Call for Action “Together for more balanced diets”

Questions and Answers

1. What is the Call for Action “Together for more balanced diets”?
   The Call for Action “Together for More Balanced Diets” is an initiative, launched by FoodDrinkEurope, which aims to bring together different partners to work towards the common objective of helping European consumers to have more balanced diets.

2. What is the objective of the Call for Action?
   The objective of the Call for Action is to build further momentum to help the European population eat more balanced diets and, as part of this, to contribute to decreasing its energy intake by 10% by 2020; it also aims to optimize, where possible, the nutritional composition of European foods and drinks and diets more generally.

   It must be noted that the concept of balanced diets is broader than energy balance only, and that other important areas (such as the promotion of fruits and vegetables, hydration, wholegrains, vitamins and minerals, healthy ageing, etc.) are important to be pursued as well as part of the overall objective.

3. Who are the partners involved in this initiative? Which organisation will lead the Call for Action?
   The Call for Action is open to all parties that are willing to pursue and contribute to the objective, including private actors, as well public authorities and non-governmental organizations. The Call for Action recognizes that each actor can contribute, in his or her own way, to help Europeans consume more balanced diets. All the partners take shared responsibility and ownership over the initiative. FoodDrinkEurope is only the initiator of the project.

4. Why a Call for Action?
   Despite progress in some countries and in some (sub-)population groups, the prevalence of obesity and overweight in Europe remains high. Alongside healthy and active lifestyles, nutritionally balanced diets are key to good health. FoodDrinkEurope acknowledges that the food and drink manufacturing industry has an important role to play in promoting balanced diets and some impressive projects have seen successful

---

1 Baseline 2010, with evaluation for possible extension to 2025

Avenue des Nerviens 9-31 - 1040 Brussels - BELGIUM - Tel. +32 2 514 11 11
info@fooddrinkeurope.eu - www.fooddrinkeurope.eu - ETI Register 75818824519-45
results. However, more and accelerated progress can be achieved if the industry and the other stakeholders join forces and co-operate.

5. **Why should my organisation join the Call for Action?**

Obesity and non-communicable diseases are everyone’s responsibility. There is no “one-size-fits-all” solution and no “silver bullet”. This is why today’s societal challenges related to nutrition and health can be better tackled through a multi-stakeholder approach and by means of a holistic set of complementary actions, transcending political positions and truly start joining forces where interests are aligned. We need to work together to accelerate progress. Only through collaboration we can achieve greater results.

The Call for Action will provide the opportunity to organisations active in the area of nutrition and health to provide more visibility at EU level of their work and find synergies with other partners.

6. **What will FoodDrinkEurope members do to achieve the objective of the Call for Action?**

Over the past decade, FoodDrinkEurope and its members have deployed a wide range of actions at local, national and European level to promote good nutrition and health. Building on prior and ongoing work, food and drink manufacturers will continue their efforts to contribute to more balanced diets, in particular by focusing on product formulation and innovation (including portion sizes and portion control), consumer information and awareness raising of the importance of balanced diets. Ongoing activities can amongst others be found on FoodDrinkEurope’s [Eat & Live Well](#) website.

7. **How can other stakeholders contribute to the Call for Action?**

Each stakeholder has a role to play to support the achievement of the objective. For example, food chain actors can work together to optimize the nutritional composition of food, drinks, menus and diets, and provide a wide variety of products that meet consumers’ needs in terms of nutritional quality, safety, taste, affordability and convenience, while the medical community and non-governmental organizations could increase awareness and disseminate information about balanced diets. Likewise, public authorities could further contribute to the objective by monitoring and measuring progress on dietary consumption intakes, by facilitating further investment in research and innovation (e.g. on consumer behavioural change) and by making the regulatory and policy framework more conducive to research and innovation.

8. **Who will monitor the progress of this initiative?**

Through the launch of the Call for Action, FoodDrinkEurope also calls on public authorities to provide the necessary support for monitoring and measuring progress on dietary intake and consumption in a co-ordinated way that allows for comparable results across the European Union. Such collaborative initiatives have been undertaken in a few EU Member States, e.g. in Ireland and Belgium.
9. What is the difference between the Call for Action and FoodDrinkEurope’s Framework Commitment in the EU Platform for Action on Diet, Physical Activity and Health (DPAH)?

The “Framework Commitment” provides a broad picture of existing actions undertaken by FoodDrinkEurope members in a wider range of areas related to health and nutrition. The Call for Action on the other hand is a forward-looking plan to gather all the different actors - from the private and public sector alike - to work together towards a common objective.

***