



Best-ReMaP

Healthy Food for a Healthy Future

D1.2 Meeting minutes of the 2nd Policy Decision Making Forum meeting

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Abbreviations

AVMSD	Audio-visual Media Services Directive
DG	Directorate General (European Commission)
EC	European Commission
EFSA	European Food Safety Authority
EU	European Union
F2F	Farm to Fork Strategy
HLG (N&PA)	High Level Group (on Nutrition and Physical Activity)
JA Best-ReMaP	Joint Action on implementation of validated best practices in nutrition (R eformulation, M arketing and public P rocurements)
JRC	Joint Research Centre
MS	Member State
NPM	Nutrient Profile Model
OECD	Organisation for Economic Co-operation and Development
PDMF	Policy Decision Making Forum
PFP	Public food procurement
SGPP	Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases (European Commission)
WHO	World Health Organization
WP	Work Package

Participants of the meeting

Altmayer Candice	Ioannidou Sofia	Recek Marjeta
Aszalós Albert Zoltán	Kovács Viktoria	Rippin Holly
Bica Margarida	Kvas Majer Tadeja	Rozman Natalija
Carrano Elena	Lindström Jaana	Salvador Clara
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Dakskobler Maja	Medico Maria Giulia	Silano Marco
Debeuckelaere Wim	Muc Magdalena	Tonello Samuele
Farpour-Lambert Nathalie	O'Dwyer Ursula	Vin Karine
Furtado Artur	Ožbolt Petra	Wollgast Jan
Gabrijelčič-Blenkuš Mojca	Petrovič Kristina	Zampieri Natalia
Grammatikaki Evangelia	Pisana Alice	
Heinen Mirjam	Raztresen Lea	

Meeting Scope

The main aim of Policy Decision Making Forum (PDMF) meetings is to inform PDMF Members about the Best-ReMaP progress and proposals of the institutionalised / legislative solutions. Depending on the nature of the proposals, meeting documents and agenda topics, the PDMF Members are asked **to provide critical feedback on the feasibility of implementation at national and EU level**, with a view to the achievement of the Best-ReMaP outcome and impact indicators as set out in the Grant Agreement.

Expected outcomes

Within PDMF meetings is expected to understand the actions within JA Best-ReMaP and **the alignment of its proposals of the institutionalised / legislative solutions with actions within individual DG** to maximise the usefulness and implementation of the JA Best-ReMaP's action prepared by joint effort of MSs.

Meeting Agenda

Time	Topic of discussion	Speakers
13:00 – 13:05	Introduction and welcome from the Best-ReMaP Coordinator	Mojca Gabrijelčič , Best-ReMaP Scientific Coordinator
13:05 – 13:20	Introduction of PDMF Members	PDMF Members
Presentation of JA Best-ReMaP's state of play emphasising on JA's outcome and impact indicators		
13:20 – 13:35	<ul style="list-style-type: none"> Report on reformulation monitoring: monitoring implementation, reformulation comparisons and reformulation impacts on nutrient intakes A harmonised EU Framework for Action on reducing unhealthy food marketing to children EU harmonised Framework for Action on Public Food Procurement 	Karine Vin , WP5 Leader Maria João Gregório and Ursula O'Dwyer , WP6 Co-Leaders Mojca Gabrijelčič , WP7 Leader and Wim Debeuckelaere , DG SANTE
13:35 – 13:50	Q&A, Joint discussion	PDMF Members and Best-ReMaP WP Leaders
13:50 – 14:05	<ul style="list-style-type: none"> Long-standing, sustainable Joint Research Centre (JRC) food database The Food system indicator <i>Annual reporting meetings with HLG on Nutrition & PA</i> 	Marco Silano , WP4 Leader and Eva Grammatikaki , JRC Marco Silano , WP4 Leader and Samuele Tonello , EuroHealthNet Mojca Gabrijelčič , Best-ReMaP Scientific Coordinator
14:05 – 14:20	Q&A, Joint discussion	PDMF Members and Best-ReMaP WP Leaders
14:20 – 14:30	<ul style="list-style-type: none"> Integration and sustainability plan (Report on sustainability and integration in national policies) - <i>zero draft</i> 	Marco Silano , WP4 Leader and Mojca Gabrijelčič , Best-ReMaP Scientific Coordinator
14:30 – 14:55	Joint discussion on alignment of Best-ReMaP's outcome and impact indicators and potential actions in the EU policy environment	PDMF Members and Best-ReMaP WP Leaders
14:55 – 15:00	Evaluation of the meeting	
15:00	End of the Meeting	

1 Introduction and welcome from the Best-ReMaP Coordinator

The 2nd JA Best-ReMaP Policy Decision Making Forum (PDMF) meeting was held on 12th of May 2022 from 13:00 to 15:00 CEST via Zoom application. It started with an opening and welcome note from **Mojca Gabrijelčič-Blenkuš** (National Institute of Public Health – NIJZ, Slovenia), JA Best-ReMaP's Scientific Coordinator.

It was highlighted that PDMF is a specific body within Joint Action (JA) and is expected to be the most powerful tool / mechanism to help understand if the solutions and proposals that the Member States (MS) are jointly producing within JA Best-ReMaP are useful for the implementation of the policy processes at the different DGs.

