



Best-ReMaP
Healthy Food for a Healthy Future

D.4.3 Briefs of the Four Policy Dialogues

Grant Agreement Number 951202

WP4 team

30/09/2023



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

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Contributors and Acknowledgements

The preparation of this report was led by the WP4 team in the context of their activities. The authors are deeply grateful to the members of the Work Packages team for their time and input to contribute to the realization of the four Policy Dialogues. Furthermore, we would like to highlight the invaluable contributions that have been made in the preparation of the materials discussed in this document. The authors would like to thank all the Joint Action partners for their time and input.

Abbreviations

JA	Joint Action
WP	Work Package
EU	European Union
JANPA	Joint Action on Nutrition and Physical Activity
HLG	High Level Group
JRC	Joint Research Centre
AVMSD	Audio-visual Media Service Directive
MS	Member State
WHO	World Health Organization
OECD	The Organisation for Economic Co-operation and Development
EUREMO	EU REformulation MONitoring
SWOT	Strengths, Weaknesses, Opportunities and Threats
ANSES	Agence Nationale de Sécurité Sanitaire de l'Alimentation, de l'Environnement et du Travail (France)
NIJZ	Nacionalni Inštitut za Javno Zdravje (Slovenia)
ISS	Istituto Superiore di Sanità, Rome (Italy)
NIPH	National Institute of Pharmacy and Nutrition (Hungary)
FABLE	EU Food and Beverage Labels Explorer
NCDs	Non-Communicable Diseases
FSSS	Food System Sustainability Scoreboard

NPM	Nutrient Profile Model
STOP	Science and Technology in childhood Obesity Policy
PEN	Policy Evaluation Network

Executive summary

This document includes the policy briefs of the four policy dialogues implemented within the JA Best-ReMaP project. Three policy dialogues have been held in three different European regions: Mediterranean, Northern and Scandinavian, and Central European regions and one has been organized within an EU dimension and was held in Brussels.

As part of the activities of the WP4, responsible for promoting, disseminating, and integrating results into national and European policies, the goal was to incorporate evidence into our policies and present it to policymakers to establish agreed-upon policies that can be effectively implemented. In this regard, the JA Best-ReMaP identified WP4 as a crucial work package focusing on the sustainability and long-term implementation of evidence into national and European policies, aiming to embed evidence into policies and ensure their implementation under the guidance of the organization responsible for regional policy dialogues.

Table 1: Policy dialogues' characteristics

POLICY DIALOGUES				
Mediterranean Europe	Roma, Italy 28 March 2023	Venue: ISS	27 participants (WPLs, BRM partners, policymakers, industry)	Cyprus, Greece, Malta, Portugal, Italy, France, Spain, Croatia
Northern and Scandinavian Europe	Helsinki, Finland 5 May 2023	Venue: THL	28 participants (WPLs, BRM partners, policymakers)	Serbia, Bosnia-Herzegovina, Austria, Romania, Hungary, Poland, Slovenia, Bulgaria, Italy
Central Europe	Vienna, Austria 12 May 2023	Venue: AGES	41 participants (WPLs, BRM partners, policymakers)	Belgium, Netherlands, Lithuania, Germany, Latvia, Ireland, Finland, Estonia, Denmark, Italy
Plenary Policy Dialogue	Brussels, Belgium 24-25 May 2023	Venue: Permanent Representative of Slovenia at EU	66 participants (WPLs, BRM partners, policymakers, private sector)	Slovenia, Finland, The Netherlands, Portugal, Belgium, Austria, Malta, UK, Croatia, Italy, France, Hungary, Spain, Norway, Cyprus, Ireland, Lithuania, Germany, Denmark

List of abbreviations: BRM: Best-ReMaP; WPL: Work-Package Leaders; ISS: Istituto Superiore di Sanità; THL: Finnish Institute for Health and Welfare; AGES: Österreichische Agentur für Gesundheit und Ernährungssicherheit.

During the policy dialogues, both the technical and political aspects related to the food environment have been considered through frontal sessions and participative discussions. Each policy dialogue has been divided into two parts: the sessions held in the morning and the one held in the afternoon. Firstly, **during the morning session**, common to all three policy dialogues, after a welcome address by an institutional representative from each of the three host countries, the WP leaders explained the WP's goals, outcomes, deliverables and milestones achieved, gathering in the process feedback from the attendees. Besides, the framework for actions of each core WP have been presented and discussed. Secondly, more participative sessions took place **during the afternoon session**, which aimed to discuss the strengths, weaknesses, opportunities and threats of implementing all three policies (on food reformulation, food marketing and public food procurement) in each given MSs and context, and, with regards to the Plenary Policy Dialogues, at EU level. The session aimed to focus attention on available tools for progress and how to create synergies between EU institutions and MSs. The policy dialogues' sessions concluded by selecting a few solution-oriented action points to help MSs to effectively respond to the challenges of the implementation of the policies covered by the JA.

In table 1 the characteristics of the policy dialogues are presented. The detailed agenda and list of participants are published in the *M4.4 Four Policy dialogues completed*.

1. Policy Dialogues' Morning Sessions

1.1 Presentation of Best-ReMaP state of the art and purpose of the Policy Dialogue

Mojca Gabrijelčič, the coordinator of Best-ReMaP, provided an overview of the transversal and sustainability elements associated with JA Best-ReMaP, including:

- Focus on addressing health inequalities
- Incorporation of a food systems indicator, which will be linked to the equity dimension outlined in the AU PRED 2018 roadmap
- Collaboration with multiple stakeholders, along with other nutrition initiatives at both European and national levels (STOP, CO-CREATE, PEN)
- Economic analyses being conducted by the OECD as part of its Best Practice Project

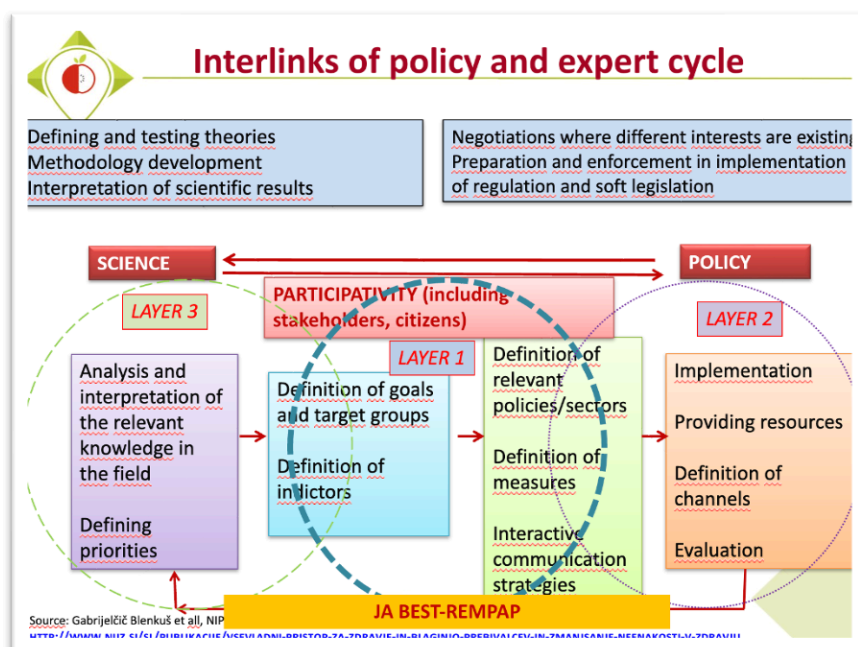
From this overview, it is evident that the JA Best-ReMaP initiative aims to improve the well-being of children and adolescents by promoting healthier food choices and creating environments that combat obesity. The objectives include:

- Supporting the transformation of the food environment for children in Europe
- Reducing the negative impact of marketing practices related to baby food
- Influencing the improvement of menu quality in public institutions
- Establishing networks of nutrition stakeholders at national and EU levels
- Contributing to the development of a food information database tentatively named "JRC food database"

To achieve these objectives, the project involves engaging with various stakeholders and target groups (Figure 1), which include:

1. Policy makers at national and regional governments
2. Food producers and retail sector, as well as parents and youth organizations
3. Civil society, universities, professional organizations and general public, including individuals such as parents, grandparents, children, adolescents.

Figure 1

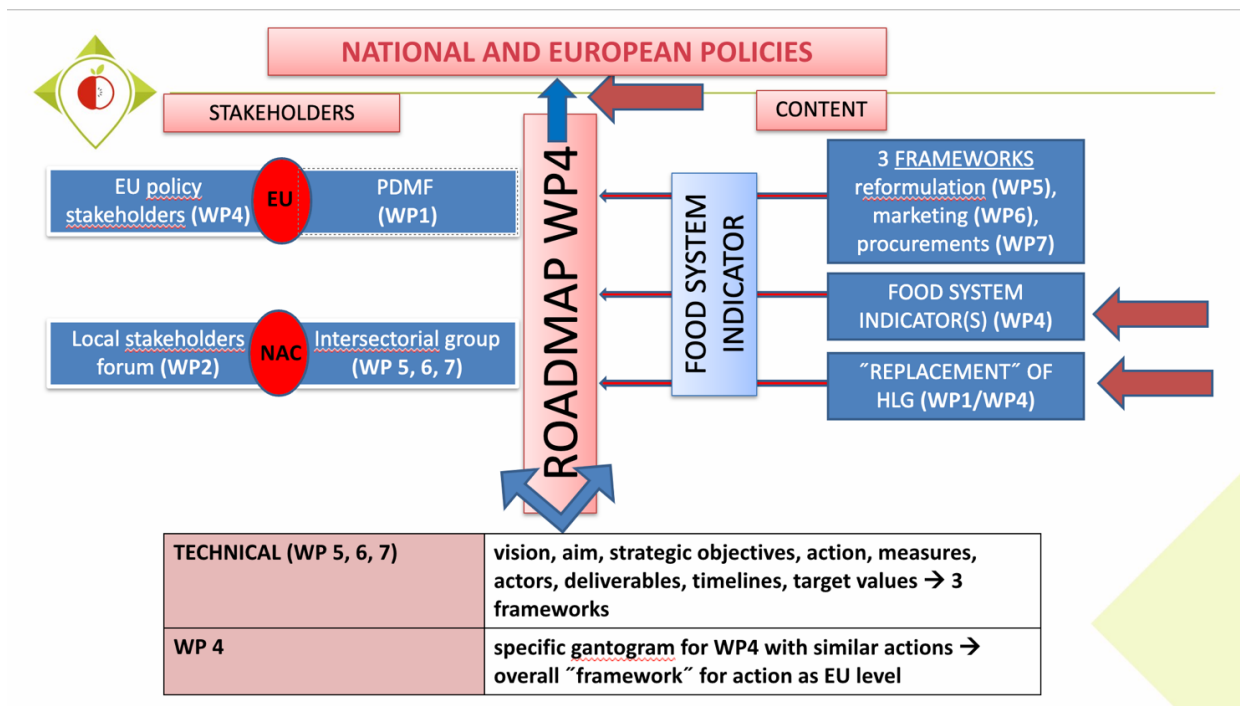


Source: Gabrijelčič Blenkuš et al, NIPH, 2012 . [HTTP://WWW.NIJZ.SI/SL/PUBLIKACIJE/VSEVLADNI-PRISTOP-ZA-ZDRAVJE-IN-BLAGINJO-PREBIVALCEV-IN-ZMANJSANJE-NEENAKOSTI-V-ZDRAVJU](http://www.nijz.si/sl/publikacije/vsevladni-pristop-za-zdravje-in-blaginjje-prebivalcev-in-zmanjsanje-neenakosti-v-zdravju)

1.2 WP4 Presentation – Milestones achieved, Description of the Final Report and Presentation of the policy template and Core WPs Framework for Action

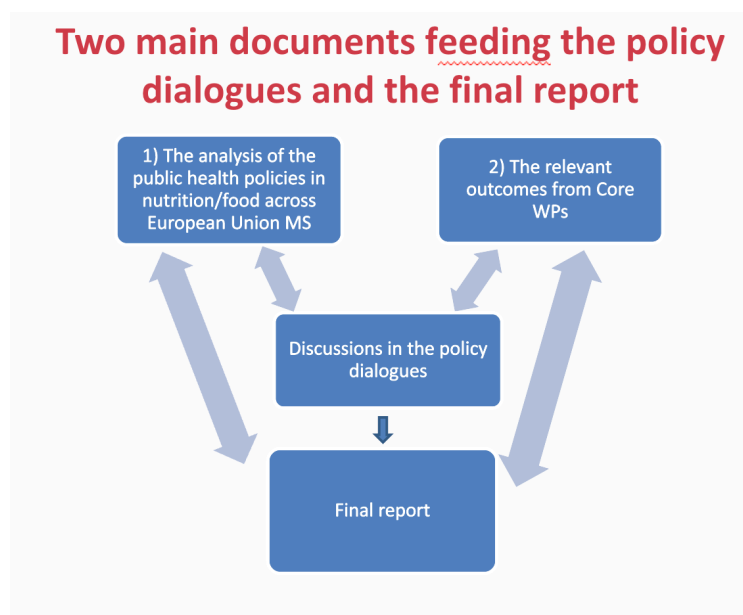
Marco Silano, the leader of WP4, presented the crucial work carried out by WP4, which integrates WP1, WP2, and WP3, the primary work packages of JA Best-ReMaP. The policy decision forum plays a central role in driving evidence into policies and providing guidance and support throughout the process. As outlined in the joint agreement, the main objective of WP4 is to facilitate the transfer and integration of results and outcomes from the technical work packages into national and European policies (Figure 2). This process is primarily built upon the achievements of other Joint Actions and initiatives, which were previously mentioned as the foundations of JA Best-ReMaP.

Figure 2 Source: own drawing



Dorota Sienkiewicz, a member of the WP4 team, presented the activities carried out by WP4, towards the final deliverable, which is the report on sustainability and integration into national policies (Figure 3).

Figure 3 Source: own drawing



The following actions will be taken:

- Regional policy dialogues are being conducted to address policy implementation and sustainability, while also considering equity aspects. These dialogues aim to identify challenges and opportunities.
- The working groups are currently reviewing policies and providing recommendations that will be incorporated into the final analysis report at the end of the 36-month period (M36).
- The final analysis report will be published, summarizing the findings and outcomes of the project.

Regarding the methodology used for the core WP Framework for Action, the aim was to collect and present the main results of WP5, WP6 and WP7. The objective was to provide guidance for policy implementation at both EU and Member State levels, focusing on considerations that policymakers should take into account when implementing research findings from relevant WP packages.

The Work Package Leaders (WPLs) developed a framework for the action model, addressing issues related to the objectives of each WP, the necessary implementation actions, the research support required and the impact of policy implementation on the social gradient.

The initial draft of the case study and a two-page abstract were shared with partners to facilitate discussions in EU and regional policy dialogues.

Within the Core WP Framework for Action, several important questions guided the work of the JA Best-ReMaP:

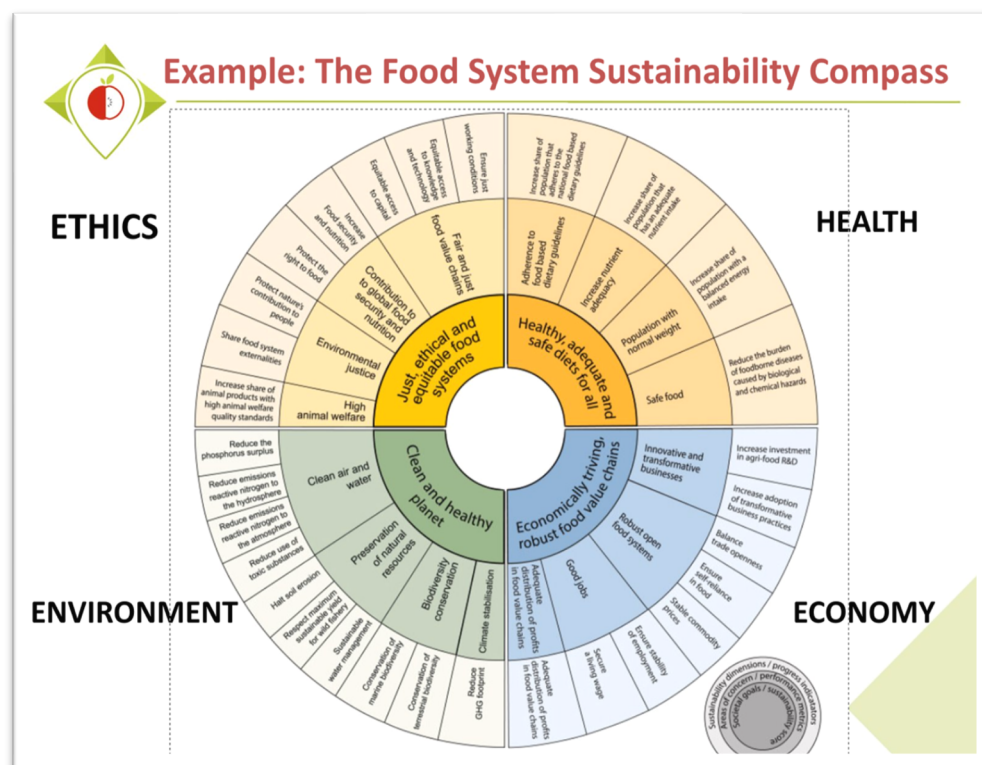
- Do Member States have the necessary resources and tools to address these problems?
- If not, what is missing at European and national level to address these challenges?
- How could cooperation between countries be promoted to maximize synergies, amplify impacts and implement best practices on the ground?
- Among the proposed tools, which do you think has the greatest potential for your context?

Samuele Tonello, member of the WP4 team, presented a Food System Sustainability Scoreboard. He also talked about how to embed a monitoring mechanism for food sustainability in the EU Semester. Food systems have various impacts on European society:

- **Health:** malnutrition and obesity are leading causes of several non-communicable diseases (NCDs) and are linked to mental health problems
- **Environmental footprint:** depletion of natural resources and food waste
- **Socio-economic externalities:** inequalities in supply chains

To build a Food System Sustainability Scoreboard (Figure 4) that can step up the EU's effort to create a healthier and more sustainable European food system, there are two main challenges to address: **The "what"** - the decision on what the food system sustainability scoreboard should look like; **The "how"** - from a policy and advocacy perspective, how could an FSSS be integrated into the European Semester and by what means could it be implemented.

Figure 4. Source: The Sustainability Compass © 2021 Hebinck et al., Published by Elsevier B.V.



1.4 Equity Aspects in the Joint Action Best-ReMaP – Proportionate Universalism and Social Gradient at the core of policy implementation

The Best-ReMaP equity advisor Tim Lobstein addressed the health impact assessment approach and focused on a health equity impact assessment. How will a policy affect the risk of obesity for children from different social groups? It is possible to say in advance which policy will reduce obesity risk for different groups? How will the different groups react? What criteria should we use? What evidence is available? To answer these questions, it has been conducted a literature review for health equity assessment, focusing on factors relevant to obesity, and to food and nutrition policies. The review identified four main types of criteria. First, the underlying inequalities before the policy was introduced. Second, the type of policy and how it reaches communities: is it universal? Is it proportionate to the problem? Third, the response to a policy and what behavioural changes are expected: does it require individual choices/resources, such as money, skills or knowledge? And finally, how well it can be sustained.

The evidence base is not strong because the problem of inequality is little studied, but it has been possible to make some useful statements. In the case of limiting children's exposure to television advertising for unhealthy foods, it can be argued that there is evidence that exposure is greater for children in poorer households, that a policy would reach everyone, that the answer requires no choice or agency on the part of children or their parents, and there is good community acceptance across all social groups. We can say upfront that the policy is likely to reduce inequality in childhood obesity.

