causes and possible solutions of obesity and overweight progress, Danone believes the issue requires urgent multi-stakeholder action: reversing the obesity epidemic will only be achieved if academics, NGOs, policy makers, local communities and private partners like Danone work together.

EPODE for the Promotion of Health Equity (EPHE) is currently the most significant public-private partnership in Europe to help tackling the rising levels of overweight and obesity. Key success factors of the EPHE project are its pragmatic (replicable) approach, its proximity to local communities and the passion and dedication of its local “ambassadors”.

Our shared health conviction, our many shared values and the belief that we could add genuine value to the project through our specific knowledge and expertise convinced Danone to join the EPHE initiative when it was launched in 2013.