M. Gabrijelčič-Blenkuš continued with presenting the interlinks of policy and expert cycle, where JA Best-ReMaP is being located within public health layer, representing an implementing consortium not a scientific one. Nevertheless, JA Best-ReMaP is strongly built on science layer. Through the PDMF, JA Best-ReMaP consortium wants to establish the link with policy layer to understand what is needed for it to be implementable.

JA Best-ReMaP is a project strongly embedded in the interests of MS. It represents the implementation of the actions recognised and framed by the MS in the EU Action Plan on Childhood Obesity 2014 – 2020 with list of actions:

- Greek Presidency EU Council conclusions on nutrition and health;
- follow up to the JA JANPA, representing the sustainable implementation of the joint efforts;
- based on the transparently selected best practices. Steering Group on Health Promotion, Disease Prevention and Management of Non-Communicable Diseases (SGPP) started the collection of best practices (65) in 2018. Twelve best practices were selected by High Level Group on Nutrition and Physical activity (HLG (N&PA)) and presented at marketplace at Joint Research Centre (JRC) in Ispra. Three best practices were selected by members of the HLG.

The three best practices selected were joint in **the core Work Packages (WPs)** of JA Best-ReMaP:

- **WP 5** – EU Harmonised Reformulation and processed food monitoring
- **WP 6** – Best practices in reducing marketing of unhealthy food products to children and adolescents
- **WP 7** – Public procurement of food in public institutions – a pilot EU approach

Beside core WPs, there are **four horizontal WPs** of Joint Action Best-ReMaP:

- **WP 1** – Coordination
- **WP 2** – Dissemination
- **WP 3** – Evaluation
- **WP 4** – Sustainability and Integration in National Policies

M. Gabrijelčič-Blenkuš concluded her introduction with a short presentation of JA Best-ReMaP management structure with an emphasis on characteristics, objectives and working methods of PDMF, which is the main policy advisory board to the JA.

2 Introduction of PDMF Representatives

After the introduction and welcome from JA Best-ReMaP Coordinator, the presentation of PDMF Representatives followed.

Representing the European Commission, DG SANTE, DG-AGRI, Joint Research Centre (JRC) and European Food Safety Authority (EFSA) were present at the meeting.

DG SANTE

Mr Artur Furtado, Deputy Head of Unit C1: Health promotion, disease prevention, financial instruments, Directorate C: Public health

Mr Wim Debeuckelaere, Policy Officer at Unit D1: Farm to Fork Strategy, Directorate D: Food sustainability, international relations

Ms Natalia Zampieri, Legal and Policy Assistant from Unit C2: Health information and integration in all policies, Directorate C: Public health

Ms Alice Pisana from Unit C2: Health information and integration in all policies, Directorate C: Public health

DG-Agri

Ms Maria Giulia Medico, Senior Expert at Unit E3: Animal products, Directorate E: Markets

JRC

Mr Jan Wollgast, Project Officer - Scientific Research / Technical Scientific Research at Unit F1: Health in Society, Directorate F: Health, Consumers and Reference Materials

Ms Evangelia Grammatikaki, Scientific/ Technical Project Officer at Unit F1: Health in Society, Directorate F: Health, Consumers and Reference Materials

EFSA

Ms Sofia Ioannidou, Scientific Officer managing the EFSA EU Menu project and the FoodEx2 classification system of EFSA

Representing the previous EU Presidency, the following Ministries were present at the meeting:

Slovenian Ministry of Health

Ms Marjeta Recek, Head of Department for Health Protection

Slovenian Ministry of Agriculture, Forestry and Food

Ms Tadeja Kvas Majer, Food and Fisheries Directorate

Representing the current EU Presidency, the following Ministries were present at the meeting:

French Ministry of Health

Ms Candice Altmayer, Directorate General for Health

The meeting was observed by JA Best-ReMaP external evaluators: Ms Nathalie Farpour-Lambert and Ms Éva Martos.

3 Presentation of Joint Action Best-ReMaP

After the introductions of PDMF Representatives, the presentation of JA Best-ReMaP emphasising on JA's outcome and impact indicators followed.

Main Best-ReMaP JA outcome and impact indicators within core WPs are:

- **WP 5** – Report on reformulation monitoring: monitoring implementation, reformulation comparisons and reformulation impacts on nutrient intakes,
- **WP 6** – A harmonised EU Framework for Action on reducing unhealthy food marketing to children and
- **WP 7** – EU harmonised Framework for Action on Public Food Procurement,

while the sustainability of the project is planned through the following outcome and impact indicators as a part of **WP 4**:

- Long-standing, sustainable Joint Research Centre (JRC) food database,
- The Food System Sustainability indicator,
- Annual reporting meetings with HLG on Nutrition & Physical Activity and Integration and sustainability plan (Report on sustainability and integration in national policies) as final deliverable of the JA.

3.1 WP 5: EU Harmonised Reformulation and processed food monitoring

Karine Vin, WP 5 Leader presented Work Package 5, which is led by ANSES, France. Its main aim is to share and to promote the best practices on how to implement a European sustainable monitoring system for processed food reformulation.

Key method WP 5 is using is the French Oqali, which is a gold standard and used regularly in France as a monitoring tool for food quality. Data collection is organised by taking pictures in shops (or packaging sent by the retailers/producers), which is followed by data codification where the products are classified in subcategories of products with a similar composition. Lastly the indicators for the follow up (analyse of the food offer, nutritional values, portion size) are defined.

