



Best-ReMaP

Healthy Food for a Healthy Future

WP2 Report: Mandatory Deliverable 2.2.

Website

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Contents

Contents	1
Abbreviations	2
Executive summary	2
1. Technical Details	3
2. Design Guide	3
3. Content	4
3.1. Home	4
3.2. About Us	5
3.3. Project Teams	6
3.4. News	10
4. GDPR	10

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Abbreviations

WP – work package

JA – joint action

Executive summary

WP2 (Semmelweis University, Hungary) was responsible for delivering the website of JA Best-ReMaP by M3 (31 December 2020). The website provides project and WP level information on all activities of the project and it also features a dedicated page for events and newsletters. The website is linked with the JA's social media accounts.

The website is accessible at <https://www.bestremap.eu> and was made public on 20 December 2020.

1. Technical Details

The URL of the website is: <https://www.bestremap.eu>

The website is hosted and maintained by Semmelweis University in Hungary. Request for technical assistance and/or editor level access requests to the site can be submitted to: bestremap@emk.semmelweis.hu

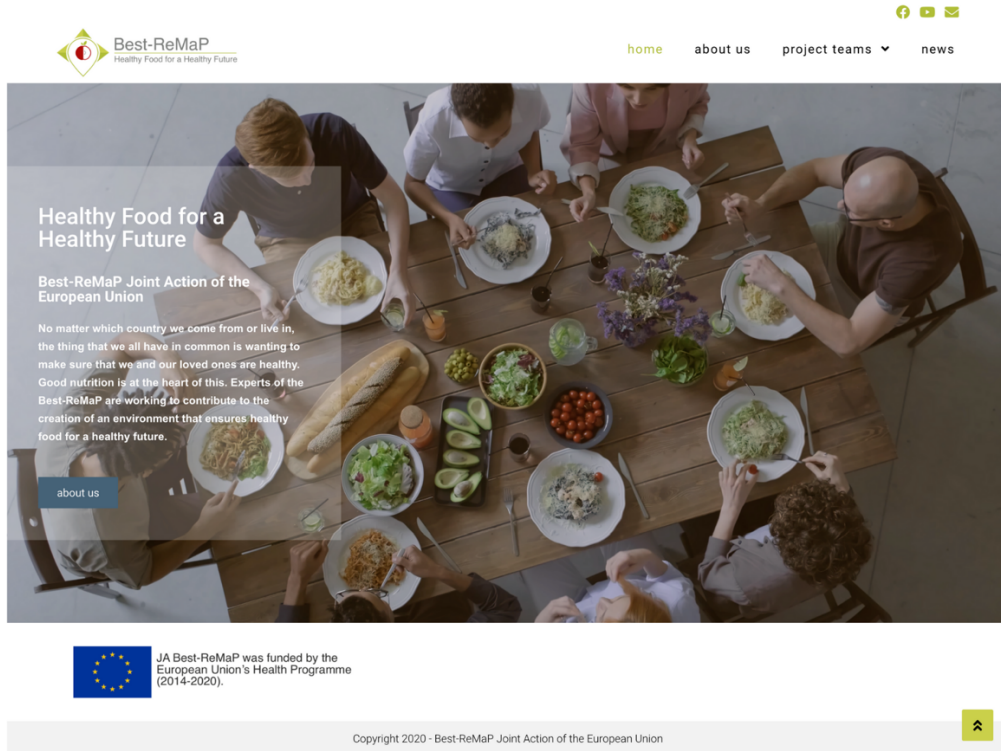
2. Design Guide

The following principles were considered when designing the website:

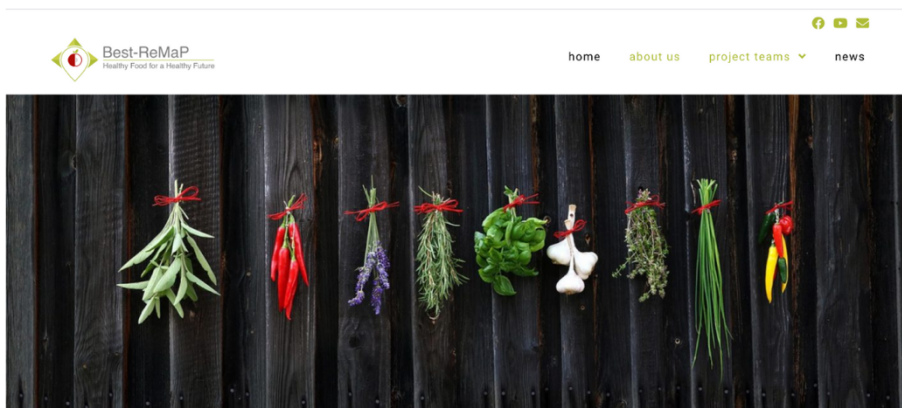
- user friendly layout
- high quality visual experience
- optimized for desktops, tablets and mobile phones (certain contents may be hidden or different on a particular device due to technical reasons)
- leading colours to resemble the colours of the logo
- pictures of healthy food to serve as nudges
- unique logos and visual identity for every core work package (WP4, WP5, WP6, WP7)
- visual materials to provide information about the project's scope at a glance
- visual materials to target both the professional and lay audiences.