Similarly for the provision of good food to children and other institutions, it can be argued that the need for good nutrition is greater for less affluent consumers, the benefit should reach all who receive the food, especially low-income consumers and would reduce obesity-related inequalities. Finally, reformulation will benefit those who consume the most reformulated foods but we are not sure if they are necessarily the least affluent consumers. There is a lack of evidence on how reformulation affects childhood overweight, but if reformulated food costs the same or even less, then the evidence supports the policy to reduce inequality. Therefore, for the three JA Best-ReMaP policies we can say that all three policies can reduce the risk of obesity for all children and especially for children from the poorest families.

1.5 JA Best-ReMaP WP5 – Processed Food Monitoring and Reformulation: opportunities and challenges to policy implementation of WP5 main outcomes

Jean-Luc Volatier, WP5 member, and Karine Vin, WP5 leader presented the action plan of the WP5 team in JA Best-ReMaP. WP5 aims to encourage industries at the EU level, in 22 countries, to improve different food and nutrition policies and systems, in order to provide an overview of the nutritional quality of foods, allow comparisons between countries, provide data to evaluate and adapt nutrition policies in Europe, and identify the best formulation to incite producers to improve the nutritional quality of their products.

Specifically, the main objective of WP5 is to identify differences in food production and good ideas to share and implement them in different countries. Best practices should be identified in each country, as from past experiences, for example in JANPA, there is high variability in a food product category across countries.

The **methodology of the WP5 team**:

1. Prioritization of food categories and new technologies, and the evaluation of digital data sources;
2. Diffusion of the methodology through the coding of pre-existing data and the production of guidelines to be sure of working in a harmonized way;
3. Implementation of a first snapshot (5 countries) because these 5 countries have not participated in past actions (neither JANPA nor EUREMEO): data collection and data processing;
4. Implementation of a second snapshot (14 countries)
5. Data treatment for selected countries: assessment of trends, impact on nutrient intake, country comparisons.

First results: number of products recodified / collected in JA Best ReMaP (temporary numbers - data collection still ongoing +/- 40 000 products so far). The analysis will be conducted in the next months.

How can WP5 help to define and assess nutrition policies?

- Data available to characterize the food offer and the nutritional quality of processed food at a given time (number of products by subcategory, nutrient values, room for reformulation, ingredients lists...)
- Follow up: knowledge of the trend over time (reformulation, the introduction of new products...)

- Assessment of the impact of nutrition policy measures both on the food offer and the composition of processed food (commitments with industry, thresholds, taxes)
- Open access datasets hosted by the JRC, which represents an upgrade in this context.

Conditions of success for the sustainability of actions

- Appropriation of the methodology by the partners (task already achieved: there is a common methodology in more than 20 countries in Europe)
- Extension to the other food groups + follow up after the end of the project
- Maintenance of the database by the JRC in order to keep it open and living
- Continuation of the actions of JA Best-ReMaP in the new joint action on non-communicable diseases

1.6 JA Best-ReMaP WP6 - Reducing the marketing of unhealthy foods to children: opportunities and challenges to policy implementation of WP6 main outcomes

Maria Joao Gregorio, WP6 leader illustrated the work plan of the WP6 team which consists of 7 different tasks:

- **TASK 6.1:** establishment of the EU expert group and National Intersectoral working groups
- **TASK 6.2:** mapping of existing regulations and legislations in EU MSs
- **TASK 6.3:** supporting the transpositions of the new Audio-visual Media Service Directive (AVMSD)
- **TASK 6.4:** development of an EU-coordinated, comprehensive monitoring protocol for reducing unhealthy food marketing to children
- **TASK 6.5:** guidance for regulatory and voluntary codes of practice
- **TASK 6.6:** adaptation of the monitoring tools to address health inequalities
- **TASK 6.7:** EU harmonized Framework for Action on reducing unhealthy food marketing to children

Another issue was regarding the second edition of WHO Nutrient Profile Model. For this task, the WP6 team worked together with WHO, since WHO has already published a Nutrient Profile Model in 2015. Considering the experiences of some countries that have already adopted this model, the team discussed the need to update the model and to have a common rationale for the definition of nutrient threshold, and also the need to include other food categories in particularly plant-based food categories. Particularly, in JA Best-ReMaP

the WP6 team performed the test of the second edition of the Nutrient Profile Model in 13 countries and it included the analysis of many products belonging to these different EU countries. The second edition of the Nutrient Profile Model has been published in March 2023 and now it is ready to be used by the countries.

WP6 team has also started the work on the codes of practices and the monitoring tool for food marketing in terms of the monitoring protocol. There are currently 20 pilot studies in 12 countries. The WP6 team is doing this monitoring activity through different channels: tv, online marketing, social media and paid advertisement, and it is trying to develop a protocol to test and monitor the outdoor advertising, too.

WP6 team ongoing activities: trying to use the knowledge and tools developed by Tim Lobstein to adapt the monitoring tool to address health inequalities (task 6.6) and to include children from different socio-economic backgrounds, to if there is a different children's exposure to digital marketing. Moreover, the WP6 team will conclude the systematic review focused on describing elements of implementation processes of food marketing Codes of Practice (54 included studies).

Planned main outcomes of WP6 team:

1. EU Expert Group and National Intersectoral Working Groups in each participating partner country established
2. Updated WHO Europe NPM in collaboration with WHO, published by WHO Europe, available online
3. Monitoring protocol for assessing exposure to food marketing in children and adolescents, available online
4. Technical Guidance for developing/implementing food marketing Codes of Practice with a template for EU MS.

1.7 JA Best-ReMaP WP7 – Food Procurement in Public Schools: opportunities and challenges to policy implementation of WP7 main outcomes

Mojca Gabrijelčič, WP7 leader, gave an overview on JA BestReMaP WP7 - Public Procurement of Food in public institutions – a pilot EU approach. WP7 team has the goal to contribute to the children/adolescents' health outcomes by improving food choices for children and changing obesogenic environments. WP7 team aims to test a pilot food procurement best practice IT tool that can enable mainly schools and kindergartens in the EU access to high-quality, healthy and nutritious food.

WP7 has 4 objectives:

1. To support the establishment of the intersectoral working group for the public procurement of foods in public institutions in the participating MSs. In the process, the WP7 team realized that there are still many unknowns from a public health perspective, especially which sectors are involved in food procurement, and with whom we have to collaborate.
2. To increase the understanding, knowledge and skills regarding public procurement of food/food products in selected public institutions
3. To enable better choices of quality food stuff for balanced menus in selected public institutions, from at least one type of public institution, by piloting the Catalogue of foods in the public procurement procedure
4. To recommend further institutionalized implementation of the public procurement procedures for foods, based on quality standards, in EU member states.

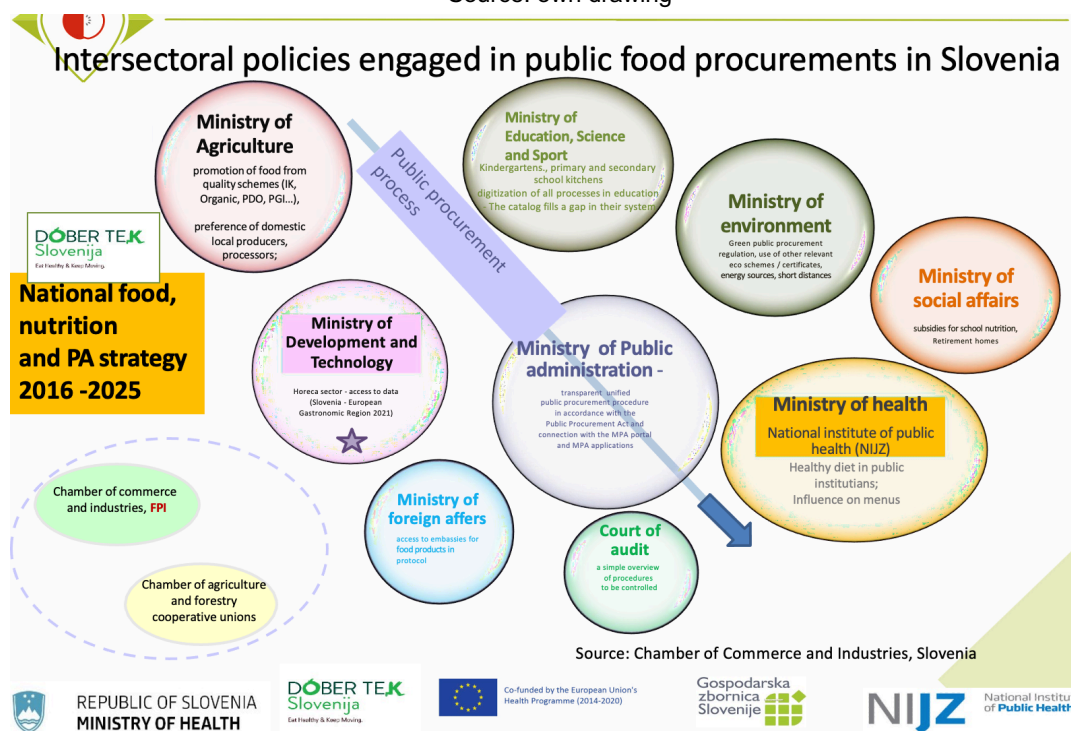
In 2014, the total social food service market has been estimated at €82 billion, which means that the public procurement system has huge potential to influence the use of public funds within public health-driven policy agenda.

- **Task 7.1 EU and National Legislative Frame and Intersectoral Cooperation**
 - **Task 7.1.1:** the WP7 team performed a situation analysis of the state of the art of the existing EU and national legislation on public procurements of foods, based on the Maltese Presidency CC, JRC report and good practices in the involved MSs. Based on the outcomes of the national workshops on food procurement, the need for legislative amendments was identified (Task 7.1.3).
 - **Task 7.1.2:** the WP7 team identified the relevant sectors and stakeholders and the key motivating drivers/benefits for other sectors to participate. A group of EU experts and cross-sectoral national/regional working groups (WGs) on public procurement has been set up. They put the public procurement questions also in the second STOP stakeholder questionnaire. The survey ran in May 2021 and involved stakeholders from eight countries. **Task 7.1.3:** WP7 organized national meetings/workshops on food procurement, to define the state of the art and plan future steps/define the process.
 - **Task 7.1.4 (leader: Denmark):** National/regional/local focal points (FP) at the national institutions have been identified, for the institutionalized coordination and implementation of the public food procuring activities. In addition – the establishment of a public food procurement officers' network (monthly network meetings are taking place).
- **Task 7.2 Participating Institutions and Knowledge Building**
 - **Task 7.2.1 Selection of public institutions for the Implementation of the action:** Participating MSs selected the type of the participating institutions and within the selected institution type, individual institutions were selected for the implementation of pilot procurement IT tool and execution of joint public tender.

- **Task 7.2.2 Knowledge building, knowledge sharing and knowledge transfer** in EU MSs regarding food procurements. Knowledge transfer trainings / workshops (WS) were organized: detailed insight (can be found?) into the elements of the Food Catalogue and into the practice of using the Catalogue (visit to Kranj kindergartens) (Figure 5).

Figure 5. Schematic overview of Institutions engaged in public food procurements in Slovenia.

Source: own drawing



WP7 team is also working on a catalogue of food for public procurement, the IT tool used to simplify the preparation of public tender and make the process more transparent. The Catalogue of Foods represents the overview of food products on the market and therefore enables the selection of quality foods. It also represents the link between the private and public sectors. The tool also includes the food quality criteria defined by the valid certificates of the different quality schemes. The evaluation of criteria is in progress as well as the testing of different simulations.

With the support of the JRC, the WP7 team, is also exploring the possibility to propose the EU list of products, to have more comparisons between products. In the next months, they will discuss the evaluation criteria, since CE is interested in health, social, and sustainability criteria. Countries are also producing comparison analysis of case studies, MSs were very proactive and sent these analyses earlier, since the CE is right now preparing the New Framework on food sustainability and required the data.

- **Task 7.3 Pilot Procurement Tool and Joint Public Tender**

- **Task 7.3.1:** Overview of the available tools in the participating MSs, with recommendations for the development of the joint pilot. English-language Pilot Catalogue for selected food groups, with a possible adaptation of the available tools is being tested.
- **Task 7.3.2:** Development of pilot Catalogue of Foods in English language, together with selected subcontractor, using practical experiences from the field:
 - The national/regional/local pilot study developed and implemented;
 - Selection of food groups for the implementation of the pilot study;
 - National or regional market analysis of the harmonized selected food groups;
 - National teams are creating the national Pilot Catalogue of food products (selected lists) and checking it with the national food providers;
 - Testing and piloting of the Catalogue of the selected foods (milk and milk products; fish and fish products);
 - Development of the procurement testing tender—filling out the tender in cooperation with the food producers.
- **Task 7.3.3:** joint execution of public tender with harmonized timing among all the participating MSs; comparative testing of the pilot Catalogues of foods in participating MSs; to demonstrate the functioning of the pilot Catalogues of foods within different MSs and highlight the possible linkages.
- **Task 7.3.4:** development of the approach towards the EU market analysis with the aim to compose the joint EU list of food products, with the support of the procurement officer's network.
- **Task 7.4 Public Food Procurements Evaluation Criteria:** development of the evaluation criteria, based on the practical experiences and good practices from the field - with the inputs from the MSs, based on the national specificities. Recommendations for the criteria at the EU level, with complete digitalization and transparency, for further steps and potential new funding mechanisms to support implementation of JA outcomes.
- **Task 7.5 Case Studies:** comparison analyses - case studies:
 - WP7 prepared a template to describe the process and experiences from the individual MS;
 - Based on the inputs of MSs, the comparative analyses and further recommendations will be prepared.
- **Task 7.6 EU Harmonized Framework for Action on Food Procurements in Public Settings:** an EU Framework for action for public procurements of foods in public settings that intend to be transferred across EU MSs has been developed. This Framework for Action provides guidance for policy implementation measures across the EU MSs and allows us for regular updating following the end of this Joint Action facilitating ongoing sustainability.

- **Task 7.7 Recommendations for Sustainable Policy Development:** recommendations for further developments of the approach will be provided in line with WP4, to support the effective institutionalized implementation.

WP7 Goals:

- Increasing the understanding, knowledge and skills regarding public food procurement
- Support the identification of relevant sectors and stakeholders in the public food procurement field
- Support the establishment of the intersectoral working group for public food procurement throughout the project and beyond
- Support the establishment of the EU PFP Network throughout the project and beyond
- Consult on the establishment of minimum criteria for sustainable public procurement and the need to make sustainable public procurement criteria mandatory.

WP7 Challenges:

- Better detailed applicative situation analyses of the existing legislation, related to public food procurement
- Maintaining stakeholders' interest and supporting the inter-sectoral working group activities beyond the project
- Increasing the awareness of country specificities to understand how to best consider the cultural aspects of each country
- Increasing the understanding, knowledge and skills regarding public food procurement
- Trying to build the capacity and knowledge of public procurement officers and raise awareness while in close cooperation with the European Commission (EC), to help prepare JA Best-ReMaP Member States and others for the adaptation of the Framework for sustainable food systems
- Encourage the agreements on the creation of an EU-level database for public procurement, where some products, entered in the Catalogue during the pilot study, could have already been included.

The work of Best-ReMaP WP7 will continue in the new Joint Action Prevent NCDs.

2. Policy Dialogues' Afternoon Sessions

2.1 Mediterranean European Regions Policy Dialogue

2.1.1 SWOT Analysis

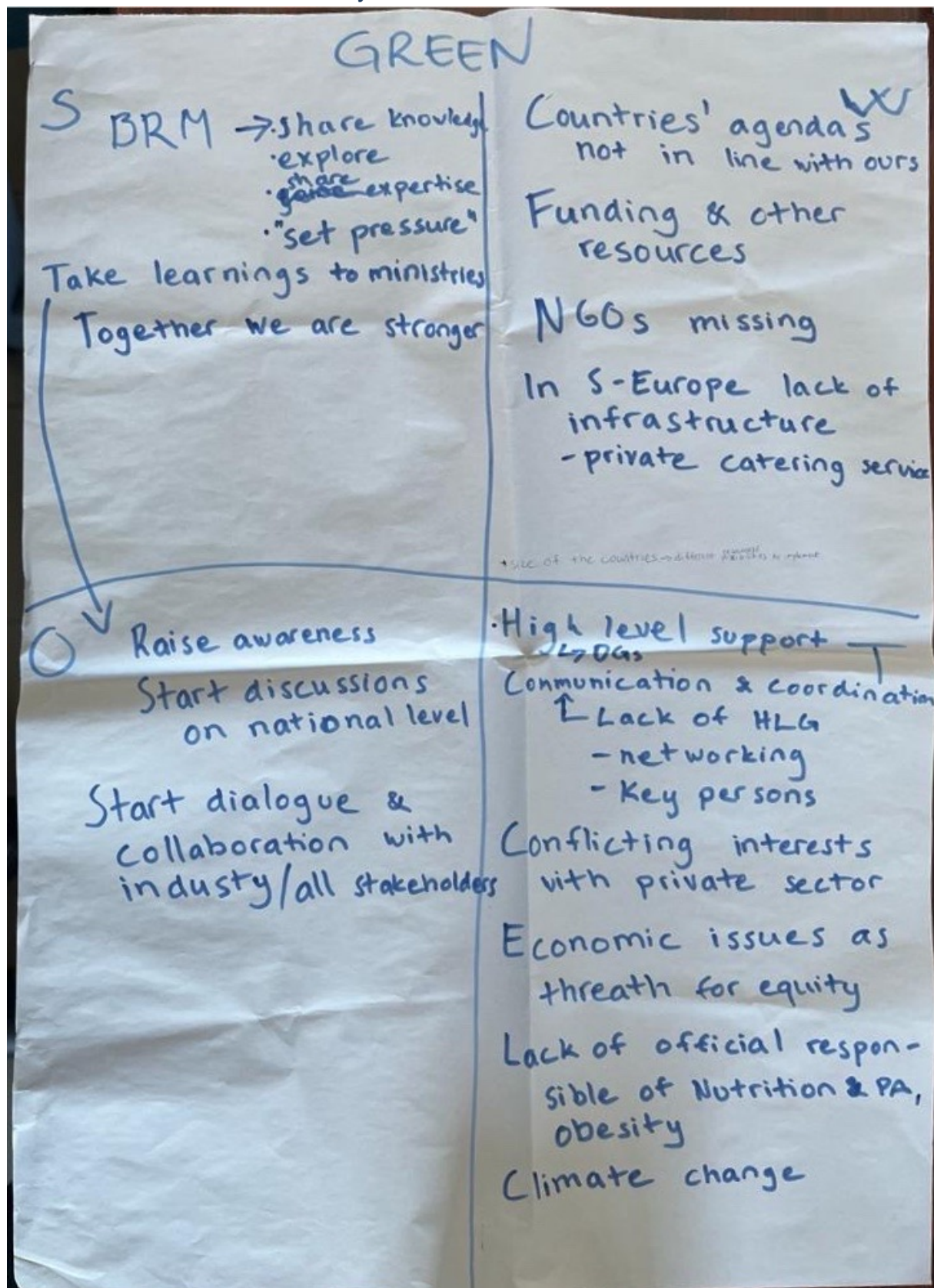
GREEN GROUP	
STRENGTHS <ul style="list-style-type: none"> • Share knowledge • Explore • Share expertise • Set pressure 	WEAKNESSES <ul style="list-style-type: none"> • Countries agenda not in line with BRM • Funding and other resources • NGOs missing • In South Europe lack of infrastructure-private catering service
OPPORTUNITIES <ul style="list-style-type: none"> • Raise awareness • Start discussion at national level • Start dialogue with stakeholders and industry • Take learnings with Ministries • Together we are stronger 	THREATS <ul style="list-style-type: none"> • High level support (DGs) • Communication and coordination: lack of HLG, networking, key person • Conflicting interest with private sector • Economic issue as threats for equity • Lack of official responsible of nutrition and physical activity, obesity, climate change