Dissemination of best practices will be organised through three main steps:

- 6 different trainings in order to explain the methodology to the participating MSs,
- guidelines for an European harmonised and sustainable monitoring system of the processed food supply
- implementation of a data collection on 5 food groups in 19 countries during the JA.

K. Vin continued with presenting how WP 5 can help to define and assess nutrition policies. WP 5 will produce a huge amount of data available to characterize the food offer and the nutritional quality of processed food at a given time. This data will allow to make a follow up

and to gain knowledge of the evolution over time (reformulation, addition of new products...). The most important is the assessment of the impact of nutrition policy measures both on the food offer and the composition of processed food (commitments with industry, implementation of thresholds, taxes).

For successful implementation of WP 5 aims it is very important that participating MSs appropriate the methodology. On the other hand K. Vin exposed the importance of the extension to the other food groups and follow up after the end of the project. She highlighted also the maintenance of the database by the JRC in order to keep it open and living.

3.2 WP 6: Best practices in reducing marketing of unhealthy food products to children and adolescents

Margarida Bica presented Work Package 6, which is led by Directorate-General of Health, Portugal and Irish Department of Health. Its main aim is to explore, develop and share the best practices on how to implement effective policies to reduce marketing of unhealthy food products (food and non-alcoholic beverages) to children and adolescents.

Key methods and means being used so far or being planned by WP 6:

- establishment of an EU Expert Group on actions to reduce marketing of unhealthy foods to children and of national intersectoral working groups in the participating MSs;
- a mapping exercise of the regulation and legislation to identify existing marketing measures in place, the state of AVMSD transposition, the use of nutrient profile models and the monitoring initiatives in the EU (survey in MSs);
- contribution to the update of the WHO Regional Office for Europe nutrient profile model, and testing of the updated model in the participating EU MSs;
- review of the implemented codes of practice in partner countries (Portugal, Ireland and Slovenia);
- a systematic review of best practices in implementing and evaluating marketing codes on foods and beverages to prevent childhood obesity;
- review of the global monitoring protocols to monitor unhealthy food marketing to identify best practices and gaps;
- workshops to consult MSs;
- economic analysis of the WP with OECD.

All the work developed within WP 6 will be merged into final deliverable, an **EU Framework for Action of implementable best practices to reduce unhealthy food marketing to children**. The EU Framework will include *technical guidance for the codes of practice*, *EU-coordinated nutrient profile model* and *EU harmonised monitoring protocol*. It will provide guidance for policy implementation at national level to support the adoption of the best practices across EU MS, with recommendations for further EU and national measures.

Best-ReMaP's EU Framework for Action of implementable best practices to reduce unhealthy food marketing to children is aligned with several EC's actions, in particular with Audiovisual Media Services Directive (AVMSD), where for example it is mentioned that MSs should

develop codes of practice. Best-ReMaP's EU Framework for Action of implementable best practices to reduce unhealthy food marketing to children will provide technical guidance on how to implement the codes of practice.

The majority of countries had already transposed or are in the process of finalizing the transposition of the Directive. WP 6 is supporting MSs by providing the tools and guidance to go further than the AVMSD and implement more concrete measures.

M. Bica concluded her presentation by highlighting how essential is to have national intersectoral working groups and an EU Expert Group in this particular aim.

3.3 WP 7: Public procurement of food in public institutions – a pilot EU approach

Mojca Gabrijelčič-Blenkuš, WP 7 Leader presented Work Package 7, which is led by National Institute of Public Health, Slovenia. Its main aim is to contribute to the higher quality of menus, by assuring transparent quality of the procured foods, in the (selected) public institutions in the interested MSs, and in the long-term, at the national/regional levels and at the EU level.

Key methods and means being used so far or being planned by WP7:

- Applicative situation analyses of the existing EU and national legislation related to public procurements of foods in the participating Member States (Deliverable D7.1);
- Establishment of inter-sectoral working groups (Milestone M7.2), an action with a lot of challenges but huge potential of collaboration in public food procurement;
- Pilot of a Public Food Procurement (PFP) best practice implementation in selected public institutions planned in 8 MSs (Milestone M7.1) - what works and what not in PFP in a specific national context, with detailed knowledge and guidance on good practice(s) in MSs;
- EU network of national focal points for PFP is being initiated, with identification of the key national and possibly regional representatives in food procurement;
- Framework for action in Public Food Procurements will be prepared in Year 3 as a part of the JA roadmap, building on case- studies outcomes;
- As an added value,
 - A questionnaire for stakeholders was conducted, linked and benefiting from the STOP Horizon 2020, to understand how stakeholders perceive PFP at the EU level;
 - cooperation with OECD to conduct a potential economic analysis of best practice in public food procurements is in process (literature review has been conducted, leading in the conceptualisation and further implementation of the pilot case-control and pre-post studies in schools and kindergartens to support the OECD modelling of economic outcomes of the good practice).

