

BE PART OF THE FOOD PROGRAMME

COMPANY

Enhance your Corporate Social Responsibility
Favour motivation and well-being of your employees
Fight against stress, absenteeism, presentism, turnover and disability

EMPLOYEE

Access to information, easy to find and rapid in use
Access to dedicated restaurants offering balanced meals
Overall, improve your quality of life

RESTAURANT

Answer the demand of your clients and attract new ones
Get more visibility for your commitment
Be part of a European network

More information:
www.food-programme.eu

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Sources: DG SANCO / WHO Europe / OECD



PROMOTING HEALTHY EATING HABITS DURING THE WORKING DAY: THE FOOD* PROGRAMME

* Fighting Obesity through Offer and Demand

WHY A EUROPEAN PROJECT?

OBESITY IS THE GREATEST PUBLIC HEALTH CHALLENGE OF OUR CENTURY

Worldwide



Obesity-related deaths are occurring three times more than fatalities related to malnutrition and starvation

In Europe



52%
overweight
or obese

Obesity is responsible for 10–13% of deaths

More than half (52%) of the adult population in the European Union are overweight or obese

Obesity is a risk factor for numerous health problems

- Physical disabilities
- Psychological problems
- Non Communicable Diseases: Hypertension, high cholesterol, diabetes, cardiovascular diseases, respiratory problems (asthma), musculoskeletal diseases (arthritis) and some forms of cancer.



Obesity has an impact on workforce productivity



NEED FOR ACTION

The European Union objectives and work plan



Through the Health and Consumers Directorate General (DG SANCO), many structures and instruments have been launched to address poor nutrition and health determinants:

- 1 · European Platform for Action on Diet, Physical Activity and Health
- 2 · High Level Group on Nutrition

3 · Public Health Programme



Edenred's commitment

Edenred's flagship solution is the Ticket Restaurant® which was created 62 years ago in order to enable workers to access food during their working day. Thus, the CSR strategy has naturally focused on access to healthy eating.

62 years
42 countries

ACTION → FOOD

FOOD promotes healthy eating habits during the working day by strengthening the interaction between the OFFER and the DEMAND sides.



2009
FOOD was launched as a pilot-project in 6 countries

2012
It became a long-term programme thanks to the good results and strong motivation of the partners. New countries and partners have already joined

2015
The Consortium Agreement has been renewed for another 3 years in 9 countries



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THE STRUCTURE OF FOOD

A STRONG PUBLIC PRIVATE PARTNERSHIP

The project partners and countries (2009 - 2011)

the External Advisory Board



• Prof. Ambroise Martin, Medical School of Lyon

Project countries (2009-2011)

Countries which joined the programme after the project phase



EDENRED - The national offices coordinate the project operations

From 6 project countries to 9 programme countries (since 2012)



the External Advisory Board

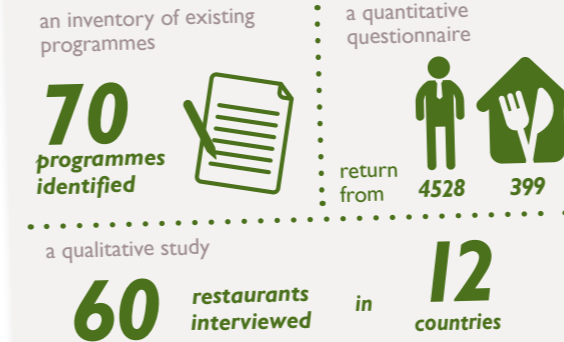


• Prof. Ambroise Martin, Medical School of Lyon

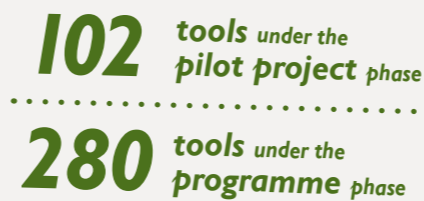
THE METHODOLOGY

This methodology is followed by new countries entering the programme, with flexibility according to the data already available.

1 RESEARCH AND KNOWLEDGE



3 COMMUNICATION CAMPAIGNS IN RESTAURANTS AND COMPANIES



5 ADAPTATION AND DISSEMINATION FOLLOWING THE EVALUATION



2 RECOMMENDATIONS

made by the partners after the results and analysis of step 1

Around **10** recommendations per target group and per country



4 EVALUATION



The evaluation under the programme continues with barometers common to all countries...



...and mystery visits in restaurants **15** per country per year

THE TARGET GROUPS IN THE 9 COUNTRIES



The meal voucher network enables to communicate to the two main targets groups in parallel, for a better impact and coherent action.

RECOGNITION OF ACTIONS AND RESULTS

RESULTS



+64 conferences and events since 2009

The programme is being implemented in **new countries** with **new partners**

RECOGNITION



Presented as a prevention best practice at the XIX^e World Congress on Safety and Health at Work

Selected by the European Commission as best project funded under the second Health Programme 2008-2013



Winner of the Portuguese Nutrition Award 2013 in «Mobilization Initiative» category for the *Alimentação Inteligente* book directed at employees and general public