



Best-ReMaP
Healthy Food for a Healthy Future

WP2 Report: Mandatory Deliverable 2.1

Introductory Leaflet

Grant Agreement Nr.: 951202

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24 / February / 2021



This report was funded by the European Union's Health Programme (2014-2020)

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Abbreviations

JA – Joint Action

CHAFEA – Consumers, Health, Agriculture and Food Executive Agency

WP – Work Package

Executive summary

Work Package 2, led by Semmelweis University, Hungary was responsible for delivering the introductory leaflet of Joint Action Best-ReMaP.

Introductory leaflet is a publication with core project information to promote the JA with easy-to-understand details. It provides concise information about the scope of the JA, lists the consortium members, includes the URL of the website and shows the contact details of coordination and dissemination teams’.

Introductory leaflet represents an informational material intended for both the professional and general public target audience.

The leaflet is accessible at <https://bestremap.eu/wp-content/uploads/2021/02/leaflet.pdf> on the JA’s website.

1. Design Guide

The following principles were considered when designing the leaflet:

- content to target both the professional and lay audiences,
- all key information about the JA to be displayed in an easy-to-read format,
- visual materials (e.g. map) to provide information about the JA’s scope at a glance,
- general design to be in line with the JA’s visual identity (logos, icons, colours, fonts).

2. Content Details

The leaflet consists of the following sections:

- **WHAT IS BEST-REMAP:** introduction of the JA, including key information.
- **TARGETED PROBLEMS:** list of problems the JA is going to target.
- **THE CONTEXT:** information about the context in which the idea of JA Best-ReMaP was born.
- **OUR APPROACH:** information about the JA’s scope and goals.
- **WHAT WE WANT TO ACHIEVE:** information about the potential impacts of the JA.
- **OUR PROJECT TEAMS AND LEADING ORGANIZATIONS:** list of WPs and their leading institutions.
- **BEST-REMAP IN NUMBERS:** key numeric information about the JA.
- **CONSORTIUM:** list of competent authorities and affiliated entities.
- **CONTACTS:** contact information of the National Institute of Public Health Slovenia and Semmelweis University in Hungary. URL to the JA’s website.



WHAT IS BEST-REMAP

Best-ReMaP is a joint action of EU Member States on diet and nutrition with a special focus on children. The project started in October 2020 and will run for three years. The main aim is to adapt, replicate and implement practices that have been proven to work in the areas of food reformulation, food marketing and public procurement of foods in public settings, such as kindergartens, schools and hospitals.

TARGETED PROBLEMS

- 1 Only a few countries in Europe are able to monitor processed food supply at the brand level.
- 2 Food advertising and marketing to children is currently unregulated in Europe.
- 3 The lack of high quality food in public institutions like kindergartens, schools and hospitals.

THE CONTEXT

Nearly 1 in 4 children in Europe are overweight or obese. One of the reasons behind it is an unhealthy diet. Obesity in children is becoming even more important in the context of Covid-19 syndemic. In the first years of life, when learning is constantly taking place, food preferences are also forming.

Most are learned, but some are intuitive. A child's food preferences directly affect eating behaviour, which then has a direct effect on overall health, wellness and the risk of obesity.

As children get older, they are exposed to unhealthy foods, which is mainly caused by inappropriate advertising and the easy availability of processed and ultra-processed foods high in salt, sugar and fat either at home or in public institutions where they spend a considerable amount of time.

OUR APPROACH

- Share and promote best practices on how to implement a standardized European monitoring system for processed food reformulation.
- Identify best policy practices to reduce exposure of children to the marketing of unhealthy foods, and develop harmonized protocols to monitor marketing exposure of children.
- Contribute to the higher quality of menus, by assuring transparent quality of the procured foods in the selected public institutions.

WHAT WE WANT TO ACHIEVE

Best-ReMaP aims to achieve several significant results, giving EU Member States an opportunity to set policies on childhood nutrition based on solid evidence and research:

- Changing the food environment for children in Europe.
- Reducing the impact of harmful marketing of foods to children.
- Improving the quality of menus in public institutions.
- Create Food Information Database with working title "JRC food database".
- Building stakeholder networks in the field of nutrition at national and EU levels.