The policy measures and proposals of the institutionalized / legislative solutions being developed within WP 7 so far or planned for the Year 3 of Best-ReMaP are compiled in the following five joint actions:

1. **Applicative situation analyses** of the existing EU and national legislation related to PFP in the participating MSs
2. **Public food procurements evaluation criteria** – cooperation and collaboration with DG SANTE to develop a Minimum mandatory sustainability criteria for PFP
3. **EU network of national focal points for PFP** (questionnaire)
4. **Case studies in 8 MSs as a ground for Framework for action** in the area of PFP
5. **OECD study on PFP BP economic evaluation of the health outcomes**

It is promising to recognize the possible alignment of WP 7's proposals /deliverables with actions within individual DGs (DG SANTE) and support the implementation of action in PFP at national and EU level:

1. **Identification of challenges** within food procurement per participating Member State
2. Development of a **Minimum mandatory sustainability criteria for PFP** (the expected criteria and the targets) and to establish guidance
3. Establishment of an **EU network of national focal points for PFP**
4. Consolidation of an **EU Framework for action for public procurements of foods in public settings**
5. Establishment of **Requirements for healthy procurement**

Mr Wim Debeuckelaere, DG SANTE presented broader aspect of what the *Unit D1: Farm to Fork Strategy* is working on in the context of a new legislative framework for sustainable food systems (FSFS) which is one of the flagship initiatives of the Farm to Fork Strategy. One of the building blocks is also a setting of minimum mandatory sustainability criteria for PFP. At the moment the impact assessment is in process. He prioritized health as one of the criteria for PFP, in parallel with the sustainability criteria.

Within legislation general provisions and requirements aiming to raise awareness and improve skills and knowledge of sustainable PFP will be set. Extending EC' Competence Centre and establishing EU Network for PFP professionals could be helpful. He mentioned also focal points within MSs and to set up national action plans within MSs.

Mr Debeuckelaere concluded his presentation by expressing that DG SANTE is looking forward for the conclusions and recommendations from Best-ReMaP's WP 7.

3.4 WP 4: Sustainability and Integration in National Policies

3.4.1 Long-standing, sustainable Joint Research Centre (JRC) food database

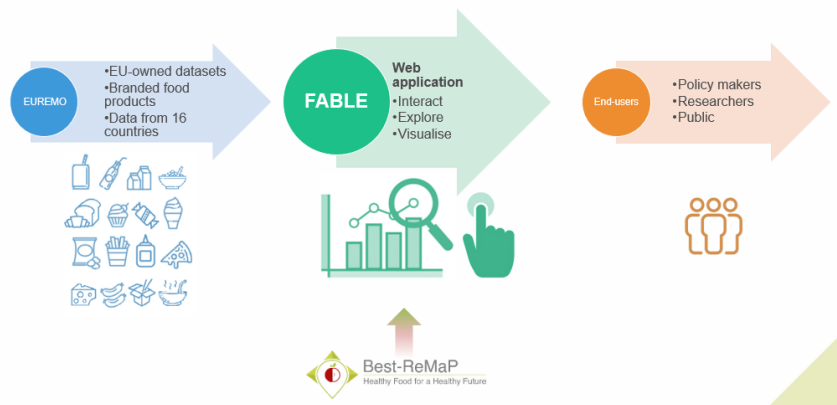
Marco Silano from the Italian National Institute of Health (ISS), leader of Best-ReMaP Work Package 4, presented WP 4 main aims, namely fostering the transfer and integration of the results and outcomes of the core WPs into national and European policies.

One of the milestones within WP 4 is feeding the JRC branded food database, that needs to be achieved by the end of July 2023. This database will include also the pre-existing results of the EUREMO project and JANPA and will be further upgraded with the JA Best-ReMaP inputs from technical databases. The JRC will host the data in its open access Data Catalogue and will also develop the database in a more user-friendly manner by developing a visualisation tool. The JRC food database will offer the MSs a long-lasting tool to regularly report the national data to the JRC food database, to explore the data and make it available to researchers and public policy advisors for the national policies and legislation.

WP 4 will synthesize the policies, mainly monitoring of reformulation (WP5) and of reducing (digital) food marketing to children (WP6) and public food procurement (WP7), by exploring and developing the options to use JRC database as the source of the above-mentioned information. The JRC branded food database will be checked for the possibility of comparing with the EFSA food intake database, which includes socio-economic data of food intake.

Food systems indicator(s) will be developed and the data feeding into that indicator could rely on the new JRC food database.

Ms Eva Grammatikaki, JRC continued with more detailed description of the database. The JRC database called **FABLE** (Food and Beverage Labels Explorer) started within EUREMO project, which collected data in 16 MSs on different branded food product categories. Discussion with DG SANTE and HaDEA on the sustainability of the database led to the idea of creating a tool that would be open access, available to policy makers, researchers and public and in a very easy format to understand, analyse and visualise the data. With Best-ReMaP, FABLE will get the second big dataset that will be incorporated.



Ms Grammatikaki presented the website in construction where the database will be placed. The website will contain publications, scientific background, guidelines and glossary.

The data visualisation part will include the pre-set questions, and manual visualisation will be possible by choosing food group, component, country and type of analysis.

Answering the question on how can FABLE accommodate the policy areas addressed in Best-ReMaP, Ms Grammatikaki explained that at the beginning the main focus of FABLE was food reformulation. Several discussions with WP 5 to align methodologies took place. During the course of JA and within WHO marketing network meeting it was discussed how to link FABLE with policy area of marketing. One of the ideas is to apply WHO Europe NPM across all products, which would be quite straight forward thing to do. Linking products with commercial communications is also an idea. In 2021, the discussion on how to include policy area of public food procurement started. Current suggestions are to apply public food procurement criteria across products and to create restricted area for procurement officers with access to product information. The question that remains opened is what to do with products bought in bulk, which are not collected through EUREMO or Best-ReMaP.