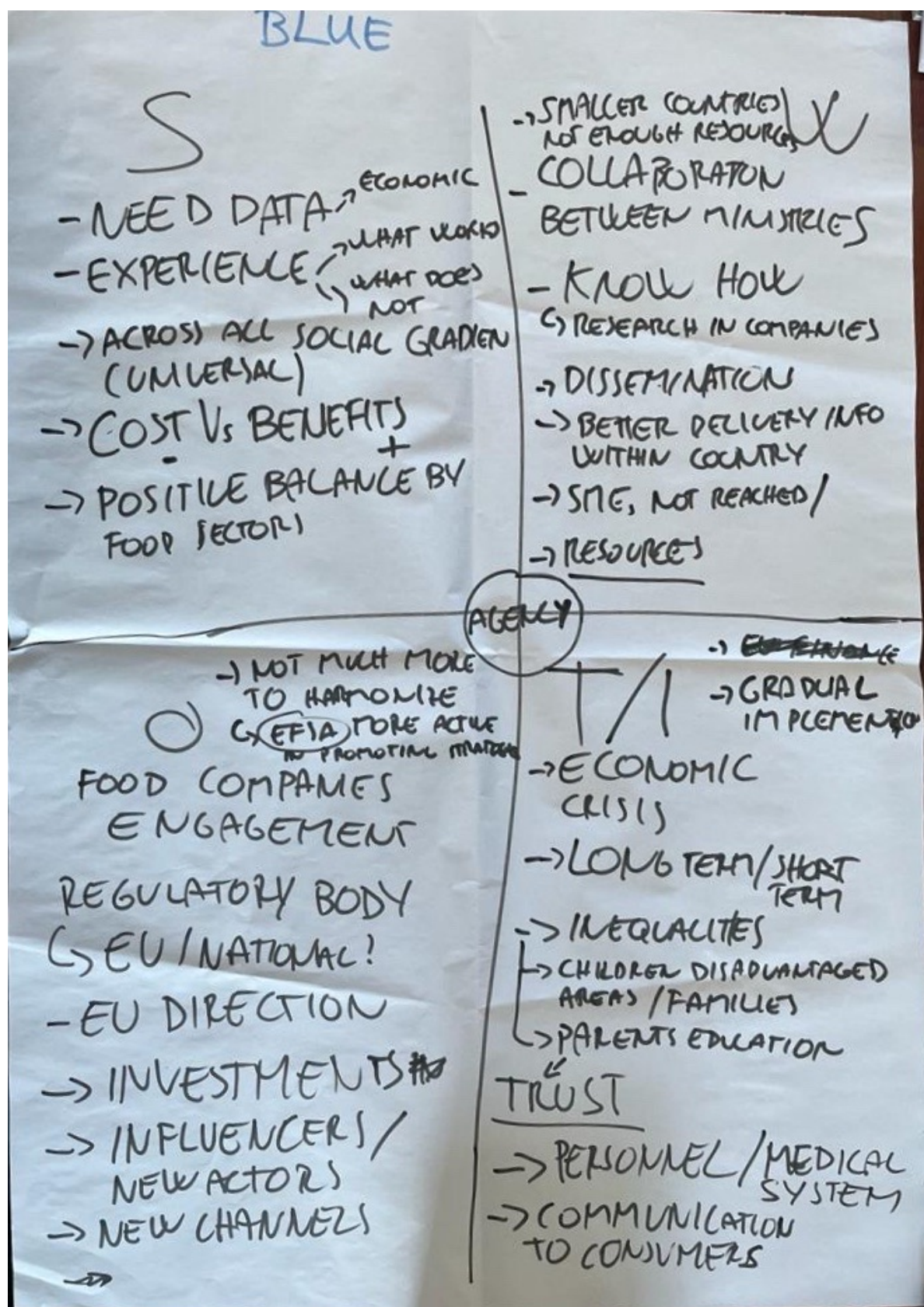
BLUE GROUP	
STRENGTHS <ul style="list-style-type: none"> • Need data→ economic • Experience: what works, what does not • Across all social gradient • Positive balance by food sector 	WEAKNESSES <ul style="list-style-type: none"> • Smaller Countries do not have enough resources • Collaboration between Ministries • Know-how: research in companies • Dissemination • Better delivery of information between Countries • SME not reached
OPPORTUNITIES <ul style="list-style-type: none"> • Not much more to harmonize • EFSA more active, no promotion strategy • Companies engagement • Regulatory body (EU, national) • EU direction • Investment • Influencers/new actors • New channels 	THREATS <ul style="list-style-type: none"> • Gradual implemented • Economic crisis • Long term/short term • Inequalities: children in disadvantaged areas/families, parent education • Trust in personnel, medical system • Communication to consumers

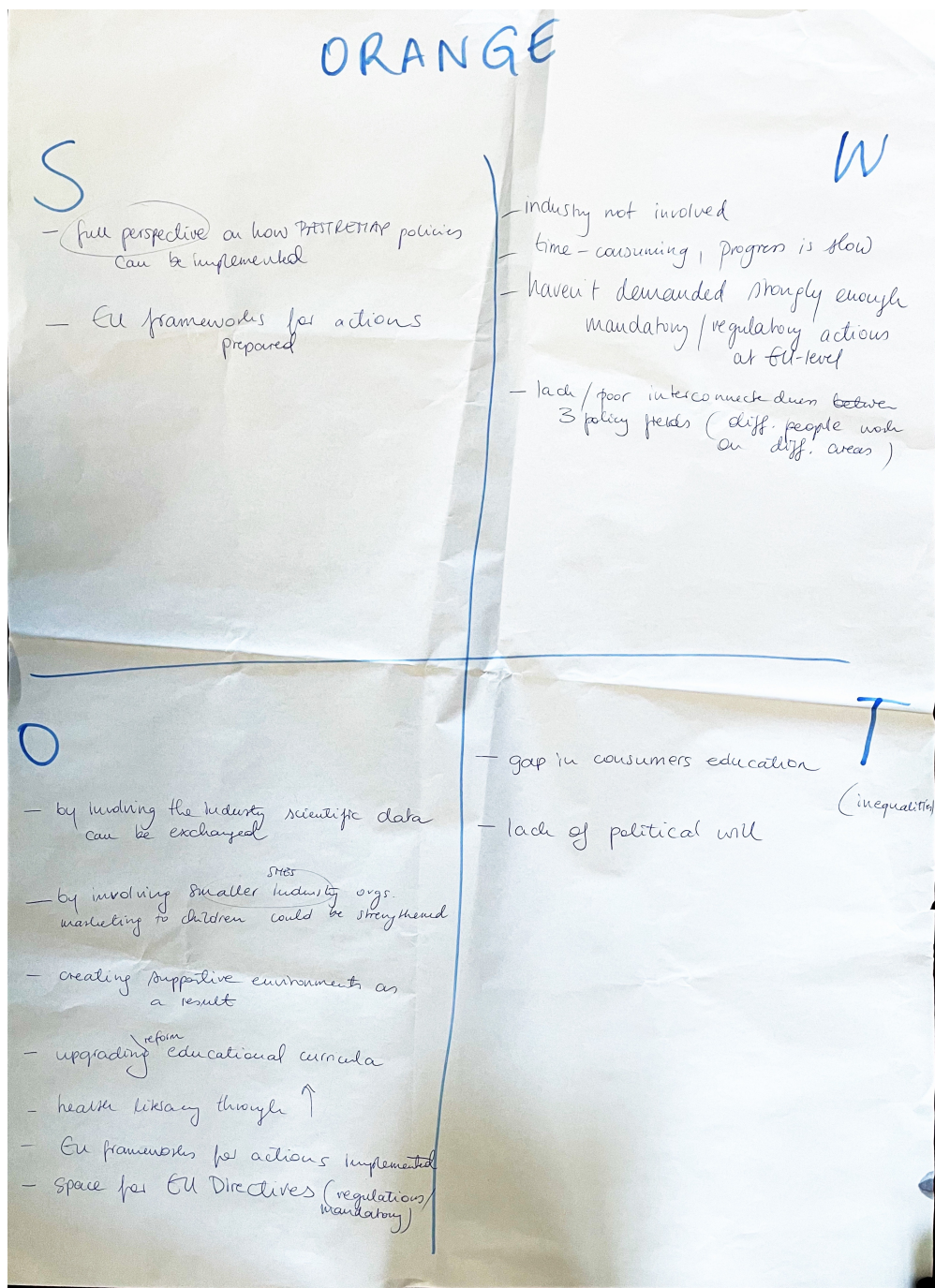
ORANGE GROUP	
<p>STRENGTHS</p> <ul style="list-style-type: none"> • Full perspective on how BRM policies can be implemented • EU framework for action prepared 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Industry not involved • Time consuming, slow progress • Have not demanded strong enough/mandatory actions at EU levels • Lack/poor interaction between 3 policy fields (different people work in different field)
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • By involving industry, scientific data can be exchanged • By involving SMEs, marketing to children could be strengthened • Create supportive environment as a result • Upgrading/reform educational curricula • EU framework for action • Space for EU directives 	<p>THREATS</p> <ul style="list-style-type: none"> • Gap in consumers' education • Lack of political will • Inequalities



2.1.2 Photos of the SWOT Analysis







2.1.3 Evaluation of Mediterranean European Regions Policy Dialogue

This evaluation is based on the feedback from the participants of the Policy Dialogue collected with an online survey and on the observations of two participating members of the JA Best-ReMaP evaluation team (Work Package 3). Altogether 10 participants (out of the 26 attendees) answered the questionnaire, 5 of them representing associated partners, 4 collaborating partners and one was a stakeholder. The satisfaction on the organisation of the Policy Dialogue was investigated with 11 statements with Likert scale (1-5) from totally disagree to totally agree (for example 'the meeting was well organised', 'the agenda was interesting and useful for me', 'enough time was allocated for discussion'). The mean for all the statements was 4,5 and there were few answers below 3. According to the responders, the meeting met its objectives very well. The responders indicated that the main benefits of the Policy Dialogue were the opportunity to network and get information about the policies JA Best-ReMaP has advanced. According to the two participating members of the evaluation team, the discussion in the Policy Dialogue was vivid, enthusiastic, and open. The policies of the JA Best-ReMaP were discussed from multiple viewpoints in a critical but optimistic manner. All invited member states were represented in the Policy Dialogue to ensure that the circumstances in different member states were expressed. Unfortunately, many participants had to leave in the afternoon, and in the discussions only two-thirds were present. The evaluation team members thought that quite a lot of the time was spent on presenting the work done in the work packages and more time could have been reserved for the discussions.

2.1.4 Follow-up Web Meeting

Meeting name: Mediterranean Europe Policy Dialogue - Follow up meeting; **Organizer:** WP4 core team; **Date and time:** April 18th 2023 at 10:00 – 11:00 (CEST); **Meeting location:** Video Call – TEAMS application

List of attendees: M. Gabrijelčič Blenkuš (NIJZ), Marco Silano (ISS), Samuele Tonello (EuroHealthNet), Elena Carrano (ISS), Petra Ožbolt (NIJZ), Valentina De Cosmi (ISS), Nunzia Liguori (DGISAN), Roberto Copparoni (DGISAN), Giuseppe Plutino (DGISAN) Bo Dohmen (Food Drink Europe), M. Robnik Levart (NIJZ), Heli Kuusipalo (THL), Laura Rossi (CREA), Jemina Kivela (THL), Eliza Markidou (Ministry of Health, Cyprus), Lindström Jaana (THL), Christine Berling (DGS/MAEI), Mary Yannakoulia (HUA)

Agenda

1. Rome dialogue – reflection
2. Important messages to convey

M. Kont (HUA, Greece) has expressed her concerns and difficulties to communicate the key messages to governments. She discussed that the political internal problems in Greece are affecting communications and the finding of solutions for most of the problems related to the project. What she asks is the adoption of horizontal legislation similar throughout Europe. Her and her working group will send messages to the new government. She also states that food reformulation is the policy with which collaboration with the private sector is more promising.

M. Gabrijelčič (NIJZ) agreed and commented that the stakeholder's analysis in STOP project showed how the food reformulation policy is the issue in which we can build more trust.

Bo Dohmen (Food Drink Europe) expressed that it is a good practice to engage stakeholders, like more than the chamber of commerce and associations representing the whole sector. She reported to have encouraged their members and the national federations to attend the dialogue planned in Helsinki, to make sure to learn from each other and put their input into the processes. Moreover, she and her working group have finalized a guidance document for product innovation and reformulation, that will be published online. This document aims to give practical guidance to small and medium size companies, that may not have the same resources as the big ones. She added that she could share this document with the group.

E. Markidou (Ministry of Health, Cyprus) expressed that in Cyprus there is similar situation as in Greece. Cyprus has changed its government. Eliza is going to meet the Minister of Health to report on the outcomes of the Rome Dialogue, but she feels that nutrition is not a topic put high on the Ministry's agenda. Differently, good responses from industries came from food reformulation. **M. Gabrijelčič (NIJZ)** Congratulated Eliza for getting the appointment with the Minister. The challenge is how to create health promotion and convince people that health is created out of the health sector. Health is mainly created out there, where stakeholders are creating the environment where people live healthy or unhealthy. M. Gabrijelčič suggests giving the Ministry a few data on Cyprus' trend of obesity and data showing that approximately the 9% of the health budget is spent on curing the obesity problems; there is also a 3,5 % GDP decrease as a consequence of the indirect cost of obesity. This should be a huge concern also of the private sector.

S. Tonello (EuroHelthNet) gave his feedback on the workshop in Rome. In the way to bring the conversation into policy implementations, S. Tonello highlights that the conversation in Rome was more general than expected. JA Best-ReMaP is an important platform and it has two challenges: firstly, how to discuss internally and raise awareness of this topic, secondly how to best maximize the effort internally and how to get the messages to institutions. S.

Tonello suggests writing a one-page report with the outcomes of the JA core WPs to support our partner in government, organizations or competent authorities to discuss that in the countries.

H. Kuusipalo (THL) agreed to find a way to communicate very simple messages in the final Dialogue in Paris. She also stated that working with industries is fundamental but creating trust is difficult. She highlights the need to convey a very strong message in Paris and continue it in the next JA on NCDs.

M. Gabrijelčič (NIJZ) stated that the policy dialogue in Helsinki is an opportunity to define the agenda to push the messages. Mojica agrees that also the final meeting in France is a very good opportunity, to show how the member states can work together. The implementation approach can be addressed and identified, providing the STOP results on the stakeholder analysis where it has been tried to understand a few concepts, coming from the identification of the evidence from different stakeholder groups: how to look into sustainability, equity, what it is possible to do in the will to change the environment. It is important to explore a bit more the stakeholder landscape at the EU level.

Bo Dohmen (Food Drink Europe) stated that it is important to communicate all the different initiatives. Last year they conducted a series of focus groups, with stakeholders, environment experts, young professionals, consumers, policymakers from academia, NGOs, and startups and emerged one message: to communicate better, as is also part of increasing of transparency. She thinks that communication with the private and public sectors is fundamental to amplifying each other messages, to spread the message to local populations, to make sure the messages reach the right people. The mental health well-being is an aspect to take into consideration, too.

M. Gabrijelčič (NIJZ) agreed to explore more in the next months, mental health issues broader context, why do people need to eat well? Why does eating well also equal the other spheres of human well-being at any level?

C. Berling (DGS/MAEI) suggests that what has to be taken into account is the cultural aspect of nutrition, too. The next JA on NCDs is an opportunity to implement things. The healthy city network would be involved as the cities themselves. Cities themselves may implement food at schools, food at work, so it is important to find a way to reorganize the cities. A closer look at the WHO EU plan, where there is a cultural approach to public health should be given. It is important to have a look also at sustainability of our actions and their impact, promoting self-sustainable actions.

Opportunity: Olympic games in Paris are an opportunity to move to a well-being economy approach. **DGS/MAEI** is currently working with WHO for delivering healthy messages included in foods. Sports events for marketing are the most diversifying elements among different stakeholder groups.

M. Gabrijelčič (NIJZ): in the private sector, there are different groups: industry, marketers, food processors engineers, and management that want to see economic growth. Changes in the matrix in which we are living is needed. There are other aspects that could be measured, except for the economic capital, as social capital, and environmental capital.

C. Berling (DGS/MAEI) → Elements to explore more: it is important to conduct each dialogue in the same way, with the same coherent structure and see the outcome where we have differences and where we align.

Reflections from the Italian Ministry of Health (sent by e-mail)

To transfer the scientific results and evidence into national policies, the Italian Ministry of Health has set up an *intersectoral working Group on Food Security*, with representatives from national and regional/provincial institutions, academia, scientific societies on nutrition and private sector (chamber of commerce, category associations only).

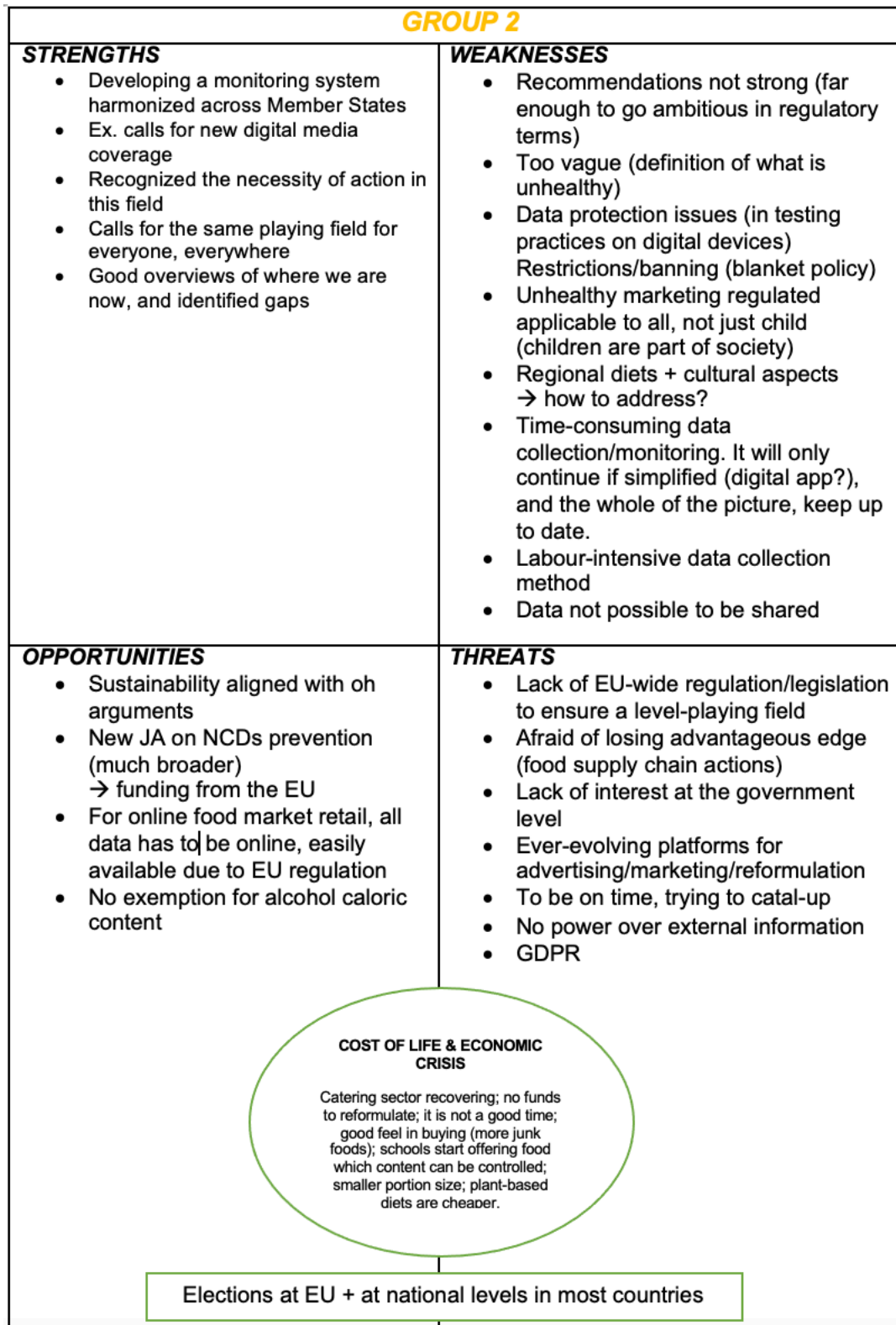
TaSiN is aiming at:

- encouraging the development of nutritional policies and decision-making processes useful for promoting healthy eating, based on adequate knowledge of the existing situation and scientific evidence;
- defining a methodology to make the healthy choice the easy choice regarding food;
- establishing educational and training guidelines;
- identifying the operational tools for achieving the objectives.

