Towards an EU-wide food marketing directive to protect child health and child rights

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FOOD MARKETING RECOGNISED AS AN EU-WIDE PROBLEM

child health

child rights
THE FAILURE OF CURRENT EU RULES

Legislative reforms must be driven by evidence, not by a dogmatic, misplaced belief in self-regulation.

Need for legally binding rules protecting children from exposure to all forms of cross-border unhealthy food marketing.
TURNING RHETORIC INTO EFFECTIVE ACTION

• We have drafted a directive to demonstrate that the EU can – and should – adopt legislation based on existing evidence and which upholds the best interests of the child as a primary consideration

• Public health, consumer and children’s rights protection at the heart of this initiative
  • DG Santé must drive the process

• Directive compliant with the constitutional principles enshrined in the EU Treaties
  • Focus on cross-border marketing (attributed powers)
  • Focus on the effectiveness of the proposed measures (proportionality)
THE DIRECTIVE IN A NUTSHELL

1. end the marketing of nutritionally poor food between 6am and 11pm on broadcast media;
2. end the marketing of nutritionally poor food on digital media;
3. ending the sponsorship by food brands of events with cross-border effects, unless brands can prove that such sponsorship is not associated with nutritionally poor food; and
4. end the use of marketing techniques appealing to children for the promotion of nutritionally poor food;
5. a child is any person below the age of 18;
6. the definition of nutritionally poor food should be based on the WHO Europe nutrient profile model.