3. Content

3.1. Home



3.2. About Us



About Us

Best-ReMaP is a Europe-wide Joint Action that seeks to contribute to an improved quality of food supplied to citizens of Europe by facilitating the exchange and testing of good practices concerning:

- (1) the monitoring and analysis of how the food that people consume changes at the European and national level,
- (2) the regulations on the marketing of food and beverages to children,
- (3) and the procurement of food by public bodies for educational institutions, social care facilities, etc.

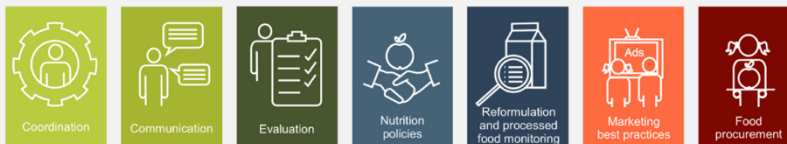
To achieve these goals, during its lifetime (2020-2023), the Best-ReMaP project will contribute to European initiatives that seek to change the current food environment available for Europeans by:

- providing Member States assistance to produce a snapshot of food currently offered to consumers at national markets and with this food snapshot methodology offer an opportunity to monitor the impact of national regulations aimed at decreasing the salt, sugar and fat contents of processed food;
- creating the Food Information Database to ensure the sustainability of data collection on food reformulation (i.e. changing and regulating the food composition that can be offered on the market) at the EU and national levels and of monitoring trends in food reformulation;
- reducing the impact of harmful marketing of food to children in the EU by considering options to extend an existing Scandinavian regulation model across the EU Member States;
- and improving the quality of menus in the kitchens of public institutions by ensuring a more professional and principled procurement procedure;

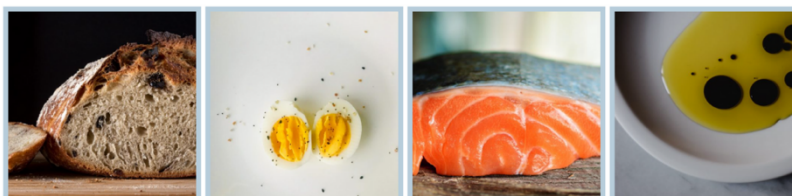
Best-ReMaP will build on the networks of stakeholders in the field of nutrition at national and EU level to organise workshops and conferences. Here, health professionals and policy makers can discuss and share solutions to implement good practices developed by the specialised working groups of the project.

Who is involved?

Best ReMaP consists of 7 "Work Packages" (WP), i.e. pan-European teams that work towards bringing the project's goals to fruition.



- The National Institute of Public Health, Slovenia
- The Federal Ministry Republic of Labour, Social Affairs, Health and Consumer Protection, Austria
- The Austrian Agency for Health and Food Safety
- SCIENTANO, Belgium
- The Ministry of Civil Affairs of Bosnia and Herzegovina
- Institute of Public Health of Federation of Bosnia and Herzegovina
- Public Health Institute of Republic of Srpska
- The National Centre of Public Health and Analyses, Bulgaria
- Croatian Institute of Public Health
- Ministry of Health, Cyprus
- The Danish Veterinary and Food Administration
- Copenhagen Municipality
- Ministry of Social Affairs of Estonia
- The National Institute for Health Development, Estonia
- The Finnish Institute for Health and Welfare
- French Agency for Food, Environmental and Occupational Health Safety
- Santé publique France
- Ministry of Health of France
- Max Rubner-Institut, Federal Research Institute of Nutrition and Food
- Institute of Child Health, Greece
- Semmelweis University, Hungary
- The National Institute of Pharmacy and Nutrition, Hungary
- Department of Health, Ireland
- The Food Safety Authority, Ireland
- The Centre for Health & Diet Research, Ireland
- Istituto Superiore di Sanità, Italy
- The Centre for Disease Prevention and Control, Latvia
- Ministry of Health of 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 Faculty of Nutrition and Food Sciences, Portugal
- The National Institute of Public Health, Romania
- Institute of Public Health of Serbia "dr Milan Jovanovic Batut", Serbia




JA Best-ReMaP was funded by the European Union's Health Programme (2014-2020).