2.2 Northern and Scandinavian European Regions Policy Dialogue

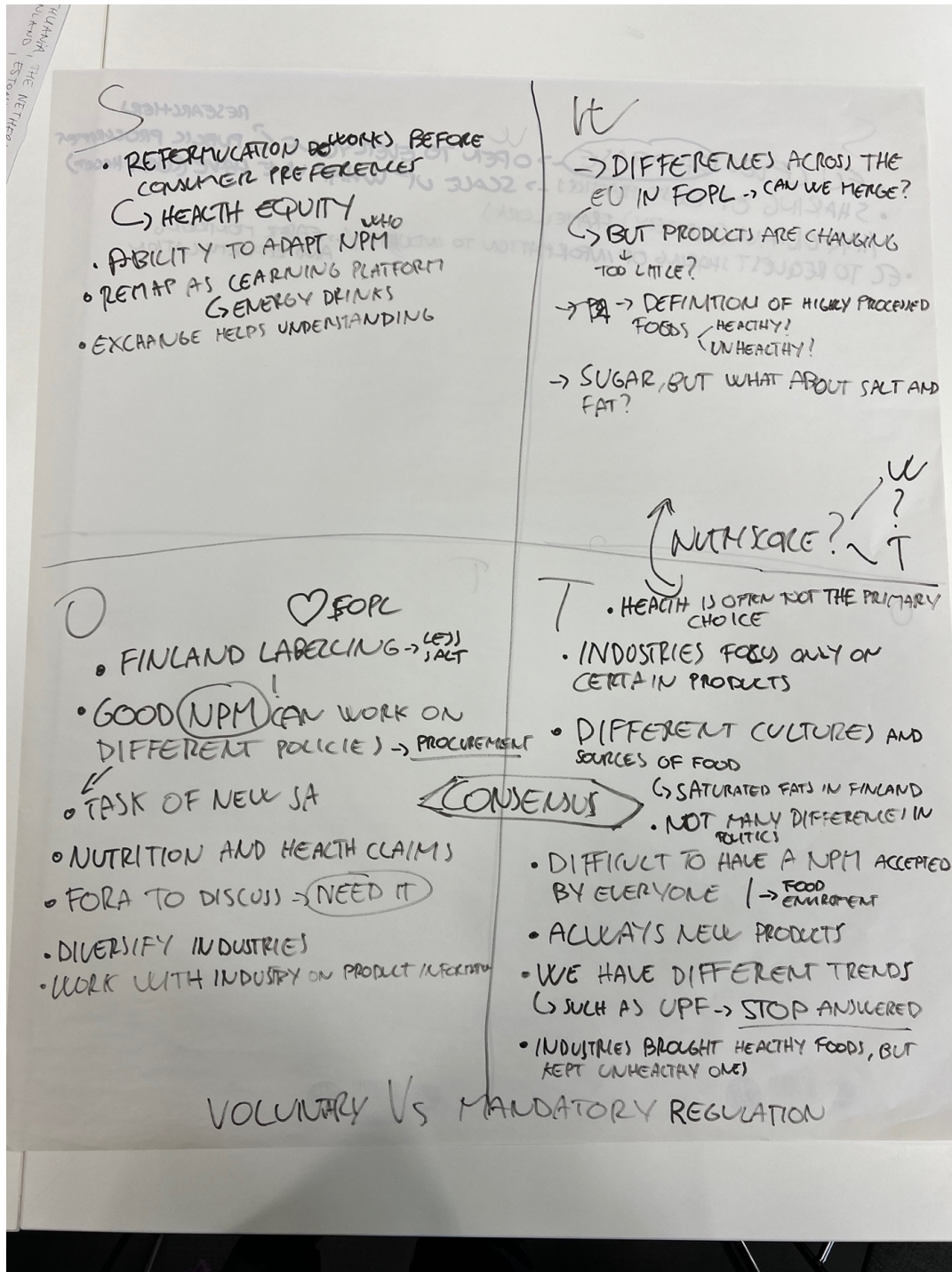
2.2.1 SWOT Analysis

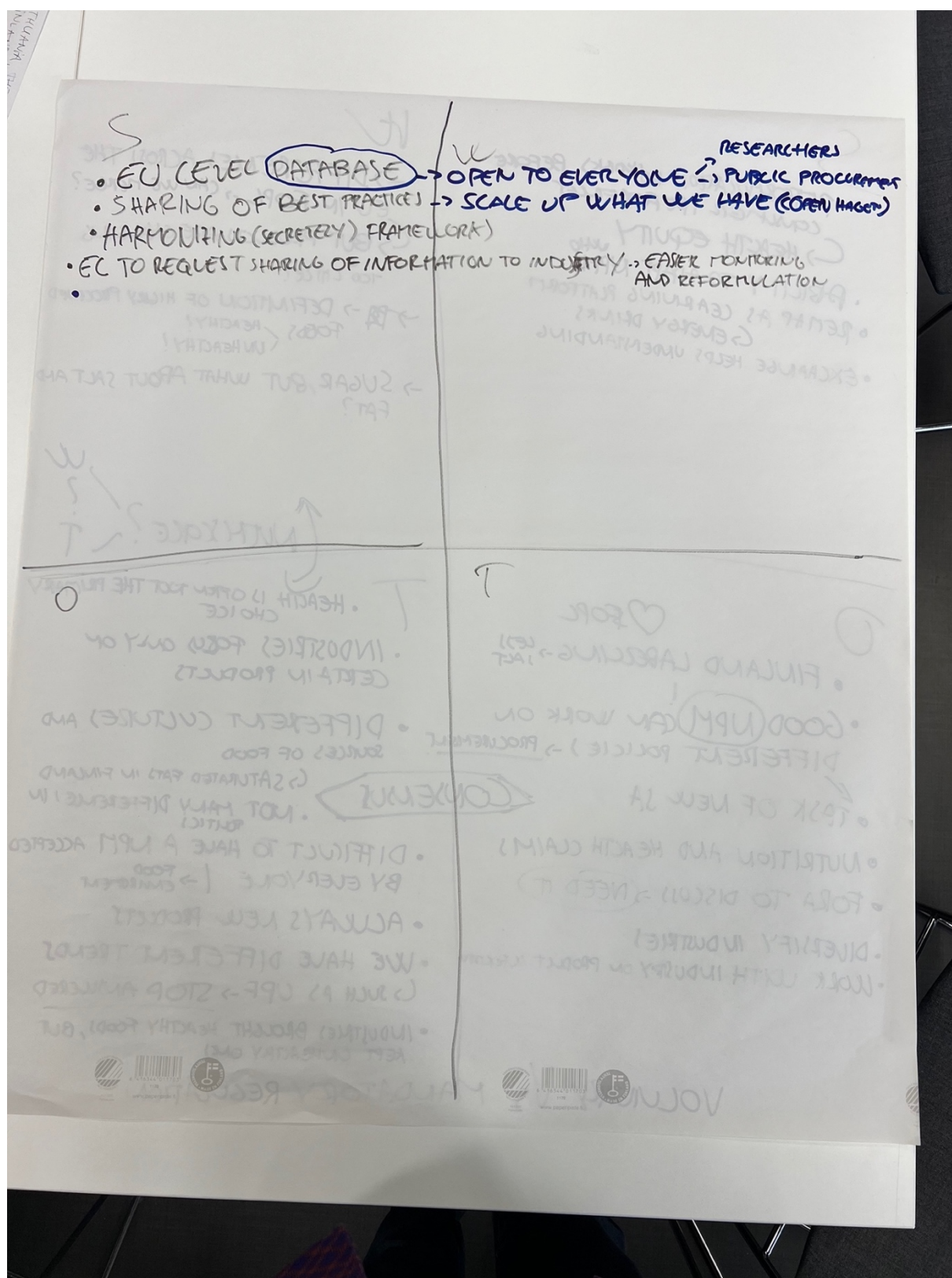
GROUP 1	
STRENGTHS <ul style="list-style-type: none"> • Reformulation works before consumer preferences → health equity • Ability to adapt the WHO nutrient profile model (NPM) • Best-ReMaP as a learning platform → Energy drinks • Exchange helps to understand • EU-level database → open to everyone (researcher, public procurement) • Sharing of best practices → scale up what we have done (e.g., Copenhagen in public procurement policy) • Harmonizing (secretly) framework • Request sharing of information with the industry → easier monitoring and reformulation 	WEAKNESSES <ul style="list-style-type: none"> • Differences across the EU in FOPL → can we merge? → but products are changing (too little?) • Definition of highly processed foods → healthy? → unhealthy? • Sugar, but what about salt and fat? • Nutri-Score as a weakness?
OPPORTUNITIES <ul style="list-style-type: none"> • Front of pack labelling (FOPL) • Finland labelling → less salt • Good NPM can work on different policies → procurement • Tasks of new joint action • Nutrition and health claims • Fora to discuss → need it • Diversify industries • Work with industry on product information 	THREATS <ul style="list-style-type: none"> • Nutri-Score as a threat? • Health is often not the primary choice • Industries focus only on certain products → Saturated fats in Finland → Not many differences in politics • Difficult to have an NPM accepted by everyone → food environment • Always new products • We have different trends → such as ultra-processed foods (UPF) → STOP answered • Industries brought healthy foods but kept unhealthy ones.
<div>VOLUNTARY vs MANDATORY REGULATION</div>	

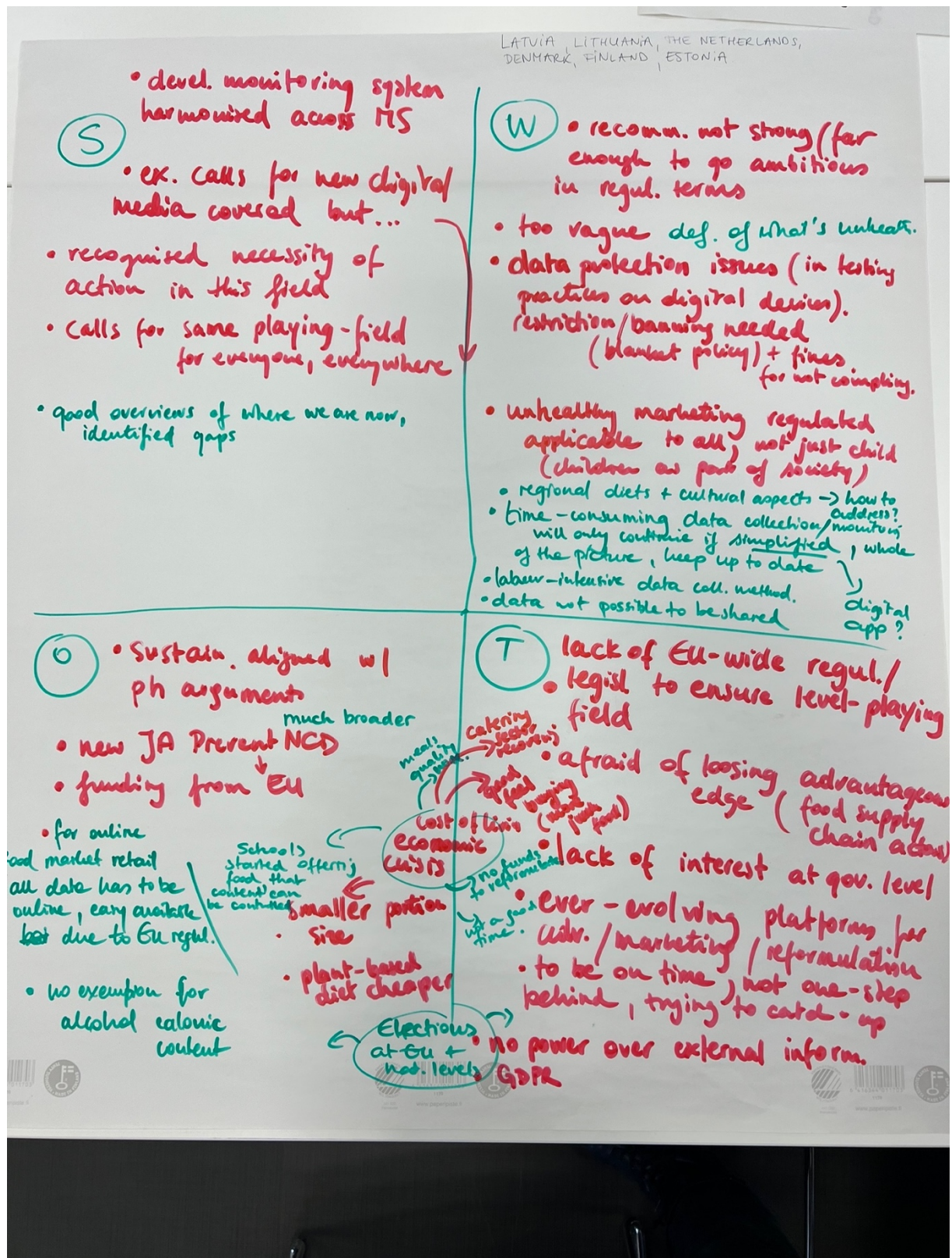




2.2.2 Photos of the SWOT analysis







2.2.3 Evaluation of Northern European Regions Policy Dialogue

This evaluation is based on the feedback from the participants of the Policy Dialogue collected with an online survey, and on the observations of the JA Best-ReMaP evaluation team (WP3). Altogether 12 participants (out of the 31 attendees) answered the questionnaire, 7 of them representing associated partners, 3 collaborating partners and 2 others. The satisfaction on the organisation of the Policy Dialogue was investigated with 11 statements with Likert scale (1-5) from totally disagree to totally agree (for example 'the meeting was well organised', 'the agenda was interesting and useful for me', 'enough time was allocated for discussion'). The mean for all the statements was 4,5 and there were few answers below 3. According to the responders, the meeting met its objectives very well. The responders indicated that the main benefits of the Policy Dialogue were the opportunity to network and share experiences and make plans for sustainable outcomes. According to the evaluation team the discussion in Helsinki was enthusiastic and open. The policies of the JA Best-ReMaP were discussed from multiple viewpoints in a critical but optimistic manner. Naturally, there was a bit more representatives from Finland than from other countries (all JA Best-ReMaP countries had a representative), but the differences of countries were widely discussed. The minor difficulties with timetable in the previous dialogue were overcome with slightly changed schedule. There was enough time to have the discussions and the World Café and the summarising discussion was very much appreciated by the participants.

2.2.4 Follow-up Web Meeting

Meeting name: Northern and Scandinavian Regions Policy Dialogue - Follow up meeting;

Organizer: WP4 core team; **Date and time:** May 16th 2023 at 11:00 – 13:00 (CEST);

Meeting location: Video Call – TEAMS application

List of attendees

M. Gabrijelčič Blenkuš (NIJZ), Elena Carrano (ISS), Petra Ožbolt (NIJZ), Valentina De Cosmi (ISS), Heli Kuusipalo (THL), Jemina Kivela (THL), Iveta Pudule (CDPC), Trine Enevold Grønlund (DVFA), Peppi Haario (THL), Ieva Gudaviciene (LR-SAM), Ele Ivalo, Auli Väänänen (Ministry of Agriculture and Forestry, Finland), Ilze Straume (CDPC), Dorota Sciekiewicz (EuroHealthNet), Eeva Rantala (THL), Hanna Alajõe (NIHD), Inga Selecka (CDPC), Bart de Wolf (MINVWS), M. Robnik Levart (NIJZ), Heli Kuusipalo (THL),

Agenda

1. Helsinki dialogue – reflection
2. Important messages to convey

M. Gabrijelčič Blenkuš (NIJZ): It is prominent the need for a structure for cooperation.

The regional dialogues had the aim to get inputs from the different EU regions, on how to make the outcome of JA BestReMaP implementable, since things in the prevention of pediatric obesity should change. Countries should be more courageous with legislative solutions.

What we discussed in the Policy Dialogues:

- Do we see the real impact of voluntary approaches?
- What are the permanent structures for networking?
- How to link to the different sectors, what are the drivers?

1.2 million people are dying prematurely because of obesity. Based on current trends and looking exclusively at obesity in the WHO European Region, which covers 53 countries across Europe and central Asia, the World Obesity Federation's World Obesity Atlas 2023 projects estimates that between 2020 and 2035 there will be a 61% increase in the number of boys living with obesity and a 75% increase in the number of girls living with obesity. During 9-10 May 2023, the Summit of the Spouses of European Leaders on the topic of childhood obesity prevention in Europe took place in Zagreb. During the Summit, it has been underlined the scale of the childhood obesity problem in the WHO European Region and the importance of a wide-ranging approach to obesity prevention, starting from an early age. The Zagreb Declaration was adopted, to set out a political roadmap for reversing the rapid rise of childhood obesity.

Iveta Pudule (CDPC) also participated in Zagreb declaration, where there has been a lot of attention to pediatric obesity-related topics. It was a good moment to raise awareness.

M. Gabrijelčič Blenkuš (NIJZ) states that it is important to raise awareness and attention. In Slovenian media attention was achieved. The question is how to use this attention to our purposes?

Ieva Gudanavicienė (LR-SAM) expresses the need for an EU common legislation, to create a stronger impact even in the smallest countries. Lithuania is preparing the recommendations for food marketing for stakeholders. One of the topics they discussed was the difficulty to decide if and what type of marketing is addressed for children or not. Why do not protect adults from marketing, too?

Ilze Straume (CDPC) agrees that the legislation should regulate the local-level legislation, considering the national context, regarding food marketing, and restriction of marketing to children.

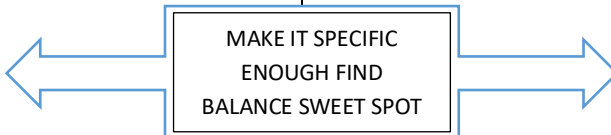
Heli Kuusipalo (THL) said that the learning from JA BestReMaP will be a task for the new joint action on the prevention of NCDs.