Addressing the longevity and relevance of FABLE, Ms Grammatikaki mentioned the relevance of other studies, current/ ongoing national efforts and PhD projects, that could encourage MSs feedback.

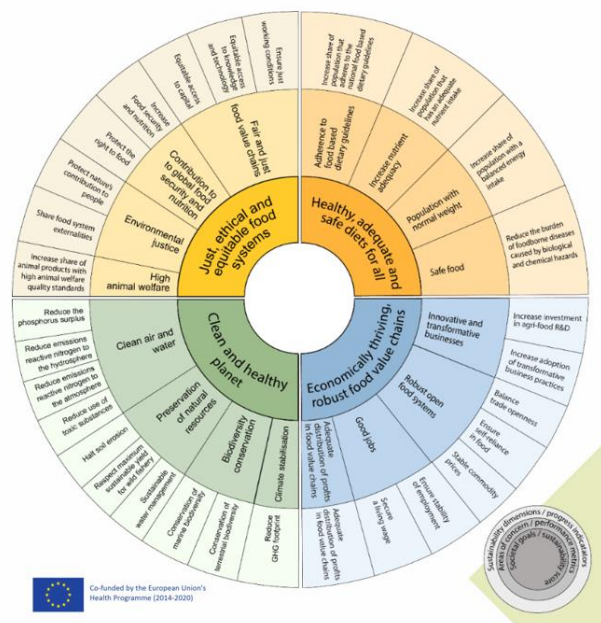
3.4.2 The Food system indicator

Samuele Tonello, EuroHealthNet presented the content of and the underlying rationale behind an advocacy paper prepared within the work of Best-ReMaP's WP 4. The paper argues for developing and integrating a food system indicator into the annual cycle(s) of European Semester and its monitoring frameworks.

Food systems affect European society in several ways:

- **Health:** malnutrition and obesity leading cause of several NCDs and linked to mental health problems
- **Environmental footprint:** depletion of natural resources and food waste
- **Socio-economic externalities:** inequalities in supply chains

These are the reasons why we need to measure the impact food systems have on society. In the literature we have several examples of potential Food System Indicators available, such as **the Food Sustainability Compass**. The Food Sustainability Compass is a very



comprehensive indicator and covers four main areas of concern: Healthy diets; Environmental impact; Economic dimension; Ethics. For each of these areas specific indicators are used to compare policies against science-based targets, thus showing progress in transitioning to more sustainable food systems.

At the EU level the need for a comprehensive health and sustainability-promoting food system is clearly stipulated in the EU Green Deal (Common Agricultural Policy Reform and Farm to Fork Strategy) and in several other food system-related policy instruments. However, no major document includes a specific comprehensive set of indicators to measure how we are faring with regards to the food sustainability goals proclaimed. S. Tonello mentioned a good reference for this, which could be for example the Social Scoreboard established in the context of the European Pillar of Social Rights.

For the sustainable food systems, it is necessary to fulfil EU commitment to achieve UN Sustainable Development Goals (SDGs). The European Semester country reports include a dedicated section discussing the given country's status and progress in each SDG area, including those directly related to health (SDG 3.4), hunger and food insecurity (SDG 2.1 and 2.4), sustainable production and consumption patterns (SDG 12.7, SDG 12.8). Advocacy paper that was prepared within the work of Best-ReMaP's WP 4 suggests to integrate a comprehensive indicator for the Sustainability of the Food Systems in the annual cycle(s) of the European Semester (and the implementation and monitoring of the (national) Recovery and Resilience Plans), which would strengthen the EU commitment to achieve UN SDGs and to create a more sustainable, healthier and equitable European food system.

Advocacy paper was circulated among Best-ReMaP partners, who gave useful feedback on the future challenges that need to be addressed (sustainability, policy implications, etc.). Advocacy work and exchanges are still ongoing to develop further this idea at EU level (Involved DGs), MSs level (National Institutes of Health) and involved CSOs.

S. Tonello concluded his presentation with a list of questions for PDMF members:

- How do you think we could develop further this paper?
- What are the next steps to achieve a successful advocacy?
- What conclusion from this paper/indicator would you consider a successful outcome?
- Is there an expert(s) you think could contribute to the development of this work?

3.4.3 Annual reporting meetings with HLG on Nutrition & PA

One of the Best-ReMaP's outcome/impact indicators says that the outcomes regarding food reformulation, food marketing and advertising to children and adolescents and public procurement will be brought for discussion to the HLG on Nutrition and PA. The coordinator of the JA and the WP4 leader will report regularly to the HLG about the results of the JA. In addition, each core technical WP will have a corresponding subgroup of HLG (reformulation already existing, procurement and marketing to be constituted), working in line with the three corresponding Framework on Action documents (defined in WPs 5, 6 and 7). These subgroups will be supported by EU external experts and will discuss specifically the translation of the

outcomes into the public health initiatives. Steering Group on Prevention and Promotion will also be regularly informed about the progress of actions.