3.3. Project Teams



[home](#)
[about us](#)
[project teams](#)
[news](#)





Work Package 4: Nutrition policies

Turning project results into policies

Problems associated with poor nutrition and unhealthy eating habits have affected and will continue to affect many generations of Europeans.

This project team aims support the implementation, transfer and integration of the results and outcomes of the Best-ReMaP Joint Action into national and EU level policies in the areas of food reformulation, food marketing and public procurement of healthy food in public settings.

Benefits to European citizens

Lasting, sustainable policies will contribute:

- to an increased offer of healthier options of processed foods (by reducing salt, sugar and fat content) available in EU (super)markets;
- to a reduced marketing pressure of unhealthy foods and drinks on children;
- to a higher quality of menus within public institutions.



Expert Area

This WP will strongly collaborate with the core WPs and the outcomes regarding food reformulation, food marketing and advertising to children and public procurement will be channelled into a series of meetings both on European level and nationally in a group of participating countries. These events will primarily involve policy makers, but in a second round also include other stakeholders such as food producers and retailers.

- D4.1 Roadmap of relevant national and EU policies incl. the list of national and European stakeholders (January 2022)
- D4.2 Report on Options towards Integration into National Policies and Sustainability (May 2022)
- D4.3 Prototype database, with recommendations for further steps (July 2022)
- D 4.4 Report on sustainability and integration in national policies (September 2023)






Work Package Leader



Marco Silano

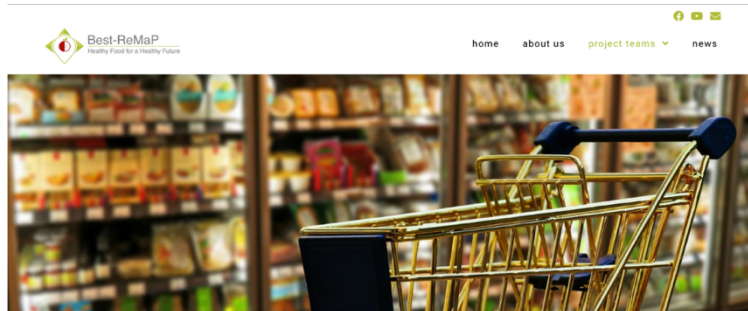
Leader of Work Package 4

Head of Unit of Human Nutrition and Health, Department of Food Safety, Nutrition and Veterinary Public Health, ISS, Italy



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Work Package 5: Reformulation and Processed Food Monitoring

"What gets measured gets done" - Monitoring and changing the food market for a healthy future

Currently, only a few European countries are able to monitor processed food supply at the brand level. Such a tool, at a country level, enable to monitor food offer, nutritional content and identify best formulation and room for reformulation. Activities aimed at reformulating foods into healthier alternatives are the first crucial step in improving the food supply for children.

This project team aims to share and promote best practices on how to implement a standardized European monitoring system for processed food reformulation.


Benefits to European citizens

Monitoring and benchmarking food products will:

- Provide data to identify best formulations and room for reformulation;
- allow comparison between countries and brands;
- contribute to an increased offer of healthier options of processed foods (by reducing salt, sugar and fat content) available in EU supermarkets;
- provide data to establish, evaluate and adapt nutrition policies.



Work Package Leader



Karine Vin
Leader of Work Package 5
Senior Researcher, French Agency for Food, Environmental and Occupational Health & Safety (ANSES)

 JA Best-ReMaP was funded by the European Union's Health Programme (2014-2020).



Work Package 6: Food marketing

Reducing marketing of unhealthy foods to children

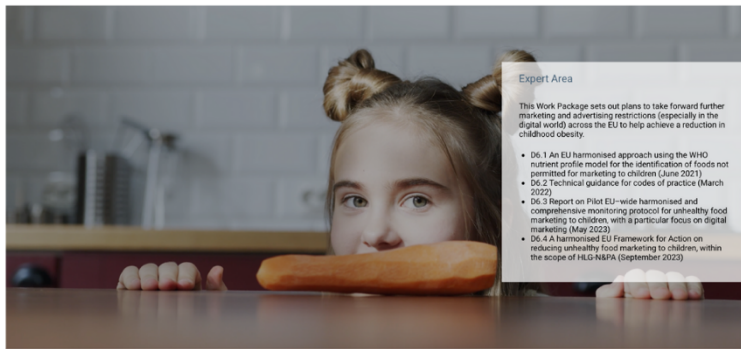
Children are constantly exposed to marketing messages both offline and online. The information they receive affects their food choices. As eating habits are formed at an early age, getting the right nutrition information will give them a better chance to grow up to be healthy adults. The European Union adopted the Audiovisual Media Services Directive at the end of 2018 to coordinate national legislation on all audiovisual media. One of the main goals of the directive is the protection of children and consumers. The implementation of this Directive is underway in the Member States.

