



DANONE

# Danone pledge on Marketing to children

DECEMBER 2019

In accordance with its mission to “bring health through food to as many people as possible”, Danone’s portfolio is focused on products that support health and wellbeing, and that are recommended for daily consumption. We are committed to a long-standing approach of making gradual, carefully designed nutritional adjustments that are welcomed by consumers.

Danone strongly believes that it is crucial to encourage children to enjoy a healthy diet and active lifestyle from an early age in order for habits to be sustained into adulthood. Parents play a crucial role in children's food choices and eating habits and, therefore, our marketing communications will support the role of parents in guiding healthy diet and lifestyle choices.

Danone fully acknowledges the need for promoting healthier lifestyles and believes in harnessing the power of brand and product communications to make healthy products desirable and drive healthy choices.

Danone is committed to acting responsibly in all our communications, which must be honest, truthful, not misleading, and not condone or encourage harmful, unbalanced or unhealthy behaviors. With regard to children, Danone recognizes and supports the World Health Organization’s Set of Recommendations on food and non-alcoholic beverage marketing to children, which are reflected in this pledge.

Danone is further committed to complying in all of our communications to consumers with the Codes of the International Chamber of Commerce (ICC). This includes the ICC Framework for Responsible Food and Beverage Marketing Communications (2012), which forbids, among other things, undermining the promotion of healthy lifestyles and parental authority, creating a sense of urgency, encouraging peer power or misleading children using fantasy.

In addition, Danone is a signatory to the International Food and Beverage Alliance’s (IFBA) global policy on responsible marketing communications to children and participates in voluntary pledges at a regional and local levels, wherever such programs are compatible with the Danone Pledge.

Danone’s marketing communications must comply with all applicable laws governing marketing communications to children. If applicable laws set stricter requirements than the Danone Pledge, they will take precedence.

# Our General principles

The following general principles will apply globally to Danone marketing communications to children<sup>1</sup> under the age of 12

1

Marketing communications directed to children<sup>1</sup> below 12 years of age can only be for products that achieve the Danone Pledge Nutrition Criteria<sup>2</sup>, which take precedence over any voluntary local standards that are less stringent.

2

We encourage children's hydration through direct marketing communications of plain water brands.

3

We do not direct any marketing communications<sup>1</sup> for Aquadrinks<sup>3</sup> to children below 12 years of age.

# Specific provisions

The following specific provisions will apply globally to Danone marketing communications to children<sup>1</sup> under the age of 12

## LICENSED CHARACTERS, CELEBRITIES, INFLUENCERS AND PREMIUMS

- We will only use licensed characters, movie tie-ins, celebrities, influencers<sup>4</sup> and premiums primarily appealing to children under the age of 12 in conjunction with products that achieve the Danone Pledge Nutrition Criteria<sup>2</sup> in marketing communications to children<sup>1</sup>.
- We will strive to use owned brand-equity, licensed characters or premiums primarily appealing to children under the age of 12 to support the promotion of healthy, balanced diets and lifestyles, to promote positive values and/or to help children to develop specific skills or positive attitudes.

## PACKAGING, POINT OF SALE

- Licensed characters, movie tie-ins, celebrities and premiums primarily appealing to children below 12 years of age can only be used for marketing communication on packaging and at the point of sale (excluding ordinary display)<sup>5</sup> in connection with products that meet specific Nutrition Criteria<sup>6</sup>.

## SCHOOLS AND PLACES WHERE CHILDREN GATHER

- We will not engage in product marketing communications<sup>1</sup> in and near Primary schools nor in Secondary schools, but we will encourage children's hydration through direct marketing communication of plain water brands.
- We will only participate in educational programs aimed at children under the age of 12 and engage in product sampling where specifically requested by, or agreed with, the school administration for educational purposes. In that case, only products complying with Danone Pledge Nutrition criteria<sup>2</sup> can be used. Any tools that may be developed in this regard must have an explicit educational purpose and content.
- We will only engage in product marketing communications or in product sampling in childcare centers, family and child services with products complying with Danone Pledge Nutrition criteria<sup>2</sup> and in consultation with the management of these settings.

## DATA COLLECTION

- Danone recognizes the importance of protecting privacy. We are committed to complying with all applicable data privacy laws and regulations.

