

World Health Organisation Consultation on the thirteenth General Programme of Work (GPW13)

Statement by the International Food & Beverage Alliance (IFBA)

The International Food & Beverage Alliance (IFBA) welcomes the opportunity to provide comments on the thirteenth General Programme of Work (GPW13).

IFBA is a group of twelve international companies – The Coca-Cola Company, Danone, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Mars, McDonald's, Mondelez International, Nestlé, PepsiCo and Unilever – who share a common goal of helping people around the world achieve balanced diets and healthy, active lifestyles.

In 2008, our CEOs came together and adopted a set of public commitments in support of the implementation of the 2004 World Health Organization (WHO) Global Strategy on Diet, Physical Activity and Health. We committed to reformulate products to reduce fat, sugar and salt and innovate to create products that help people eat healthy, balanced diets. We committed to provide clear, fact-based nutrition information and make labels easier to understand. We adopted responsible marketing practices, restricting the marketing of foods high in fat, sugar and salt to children and committed to promote healthier lifestyles in communities around the world and in our workplaces.

Having renewed and strengthened our global commitments in 2014, we seek to make a constructive contribution to the objective set out in the GWP13 of halting the rise of overweight and obesity, especially among children. In alignment with another target stated in the GWP13, regarding the elimination of industrially produced trans-fats, in 2016 IFBA member companies committed to complete the global phase out of industrially produced trans-fats by the end of 2018. We stand ready to work with WHO and others to scale up this effort beyond the IFBA member companies.

IFBA members are contributing to achieving the Sustainable Development Goals (SDGs) of ending hunger, achieving food security and improved nutrition and promoting good health and well-being (SDG 2 & 3). We therefore support the GWP13's intent to frame the WHO's global health objectives within the UN's SDG agenda.

We also welcome the GWP13's focus on achieving the SDGs through multisectoral action and working with all relevant partners. IFBA believes the ambitious agenda set out in the GWP13 can only be achieved with the involvement of all stakeholders – governments, civil society and the private sector – working together in partnership. The UN's SDGs provide us with the opportunity, through partnership, to leverage different skills, expertise, technologies and resources and take the SDGs beyond the aspirational and turn them into a reality on the ground (SDG17). In this spirit, we strongly support the implementation of the Framework of Engagement with non-State Actors (FENSA) in a way that enables partnerships, while protecting the integrity of the WHO. While reasonable steps to avoid conflicts of interests should be taken, FENSA should not be an obstacle to constructive collaboration where non-State Actors can make a meaningful contribution to public health objectives.

The 2030 Agenda recognizes the role of the private sector and calls on business to “apply their creativity and innovation to solving sustainable development challenges.” IFBA members can



provide expertise, best practice guidance and leadership that can be helpful to achieve the objectives of the WHO. We will seek opportunities and meaningful partnerships aligned with our commitments and dedicated to achieving the SDGs of zero hunger and good health and well-being for all.