

EN
E-004450/2017
Answer given by Mr Andriukaitis
on behalf of the Commission
(11.8.2017)

The Commission established already in 2007 a coherent and comprehensive EU Strategy on Nutrition, Overweight and Obesity-related Health Issues¹ which recognises the need for a multi-faceted approach.

More particularly as regards children, the High Level Group for Nutrition and Physical Activity² agreed in 2014 an Action Plan on Childhood Obesity³ which includes voluntary actions on reducing the exposure of children to aggressive marketing of unhealthy foods. One implementing instrument of the Action Plan is the Joint Action on Nutrition and Physical Activity⁴ under which Member States can share good practices and develop tools.

The 2017 Council conclusions on halting the rise in childhood obesity⁵ invite Commission and Member States to take measures to reduce the exposure of children to marketing, advertising in any media and sponsorship, of foods high in energy, saturated fats, trans-fatty acids, sugar and salt.

The EU Platform for Action on Diet, Physical Activity and Health⁶ has developed 36 commitments⁷ on marketing and advertising, of which 14 are currently ongoing. The EU Pledge⁸ is a commitment whereby food companies have agreed not to advertise to children under the age of 12.

Article 9(2) of the Audiovisual Media Services Directive⁹ obliges the Commission and the Member States to encourage media service providers to develop codes of conducts on advertising of unhealthy foods to children. A revision of the Directive is currently being discussed by the inter-institutional trilogue.

Finally, the Commission is funding projects related to food marketing and advertising to children, under the Health Programme (2014-2020)¹⁰ and the Framework Programme for Research and Innovation Horizon 2020 (2014-2020)¹¹.

¹ http://ec.europa.eu/health/nutrition_physical_activity/policy/strategy_en

² http://ec.europa.eu/health/nutrition_physical_activity/high_level_group/index_en.htm

³ http://ec.europa.eu/health/nutrition_physical_activity/docs/childhoodobesity_actionplan_2014_2020_en.pdf

⁴ <http://www.janpa.eu/>

⁵

<http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ%3AC%3A2017%3A205%3A0046%3A0052%3AEN%3APDF>

⁶ http://ec.europa.eu/health/nutrition_physical_activity/platform/index_en.htm

⁷ http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/dsp_list.cfm

⁸ <http://www.eu-pledge.eu/>

⁹ <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32010L0013&from=EN>

¹⁰ http://ec.europa.eu/health/programme/policy_en

¹¹ <https://ec.europa.eu/programmes/horizon2020/>