

# Call to protect children from the marketing of nutritionally poor food

## KEY DEMANDS FOR EU ACTION

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- We call for the **adoption of legislation by the European Union (EU)** to improve public health, prevent non-communicable diseases and promote children's rights, by effectively protecting children from the harmful impact of the widespread, ubiquitous and insidious marketing of nutritionally poor food.
- The EU has extensive powers to regulate all forms of **cross-border marketing** to improve the functioning of the internal market, whilst ensuring a high level of public health, consumer and children's rights protection, in line with the EU Treaties and the EU Charter of Fundamental Rights.
- We call on the EU to regulate the cross-border marketing of food and **minimise the exposure of children** to nutritionally poor food marketing by:
  1. ending the marketing of nutritionally poor food between 6am and 11pm on **broadcast media**, including television and radio;
  2. ending the marketing of nutritionally poor food on **digital media**, including social media and video sharing platforms;
  3. ending the **sponsorship** by food brands of events with cross-border effects, including sports and cultural events, such as festivals, unless brands can prove that such sponsorship is not associated with nutritionally poor food; and
  4. ending the use of **marketing techniques appealing to children** for the promotion of nutritionally poor food, including on food packages. In particular, influencers and other personalities shall not promote nutritionally poor food.
- **All children, including adolescents**, must be protected from harmful marketing. A **child** is defined as any person below the **age of 18**, in line with the UN Convention on the Rights of the Child that all EU Member States have ratified.
- The definition of **nutritionally poor food** should be based on the WHO Europe nutrient profile model.
- We consider that action to create sustainable, empowering environments conducive to the good health and well-being of future generations is **not only warranted, but also feasible**. We therefore present a **blueprint Food Marketing Directive** as a discussion document to relaunch the debate on the protection by the EU of children from the harmful impact that the marketing of nutritionally poor food has on their health and on their rights.

# Endorsing organisations



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