Eeva Rantale (THL) expresses her idea that it is impossible to achieve one solution to three different topics (food reformulation, food procurement, and food marketing). Three different topics require three different policies. Considering food procurement, the legislation is

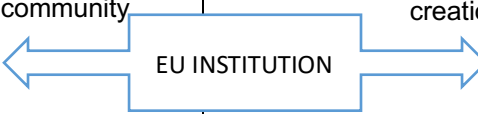
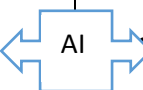
already so heavily regulated, it seems difficult to consider any other legislation that renders the situation more complex than how actually is.

2.3 Central European Regions Policy Dialogue

2.3.1 SWOT Analysis

GROUP 1	
STRENGTHS <ul style="list-style-type: none"> • harmonization of Best-ReMaP tools • participatory process as an incentive for the collaboration of private producers/restaurants • helps to make accurate assessments/policies/practices - great value of that database • quality criteria for useful purchases for healthier foods • marketing techniques analyzed and highlighted • sharing of experiences • feeling of not being alone during the journey • strategic thinking behind • sense of hope -> something is being done by the scientific community 	WEAKNESSES <ul style="list-style-type: none"> • people's utility/ability to work with tools not yet taken care of • harmonization emphasizes local contexts • the more it fits into the place, the less comparable it becomes • need to work with industry: how to incentivize their participation in data sharing (what benefits for them?) • the products made must be used / simple / must consider the end users • make the database more accessible/use it to fill the knowledge gap on population nutrition (but how to control its content?) • marketing/advertising recommendation too subtle, too polite, not strong/tough enough (problem vs sensitive/complex) • outbound communication versus engaging content on social media
<div style="text-align: center;">  </div>	
OPPORTUNITIES <ul style="list-style-type: none"> • certain industry/private sector operators willing to collaborate at regional/local levels (participatory processes) • digitalization of nutrition/health services • possibility for public institutions to procure food by themselves • sustainable food systems framework coming up playing well to our purposes on many fields/issues • strong pro-regulation statements are popular among the general public (parents, teachers, etc...) 	THREATS <ul style="list-style-type: none"> • strictness of general procurement/food law • centralized food procurement • accountability for the use of end products • GDPR criteria becoming stricter, affecting the possibility to get data • sweet spots between getting data online that we need and protecting undue use of data using ai etc • industry fighting against "our" goals everywhere/difficult to overcome • low health literacy of general population: public needs to be better educated little participation, communicating the purpose

GROUP 2	
STRENGTHS <ul style="list-style-type: none"> • M Willingness to create policy • Cooperation between countries • M Identify together industry backdoor • Lots of info, systems, data available • R Comparability of food databases cross country 	WEAKNESSES <ul style="list-style-type: none"> • M Issues with age group, determination • M Separate adult/kids advertising • M Lack of responsables • M Lack of monitoring/enforcement • R Cannot control quantity of consumption
OPPORTUNITIES <ul style="list-style-type: none"> • R Cooperation with food producers • M Delegation of control to media channel • R Possible to regulate • Easy-to-understand communication to policy makers 	THREATS <ul style="list-style-type: none"> • M IT technology/tailored advertsing • M industry lobby

GROUP 3	
STRENGTHS <ul style="list-style-type: none"> • FSSS+ -> obligatory • Best-Remap • Tools (WP6) -> NPM • International institution • Need to continue • Baby food: internal communication between WP5/coordination • Technical support for bigger community • Tackle inequalities 	WEAKNESSES <ul style="list-style-type: none"> • Capacity implement • Dissemination with public • Self-regulation for: <ul style="list-style-type: none"> ◦ Breast-feeding an important topic -> mothers ◦ Pav important to continue ◦ Common language of same terms ◦ Internal communication between wp5/coordination ◦ General public -> more co-creation
<div style="text-align: center;">  <p>EU INSTITUTION</p> </div>	
OPPORTUNITIES <ul style="list-style-type: none"> • Enhance knowledge • Different stakeholders (Parents, Children) • EV regulation -> stricter • WHO action plan 4 years -> obliged to follow • Marketing -> automatized tools for social media marketing • Top and bottom • More innovation 	THREATS <ul style="list-style-type: none"> • International institution: Policy implementation • Focus on different media • Covid center of attention • Marketing "far west" -> healthy or not healthy -> buy local food • No institution in charge: EU + MS
<div style="text-align: center;">  <p>AI</p> </div>	



2.3.2 Photos of the SWOT analysis

Handwritten SWOT analysis on a piece of paper with three punch holes on the left. The analysis is divided into four quadrants by a vertical line and a horizontal line. The quadrants are labeled S (top-left), W (top-right), T (bottom-right), and O (bottom-left). A circled '1' is in the top-right corner of the paper.

S (Strengths)

- Tools from BESTREMAP USEFUL HARMONISED
- DIVERSITY OF EU ITS participating NUMBER OF...
- PARTICIPATORY PROCESSES AS INCENTIVE FOR PRIVATE PRODUCERS / CATERERS TO COLLAB.
- HELPS MAKE ASSESSMENTS / POLICIES / PRACTICE MORE ACCURATE
- BIG VALUE OF SUCH DATABASE
- QUALITY CRITERIA FOR FOOD PROCUREMENT USEFUL FOR HEALTHIER / FUST. FOOD
- MARKETING TECHNIQUES ANALYZED + HIGHLIGHTED
- SHARING EXPERIENCE
- FEELING OF NOT BEING ALONE ON THE JOURNEY
- STRATEGIC THINKING BEHIND
- SENSE OF HOPE - STH IS BEING DONE BY SCIENTIFIC COMMUNITY

W (Weaknesses)

- USEFULNESS / CAPACITY OF PEOPLE TO WORK WITH THE TOOLS NOT YET TAKEN CARE OF
- HARMONISATION UNDERMINES LOCAL CONTEXTS
- THE MORE IT'S ADAPTED TO LOCAL THE LESS COMPARABLE IT BECOMES
- IF WORKING W/ INDUSTRY IS NEEDED HOW TO INCENTIVIZE THEIR PARTICIP. DATA SHARING (WHAT BENEFITS FOR THEM?)
- PRODUCTS PRODUCED SHOULD BE USED / SIMPLE / THINK OF END USERS
- MAKING THE DATABASE MORE ACCESSIBLE / USE IT TO ~~INFORM~~ CLOSE POPULATION OUTREACH. KNOWLEDGE GAP (BUT HOW TO CONTROL CONTENT?)
- RECOMM. ON MARK. / ADVERT. TOO SUBTLE, TOO POLITE, NOT STRONG / HARSH ENOUGH (ISSUE V. SENSITIVE / COMPLEX)
- COMMUNICATION OUT VS. ATTRACTIVE SOCIAL MEDIA CONTENT

T (Threats)

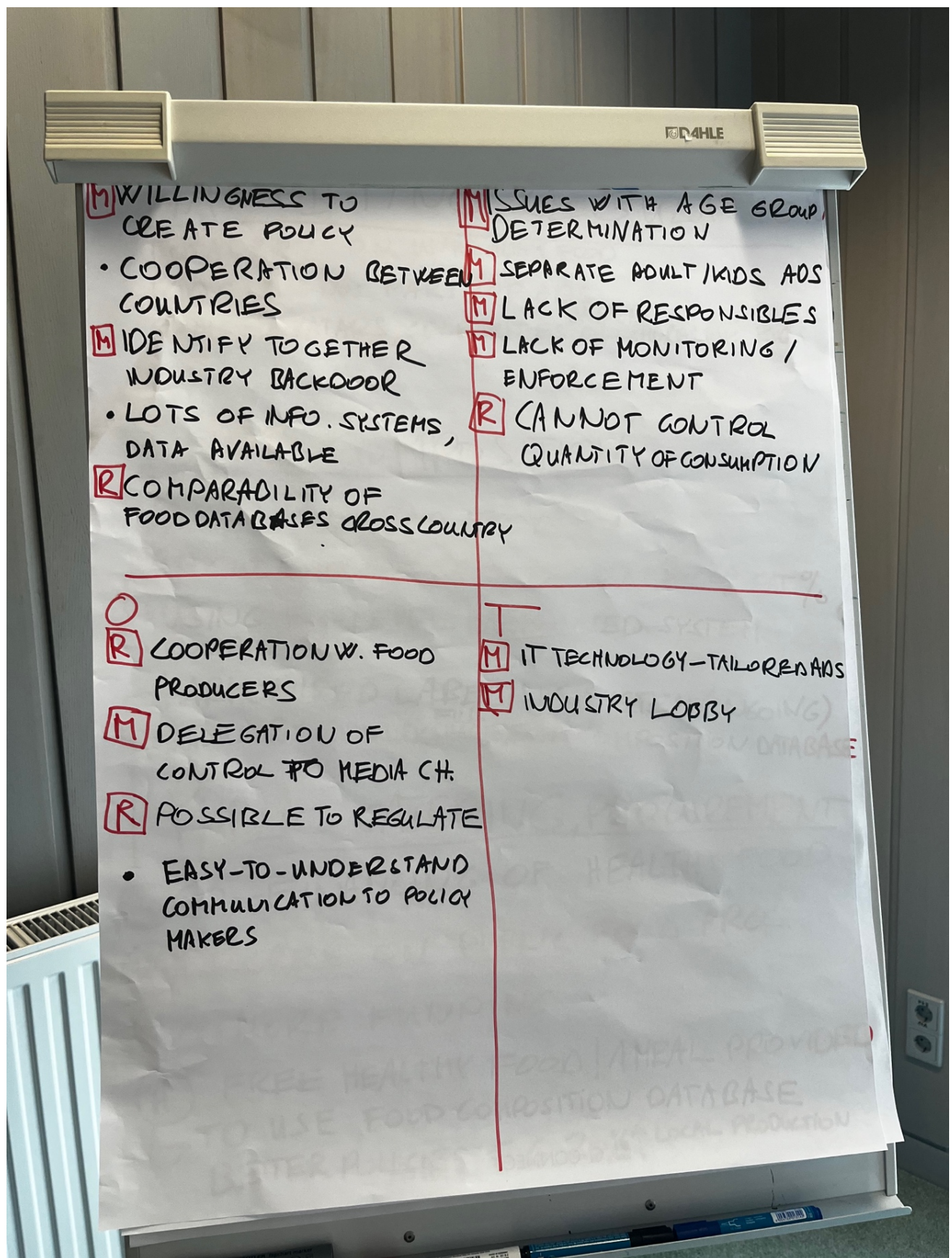
- STRICTNESS OF GENERAL PROCUREMENT / FOOD LAW
- CENTRALISED FOOD PROCUREMENT
- ACCOUNTABILITY FOR USE OF END PRODUCTS
- GDPR WHICH BECOMING STRICTER, AFFECTING POSSIBILITY TO GET DATA
- SWEET SPOT BETWEEN GETTING DATA ONLINE THAT WE NEED AND PROTECTING UNDUO USE OF DATA BY MEANS OF AI ETC.
- INDUSTRY FIGHTING AGAINST "OUR" GOALS EVERYWHERE / DIFFICULT TO OVERCOME
- LOW HEALTH-LITERACY OF GENERAL POPULATION
- PUBLIC NEEDS TO BE BETTER EDUCATED LITTLE PARTICIPATION COMMUNICATING THE MESSAGE

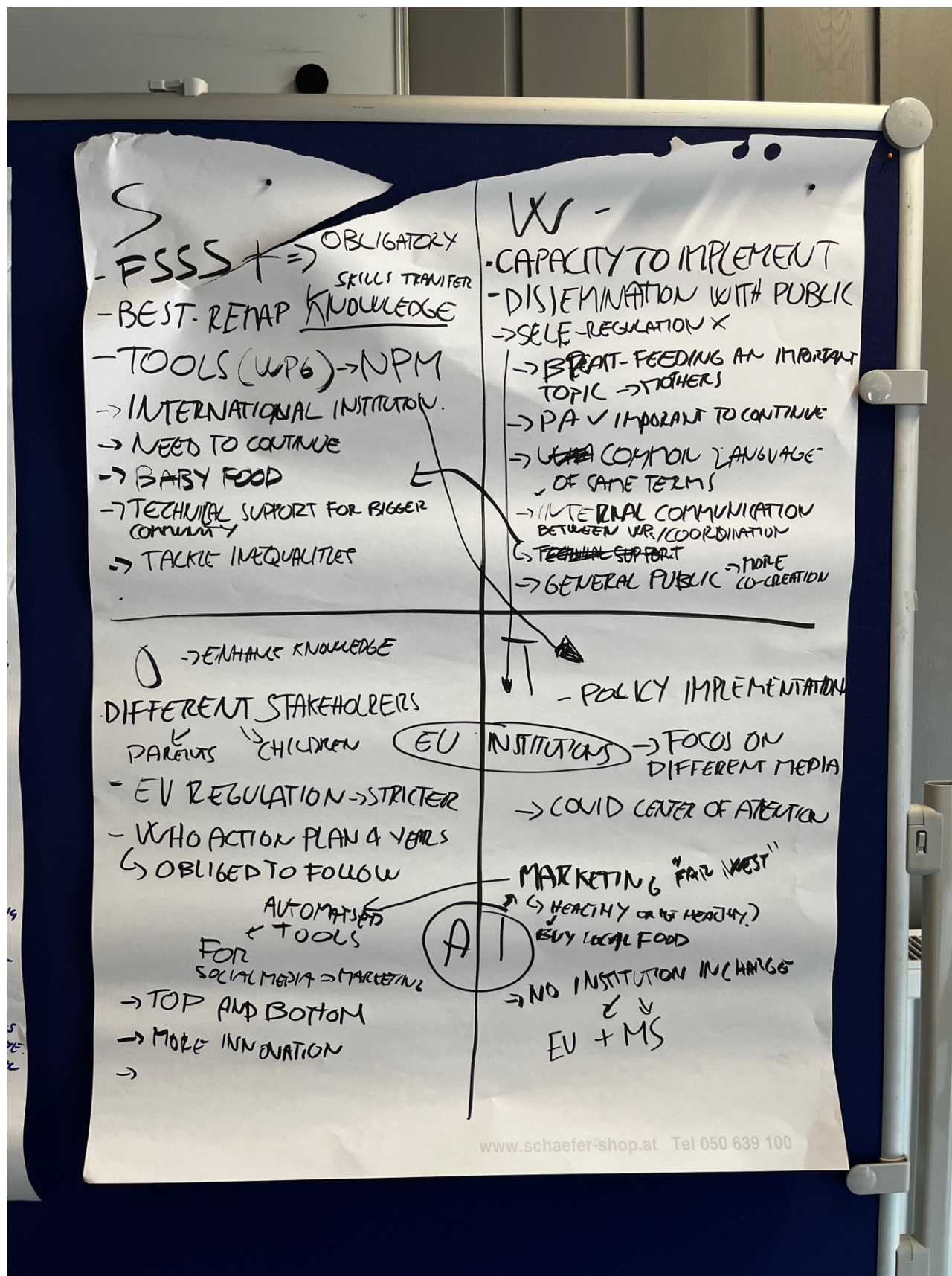
O (Opportunities)

- SUSTAINABLE FOOD SYSTEMS FRAMEWORK COMING UP PLAYING WELL TO OUR PURPOSES ON MANY FIELDS / ISSUES
- PRO-REGULATION STATEMENTS ARE POPULAR AMONG GENERAL PUBLIC (PARENTS, TEACHERS ETC)

Annotations:

- A circled note in the center: "MAKE IT SPECIFIC ENOUGH FIND BALANCE SWEET SPOT"
- A circled '1' in the top-right corner of the paper.





2.3.3 Evaluation of Central European Regions Policy Dialogue

This evaluation is based on the feedback from the participants of the Policy Dialogue collected with an online survey, and on the observations of the JA Best-ReMaP evaluation team (WP3). Altogether 12 participants (out of the 31 attendees) answered the questionnaire, 7 of them representing associated partners, 3 collaborating partners and 2 others. The satisfaction on the organisation of the Policy Dialogue was investigated with 11 statements with Likert scale (1-5) from totally disagree to totally agree (for example 'the meeting was well organised', 'the agenda was interesting and useful for me', 'enough time was allocated for discussion'). The mean for all the statements was 4,5 and there were few answers below 3. According to the responders, the meeting met its objectives very well. The responders indicated that the main benefits of the Policy Dialogue were the opportunity to network and share experiences and make plans for sustainable outcomes. According to the evaluation team the discussion in Helsinki was enthusiastic and open. The policies of the JA Best-ReMaP were discussed from multiple viewpoints in a critical but optimistic manner. Naturally, there was a bit more representatives from Finland than from other countries (all JA Best-ReMaP countries had a representative), but the differences of countries were widely discussed. The minor difficulties with timetable in the previous dialogue were overcome with slightly changed schedule. There was enough time to have the discussions and the World Café and the summarising discussion was very much appreciated by the participants.

2.3.4 Follow-up Web Meeting

Meeting name: Central Europe Policy Dialogue - Follow up meeting; **Organizer:** WP4 core team; **Date and time:** May 22th 2023 at 13:00 – 15:00 (CEST); **Meeting location:** Video Call – TEAMS application

List of attendees

De Cosmi Valentina – **ISS**; Carrano Elena – **ISS**; Susovits Kitty – **NIPN**; Monika Robnik Levart – **NIJZ**; Mihály Kinga – **NIPN**; Aida Filipovic Hadziomeragic – **IPH-FBH**; Silano Marco – **ISS**; Varga Anita – **NIPN**; Tropper Gerald – **BBG Aus**; Jelena Gudelj Rakic – **IPHS**; Samuele Tonello – **EuroHealtnet**; Jemina Kivelä – **THL**; Zámbo Leonóra – **NIPN**; Lea Rastresen – **NIJZ**; Mojca Gabrijelcic – **NIJZ**; Claudia Angele – **University of Vienna**; Felizitas Moll – **AGES**; Agnes Makai – **SEM HUN** (Vendég); Petra Ožbolt – **NIJZ**; Sarkadi Nagy Eszter – **NIPM**; Judith Benedicts – **BMSGPK**; Daniela Cîrnațu – **NIPH**; Helmlinger Martina – **AGES**.

Agenda

1. Wien dialogue – reflection
2. Important messages to convey

M. Silano (ISS): Silano welcomes all participants to this follow-up meeting of the Central Europe Policy Dialogue and introduces Mojica Gabrijelčič for her greetings and introduction as the coordinator of the JA.

M. Gabrijelčič Blenkuš (NIJZ): We have reached the final policy dialogue, moments of great exchange and interaction in Rome, Helsinki, and Vienna. The objective of these policy dialogues was to stimulate constructive discussions on the three key items of JA Best-ReMaP: food reformulation, children's exposure to marketing and public procurement. The aim was to gather feedback on these topics and understand how we can work together towards a common goal by collecting essential points and necessary recommendations from the Member States on how to make the outcome of JA Best-ReMaP implementable.

It is prominent the need for a structure for cooperation.

The regional dialogues had the aim to get inputs from the different EU regions, on how to make the outcome of JA Best-ReMaP implementable, since things in the prevention of pediatric obesity should change. Countries should be more courageous with legislative solutions.

What we discussed in the Policy Dialogues:

- Do we see the real impact of voluntary approaches?
- What are the permanent structures for networking?
- How to link to the different sectors, what are the drivers?

One of the main objectives of every Regional Policy Dialogue held, including therefore also the one in Vienna, is to collect feedback from each participant who will have reported the discussions that took place during the event to their respective institutions. This feedback will be invaluable to gathering further insights during these follow-up meetings, contributing to the achievement of the goals set by JA Best-ReMaP. Having almost reached the end of the JA Best-ReMaP it is important to collect all the feedback that emerged during these three important events because a further step will be to work together to collect all the key messages, on the three themes i.e. food reformulation, marketing and public procurement, in the scope of the final recommendations of the Member States to be submitted to the European Commission. This is exactly what WP4, the work package related to the sustainability of nutrition policies, is working on, in addition to the research work we were discussing on some sustainability issues that link to the possible food indicator in the European Semester to the joint database.

