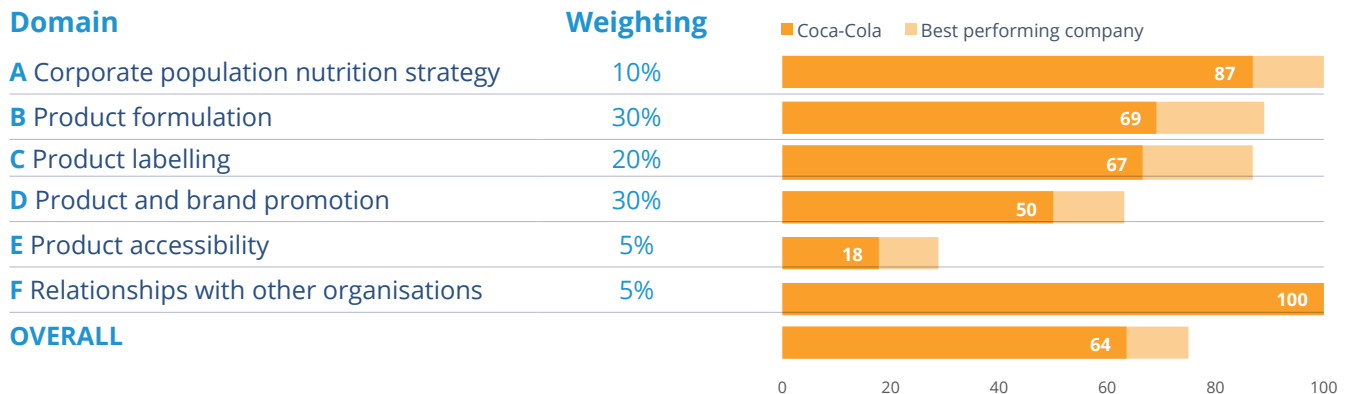


APPENDIX: COMPANY SCORECARDS

Coca-Cola

3 OUT OF 25
FOOD COMPANIES
(this includes supermarkets and QSRs)

64 OVERALL SCORE
(OUT OF 100)



Areas of strength

Key recommendations

	Areas of strength	Key recommendations
Tertile	Corporate population nutrition strategy	
3	<ul style="list-style-type: none"> Clear commitment to improve population nutrition on national website and regular reporting on this commitment 	<ul style="list-style-type: none"> Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy Refer to global priorities within the overarching nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals Make the linking of the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets public and more specific
3	Product formulation	
3	<ul style="list-style-type: none"> Commitment to reducing the sugar content in some of the most well-known brands Commitment to reduce portion sizes 	<ul style="list-style-type: none"> Set SMART (specific, measurable, achievable, relevant, time bound) targets specific to New Zealand to reduce portion sizes of products where appropriate Commit to using an independent nutrient profiling system (e.g., Health Star Ratings) for the purposes of product development and reformulation
3	Product labelling	
3	<ul style="list-style-type: none"> Support of and commitment to implementation of the Health Star Rating System Provision of comprehensive nutrition information of products online 	<ul style="list-style-type: none"> Support the implementation of regulations by the Government on added sugar labelling on products Commit to provide nutrition information on added sugar in products to government upon request Commit to labelling products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))

		Areas of strength	Key recommendations
Tertile	3	Product and brand promotion	
		<ul style="list-style-type: none"> Commitment to comply with the Advertising Standards Authority Children's and Young People's Advertising Code Commitment to not advertise to children under 12 years old, i.e. where the audience is over 35% children under 12 years old. This policy applies to all media which directly targets children under 12, including television shows, print media, websites, social media, movies, and SMS/email marketing. 	<ul style="list-style-type: none"> Adapt a stricter definition of 'target audience' or 'audience exposed' (i.e. Ideally the definition would be based on children's peak viewing times) Develop a marketing policy that applies to children up to the age of 18 years and includes restriction on use of celebrities, premium offers and fantasy and animation characters Develop a policy on restriction of sponsorship of children's events Independently audit compliance with marketing commitments on a national level
	3	Product accessibility	
		<ul style="list-style-type: none"> Commitment to not directly supply any school in New Zealand with full sugar carbonated beverages or energy drinks. Disclosure of policy position on sugar-sweetened beverage taxes on the website 	<ul style="list-style-type: none"> Support, instead of oppose, a tax on sugar-sweetened beverages taking into account the growing scientific evidence base Make a specific commitment to increase the proportion of healthy beverages in the overall company portfolio Adopt an official nutrient profiling system to classify products for the purposes of product accessibility
3	Relationships with other organisations		
	<ul style="list-style-type: none"> Public disclosure of health and wellbeing related partnerships, active lifestyle programs and philanthropic funding and scientific research the company supports on the national website 	<ul style="list-style-type: none"> Disclose all political donations in real time, or commit to not make political donations 	
3	Overall		
	<ul style="list-style-type: none"> Commitment to the Ministry of Health Healthy Kids Industry Pledge Active engagement with the BIA-Obesity tool and process 		

Coca-Cola's BIA-Obesity domain scores by tertile

3 = score within top third of NZ companies – 1 = score within lowest third of NZ companies