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OUR PROJECT TEAMS & LEADING ORGANIZATIONS



BEST-REMAP IN NUMBERS

7.5 million Euro

6 million
Euro funded by EC (80%)

3 years duration
(Oct 2020-Sept 2023)

24
countries

36
partners

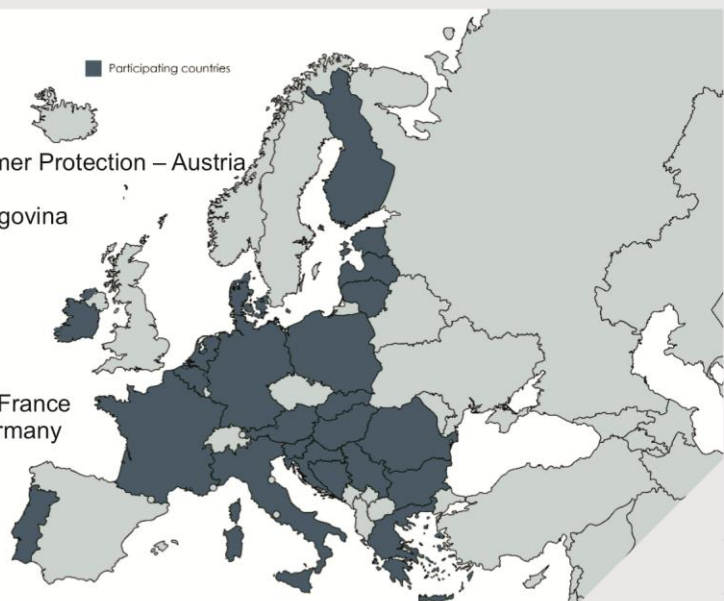
CONSORTIUM

Competent authorities

The Federal Ministry, Republic of Labour, Social Affairs, Health and Consumer Protection – Austria
 SCIENSANO – Belgium
 The Ministry of Civil Affairs of Bosnia and Herzegovina – Bosnia and Herzegovina
 The National Centre of Public Health and Analyses – Bulgaria
 Croatian Institute of Public Health – Croatia
 Ministry of Health of the Republic of Cyprus – Cyprus
 The Danish Veterinary and Food Administration – Denmark
 Ministry of Social Affairs of Estonia – Estonia
 The Finnish Institute for Health and Welfare – Finland
 French Agency for Food, Environmental and Occupational Health Safety – France
 Max Rubner-Institut, Federal Research Institute of Nutrition and Food – Germany
 Institute of Child Health – Greece
 Semmelweis University – Hungary
 Department of Health – Ireland
 Istituto Superiore di Sanita' – Italy
 The Centre for Disease Prevention and Control – Latvia
 Ministry of Health of Lithuania – Lithuania
 Public Health Regulation Department, Ministry for Health – Malta
 The National Institute for Public Health and the Environment – Netherlands
 The Medical University of Silesia – Poland
 Directorate-General of Health – Portugal
 The National Institute of Public Health – Romania
 National Institute of Public Health Slovenia – Slovenia (Coordinator)
 Institute of Public Health of Serbia "dr Milan Jovanović Batut" – Serbia

Affiliated entities

The Austrian Agency for Health and Food Safety – Austria
 The Austrian National Public Health Institute – Austria
 Institute of Public Health of Federation of Bosnia and Herzegovina – Bosnia and Herzegovina
 Public Health Institute of Republic of Srpska – Bosnia and Herzegovina
 Copenhagen Municipality – Denmark
 The National Institute for Health Development – Estonia
 Santé publique France – France
 Ministry of Health of France – France
 The National Institute of Pharmacy and Nutrition – Hungary
 The Food Safety Authority – Ireland
 The Centre for Health & Diet Research – Ireland
 The Faculty of Nutrition and Food Sciences – Portugal



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