M. Gabrijelčič also has informed those present about a very fruitful online meeting with DG Reform and we can expect that something can be implemented of the elements discussed, it remains to understand how to implement it now, in the context of the remaining months of the JA Best-ReMaP, and then after in the next 4 years. Spain is highlighting the importance of childhood and childhood obesity prevention during its presidency, so we can expect it to be a big topic in the policy.

She concludes by inviting the participants to present their reflections and what emerged from any interviews with colleagues from the institutions to which they belong.

A. Filipovic Hadziomeragic (Institute of Public Health of Federation of Bosnia and Herzegovina): believes that the political dialogues have certainly been an opportunity to understand on which aspects to focus the implementation of nutrition policies, and represent an idea in support of the New Action Plan for Nutrition Policy on Childhood Obesity WHO that we are waiting for evaluation by the European Commission, and it would be desirable that the recommendations emerging from the JA Best-ReMaP should also be incorporated into the action plan. She adds that the follow-up meetings themselves represent an excellent opportunity to consolidate the aspects that have been important achievements to be implemented during the policy dialogues, also considering the future opportunities to work on the implementation of nutrition policies and also on the dissemination of the results already got.

M. Gabrijelčič Blenkuš (NIJZ): underlines how great it is to have thought of linking JA Best-ReMaP activity regarding implementation with WHO activity as this is the way to get the synergies, because if we can link the actions, we can add value.

C. Angele (University of Vienna): apologizes for not being able to participate in the Vienna Policy Dialogue and asks what aspects emerged mainly regarding nutrition education for children, which reflects its professional field of application, and now offers to answer all the questions he could not answer about it during the Central Europe Policy Dialogue in Vienna.

M. Gabrijelčič Blenkuš (NIJZ): Recalls that as regards food education there are some open discussions, in particular that of the Member States' survey campaign, and as regards public procurement of food, it has emerged that the best possible work can be done in schools but which cannot be ignored by what happens outside schools, reaffirming the fundamental importance of food education. From this point of view, he advises that it would be important to have inputs to recommend to Member States that could contribute to changing the food environment of children because what is affecting nutrition most is the behaviour of children as they lack knowledge and education especially when we talk about marketing and marketing techniques and also targeting. But if we can change the food environment for children and young people and adolescents, they would have the opportunity to know how to use this improved environment. As regards reflections on Member States' recommendations on improving the food environment in schools, M. Gabrijelčič invites, as this recommendation has already been taken into account in this group, as is the case in countries, if there are relevant regulations that also limit the sale of unhealthy food in areas adjacent to the school, for example.

Á. Makai (Semmelweis Medical University): Esther is currently unable to answer this question right now, I am not familiar with such regulations here in Hungary, unfortunately.

M. Gabrijelčič Blenkuš (NIJZ): We do not have this environmental protection in Slovenia. We have already discussed this, but unfortunately without much success.

J. Gudelj Rakic (IPHS): She apologizes for not being able to preside over the Policy Dialogue held in Vienna because of the tragic event that struck his country. She goes on to

say that in March and April, they conducted a pilot project that was part of the food marketing work package. The pilot methodology tested in Belgrade involved a couple of schools. She adds that they too, unfortunately, do not have a regulation that concerns them and deals with the protection and protection of the food environment. They have different regulations which actually tend to restrict the marketing of food but which are not concentrated in one, but are distributed in different documents. And in relation to this, J. Gudelj Rakic stresses, it is necessary to aim to have a single document that would list all the inputs and outputs necessary to limit children's exposure to food marketing. Besides what we tried to do with the Companies together with our colleagues from the network of regional Public Health Institutes Trying to collect information about school kitchens and food supply, in which most of them, in reality, have tenders for school kitchens for which in 2018 were prepared a specific regulation for tenders that included nutritional standards, what foods should and should not be included in those menus that are distributed to schools. However, there is still much room for improvement in those regulations. Currently, adds J. Gudelj Rakic, there is a strong tension because of what happened with the school shooting and all eyes are actually on schools, public health, health, life and education sectors. And, in the opinion of J. Gudelj Rakic, the positive aspect of this climate of tension could be to open a window or an opportunity to make some passages perhaps faster than it would be under normal circumstances.

A. Varga (National Institute of Pharmacy and Nutrition): She communicates that in Hungary at the national level they present three related laws, one relating to public health products, the second on the content of trans fats and the third is the nutritional regulation of public catering. The first regulation concerning public health products includes taxation due to the high content of sugars that carries proven health risks. The content and name of this legislation refer to products that have been shown to have risks directly related to their consumption. It promotes healthy nutrition among the population by encouraging food reformulations and taking into account the income status of the population. And the second is on trans fatty acid thresholds and is aimed at limiting the level of this component in products, while the third concerns public catering by addressing dietary risk factors and setting standards for food supplied by public caterers with the objective of improving the nutritional quality missing in the products supplied with public catering. She concludes by thanking for the fruitful meeting in Vienna and recalling that the third intersectoral meeting (WP7) will be held on 18 June in which the political issue will be discussed in detail with the parties involved and one of the objectives is to create a guide to have a procedure that reconciles both institutions and producers in the food sector.

M. Gabrijelčič Blenkuš (NIJZ): She thanked Anita for her very fruitful feedback and, she asked, whether it would be possible to have more information and stay up to date on what is happening because Member States can get the Commission's support to develop different tools: she adds that she proposed to have already in a month about an hour of meeting with the countries concerned who would like to develop the tools we tested within the WP7, along with some topics of WP6 and WP5. Mojca concludes by reiterating the important opportunity represented by the discussion of the coming months before the conclusion of the JA Best-ReMaP to also try to find the way through which the various countries can support

themselves not only from country to country but several countries together during the development of these tools.

A. Filipovic Hadziomeragic (Institute of Public Health of Federation of Bosnia and Herzegovina): We are really excited to be able to implement some of our actions in this project and in the future of this project also especially regarding the monitoring of the WP5. Only one thing to say about the work of reformulating and monitoring the reformulation of ultra-processed products concerns the complexity of the work linked to this action which, I have found with us and also on behalf of many European Countries that have tried to test it, and which concerns the amount of work that requires an investment in human resources so as to guarantee not only the maximum efficiency of the work performed but also technical support, also because the theme of reformulation certainly represents one of the main solutions for population health.

M. Gabrijelčič Blenkuš (NIJZ): I think it is a very relevant comment because my Slovenian colleagues who are working on the reformulation are also concerned about the sustainability of the action given the amount of work, and I think this concern is also shared by the colleagues who lead WP5 who I think are thinking to update the methodology to make future monitoring 100% sustainable.

It is important to explore several other approaches so that we can follow up with direct continuity also in the next new joint action. Anyway, I think we are all quite aware of how challenging this action is and that in this moment where everything is digitized, we could go looking for digital options for data collection, trying to figure out if it is possible to find other ways to collect the necessary data so that the work becomes more sustainable. Surely this would be one of the recommendations for WP5 given the importance of the work behind the reformulation and monitoring action: Knowing what we eat.

S. Tonello (EuroHealthNet): These are essential considerations, which have already been discussed in recent weeks, and I believe it is important to continue reporting these explorations on monitoring the reformulation of ultra-processed products working with the JRC, it could be interesting for everyone. Now that we have created a strategy for a sustainable food system, certainly one of the main aspects is that we will have to monitor the implementation and also see its developments. We know that the JRC is developing or working on creating and monitoring these sustainable systems of this strategy. And so, in a way, it's compatible with what we've presented in our meetings. And also what we're looking for, because if you have to monitor different aspects of the strategy you kind have to develop a comprehensive sustainable food system. To develop sustainability indicators it is really essential to have a centre that has experience in many fields and that can encompass all this different knowledge. It is also important to see how we can best support them in their work and to see if some of that work can be the answer we are looking for in our policy-making activity because obviously for us the ideal situation will be to bring what the developments are and put it in the semester in a very similar way generally in an ideal world, but then, of course, there are the challenging policies and that is where we want to support and that is why we are so happy to be able to present this idea in all the different policy dialogues also because we have noticed that there is a lot of attention for this.

A. Filipovic Hadziomeragic (Institute of Public Health of Federation of Bosnia and Herzegovina): reiterates the importance of an official indicator, above all from the advantageous point of view of being able to implement the policy without necessarily having to have adequate legislation.

S. Tonello (EuroHealthNet): when we want to implement something, when it goes through the legislative and political process, it often goes one way and takes it in a completely different way. And so the reason why we believe so much in this tool is really that it can kind of get around this procedure and really force change to happen in a direct and fair way. Also, not going beyond policy scouting can be an effective way to get or to create the ideal conditions and enable both national and European level of implementation so it's really creating a background where it can really facilitate the implementation of policies.

3. Plenary Policy Dialogue

3.1 Welcome to the Best-ReMaP Stakeholder's Policy Dialogue

After the welcome address, Iztok Jarc advises how much healthy nutrition and regulator physical activity are key factors in disease prevention and in the prevention of childhood obesity and obesity in general. It is important to define the approaches in the three areas of food marketing, food procurement and food reformulation. Slovenia has been the coordinator of JA Best-ReMaP, involving 24 States, with the aim to change the obesogenic food environment. Together the States are stronger since one country's approach could achieve less. He is looking forward to the success of the JA.

Franco Sassi gave a short description of what the STOP project is. STOP project arose a huge scientific production (59 papers published in peer-reviewed journals) and promotes the creation of the WHO Policy Briefs. The WHO was the team leading the creation of the policy briefs on behalf of the STOP Consortium. The Policy Briefs are documents that describe how the policies should be implemented in order to be effective in the prevention of paediatric obesity and act as guidelines to policymakers. Through the STOP project, many workshops and symposia have been developed as well as stakeholder dialogues to understand the stakeholder point of view to work together. The food environment policy index (Food-EPI) is an analysis of the different policies in 11 countries of the EU, looking at where they stand in terms of policies in nutrition. It is represented in figure 1. Orange: low level of implementation; green: high level of implementation yellow: medium level of implementation.

Figure -6: STOP/PEN Food-EPI Analysis. Source: STOP Project

	POLICIES						INFRASTRUCTURE SUPPORT					
	Food composition	Food labeling	Food marketing	Food prices	Food provision	Food retail	Leadership	Governance	Monitoring	Funding	Platforms	Health in all policies
Finland	HIGH	LOW	MEDIUM	MEDIUM	HIGH	MEDIUM	HIGH	HIGH	HIGH	MEDIUM	HIGH	HIGH
Estonia	LOW	LOW	LOW	LOW	MEDIUM	LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	LOW	MEDIUM
Germany	LOW	LOW	LOW	LOW	LOW	VERY LOW	LOW	LOW	LOW	LOW	LOW	LOW
Ireland	LOW	LOW	LOW	MEDIUM	MEDIUM	LOW	MEDIUM	HIGH	MEDIUM	MEDIUM	MEDIUM	MEDIUM
Italy	LOW	LOW	LOW	LOW	MEDIUM	LOW	MEDIUM	MEDIUM	MEDIUM	LOW	VERY LOW	LOW
Netherlands	LOW	LOW	LOW	LOW	LOW	LOW	MEDIUM	MEDIUM	HIGH	MEDIUM	MEDIUM	LOW
Norway	MEDIUM	MEDIUM	MEDIUM	LOW	MEDIUM	LOW	MEDIUM	HIGH	MEDIUM	HIGH	MEDIUM	MEDIUM
Poland	MEDIUM	MEDIUM	LOW	MEDIUM	LOW	VERY LOW	LOW	LOW	MEDIUM	MEDIUM	MEDIUM	LOW
Portugal	HIGH	LOW	MEDIUM	MEDIUM	MEDIUM	LOW	HIGH	MEDIUM	MEDIUM	LOW	MEDIUM	LOW
Slovenia	MEDIUM	LOW	MEDIUM	VERY LOW	MEDIUM	VERY LOW	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM	MEDIUM
Spain	LOW	LOW	LOW	LOW	LOW	VERY LOW	MEDIUM	LOW	MEDIUM	LOW	LOW	LOW

The Countries represented in the image are mostly orange, this implies that there is more that we need to do to change the policies and make the guidelines implementable. A systematic review (Boyland et al. JAMA Pediatrics, 2022) shows that exposure to marketing makes children twice as likely to choose the advertised food products. It means that advertising makes a difference in what children eat. STOP project studied how the impact of

the implementation of nutrition policies would be and whether it would be effective in the prevention of pediatric obesity. There is another policy demonstrated to be effective, not covered by JA Best-ReMaP actions: the taxes. The UK was the first country to use taxes specific for food reformulation and it showed a reduction in the sugar content of beverages. In 2017-2018, after the announcement of sugar taxes in the UK, the taxes acted as an incentive for food reformulation.

The 97% of the taxes that people pay are in the form of VAT: it is needed to reorganize the taxes to create a more healthy and sustainable food environment. The EU Parliament in 2020 voted on the 27 Amendment to the Farm2Fork strategy: the EU parliament "supports giving MSs more flexibility to differentiate in the VAT rates on food with different health and environmental impacts, and enable them to choose a zero VAT tax for healthy and sustainable food products such as fruits and vegetables, as is already implemented in some MSs but not possible for all at this moment, and a higher VAT rate on unhealthy food and food that has a high environmental footprint".

There are needed governments that support views of national interest, without sacrificing public health. We need governments that support the views from the evidence produced by the Joint Actions on nutrition (STOP, Co-Create, Best-ReMaP).

3.2 Presentation of Best-ReMaP state of the art and purpose of the Policy Dialogue

Mojca Gabrijelčič presented the participant's structure and the context in which JA Best-ReMaP acts. Nearly 1 in 4 children in Europe are overweight or obese. One of the key reasons for this is an unhealthy diet. Estimates from the *World Obesity Atlas 2023*: between 2020 and 2035 there will be:

- a 75% increase in the number of girls living with obesity, and
- a 61% increase in the number of boys living with obesity.

These numbers mean 11 million death per year, associated with poor diets. As children grow, they are substantially exposed to an obesogenic environment:

- advertising and the easy availability of foods high in salt, sugar and fat
- either at home or in public institutions where they spend a considerable amount of time.

From this overview, JA Best-ReMaP will contribute to better health outcomes for children/adolescents by supporting the improvement of food choices for children, by change in obesogenic environments. There are three targeted problems, to which we are responding with three different frameworks: 1) only a few countries in Europe can monitor processed food supply at the brand level; 2) (digital) food advertising and marketing to children is currently mainly unregulated in Europe; 3) the lack of sustainable, healthy and high-quality

food in public institutions (kindergartens, schools and hospitals). The frameworks for action for three policies regard food reformulation, restriction of marketing of unhealthy foods and beverages to children, and sustainable, healthy and high-quality food in public food procurement for public institutions (kindergartens, schools and hospitals).

JA Best-ReMaP implements the actions recognised and framed by the MSs in the EU Action Plan on Childhood Obesity 2014 – 2020 with a list of actions:

- Greek PRED Council 2014 conclusions on nutrition and health;
- The follow-up to the JANPA (sustainable implementation of the joint efforts);
- BEST-REMAP based on the transparently selected best practices:
 - HLG collection of BP - 65;
 - selection of 12 BP in HLG;
 - marketplace presentation of 12 BP at JRC in Ispra (Italy); three good practices selected by members of the HLG N&PA

JA Best-ReMaP developments and contents:

Reformulation (WP5)

- HLG reformulation framework, and annexes, from 2008 on
- Dutch PRED 2016 reformulation roadmap
- innovative WP5 JANPA approach (OQALI), EUREMO

Food marketing (WP6),

- a harmonised transposition process of the AVMSD based on the WHO AN on marketing / nutrition profile;
- food marketing evaluation protocols (*traditional and digital*) - Nordic monitoring protocol and WHO CLICK tool

Public procurement of foods in public institutions (WP7),

- taken on board by the Maltese PRED 2017, Council Conclusions

The Best-ReMaP JA Consortium consists of 24 countries, 22 EU MSs and two accession countries (Bosnia and Herzegovina, Serbia). The Consortium consists of Ministries of Health (8), national agencies (5) or institutes of public health (14), prominent universities (3) or other institutions (2)

Table 2: JA Best-ReMaP participating MSs

WP No.	WP Title	Leading Applicant	Participating countries
WP 5	EU Harmonised Reformulation and processed food monitoring	ANSES (France)	21 Austria, Slovenia, Belgium, Bosnia and Herzegovina (with two entities), Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Malta, Italia, Netherlands, Poland, Portugal
WP 6	Best practices in reducing marketing of unhealthy food products to children and adolescents	DoH and DGS (Ireland & Portugal)	17 Austria, Slovenia, Belgium, Bosnia and Herzegovina (with two entities), Bulgaria, Croatia, Cyprus, Estonia, Finland, France, Greece, Ireland, Latvia, Lithuania, Portugal, Romania
WP 7	Public procurement of food in public institutions – a pilot EU approach	NIJZ (Slovenia)	11 Slovenia, Austria, Bosnia and Herzegovina (with two entities), Bulgaria, Denmark, Finland, Greece, Romania, Malta, Poland

The transversal and sustainability elements associated with JA Best-ReMaP, include:

- JRC piloting branded foods EU database FABLE
- A food systems indicator is envisaged and will also be linked to the equity dimension (AU PRED 2018 roadmap)
- Addressing the dimension of health inequalities is the JA Best-ReMaP cross-cutting topic, with high priority in the participating MS
- Multistakeholder engagement within Best-ReMaP, combined with the other stakeholder initiatives in nutrition, based at the EU and national levels (STOP, CO-CREATE, PEN)
- OECD – Economic analyses within OECD Best practice project

To achieve the objectives, the JA involves engaging with various stakeholders and target groups, which include:

1. Policymakers at national and regional governments
2. Food producers and the retail sector, as well as parents and youth organizations
3. Civil society, universities, professional organizations and the general public, including individuals such as parents, grandparents, children, and adolescents.

The aim of the WP4 (obligatory WP) is to foster the transfer and integration of the results and outcomes of the core WPs into national and European policies. WP4 strongly collaborates with the core WPs 5, 6, and 7. The three corresponding frameworks on action documents (defined in WPs 5, 6 and 7) will be the core of the JA recommendations to the European

In the STOP Project, a tool for assessment of the stakeholder positions has been developed towards specific topics, such as reduction of food marketing pressure on broadcast and online media; reduction of food marketing pressure on product packages; reduction of food marketing pressure to children in retail settings; reduction of food marketing pressure to children in urban environments; the arrangement of food industry sponsorship of sports events; urban planning policies to reduce food outlet density around schools. Three clusters have been identified, in particular, the third cluster supports less the nutrition policies. It has the following characteristics: it reveals public and private non-profits that represent agri-food chains to a greater extent; it does not believe either in the regulation of specific policy options neither in soft mechanisms; it has the lowest trust in evidence; higher value to sustainability than the other two clusters. Health sector: research and education, information provision and transfer.

Lickert scale agreement 1 to 5 1=lowest, 5=highest agreement	1	2	3
Reduction of food marketing pressure on broadcast and online media	4,97	4,50	2,50
Reduction of food marketing pressure on product packages	4,91	4,33	2,33
Reduction of food marketing pressure to children in retail settings	4,94	4,38	2,42
Reduction of food marketing pressure to children in urban environments	5,00	4,38	2,55
Arrangement of food industry sponsorship of sports events	5,00	3,76	1,83
Urban planning policies to reduce food outlet density around schools	4,82	4,13	2,70
<i>Number of organisations</i>	41	41	13

Co-funded by the European Union's
Health Programme (2014-2020)

Minimum criteria for multistakeholder mechanisms, knowledge transfer from STOP

WP10 deliverables. Source: Accountability framework, final report with recommendations (D10.4) * that results are part of deliverables, that will be available soon at: <https://www.stopchildobesity.eu/deliverables/>.

