PROMOTING HEALTHY EATING HABITS DURING THE WORKING DAY: THE FOOD* PROGRAMME

* Fighting Obesity through Offer and Demand

WHY A EUROPEAN PROJECT?

Obesity is the greatest public health challenge of our century

Obesity-related deaths are occurring three times more than fatalities related to malnutrition and starvation.

Obesity is a risk factor for numerous health problems:
- Physical disabilities
- Psychological problems
- Non Communicable Diseases: Hypertension, high cholesterol, diabetes, cardiovascular diseases, respiratory problems (asthma), musculoskeletal diseases (arthritis) and some forms of cancer.

Obesity is responsible for 10–13% of deaths.

Obesity has an impact on workforce productivity.

NEED FOR ACTION

The European Union objectives and work plan

Through the Health and Consumers Directorate General (DG SANCO), many structures and instruments have been launched to address poor nutrition and health determinants:
1. European Platform for Action on Diet, Physical Activity and Health
2. High Level Group on Nutrition
3. Public Health Programme

Edenred’s commitment

The Ticket Restaurant® has been the flagship solution of the Group for 60 years. It enables workers to access food during their working day. Thus, the CSR strategy has naturally focused on access to healthy eating.

FOOD was launched as a pilot-project in 6 countries.

ACTION ➔ FOOD

2009
FOOD was launched as a pilot-project in 6 countries

2012
It became a long-term programme thanks to the good results and strong motivation of the partners. New countries and partners have already joined.

In Europe:

52% overweight or obese

Obesity is responsible for more than half (52%) of the adult population in the European Union are overweight or obese.

Obesity-related deaths are occurring three times more than fatalities related to malnutrition and starvation.

Obesity is a risk factor for numerous health problems:
- Physical disabilities
- Psychological problems
- Non Communicable Diseases: Hypertension, high cholesterol, diabetes, cardiovascular diseases, respiratory problems (asthma), musculoskeletal diseases (arthritis) and some forms of cancer.

Obesity promotes healthy eating habits during the working day by strengthening the interaction between the offer and the demand sides.

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The project partners and countries (2009 - 2011)

- The External Advisory Board
  - Prof. Ambroise Martin, Medical School of Lyon

From 6 project countries to 8 programme countries (since 2012)

- The External Advisory Board
  - Prof. Ambroise Martin, Medical School of Lyon

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**THE TARGET GROUPS IN THE 8 COUNTRIES**

- **200 000 companies**
- **430 000 restaurants**
- **6 millions employees**

The meal voucher network enables to communicate to the two main target groups in parallel, for a better impact and coherent action.
3 communication campaigns in restaurants and companies under the pilot project phase tools under the programme phase

**RECOGNITION OF ACTIONS AND RESULTS**

**RESULTS**

+170 communication tools in the participating countries

+58 conferences and events since 2009

**FOOD network** +2800 restaurants

The programme is being implemented in new countries with new partners

**RECOGNITION**

Presented as a prevention best practice at the XIX World Congress on Safety and Health at Work

Selected by the European Commission as best project funded under the second Health Programme 2008-2013

Winner of the Portuguese Nutrition Award 2013 in «Mobilization Initiative» category for the Alimentação Inteligente book directed at employees and general public

**THE METHODOLOGY**

1. **RESEARCH AND KNOWLEDGE**
   - An inventory of existing programmes
   - 70 programmes identified
   - A qualitative questionnaire
   - 60 restaurants interviewed in 12 countries

2. **COMMUNICATION CAMPAIGNS IN RESTAURANTS AND COMPANIES**
   - 102 tools under the pilot project phase
   - 170 tools under the programme phase

3. **ADAPTATION AND DISSEMINATION FOLLOWING THE EVALUATION**
   - 175 mystery visits in restaurants
   - 6185 mystery visits in restaurants
   - 325 return

4. **EVALUATION**
   - A quantitative questionnaire
   - 6 return

5. **RECOMMENDATIONS**
   - Made by the partners after the results and analysis of step 1
   - Around 16 recommendations per target group and per country
   - 6 common EU recommendations
   - 1 common EU recommendation

**PROGRESSION**

The methodology is followed by new countries entering the programme, with flexibility according to the data already available.

The evaluation under the programme continues with barometers common to all countries...

<table>
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<tr>
<th>Year</th>
<th>Expected min. return</th>
<th>Return</th>
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<tbody>
<tr>
<td>2012</td>
<td>3500</td>
<td>5224</td>
</tr>
<tr>
<td>2013</td>
<td>3300</td>
<td>4612</td>
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BE PART
OF THE FOOD
PROGRAMME

COMPANY
Enhance your Corporate Social Responsibility
Favour motivation and well-being of your employees
Fight against stress, absenteeism, presenteeism, turnover and disability

EMPLOYEE
Access to information, easy to find and rapid in use
Access to dedicated restaurants offering balanced meals
Overall, improve your quality of life

RESTAURANT
Answer the demand of your clients and attract new ones
Get more visibility for your commitment
Be part of a European network

More information: www.food-programme.eu

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Sources: DG SANCO / WHO Europe / OECD