

## News and Events

### IFBA Newsletter – July 2019



## EU Pledge Members Deliver on Responsible Marketing Commitment

The food and beverage companies forming the "EU Pledge" - an EU-wide commitment to responsible advertising to children under 12 - recently published their annual monitoring report, and revealed excellent compliance rates on all medium. Over the past ten years, EU Pledge companies have widened their scope from 'traditional' TV advertising to this year include company-owned social media profiles on Facebook, YouTube and Instagram. Overall, 99% of websites, 97% of social media profiles, and 99.1% of TV ads reviewed were deemed compliant with the EU Pledge and consistent with records from previous years.

The EU Pledge membership accounts for over 80% of EU food and non-alcoholic beverage advertising spend. The signatories have committed not to advertise products which do not fulfill the EU Pledge common nutrition criteria to children under 12 years. Some member companies have even gone further by not advertising any of their products to children under 12. In addition, members launched an accountability mechanism through which members of the public and organizations can question the compliance of members' marketing communications with the EU Pledge commitment. The common nutrition criteria have also been strengthened to further reduce the sugar and sodium thresholds for several

categories of products. More information on the EU Pledge and the monitoring exercise can be found [here](#).

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## FAO Director General Elect Will Seek Greater Collaboration with Private Sector

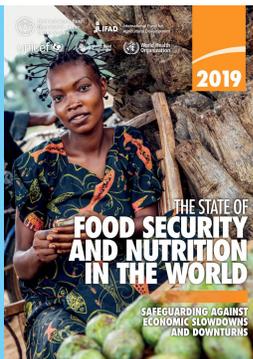


On 23 June, Dr Qu Dongyu, Chinese Vice-Minister of MARA, became the first Chinese national to be elected to head the UN's Food and Agriculture Organization, clinching the post in the first round of voting. Qu, 55, a biologist by training, won 108 votes, followed by Catherine Geslain-Laneelle of France with 71 votes and Georgia's Davit Kirvalidze with 12.

Prior to the vote, Qu said he aims to focus on hunger and poverty eradication, tropical agriculture, drought land farming, digital rural development and better land design through transformation of agricultural production. An expert on agriculture and rural areas, he has worked in the field for more than 30 years. He also expressed intentions to engage more with the private sector, promising to "leverage their unique roles and expertise".

Dr Qu Dongyu will be FAO's ninth Director-General since the Organization was founded on October 16, 1945. He will succeed José Graziano da Silva (who holds the position since 2011) on August 1st of this year. Qu Dongyu's term will end in July 2023 and may be renewed once. Dr. Qu's full remarks are available [here](#).

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## Release of the State of Food Security and Nutrition in the World 2019

This joint report, issued annually by five UN agencies active on food and health, presents the latest estimates on food insecurity, hunger and malnutrition in all its forms. The report found that an estimated 820 million people were food insecure in 2018 - an increase from 2017 - and that the number of people who are overweight and obese continues to increase in all regions. Leaders of the five agencies agreed that "action to tackle these troubling trends will have to be bolder not only in scale but also in terms of multisectoral collaboration." This underscores the immense challenge of achieving the Sustainable Development Goals and need for public-private partnership to better understand and address the complexity of these nutrition challenges.

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## Ferrero and Kinder + Sport Joy of Moving



Kinder + Sport Joy of Moving is an international Ferrero Group Social Responsibility Project, promoting the importance of movement and daily physical activity for children and young people with the aim of helping to create the foundation for an active and healthy adulthood. Launched in 2005, the project is now in its 13<sup>th</sup> year and has “moved” four million children in 30 countries around the world. The project is inspired by “Joy of moving,” an innovative scientifically recognized educational method. The methodology aims to get children moving, through play while also developing key skills in four major areas – physical fitness, motor coordination, cognitive function and creativity, life skills.

The programme has become one of the motor education projects officially recognized by the Italian Ministry of Education. The main activities of Kinder + Sport are created and organized in partnership with a range of national and international partners, such as Olympic committees (currently four in number), ministries and universities as well as institutions and federations that are experienced in sports education (currently numbering 132 federations and sports associations). Particular attention has been paid to strengthening the partnership with the International School Sport Federation (ISF), a reference point for sports education for students across the world. A worldwide monitoring program has been established in order to continuously evaluate the project results

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## Upcoming Events



### 5th ARoFIIN Roundtable - A World Free of Hidden Hunger

Bangkok, Thailand  
1st August

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74th Session of the UN General Assembly



New York, USA  
17th-30th September

[Learn More](#)



## Walk the Talk New York: The Health for All Challenge

New York, USA  
22nd September

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**3** GOOD HEALTH  
AND WELL-BEING

## UN High-level Meeting on Universal Health Coverage

New York, USA  
23rd September

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## UN High-level Political Forum on Sustainable Development 2019

New York, USA  
24th-25th September 2019

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