Inclusion & exclusion criteria	<ul style="list-style-type: none"> • Criteria to define which sectors to be included and which not • Criteria for balanced participation (to prevent power imbalances)
Governance mechanisms	<ul style="list-style-type: none"> • Clear roles & responsibilities • Realistic goals, measurable targets & indicators (incl. interim) • Transparent & fair decision-making processes • Accountability mechanism (short- and long-term) • Clear process for communications (e.g. branding outputs) • Procedures for non-compliance • Terms of engagement formalised in writing
Conflict of interest policy	<ul style="list-style-type: none"> • Conflict of interest (COI) policy with: clear definition of COI; mechanism for dealing with COI; consequences if there is a COI
Funding	<ul style="list-style-type: none"> • Sufficient & ongoing funding for the mechanism's aims
Sustainability plan	<ul style="list-style-type: none"> • Sustainability plan for resources, accountability & participation

3.3 Best-ReMaP WP4 Presentation – Milestones achieved, Description of the Final Report and Presentation of the policy template and Core WPs Framework for Action

Marco Silano, the leader of WP4, presented the crucial work carried out by WP4, which integrates WP1, WP2, and WP3, the primary work packages of JA Best-ReMaP. The policy decision forum plays a central role in driving evidence into policies and providing guidance and support throughout the process. WP4 is on the sustainability and long-term implementation of the outcomes. It is a horizontal, mandatory WP of the JA. The main ambition of WP4 is to really implement at least one or even more policies and impact indicators into the national and European process. The overall roadmap of WP4 is built on the outcomes of the three technical WPs of JA Best-ReMaP (food marketing, food reformulation, and public food procurement). For each of these policies and WPs, a

framework for action has been built. All of them have been assessed also for the equity aspect since all these policies should reach the most disadvantaged people. We have also proposed some food system indicators. There are two levels of stakeholder involvement: one at the local MS level and one at the EU level. Another important deliverable is the FABLE database. The food systems indicators and the FABLE databases are the two tools on which WP4 counts more for the implementation of the policies. The outcomes from JA Best-ReMaP will roll on the next JA, on the prevention of NCDs. D4.2 is the final mandatory deliverable from WP4: Report on sustainability and integration in national policies – final version (due at M36).

Dorota Sienkiewicz, member of the WP4 team, presents the structure of the Report on sustainability and integration into national policies.

1) ANALYSIS OF THE PUBLIC HEALTH POLICIES IN NUTRITION/FOOD ACROSS EU AND ITS MEMBER STATES

Actions completed:

- Collected and analysed the responses from all JA BEST-REMAP partner countries about policies implemented at the national level
- Sections: policies implemented on core WPs topics, main actors responsible for implementation, budget and supervision, and main horizontal learnings from these processes
- Brief: to guide discussions during the policy dialogues

Ongoing activities:

- Regional policy dialogues discuss implementation and sustainability, identify challenges and opportunities, reflect on equity aspects
- Working groups SWOT-reflect on the policies and form recommendations
- Follow-up spaces created
- Final analysis report drafted

KEY OPPORTUNITIES AND COMMON CHALLENGES TO POLICIES IMPLEMENTATION

Food Reformulation: is self-regulation sufficient or should we strive for more?

- how to continuously adapt legislation to new products, new challenges, and political developments; whether self-regulatory approaches are sufficient to ensure the sustainability of the results expected in the core topics of this Joint Action, or if these approaches are to be integrated/replaced with mandatory regulations

The difficulties in regulating the marketing of food and beverages

- efforts to implement regulations on the advertisement of food and beverages will require improved monitoring of food composition; regulations implemented will need

to cover all media settings and especially new digital forms, such as the role of online influencer marketing

Public procurement challenges:

- concerns about the lack of regulation for the food environment outside schools
- use of price – not health - as the primary/only criterion to publicly purchase food
- difficulty in harmonising EU directives into national legislation, such as the fact that economic issues and the EU single market impose limits on Member States' ability to implement public health measures

Education and cultural factors:

- citizens' lack of knowledge about media strategies and how unhealthy certain products are
- foods to be limited may be ingrained in national and regional traditions – difficulty to get citizens' support for regulation
- positive results from the implementation of effective public campaigns, but also the difficulties in being up to speed with the ever-developing challenges

Key Opportunities and Challenges to policies implementation Guiding Questions:

- *Are there further challenges not mentioned here that would be fundamental to consider?*
- *Do different sectors and stakeholders have the resources and instruments necessary to tackle these issues?*
- *If not, what is missing both at the European and national levels to address these challenges?*
- *How could cooperation across countries and among stakeholder groups be favoured to maximise synergies, amplify impacts, and the implementation of best practices on the ground?*

2) THE RELEVANT OUTCOMES FROM CORE WPS FRAMEWORK FOR ACTION /1

WP5 Processed Food Monitoring and Reformulation implemented a standardised European monitoring system for processed food reformulation to enable policymakers at national level to monitor food offerings and nutritional content & to identify room for reformulation.

Key messages:

- Need for government-level dedicated and trained staff for quality monitoring with state-of-art forward-looking knowledge of policies and markets landscape
- Need to re-establish EU-level platforms (e.g. High-Level Group on nutrition and physical activity) to facilitate knowledge exchange in ways that enhance sustainability/longevity/legacy of projects at MS level
- Risk of discontinuation of policy work in the field of processed food monitoring and reformulation at MS levels post-project due to lack of resources
- Sustainability of WP5-results could be strengthened by the involvement of private actors and industries, since the latter have larger resources and a bigger impact on the quality of the food offer

WP6 Reducing the marketing of unhealthy foods to children explored together with the participating countries practices about how best to implement effective policies to reduce marketing of unhealthy food products to children.

Key messages:

- Government-led regulatory approaches (more effective in reducing the exposure to marketing and consumption of unhealthy foods) over industry-led self-regulation, with an assigned administrative body to enforce a national food marketing code, able to evaluate, monitor unhealthy food marketing
- Reduction at least, and preferably the removal, of marketing of unhealthy foods in a broad set of marketing types and techniques should be the goal; marketing regulations should increase the age threshold to 18 years old to protect all children
- Define the foods and drink products to be restricted from marketing through a strict government-led Nutrient Profile Model (NPM), based on the WHO Europe NPM, as outlined in the revised AVMSD
- Need for MS financial and human resources to cover the workload related to food marketing monitoring and to develop trainings to ensure literacy at all levels

WP7 Food Procurement in Public Institutions explored knowledge and insights to increase the transparency in and the implementation of the public food procurement policies in partner countries to enable every public institution in the EU access to high quality, healthy and nutritious food.

Key messages:

- Value of an inter-sectoral public procurement hub, helping to facilitate knowledge sharing, experience, and capacity building to address challenges and seek common solutions in MS Public Food Procurement processes

- Need for an aligned and improved implementation of the unified legislation on public food procurements for EU countries to help build further knowledge among relevant stakeholders, develop training for staff, support MS in adapting the possible new legislations
- Need for governments to guarantee a sufficient budget for public food procuring and co-design/participatory processes (e.g. with parents by setting workshops, lectures in schools, and other activities)

Framework for Action Guiding Questions:

- *Do different sectors and stakeholders groups have the resources and instruments to tackle these issues?*
- *If not, what is missing both at the European and national levels to address these challenges?*
- *How could cooperation across countries and stakeholders groups be favoured to maximise synergies, amplify impacts, and the implementation of best practices on the ground?*
- *Which of the instruments proposed do you think could have the most potential for you?*

3.3.1 A Food System Sustainability Scoreboard – How to insert a monitoring mechanism of the food system sustainability in the EU semester

Samuele Tonello, member of the WP4 team, presented the Food System Sustainability Scoreboard. Our food systems are not sustainable, and have various impacts on European society:

- **Health:** malnutrition and obesity are leading causes of several non-communicable diseases (NCDs) and are linked to mental health problems
- **Environmental footprint:** depletion of natural resources and food waste
- **Socio-economic externalities:** inequalities in supply chains

The guiding question in the development of the FSSS was: may we measure how unsustainable our food system is? A literature search has been carried out to answer this. EU institutions acknowledge the challenge and the need in the EU Green Deal (Common Agricultural Policy Reform and Farm to Fork Strategy) and in several other policy instruments.

We investigated the EU mechanism for the coordination of social and economic policies, reforms, and investments in the context of the EU Semester. This process started as an

economic instrument and the social aspects have been inserted into the mechanism of the EU Semester, as the Social Scoreboard of the European Pillar of Social Rights.

We integrated all these aspects into the FSSS with the aim to strengthen the EU commitment to create a healthier and more sustainable European food system. To do that, there are two main challenges to address:

1. **The "what"** - the decision on what the food system sustainability scoreboard should look like
2. **The "how"** - from a policy and advocacy perspective, how could an SSSS be integrated into the European Semester and by what means could it be implemented?

3.3.2 Equity Aspects in the Joint Action Best-ReMaP – Proportionate Universalism and Social Gradient at the core of policy implementation

Best-ReMaP equity advisor Tim Lobstein addressed the health impact assessment approach and focused on a health equity impact assessment. How will a policy affect the risk of obesity for children from different social groups? It is possible to say in advance which policy will reduce obesity risk for different groups. How will the different groups react? What criteria should we use? What evidence is available? To answer these questions, it has been conducted a literature review for health equity assessment, focusing on factors relevant to obesity and relevant to food and nutrition policies. The review identified four main types of criteria. First, the underlying inequalities before the policy was introduced. Second, the type of policy and how it reaches communities: is it universal? Is it proportionate to the problem? Third, the response to a policy and what behavioural changes are expected: does it require individual choices/require resources, such as money, skills or knowledge? And finally how well it can be sustained.

The evidence base is not strong because the problem of inequality is little studied, but it has been possible to make some useful statements. In the case of limiting children's exposure to television advertising for unhealthy foods, it can be argued that there is evidence that exposure is greater for children in poorer households, that a policy would reach everyone, that the answer requires no choice or agency on the part of children or their parents, and there is good community acceptance across all social groups. We can say upfront that the policy is likely to reduce inequality in childhood obesity.

Similarly for the provision of good food to children and other institutions, the need for good nutrition is greater for less affluent consumers, the benefit should reach all who receive the food, especially low-income consumers and would reduce obesity-related inequalities. Finally, reformulation will benefit those who consume the most reformulated foods but we are not sure if they are necessarily the least affluent consumers. There is a lack of evidence on how reformulation affects childhood overweight, but if reformulated food costs the same or even less, then the evidence supports the policy to reduce inequality. Therefore, for the three

Best-ReMaP policies we can say that all three policies can reduce the risk of obesity for all children and especially for children from the poorest families.

Comments from Joana Dias, JRC Ispra, Italy

Joana Dias aims to focus on two main aspects: the scientific aspect of the Compass and similar efforts, and the challenges/limitations we face. When discussing the difficulties in constructing the Compass or other indicators for measuring and monitoring food systems, we observe various frameworks that evaluate different aspects. These frameworks differ between those that focus on sustainable diets and those that focus on sustainable food systems. While the complexity of consumer food choices and diets is the starting point of sustainable diets-frameworks, the interconnectedness of multiple food systems components is a focal point for the food systems-frameworks. The sustainable diets community previously primarily leaned on nutrition, health and environmental metrics; however, these increasingly incorporate a broader scope of metrics (Hebinck Aniek, et al. Global Food Security, 2021).

Developing a framework for Sustainable Food Systems is a complex task, first due to its interdisciplinary nature and due to the challenge of establishing definitions of some concepts that are not yet clearly defined. For instance, how do we determine what constitutes the target diet-healthy diet, sustainable diet, or a sustainable healthy diet? Another challenge is which indicators are the best to be used. Should we consider the daily consumption of fruits and vegetables as an indicator of a healthy diet? And where do we get the best data for the indicator? Is it preferable to rely on individuals' responses (faster, easier) or consult food consumption databases (such as EFSA's – which is not updated frequently)? Additionally, it is important to consider the frequency of consumption, including data on specific food groups that may be underestimated due to being consumed irregularly. The next challenge is determining the "optimal level of consumption" which differs by age or population category. For example, constructing a healthy diet index that enables better measurement of food consumption and establishes standardized recommendations for appropriate frequencies is a challenging task. And this is just one possible indicator in one dimension in the health quadrant of Compass.

The second aspect Joana Dias emphasizes is the ongoing work on the monitoring framework to support the Farm to Fork strategy. A fair, healthy, and sustainable Farm to Fork strategy includes monitoring the transition to sustainable practices on a global scale. The JRC (as the Science Hub of the Commission), Joana Dias highlights, provides technical support for this, with currently over 5 directorates involved. The work of the Health Promotion team includes looking at it from the food environment and nutrition and health point of view – which aligns with this JA Best-ReMaP.

Therefore, creating a framework that integrates the sustainability dimensions, economic, environmental and social (including health) sustainability, into thematic areas, domains, and of course, indicators pose challenges. This requires competence that takes into account the different levels of the supply chain, from production to consumption, as well as the frequent measurement and monitoring of these levels.

In conclusion, the key messages touched upon the difficulty of developing a comprehensive monitoring framework for Sustainable Food Systems and the importance of the need to closely collaborate with MSs in several dimensions – which highlights the value of the work Samuele is doing.

3.4 JA Best-ReMaP WP5 – Processed Food Monitoring and Reformulation: opportunities and challenges to policy implementation of WP5 main outcomes

Jean Luc Volatier, Karine Vin, and Julie Gauvreau-Beziat, WP5 members, presented the action plan of the WP5 team in JA Best-ReMaP. WP5 aims to encourage industries at the EU level, in 22 countries, to improve different food and nutrition policies and systems. Providing an overview of the nutritional quality of foods allows comparisons between countries, provides data to evaluate and adapt nutrition policies in Europe and identifies the best formulation to incite producers to improve the nutritional quality of their products.

Specifically, the main objective of WP5 is to identify differences in food production and identify good ideas to share and implement in different countries. Best practices should be identified in each country, as from past experiences, for example in JANPA, there is high variability in a food product category across countries.

The methodology of the WP5 team:

1. Prioritization of food categories and new technologies and the evaluation of digital data sources;
2. Diffusion of the methodology through the coding of pre-existing data and production of guidelines to be sure of working in a harmonized way;
3. Implementation of a first snapshot (5 countries) because these 5 countries have not participated in past actions (neither JANPA nor EUREMEO): data collection and data processing;
4. Implementation of a second snapshot (14 countries)
5. Data treatment for selected countries: assessment of trends, impact on nutrient intake, country comparisons.

First results: number of products recodified/collected in Best-ReMaP (temporary numbers - data collection still ongoing +/- 40 000 products so far). The analysis will be in the next months.

How can WP5 help to define and assess nutrition policies?

- Data available to characterize the food offer and the nutritional quality of processed food at a given time (number of products by subcategory, nutrient values, room for reformulation, ingredients lists...)
- Follow up: knowledge of the trend over time (reformulation, the addition of new products...)
- Assessment of the impact of nutrition policy measures both on the food offer and the composition of processed food (commitments with industry, thresholds, taxes)
- Open access datasets hosted by the JRC, it is a new improvement of the situation.

Conditions of success for the sustainability of actions

- Appropriation of the methodology by the partners (task already achieved: there is a common methodology in more than 20 countries in Europe)
- Extension to the other food groups + follow up after the end of the project
- Maintenance of the database by the JRC in order to keep it open and living
- Continuation of the actions of Best Remap in the new joint action on non-communicable diseases

3.5 The JRC EU Food and Beverage Labels Explorer (FABLE)

Joana Dias, JRC Ispra, Italy, presented the JRC food database platform called FABLE. The platform is currently under development and the process is still ongoing. The platform is the realization of an idea to make data publicly available, following a discussion with DG SANTE and HaDEA on the sustainability of the database post-JA. It will serve as a place where users can not only directly access raw data but also have a dashboard to easily visualize and interact with the data. The construction of the tool is still ongoing. The information collected includes data from food and beverage labels (i.e., general product information, nutrients, ingredients, etc.), both in the original language of the member countries contributing to the data collection and in English. The presentation aims to provide an overview and a brief timeline, as there is great anticipation for the release of the database. The tool construction is a complex process involving three simultaneous work streams: establishing the structure of the database, developing the website based on the collected data, and ensuring user-friendly data visualization. JRC is currently working on finalizing the data cleaning (at first phase focussing on nutrients), and the development of a first working version of the website. The JRC will share the website link with the Best-ReMaP partners to gather feedback and suggestions on user-friendliness, featured analyses, and further improvement. The aim is to go live in September (most likely during the Best-ReMaP final conference). The visual representation of the web page will resemble any other European Commission web page, but the key feature displayed on the homepage will be the ability to explore the data. From the initial welcome interface, the user will be able to access all sections from the home page,

and there is also a top menu for easy navigation. Additionally, the user will be able to consult the background pages of the projects, EUREMO and BEST-REMAP, which contributed with data to FABLE. Within the platform, there is the option to select specific criteria, such as downloading data for a particular country or category, rather than having to download information for all 14,000 products. Another important functionality provided by the database is the display of basic descriptive statistics collected by country and for the whole sample of food and beverages collected. The dashboard could also present a colour-coded map of Europe, indicating the content range for specific nutrients per food category/subcategory across the participating, highlighting this way the potential for reformulation.

3.6 JA Best-ReMaP WP6 - Reducing the marketing of unhealthy foods to children: opportunities and challenges to policy implementation of WP6 main outcomes

Maria Joao Gregorio, WP6 leader, illustrated the work plan of the WP6 team which consists of 7 different tasks:

- **TASK 6.1:** establishment of the EU expert group and National Intersectoral working groups
- **TASK 6.2:** mapping of existing regulations and legislations in EU MS
- **TASK 6.3:** supporting the transpositions of the new Audio-visual Media Service Directive (AVMSD)
- **TASK 6.4:** development of an EU-coordinated, comprehensive monitoring protocol for reducing unhealthy food marketing to children
- **TASK 6.5:** guidance for regulatory and voluntary codes of practice
- **TASK 6.6:** adaptation of the monitoring tools to address health inequalities
- **TASK 6.7:** EU harmonized Framework for Action on reducing unhealthy food marketing to children

Another issue was regarding the second edition of the WHO nutrient profile model. For this task, the WP6 team worked together with WHO, since WHO has already published a Nutrient Profile Model in 2015. Considering the experiences of some countries that have already adopted this model, the team discussed the need to update the model and to have a common rationale for the definition of nutrient threshold and the need to include other food categories in particularly plant-based food categories. Particularly, in Best-ReMaP the WP6 team performed the test of the second edition of the nutrient profile mode in 13 countries and it included the analysis of many products belonging to these different EU countries. The

second edition of the nutrient profile model has been published in March 2023 and now it is ready to be used by the countries.

WP6 team also started the work on the codes of practices and the monitoring tool for food marketing in terms of the monitoring protocol. There are currently 20 pilot studies in 12 countries. The WP6 team is doing this monitoring activity through different channels: tv, online marketing, social media and paid advertisement, and it is trying to develop a protocol to test and monitor the outdoor advertising, too.

WP6 team ongoing activities: trying to use the knowledge and tools developed by Tim Lobstein to adapt the monitoring tool to address health inequalities (task 6.6) and to include children from different socio-economic backgrounds, to if there is a different children's exposure to digital marketing. Moreover, the WP6 team will conclude the systematic review focused on describing elements of implementation processes of food marketing Codes of Practice (54 included studies).

