

\* Fighting Obesity through Offer and Demand

**WHY A EUROPEAN PROJECT?**

**OBESITY IS THE GREATEST PUBLIC HEALTH CHALLENGE OF OUR CENTURY**

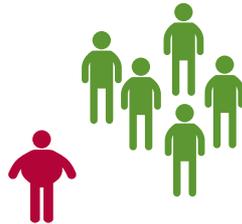
**Worldwide**



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.



**In Europe**

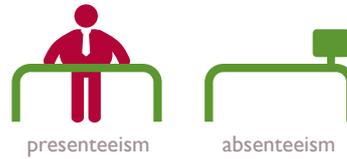


Obesity is responsible for 10–13% of deaths

More than half (52%) of the adult population in the European Union are overweight or obese

**52%**  
overweight  
or obese

**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.

**60** years : **40** countries

**ACTION → FOOD**

**FOOD promotes healthy eating habits during the working day by strengthening the interaction between the OFFER and the DEMAND sides.**



**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



# THE STRUCTURE OF FOOD

## A STRONG PUBLIC PRIVATE PARTNERSHIP

### The project partners and countries (2009 - 2011)

the External Advisory Board



- Prof. Ambroise Martin, Medical School of Lyon



**EDENRED - The national offices coordinate the project operations**

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



the External Advisory Board



- Prof. Ambroise Martin, Medical School of Lyon

## THE TARGET GROUPS IN THE 8 COUNTRIES



The meal voucher network enables to communicate to the two main targets groups in parallel, for a better impact and coherent action.

## THE METHODOLOGY

### 1 RESEARCH AND KNOWLEDGE

an inventory of existing programmes

**70** programmes identified



a quantitative questionnaire

return from



4528 399

a qualitative study

**60** restaurants interviewed in **12** countries

### 2 RECOMMENDATIONS

made by the partners after the results and analysis of step 1

Around **10 recommendations** per target group and per country

**6** common EU recommendations



**1** common EU recommendation



### 4 EVALUATION

a quantitative questionnaire



6185

return from



325

**175** mystery visits in restaurants



### 3 COMMUNICATION CAMPAIGNS IN RESTAURANTS AND COMPANIES

**102** tools under the pilot project phase

**170** tools under the programme phase

This 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...

2012



expected min. return

2013



return

...and mystery visits in restaurants

**15** per country per year

## RECOGNITION OF ACTIONS AND RESULTS

### RESULTS

**+170** communication tools in the

**8** participating countries

FOOD network

**+2800** restaurants

**+58** conferences and events since 2009

The programme is being implemented in **new countries**, with **new partners**

### RECOGNITION



Presented as a prevention best practice at the XIX<sup>e</sup> 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

# 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](http://www.food-programme.eu)

### Contact:

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Sources: DG SANCO / WHO Europe / OECD