Since HLG on Nutrition and PA has been discontinued, **Marco Silano** presented proposed alternatives to be able to achieve the set outcome. There are two bodies identified, whom the outcome of the JA could be reported to:

- Steering Committee on Disease Prevention and Health Promotion – Permanent Subgroup on Obesity, Nutrition and PA
- Network of National Focal Points on Obesity, Nutrition and PA

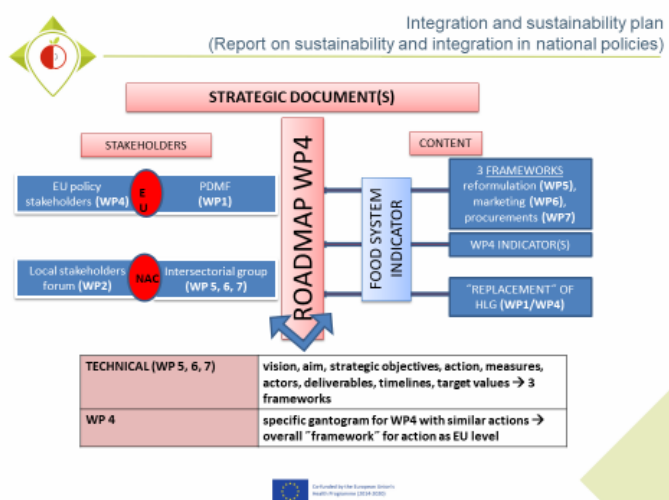
3.4.4 Integration and sustainability plan

Marco Silano, WP 4 Leader presented the final deliverable of JA, which is the Report on sustainability and integration in national policies and needs to be done by the end of September 2023. The report will include a proposed plan describing which results from the technical WPs will be further developed, consolidated and integrated into policies and national plan and by which organization(s) it would be done.

Preliminary table of the content open to discussion:

1. Executive summary
2. Introduction
3. **Where the JA Best-ReMaP starts from:** analysis of the public health policies in nutrition across European Union and the Member States
4. **The relevant outcomes from Best-ReMaP on:**
 - a. Food reformulation
 - b. Food marketing
 - c. Public procurement
5. **The roadmap to transfer the scientific outcomes into EU policies**
6. **Implementation of policies at EU levels**

M. Silano presented the roadmap of WP 4 for the upcoming months.



4 Joint discussion on alignment of JA Best-ReMaP activities and potential actions in the EU policy environment

After the presentations of the JA achievements in the first half of the project and of the main outcome and impact indicators of JA Best-ReMaP, the PDMF Representatives were asked to reflect on how to align JA Best-ReMaP's activities in the fields of food reformulation and processed food monitoring, reducing marketing of unhealthy food products to children and adolescents and public food procurement in public institutions with the potential actions in the EU policy environment.

Artur Furtado, DG SANTE started by highlighting the importance of the concrete technical guidance on how to use, interpret and transpose the AVMSD, which are being developed within Best-ReMaP's WP 6. This is the way to have more coordinated and impactful use of the tools that are out there.

In regards to WP 7, he expressed how important it is that we work together, since it was mentioned that several MSs involved within WP 7 were not aware of the possibilities of the existing legislation. As Mr Debeuckelaere mentioned, F2F is an important tool to move us forward and the fact that best practices from Best-ReMaP exist and are operating in some MSs shows that it is feasible and it should be promoted.

The fact that data collection within WP 5 is taking place in 19 EU MSs and that together with JRC the work is going to be kept alive and updated in the future is very important. Mr Furtado exposed how important this is not only for monitoring any voluntary agreements with industry but also and especially for modelling the population impact. If we have the raw data which could show how many lives we could save, this would be a really important communication tool.

In regards to communication in general, if we take this wealth of information and make sure that the universities, nutrition faculties and the consumers associations as well are aware and part of stakeholders' discussion groups, this would be a good step forward in communicating the improvement of choice environment for food.

Mr Furtado also expressed how exciting it is to see the cooperation between ministries and sectors silos at the same table. This meeting is a proof that this is possible and they are trying to promote it as a best practice in the EU NCD Initiative. Health in all policies can happen, we can definitely discuss the trade-offs, collaboration and at the end we all can have something more and better than what we have started with.

Mr Wim Debeuckelaere, DG SANTE commented on long-standing, sustainable JRC food database expressing an idea of an obligation for business operators that are bringing food to the market to insert into the database the composition of the products they have and could be

procured. The information could go beyond the nutrition composition by including the ingredients.

In regards to food system indicator, Mr Debeuckelaere highlighted that in the context of F2F Strategy the monitoring system to monitor the sustainability or transition towards the sustainable food system is being created. That will include also the progress towards the targets of overall reduction of the environmental climate footprint but it could also include nutritional targets. It would be very good to coordinate with that as well.

Mr Debeuckelaere added that in regards to the HLG on Nutrition and PA being discontinued, it could be reactivated in the context of their Framework for sustainable food system. He highlighted that this is being said without any internal consultation, however within DG SANTE they take note of the fact that the discontinuation of HLG on Nutrition and PA should be addressed properly.

Artur Furtado, DG SANTE added that he shares the evaluation of how productive and useful the HLG on Nutrition and PA was. For several reasons it was decided to be discontinued and the Steering Committee on Disease Prevention and Health Promotion that is available now does not formally allow to have permanent subgroups. This formality could be something to not stick so much with it, especially if there is interest of MSs and the EC to have a forum where this conversation can continue to take place. In addition, if the Colleagues dealing with F2F can be helpful in this respect, there sure could be ways to find a solution.

