

Press release, May 19, 2011

## Initial findings of the European FOOD project to promote balanced nutrition during the workday presented in Brussels on May 31, 2011

**The 25 public and private partners of the FOOD (*Fighting Obesity through Offer and Demand*) project will meet at the European Parliament to present the phases in their research and the pilot programs deployed in companies and with restaurants over the past 28 months.**

Co-financed by the European Commission, the FOOD project was launched in 2009 to promote a balanced diet during employee lunch-breaks by raising awareness among employees and restaurant operators. A variety of awareness initiatives have been undertaken in six countries (Belgium, Czech Republic, France, Italy, Spain and Sweden), reaching some 52,000 employees in their companies and 5,000 restaurateurs. In all more than 85 communication documents and resources have been created, including training modules, poster-based sensitivity campaigns, guidebooks adapted to each target audience and newsletters.

The public-private consortium coordinated by Edenred, the inventor of the Ticket Restaurant® meal voucher, will present an initial review of the project in Brussels on May 31, 2011. Organized under the high patronage of the Hungarian Presidency of the European Union, the FOOD conference will be attended by a number of prominent speakers.

### Plenary session program

- Opening speeches: Mario Mauro, Member of the European Parliament and head of the Italian Delegation (PDL) of the EPP Group; Jacques Stern, Chairman and Chief Executive Officer of Edenred; Despina Spanou, from the EC's Directorate-General for Health and Consumers and President of the Platform on Diet, Physical Activity and Health.
- First roundtable: The importance of balanced nutrition during the workday
  - *Facilitator:* Christopher Wanjek, author of *Food At Work*, published by the International Labour Organization.

[www.food-programme.eu](http://www.food-programme.eu)

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**Participants:** Antonio Tajani, Vice President of the European Commission, responsible for Industry and Entrepreneurship; Elisabetta Gardini, Member of the European Parliament, Committee on the Environment, Public Health and Food Safety; Olivier Christiaens, Federal Public Health, Food Chain Safety and Environment Department, Belgium; Juan Ballesteros, Food Safety and Nutrition Agency (AESAN), Spain; Ulf Bohman, Keyhole Restaurant Association, Sweden; Dr. Ambroise Martin, Claude Bernard medical school, France; Caroline Bollars, World Health Organization (WHO) Regional Office for Europe.

**General presentation of the FOOD project:** Nathalie Renaudin, Edenred, Coordinator

**Second roundtable: FOOD, a decisive public-private partnership**

**Facilitator:** Prof. Martin Caraher, City University of London.

**Participants:** Ghislaine Dufourny, Information and Research Centre on Food Intolerances and Hygiene (CIRIHA): Results of the inventory of existing practices; Laure Saulais, Institut Paul Bocuse Research Center: Survey results; Prof. Giuseppe Masanotti, University of Perugia, Coordinator of the European workplace health promotion campaign Move Europe; Iva Malkova, STop OBesity Project, "Healthy Living the Easy Way" Association: initiatives in restaurants; Prof. Agneta Yngve, Karolinska Institutet & Akershus University College: Evaluation of the FOOD project; Toni Colom, Public Health, Balearic Islands, Spain: role of the Advisory Board.

## Obesity, a global epidemic

By targeting both employees and restaurant operators, the FOOD project aims to promote healthy eating habits during the workday and therefore contribute to the fight against obesity, which has become a global epidemic. According to the World Health Organization (WHO), one billion adults are overweight and more than 300 million are obese. Each year, at least 2.6 million people die as a result of being overweight or obese; a figure that now exceeds the number of worldwide deaths from underweight.

## Media Contacts

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