

6 countries are part of the FOOD project



The European Consortium for the FOOD project:

Main partner

Accor Services Head Office

Associated partners

• Academies:

Paul Bocuse Institute (IPB), University of Perugia (UP),
Karolinska Institutet (KI)

• Ministries of health:

Spanish Agency of Food Security and Nutrition (AESAN)
Belgian Public Health Ministry (SPF SP)

• Nutritionists:

High School Lucia de Brouckère - Information and Research Center
about Food Intolerances and Hygiene (HELD-B-CIRIHA)
Mediterranean Diet Foundation (FDM)
Stop Obesity (STOB)

• Accor Services:

National business units assuring operational relay in the countries

Collaborating partners

• European projects:

Move Europe, FOOD PRO-FIT

• International organization:

International Labour Organization

• Universities:

University of Lyon, City University of London

• Ministry of health:

Sweden – Key Hole programme

• Associations, networks (restaurants and companies):

EuroToques,
European Network for Workplace Health Promotion (ENWHP)

For further information, please contact:

Nathalie RENAUDIN – European Affairs Delegate
nathalie.renaudin@accor.com

Or feel free to visit the FOOD website:

www.food-programme.eu



Fighting Obesity through Offer and Demand

A balanced offer
for healthier employees



This leaflet arises from the project Food wich has been funding from the European Union, in the framework of the Public Health programme.

Figures are alarming

In Europe,
130 millions
of people are suffering
from obesity, ie:
**1 adult over 2 and
almost 1 child
over 3**

53% of the
European
population is
overweighed

In 2008, 1.6 billions
of people in the world
suffer from obesity.
A 4% increase is predicted
during the next decade

Source: World Health Organization

In 2008, the annual cost of obesity in Europe was estimated as between 75 and 130 billions of euros. These expenses resulting from poor nutritional habits and chronic diseases have become a serious concern for governments and civil societies.

People's needs have changed, action is necessary...

Today, consumers are becoming aware of the issues that poor nutrition raises and are looking for ways to change their eating behaviour and lifestyle. **They want meals that combine balance and diversity.**

- **95% of EU citizens** regard obesity as prejudicial to their health and want to change their eating habits
- **85% of Europeans** think that the authorities should fight more actively against obesity

According to the "Eurobarometer on Health and Food" presented by the European Commission in November 2006.

... Especially at work!

Employees suffering from obesity or chronic diseases see their productivity decrease and are more inclined to absenteeism. Taking a stance in the workplace is therefore a real opportunity to improve employees' health and well-being.



**Poor eating reduces
productivity by 20%**

Source: International Labour Organization

Our **OBJECTIVE**:

To improve employees' eating habits during their lunch break by strengthening the interaction between the offer and the demand sides.

This project aspires to positively influence both the restaurants' offer and the European consumers' lifestyles and habits.

The **MISSIONS**:

- **To evaluate the needs** and expectations concerning information on nutrition
- **To collect experts' recommendations** based on these needs
- **To turn the recommendations** into practical and appropriate communication tools
- **To adapt the offer to consumer demand**
- **To organize practical training sessions** depending on the countries
- **To enable wide access to detailed information for the target audience**

The **FOOD** project is aimed at:

**RESTAURANT
OWNERS**

**EMPLOYEES
EATING
OUT**

And all those who wish to improve
their eating habits!

The **FOOD** project has been built on a strong action plan based on a public-private consortium

5 STEPS to achieve the aim:

To promote balanced nutrition and to fight against bad eating habits

1

Inventory of the existing programmes and surveys in order to better know and understand the needs

2

Experts' recommendations based on analysis of the surveys' results

3

Pilots in restaurants first and then in companies by the development of simple tools, appropriate to each target: teaching guides, training, posters, DVD, road show, etc.

4

Evaluation of the pilots, leading to new recommendations

5

Adaptation of the programme's tools and **dissemination** of the best practices in Europe and beyond