On the sustainability point, Mr Furtado stressed out that the number one input that we can give to it is by implementing and making sure that there is as many MSs as possible that do the tasks and follow through within the JA. If these examples are there, this is the best condition we can have for the sustainability. It can be than used by EC to try to continue to replicate best practices, to refer to the work that was been done and show that this is really working. He sees the involvement of JRC for the database as very important. Adding to what Mr Debeuckelaere said, it would be good to explore whether in the context of the EU Food law is actually already possible to ask industry for the information to be presented regularly.

Mr Furtado concluded that when we talk about monitoring, score boards and semester indicators he is very supportive to fulfil EU commitment to achieve UN Sustainable Development Goals and to use The Social Scoreboard of the European Pillar of Social Rights. He mentioned that Foresight Report is becoming more and more important in the EU. DG SANTE was successful in negotiating that childhood obesity is part of the key indicators.

There is a lot that can be done to continue this work in the context of the EU NCD Initiative so the Czech Presidency and the following ones could be most useful.

Mojca Gabrijelčič-Blenkuš, National Institute of Public Health of Slovenia expressed that it is very important what has been achieved already in JANPA and what France is doing. Therefore, the final conference of JA Best-ReMaP will be held in Paris because it is really

valuable to highlight the importance of had over from one JA to another. Especially the presidency countries can raise the profile of the actions we are doing together.

M. Gabrijelčič-Blenkuš shortly announced the conference within STOP's work on stakeholders' engagement will be organised beginning October in Ljubljana. All MSs are planned to be invited meaning great opportunity to re-meet.

Maria Giulia Medico, DG AGRI informed everyone about the [public consultation](#) on the review of the EU school fruit, vegetables and milk scheme launched on 5 May and open until 28 July. She expressed through chat that she was very happy to participate and learn about many activities and information tools that will be very helpful for the impact assessment of the review of the EU school scheme. She will liaise for more details, as part of our more targeted consultation activities. In autumn a public conference on the review of the scheme will be organised in Brussels. She will send more information.

Jan Wollgast, JRC expressed the importance of JA Best-ReMaP where for example WP 5's work represents something that JRC is aiming to do also in the context of developing the monitoring and indicator framework for F2F - monitoring the food environment in terms of the offer and nutritional composition. The same is true for the marketing and public food procurement, which are the key parts of our food environment. He took note of OECD's economic analysis of the best practices involved in Best-ReMaP. When the impacts will be assessed, JRC is happy to bring them in. The same goes for the advocacy paper presented by EuroHealthNet, JRC is willing to include it into their ideas. If we have good ideas on what we need to measure and have within the food environment, we have a chance not only to look at the impact of the policy options but also to evaluate it and keep influencing it in the future.

Mentioning OECD, **Artur Furtado, DG SANTE** noted that DG SANTE and OECD have been working on improving the modelling tools. Some improvements already happened but more is to be expected. The aim is to have a tool that MSs can use to estimate how many life years they would save if certain reduction on the level of for example salt or sugar would be achieved. This will present also a good communication tool when talking with other ministries, for example Ministry of Finance and other stakeholders. In parallel they are also working on the general Economics of Prevention, identifying the most efficient but also cost-effective measures. OECD has been also asked to be part of the JA on implementation of best practices as an evaluator.

Mojca Gabrijelčič-Blenkuš, National Institute of Public Health of Slovenia pointed out that within the Best-ReMaP WP 7 they did a systematic review which showed that nobody has really measured the impact of nutrient intake if changing the PFP operation. With OECD they are trying to develop the protocol and come out with results that would be measurable and reasonable. OECD has already reacted to this by prolonging the list of the nutrients in their modelling.

Magdalena Muc, the Open University added that within the work on monitoring protocol (WP 6) a meeting with OECD was held. They have been discussing what is the possible way of

measuring the impact of marketing restrictions. Monitoring itself is the tool which will not have an easily measurable impact. To be able to measure the impact on the country level a baseline data on how much marketing of unhealthy food there is and how much of it reaches children would be needed. Without having a protocol implemented in the countries it is difficult to know and it is impossible to extrapolate this data between countries. Baseline level of marketing is a very important input into the model to know what the restriction will do because the same level of restriction will have a very different effect in real life whether there is a higher or lower level of marketing at the start. The mapping activity within WP 6 showed that within 16 countries that were surveyed, 10 of them have some form of monitoring but almost none of them have any protocol in place. Within those that have, the protocols are different, so there is no uniformity in the measurements. To be able to measure the effect of marketing restrictions no matter if it's voluntary, statutory or coregulatory the baseline for individual country would be needed. At the point what they can do is a literature review and to measure the impact of restrictions based on literature data in general rather than on the country level.

Mojca Gabrijelčič-Blenkuš, National Institute of Public Health of Slovenia noted that initially the OECD study and that protocol was not part of Best-ReMaP JA but when the Consortium seen that there is the opportunity to add that, they decided to enter that also without added funding for member states.