# Monitoring & reporting

Danone will develop detailed implementation guidance to ensure the application of this pledge. All Danone marketing staff will receive training to facilitate compliance.

This pledge will be referenced in all Danone contracts with relevant external partners, such as marketing, communication and media agencies.

Danone will monitor compliance with this pledge on a regular basis to ensure its application globally, through a mix of internal auditing and external auditing by qualified independent third parties.

Danone will publicly report on the results of the monitoring on an annual basis.



# Definitions

## 1 MARKETING COMMUNICATIONS DIRECTED TO CHILDREN

- Refers to paid and unpaid communications developed by Danone with the intention of promoting its products to children under the age of 12 using TV, radio, print, cinema, online (on all digital platforms, including company-owned websites and company-owned social media profiles), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing, mobile and SMS marketing.
- Danone marketing communications are considered to be addressed to children under the age of 12 when these represent at least 30% of the audience. Where adequate data are unavailable, we will ensure that marketing communications for products that do not meet the nutrition criteria will not be designed to appeal primarily to children under the age of 12, based on the overall impression of the creative execution.

## 2 DANONE PLEDGE NUTRITION CRITERIA

- It refers to statutory provisions, national guidelines or widely accepted common industry nutrition standards in place regionally or locally.
- In the absence of such standards, the EU Pledge common nutrition criteria will apply (see table).
- The following nutrition criteria will be used globally for plant-based products (see table).

*From January 2021*

- The EU Pledge common nutrition criteria - with a lower threshold for total sugars for dairy products (11,5g/100g) - will apply to all marketing communications to children globally, substituting any voluntary local standards that are less stringent (see table).

Category of products	Date	Energy	Sugars	Sodium	Sat fats	Components to encourage
DAIRY (EU Pledge criteria)	From 2020	≤170kcal /portion	≤12,5g/100g <sup>a</sup>	≤160mg/100g	≤2,6g/100g	<ul style="list-style-type: none"> <li>• Protein: &gt;12 E% or &gt;2g /100g or 100ml and/or</li> <li>• At least 1 source of: Ca or Vit D or any Vit B</li> </ul>
	From 2021		≤11,5g/100g <sup>b</sup>			
PLANT-BASED	From 2020	≤170kcal /portion	≤10g/100g	≤120mg/100g	≤2g/100g	At least 2 sources of : <ul style="list-style-type: none"> <li>• Fibers or</li> <li>• Calcium or</li> <li>• Vit D or</li> <li>• Any Vit B or</li> <li>• Protein: &gt;12 E% or &gt;2g/100g or 100ml</li> </ul>

In Africa, the EU Pledge common nutrition criteria for dairy products with a total sugars threshold of (a) 13,5 g/100g, (b) 12,5 g/100g will apply.

### **3 AQUADRINKS**

- Water based beverage low in energy.

### **4 INFLUENCERS**

- An influencer is an independent third-party endorser who shapes audience attitudes through blogs, posts, tweets, and the use of other social media (European Advertising Standards Alliance – EASA - definition)
- In order to determine whether the influencer’s communication is a commercial communication (influencer marketing), as opposed to user-generated content, we will follow the EASA Best Practice Recommendation with regard in particular to the two defining conditions of editorial control and compensation, in absence of local specific legislation or guidance.
- Clear disclosure (visual and audio) about the promotional nature of the content will be inserted.

### **5 POINT OF SALE EXCLUDING ORDINARY DISPLAY**

- This does not include ordinary display of products in store/at point of sale, i.e. the display of products on shelves, at checkouts or in the aisles of the store, as well as materials that are not within the control of Danone in retail premises where Danone products may be sold by third parties.

### **6 PACKAGING, POINT OF SALE: SPECIFIC NUTRITION CRITERIA**

Licensed characters, movie tie-ins, celebrities and premiums primarily appealing to children below 12 years of age can only be used for marketing communication on packaging and at the point of sale (excluding ordinary display)<sup>5</sup> in connection with:

- Products meeting Danone Pledge Nutrition criteria<sup>2</sup>
- Aquadrinks that contain less than 5 g/100 g of total sugars and less than 12,5 g/serving. From 2021, a lower threshold for total sugars will apply – 3,6 g/100g and 9 g/ serving.



**DANONE**

DECEMBER 2019