Planned main outcomes of the WP6 team

5. EU Expert Group and National Intersectoral Working Groups in each participating partner country were established.
6. Updated WHO Europe NPM in collaboration with WHO, published by WHO Europe, available online
7. Monitoring protocol for assessing exposure to food marketing in children and adolescents, available online
8. Technical Guidance for developing/implementing food marketing Codes of Practice with a template for EU MS.

3.6.1 Comments from Kremlin Wickramasinghe, Acting Head of the WHO European Office for the Prevention and Control of NCDs, WHO Regional Office for Europe

The policies we would like to implement should encourage people to take serious actions regarding prevention. In order to fight obesity a single intervention does not work, we should take the comprehensive package of implementations. We identified that not exposing children to marketing is an effective strategy. There is a lack of willingness to answer clear messages: industries deliberately delay or weaken the process of implementation. It is important to measure the outcomes of the implementation and to measure the policies' achievements. Portugal is doing a great job and collected data from more than one million children and now 40 countries are part of the obesity initiative surveillance. In the policy implementation is important also to not forget about digital brand marketing, online gaming systems, and mail delivery apps. These aspects are becoming more complex and are still few regulated and monitored. It is fundamental to raise the political will to have policies able to protect children with an approach driven towards the children's rights and protection.

3.6.2 Comments from Amandine Garde, University Liverpool, UK

Amandine Garde presented her thoughts on the opportunities and challenges highlighted by JA Best-ReMaP, specifically focusing on WP6. She hoped that the tools JA Best-ReMaP developed, such as the NPM tested in the monitoring framework, would be utilized to implement effective nutrition policies. The aim is to identify the extent of children's exposure to food marketing, providing valuable insights and useful tools for drafting guidelines.

It has been emphasized the importance of including training activities in the forthcoming JA to promote the adoption and implementation of these tools at both national and European levels. To effectively reduce the impact of unhealthy food marketing on children, cross-sectoral engagement and support from all policy actors are necessary. She stressed that the best interests of the child should be the primary consideration in this area, and regretfully noted that economic interests have often taken precedence over children's long-term well-being.

JA Best-ReMaP sheds light on the challenges faced in mapping existing rules and the limited number of good practices available for sharing and replication. It has been pointed out that political courage has been lacking in EU actions related to regulating and addressing the impact of food marketing on children. There is growing evidence that self-regulation has not effectively reduced children's exposure to unhealthy food marketing. The EU's strategy should align with the goal of protecting children's rights to good nutrition, and the new joint action is expected to change the current paradigm by adopting legally binding rules.

There is a need for the EU to move beyond its narrow focus on the AVMSD as the primary legislation for regulating the marketing of unhealthy food to children. A more comprehensive approach to food marketing is necessary, as the AVMSD has limitations and does not cover all forms of marketing. The relationship between the AVMSD and other legislative instruments, such as food claims regulation, food information regulation, unfair commercial practices directive, and data protection, should also be considered. Another crucial point is the need to move away from industry partnerships in this field. Collaboration with industry has not yielded satisfactory results over the past 15 years, and it is time to explore alternative approaches. The promise of EU intervention must change, as children are still exposed to various types of food marketing despite the AVMSD. Amandine Garde mentioned collaboration with civil society organizations on a directive proposal to bring about meaningful change and increase industry accountability.

Political will is essential in effecting change, and Amandine Garde called for an engagement at different levels to galvanize support. Empowering civil society organizations and increasing industry accountability are key factors in driving effective policy reforms. The forthcoming JA should implement the paradigm highlighted by JA Best-ReMaP, and Amandine Garde expressed hope that it will lead to positive transformations in the landscape of food marketing to children.

3.7 JA Best-ReMaP WP7 – Food Procurement in Public Schools: opportunities and challenges to policy implementation of WP7 main outcomes

Mojca Gabrijelčič, WP7 leader, gave an overview on JA Best-ReMaP WP7 - Public Procurement of Food in Schools and Kindergartens. WP7 team has the goal to contribute to the children/adolescents' health outcomes by improving food choices for children and changing obesogenic environments. WP7 team aims to test a pilot food procurement best practice tool that can enable mainly schools and kindergartens in the EU access to high-quality, healthy and nutritious food.

WP7 has 4 objectives:

5. To support the establishment of the intersectoral working group for the public procurement of foods in public institutions in the participating MS. WP7 realized that little we know from the public health point of view, who is out of there, with whom we have to collaborate.
6. To increase the understanding, knowledge and skills regarding public procurement of food/food products in selected public institutions
7. To enable better choices of quality food stuff for balanced menus in selected public institutions, from at least one type of public institution, by piloting the Catalogue of foods in the public procurement procedure
8. To recommend further institutionalized implementation of the public procurement procedures for foods, based on quality standards, in EU member states.

In 2014, the total social food service market has been estimated at €82 billion, which means that the public procurement system has huge potential to influence the use of public funds within public health-driven policy agenda.

- **Task 7.1 EU and National Legislative Frame and Intersectoral Cooperation:** the WP7 team performed an analysis of the state of the art of the existing EU and national legislation on public procurements of foods, based on the Maltese Presidency CC, JRC report and good practices in the involved MSs.
 - Identified the need for legislative amendments, based on the outcomes of the national workshops on procurement (task 7.1.3).
- **Task 7.1.2:** the WP7 team identified the relevant sectors and stakeholders and the key motivating drivers/benefits for other sectors to participate. A group of EU experts and cross-sectoral national/regional working groups (WGs) on public procurement has been set up. They put the public procurement questions also in the STOP stakeholder questionnaire. The survey ran in May 2021 and involved eight national stakeholders. A ranking of essential criteria in food public procurement (ranks 1 – 10) was asked. The sustainable criteria were the most important for the stakeholders, all

were engaged. Freshness and transportation were ranked 1, and nobody ranked price, considered non-essential criteria.

On the Likert scale (1-5), the WP7 team asked how the stakeholder organization relates to the different statements. There are many different sectors engaged in public procurement and quite a number of people.

- **Task 7.1.3:** WP7 organized national meetings/workshops on food procurement, to define the state of the art and plan future steps/define the process.
- **Task 7.1.4 (leader: Denmark):** National/regional/local focal points (FP) at the national institution(s) have been identified, for the institutionalized coordination and implementation of the public food procuring activities. In addition – the establishment of a public food procurement officers network (so far, 2 meetings have taken place)
- **Task 7.2 Participating Institutions and Knowledge Building**
- **Task 7.2.1 Selection of public institutions for the Implementation of the action**
- **Task 7.2.2 Knowledge building, knowledge sharing and knowledge transfer** in EU MS regarding food procurements. Knowledge transfer training(s) workshops (WS) were organized: - detailed insight into the elements of the Food Catalogue and into the practice of using the Catalogue (visit to Kranj kindergartens).

WP7 team is also working on a catalogue of food for public procurement, where food is imputed by the organizations themselves and then checked, it could be the link between the private and public sectors. Food is imputed based on a lot of quality criteria and quality is defined with valid certificates of different quality schemes. The evaluation of criteria and testing of different simulations are in progress.

WP7 Goals

- Increasing the understanding, knowledge and skills regarding public food procurement
- Support the identification of relevant sectors and stakeholders in the public food procurement field
- Support the establishment of the intersectoral working group for public food procurement during the duration of the project and beyond
- Support the establishment of the EU PFP Network during the duration of the project and beyond
- Consult on the establishment of minimum criteria for sustainable public procurement and the need to make sustainable public procurement criteria mandatory.

WP7 Challenges

- Better detailed applicative situation analyses of the existing legislation, related to public food procurement

- Maintaining stakeholders' interest and supporting the inter-sectoral working group activities beyond the project
- Increasing the awareness of country specificities to understand how to best consider the cultural aspects of each country
- Increasing the understanding, knowledge and skills regarding public food procurement
- Trying to build the capacity and knowledge of public procurement officers and raise awareness while in close cooperation with the European Commission (EC), to help prepare Best ReMaP Member States and others for the adaptation of the Framework for sustainable food systems.
- Encourage the agreements on the creation of an EU-level database for public procurement, where some products, entered in the Catalogue during the pilot study, could already be included.

3.7.1 Comments from Betina Bergman Madsen, Denmark (CPH-MUN), on behalf of MSs Wim Debeuckelaere, DG Sante, Belgium

It has been observed that there is a lack of knowledge of procurement laws. Five years ago, Denmark promoted the creation of *The National Procurement Officer Network*, as a space to share knowledge and encourage and inspire each other (hosted by the Danish Ministry of Environment and chaired by the Municipality of Copenhagen). It was suggested, after the lack of mutual knowledge, to know how to write more sustainable performances. Denmark is now having its third meeting and all the procurement offices in Europe are already more represented. The network proposes a tool for regulation to implement. Denmark has built a baseline and we it is seeing the fruits of the dialogue, because to expect the market to change, it is fundamental to communicate it internally. Public food procurement group discusses the following topics: fair trade products, sustainable fisheries, food market, and food in general (quality, shelf life). The criteria used in public procurement are fair and ethical trade, SDG, and transport.

3.8 SWOT Analysis

GROUP 1	
STRENGTHS <ul style="list-style-type: none"> • Linking the city level to the national and finally to the EU level • Standardising methods and outputs compared to the private sector • In a systematic method we have everything, all data, available in packages • The amount of Countries 	WEAKNESSES <ul style="list-style-type: none"> • Hard to find people who are central to changing the system • Budget and financing like this • The private sector could have been onboard earlier • Regulatory challenges of product innovation and reformulation • The policy goals are too wide
OPPORTUNITIES <ul style="list-style-type: none"> • FABLE 2.0 → Joint “automatically” updated database • Argument: health and environment go together → co-benefit policy • Involvement of private sectors advance common goals → we do share • More transparency • Improve dialogue about voluntary regulation about procurement • Recognizing the efforts 	THREATS <ul style="list-style-type: none"> • Private sector, public sector and research don’t trust each other • Not being realistic with the requests for industry/private sector • Not being able to update (JRC) FABLE • Not good enough data of dietary intake in EU level, although EFSA has made efforts • Countries not equal on making the efforts, budget, personnel

GROUP 2**STRENGTHS**

- Fantastic collaboration with EU institutions → recommendations can feed directly into EU policies
- Developed tangible and tested tools for MS that they can work with
- Going in-depth, building upon previous projects/progress; continuity; methodologies
- Open access database + for testing
- Obligation to provide information
- Interconnection between the WPs
- Evidence/science behind
- Food waste conversations
- To address health inequalities

WEAKNESSES

- Target products (categories) underdeveloped
- Communication vs. the public about the project/outcomes
- Beneficiaries not involved consulted (co-creation)
- Presence in external events, scientific conferences, identifying opportunities to be there
- Not enough time for some aspects of the JA (e.g. data analysis, comparisons)
- The project description does not talk about childhood obesity; it is hard to find
Family environment

Slot in between for industries

OPPORTUNITIES

- Inclusion of CSOS/whole of society approach
- On the ground experience by the industry in all of the developments
- NCDs on the agenda
- Building synergies between JAs-related projects
- Worth more on sugar
- Adaptable to various topics
- Linking up to a sustainability food system platform, expanding on a sustainable food system framework in a multi-stakeholder approach
- The economy of wellbeing approach/concept
- For HSG management of likewise projects, collect experience of MS during unexpected crisis
- Subsidies and taxation areas

THREATS

- NCDs on the agenda but big competition for funds
- Lack of global perspective to food system policies/ how we produce/ consume
- Unexpected cities change priorities in external environments, change statistics, and focus on government.
- Adaptation to increasing new challenges (inequalities, climate change)
- Little good practices available to assess digital media marketing of food
- Temporary possibility to change the composition of food products
- Family/community setting information
- Difficult to keep up with reformulation/industry involvement

GROUP 3	
STRENGTHS <ul style="list-style-type: none"> • Lots of partners • EU framework • 12—18! • Cross board control • NPM Austria, Norway → they are good examples • The hearth symbol in Finland → SES • Codex Alimentarius Austria 	WEAKNESSES <ul style="list-style-type: none"> • Different factors trigger reformulation • Where are the good stories? • Alienating is not successful • Food consumption outside home • Portion size? Package?
<div> What is cooperation? Is this enough? → how much we interfere? → Culture? </div>	
OPPORTUNITIES <ul style="list-style-type: none"> • Education problem (social gradient) • EU pledge effectiveness • How do we balance interests and commercial with public health goals? • What are other countries doing? • Working together • EU code of conduct → voluntary goes beyond • Cooperation across sectors • License for companies • Support parents and families to access better nutrition 	THREATS <ul style="list-style-type: none"> • Are labels understandable? • National level implementation → complete ban? • Regional preferences • Country specific differences • Do we have time? • WHO model is too difficult/impossible? • Can we jump to ideal right away? <p><i>What is success? What is reasonable?</i></p>

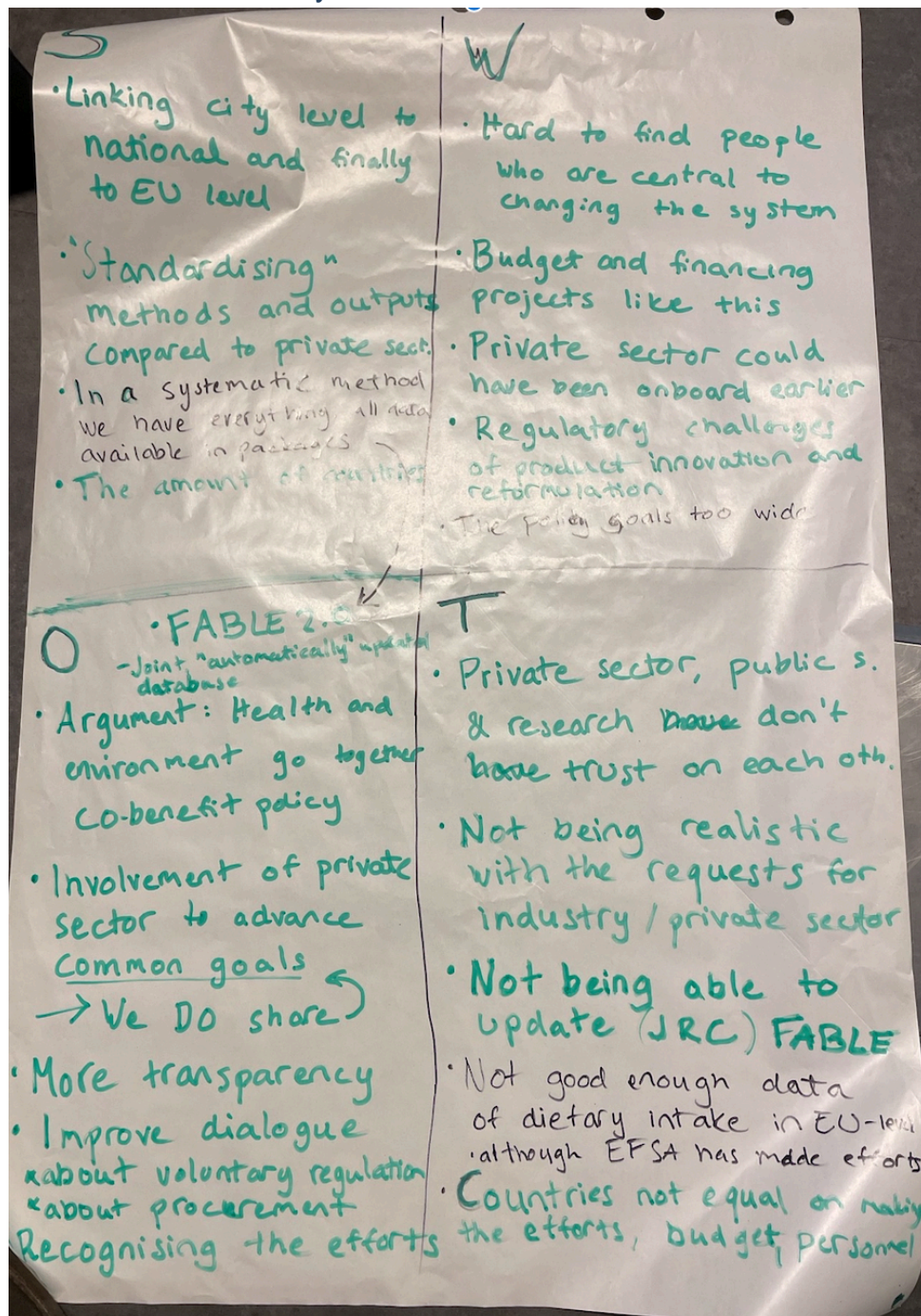
3.8.1 Evaluation of the Plenary Policy Dialogue

This evaluation is based on the observations of the JA Best-ReMaP evaluation team (WP3) and the observations of External Evaluators of JA Best-ReMaP. According to the evaluation team, the discussion in Brussels was enthusiastic, and also critical opinions on different matters were expressed. All the policy topics of Best-ReMaP were discussed from multiple viewpoints and many ways to enhance the policy-making process were discussed. Participants considered all the policies of Best-ReMaP important and relevant for the prevention of childhood obesity even though the participants suggested different methods to enhance the policies. In the Plenary Policy Dialogue, there were more representatives of the private sector than in the previous dialogues, which made discussions of cooperation between the private and public sectors vivid. There were some difficulties staying on the schedule of the meeting, but the meeting ended on time.

According to the External Evaluator Eva Martos, the agenda was ambitious, as usual. The program was well structured and included each core WPs. The invited contributors put the outcome of the work packages in a broader scope. Achieving one of the key objectives of the project was discussed in working groups discussion in the context of a SWOT analysis. The participants were very active, and it would have been interesting to hear detailed reports from each moderator. Overall, the meeting was effective, the participants were given an overview of the current status of the project, and they were able to get each other's views.



3.8.2 Photos of the SWOT analysis





<p>5</p> <ul style="list-style-type: none"> • 'fantastic' collaboration w/ EU institutions \Rightarrow recommendations can feed directly into EU policies (tested) • developed tangible & concrete tools for MS that they can work with • going in-depth, building upon previous projects/progress; continuity methodologies • open access database + for testing • obligation to provide info • interconnection between WPs • evidence/science behind • food waste conversations • address health inequalities 	<p>W (categories)</p> <ul style="list-style-type: none"> • target products underdeveloped • communication vs. the public about the project/outcomes • end beneficiaries not involved/consulted (co-creation, co-design) • industry missing • presence in external events, scientific conf., identifying opportunities to be there • not enough time for some aspects of the JI (data analysis, comparison, policy rec. fine-tune) • project description doesn't talk about childhood obesity, hard to find • family environment <p>slot in between for industry</p>
<p>D</p> <ul style="list-style-type: none"> • inclusion of CIOs / whole of society approach • on the ground experience by the industry in all of the developments • NCDs at the agenda • building synergies between JIs, related projects • work more on sugar • adaptable to various topics • linking-up to Sust. Food System Platform/ expanding on sust. food syst. framework in a multi-stakeholder approach • Economy of Wellbeing approach/ concept • for high management of lifetime projects, collect experience of MS during unexp crises • subsidies & taxation areas <p>(MAGENTA)</p>	<p>T</p> <ul style="list-style-type: none"> • NCDs on the agenda but big competition for funds • lack of global perspective to food system/policies how to produce/consume • unexpected crises changing priorities in external env., change statistics, for focus of govt. • adaptation to crises, increasing new challenges (inequalities, climate change) • little good practice available to assess digital media marketing of food (temporary) • possibility to change composition of food products bc. of crises (war) • family / community settings, information • difficult to keep up with reformulation / industry intervention