Artur Furtado, DG SANTE added that if MSs feel there is a need to complement or have first data on the marketing, this is something that can be covered by the EU NCD Initiative. There is a Joint Action on health determinants being launched in 2022 and this could definitely be something that could be fitting into one of the WPs in context of understanding better the marketing environment. There are two Joint Actions in 2022, one will cover health determinants (75 million of EU support that we expect will implement the EU NCD Initiative that will be presented on 22 June). Please link with your colleagues in the SGPP subgroup on NCDs. The take away message is that any ambitious action on nutrition can be supported if the MS chose. Many of these actions and the Best-RemaP's best practices are already mentioned in the EU NCD Initiative and specific suggestions for WPs can be found there.

Mrs Tadeja Kvas Majer, Slovenian Ministry of Agriculture, Forestry and Food highlighted how important is to collaborate and take into account all matters that different sectors are dealing with, so that we don't cause an excellent condition on one side at the expense of the other. Dealing with less salt and fat in food is to some extent contributing also to the increase of food waste. Of course health is the priority but we have to have in mind the impact on other spheres and topics that are also priorities in the EU.

Mojca Gabrijelčič-Blenkuš, National Institute of Public Health of Slovenia: Yes, let's overcome the silos!

5 End of the meeting

Mojca Gabrijelčič-Blenkuš concluded the meeting by thanking to all for their positive feedback, all their inputs and additional challenges that need to be addressed within JA. The 2nd JA Best-ReMaP Policy Decision Making Forum (PDMF) meeting ended at 15:00 (CEST).

6 Evaluation

6.1 Background

Work Package 3 is responsible for the evaluation of the Best-ReMaP, encompassing the monitoring of project processes and the achievement of the Best-ReMaP outcome indicators as set out in the GA, and the evaluation of the project impacts. The PDMF is a high-level group of experts on how policymaking in EU projects works best, with a good understanding of the topics covered in the Best-ReMaP. The WP3 aims to engage the PDMF members in appraising the potential impacts of the JA on EU and national policy level, and their likelihood of leading to changes in food environments and childhood obesity rates in Europe. In addition, impacts on inequalities and fulfilment of children's rights will be explored. This evaluation will be conducted during each of the three PDMF meetings, in order to discern trends in perceptions.

6.2 Objectives

In this report, WP3 presents the results of the second PDMF meeting (May 2022). As the JA is still ongoing, the evaluation of the achievement of the Best-ReMaP outcome indicators as set out in the GA was not addressed. Instead, the evaluation was focused on the expectations of the PDMF members.

6.3 Methods

Design: Survey study on expectations. Data were collected on participants' expectations with a Webropol questionnaire. The link to the questions was shown in the chat window of the online meeting system at the end of the PDMF meeting.

Setting and participants: PDMF online meeting included representatives of the DGs (DG Santé, DG-Agri, DG JRC and other relevant DGs), representatives of EU Agencies and bodies such as EFSA, and representatives of the current and previous Presidencies. In addition, WP Leaders and external evaluators of the Best-ReMaP JA participated to the PDMF.

Measures: The following questions were presented: How would you rate of Best-ReMaP JA's impact on [score for each: 1 (impact unlikely) – 6 (impact very likely)]

- EU policies
- national policies
- processed food reformulation (improving processed food nutritional quality)
- marketing of unhealthy foods to children and adolescents
- public procurement
- the diet of children and adolescents
- childhood and adolescent obesity rates
- reducing inequalities
- fulfillment of children's rights.

Results are expressed as mean, median and range.

6.4 Results

6.4.1 Results of the questionnaire

The online poll was completed by 4 respondents.

Of all the themes, the PDMF participants were quite confident that Best-ReMaP will have an impact on food environments (processed food reformulation, marketing to children, public procurement). Impact on national and EU policies were considered slightly less likely but still more likely than unlikely. The capacity of Best-ReMaP to improve diet of children and adolescents, child and adolescent obesity rates, advance societal equality and the fulfilment of children's rights were rated relatively modest by the respondents.

Compared to the results of the first PDMF meeting, the expectations towards having an impact on EU policies and national policies has decreased slightly and in contrast, the expectations towards the impact on food environments have increased. Expectations on having an impact on the diet and the obesity rates of the children and adolescents and reducing inequality and fulfilment of children rights have remained more or less the same from the first PDMF meeting.

Table 1 Expectations towards Best-ReMaP impacts

Impacts on...	Mean	Median	Range
EU policies	4,0	4,5	2-5
National policies	4,5	4,5	4-5
Processed food reformulation	5,0	5	5
Marketing of unhealthy foods to children and adolescents	4,5	5	3-5
Public procurement	4,8	5	4-5
Diet of children and adolescents	3,5	3,5	3-4
Child and adolescent obesity rates	3,5	3,5	3-4
Reducing inequality	3,5	3,5	3-4
Fulfillment of children's rights	3,5	3,5	3-4

Scale: 1 (impact unlikely) – 6 (impact very likely)

6.5 Limitations

As the poll was presented at the last minutes of the meeting, several members of the PDMF had already left the meeting, which likely contributed to the low number of responses received. In the future meetings, a possibility to answer to the questions also after the meeting could facilitate the evaluation.

6.6 Conclusions

Due to the low response rate, the results of the evaluation should be seen as suggestive. The PDMF participants who responded to the poll were confident that the Best-ReMaP will have an impact on processed food reformulation, marketing of unhealthy foods to children and adolescents and public procurement. However, in order to have an effect to the diet and obesity rates of children and adolescents, inequality and fulfilments of children's rights, emphasis should be put on sustainability of the project.