Objectives of this work package are to identify best policy practices to reduce exposure of children to marketing of unhealthy foods, and develop harmonised protocols and tools to monitor the extent and nature of marketing exposure of children. Support Member States with the implementation of the new EU rules on audiovisual media services.

Benefits to European citizens

Due to the more stringent Codes and monitoring of unhealthy food marketing to children across the EU, children will be less exposed to advertisements and messages that could lead them to make poor nutritional choices.

Parents will be less concerned that on their way to school or while surfing the net their children will see unhealthy foods ads.



Expert Area

This Work Package sets out plans to take forward further marketing and advertising restrictions (especially in the digital world) across the EU to help achieve a reduction in childhood obesity.

- D6.1 An EU harmonised approach using the WHO nutrient profile model for the identification of foods not permitted for marketing to children (June 2021)
- D6.2 Technical guidance for codes of practice (March 2022)
- D6.3 Report on Pilot EU-wide harmonised and comprehensive monitoring protocol for unhealthy food marketing to children, with a particular focus on digital marketing (May 2023)
- D6.4 A harmonised EU Framework for Action on reducing unhealthy food marketing to children, within the scope of HLG-NMFA (September 2023)



Work Package Leaders



Maria João Gregório

Leader of Work Package 6

Head of the National Programme for the Promotion of Healthy Eating - Directorate-General of Health, Portugal



Ursula O'Dwyer

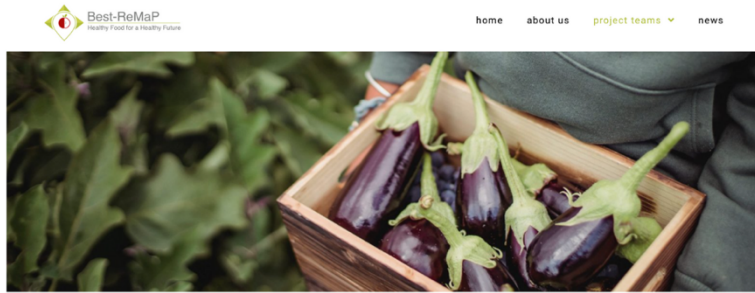
Leader of Work Package 6

Health Promotion Policy Advisor - Health and Wellbeing, Department of Health, Ireland



JA Best-ReMaP was funded by the European Union's Health Programme (2014-2020).





Work Package 7: Food procurement

Procurement of nutritious food in public institutions

Often times, the biggest obstacle to having a healthy diet is the absence of high quality food, especially in public institutions such as schools, kindergartens, hospitals, etc. Considering the amount of time that children spend at school, as well as the fact that in many European countries children consume at least one daily main meal there, schools are an ideal environment for supporting healthy behaviours.

The total social food service market in the EU (including private sector expenditure) has been estimated at €82 billion. This constitutes a sizable market as well as a powerful market force which should not be ignored. Public sector institutions as centres of procurement represent a significant part of the procurement of any national food economy and a large portion of food that people consume every day.




Benefits to European citizens

This part of the project takes on a pilot approach across the EU to contribute to the higher quality of menus, by assuring transparent quality of the procured foods in the selected public institutions of the interested Member States. With a view for the long-term, the project's findings and recommendations will be implemented at the regional, national and EU levels to improve food choices for children, thus adding to increased healthy life years.

The project contributes to more transparent and better quality, healthy and nutritious menus in the public institutions (mainly schools and kindergartens) at regional, national and EU levels. Work Package 7 activities contribute to the Best-ReMaP long-term overall objective to improve food choices for children, thus adding to increased healthy life years at the Member State and EU level.



Work Package Leaders

 Mojca Gabrijelčič Blenkuš Leader of Work Package 7 Senior advisor, MD, Specialist of public health – Slovenian National Institute of Public Health (NIJZ)	 Natalija Rozman Deputy Head of Work Package 7 Senior advisor – Slovenian National Institute of Public Health (NIJZ)	 Petra Kravos Member of Work Package 7 Dietitian – Slovenian National Institute of Public Health (NIJZ)
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3.4. News

This page will serve as a platform for sharing events, newsletters and any other relevant information.



4. GDPR

At the time of this report, the website has not yet been configured to collect any kind of personal information about its visitors. However it is expected that in Q1 2020 analytics scripts will be added to the site for traffic monitoring purposes. Prior to that, a GDPR compliant consent seeking notification will be added to the site.