

Gospodarska
zbornica
Slovenije



Chamber of Commerce
and Industry of Slovenia

Chamber of Agricultural
and Food Enterprises



COMMITMENT TO RESPONSIBILITY

A PROJECT, THAT PUSHES BOUNDARIES.

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INTRODUCTORY WORD



“Both the Ministry of Agriculture, Forestry and Food and I personally are very enthusiastic about the progress of our food companies in achieving the goals, set out in the national food strategy. The efforts made over several years to set the goals for the implementation of the Commitment to Responsibility are already being put into practice, year after year, regardless of all the accompanying circumstances that have occurred recently and are still ongoing due to COVID-19 pandemic.

It is important to notice that it has not been easy for companies, and many adjustments have had to be made to the new situation, including in the economic environment, so any progress in the sector or industry is to be commended. It is important to underline how much impact the implementation of the Commitment to Responsibility goals has on long-term changes in the eating habits of Slovenians. We are all committed to providing consumers with clear information on how to choose and buy food.

Many upcoming strategies, in addition to the existing ones, are shaping the economic landscape and will have a significant impact on the development of the agri-food sector in the following years. I therefore welcome any proactivity and socially responsible program, such as the Commitment to Responsibility, which shows the openness of the sectors, as well as the food industry as a whole, creating a sustainable future.”

Ana Le Marechal Kolar, Director General
Food and Fisheries Directorate of the Ministry of Agriculture, Forestry and Food



“The only human characteristic that gives us hope and comfort is persistence, because after hard work persistence always pays off,” Charles Dickens once said. Persistence is also a virtue that strongly characterises the work of the Chamber of Agricultural and Food Enterprises within the Chamber of Commerce and Industry of Slovenia. There are many activities that only lead to results after a few years of joint hard work, and then you can look with pride at the success of your members. Persistence is shown in words and figures within this publication. For more than half a decade, the Commitment to Responsibility Action Plan has been running at full speed and with great energy. Our members, as signatories of the sectorial commitments, are putting it into practice, for example in the form of new products with improved nutritional composition for the consumer and, of course, through all the other activities that contribute to the progress of the sectors in the area of self-regulation. 2020 was a strange year, and this unique circumstances continue today, but the analysis of progress in implementing the commitments shows that companies are persevering on the path to achieving the objectives of improving the food supply on the Slovenian market. Congratulations to the signatories of the Commitment to Responsibility document. We are already looking forward sharing a brand new good practice. In fact, commitments from the meat sector are already in the final preparation phase.”

Dr Tatjana Zagorc, Director
Chamber of Commerce and Industry of Slovenia – Chamber of Agricultural and Food Enterprises (CCIS-CAFE)

SEVERAL DIMENSIONS OF RESPONSIBILITY COMMITMENTS

COMMITMENT TO RESPONSIBILITY



“PREŽIVI” PROGRAM (2017)

Promoting the reformulation and development of food products of improved nutritional composition to food business operators



“WHOLEUGRAIN” PROJECT (2019)

A European Action on Whole Grain Partnerships



“ODLOČI SE ZA” PROGRAM (2020)

Informing consumers about the food industry’s activities to improve the nutritional composition of food products



“VEČ UGODNEJŠIH” PROGRAM (2020)

Informing employees in public institutions about the broad range of food products of improved nutritional composition and their integration in public procurement



“ODLOČIMO SE ZA URAVNOTEŽENO PREHRANO” CAMPAIGN (2021)

Joint promotional campaign for food products of improved nutritional composition



**Catalogue of Food Products of Improved Nutritional Composition
(29 August 2019)**

Launch of the 1st edition of the Catalogue which brings together 143 food products of improved nutritional composition, produced by 25 different companies



Online event for stakeholders

**“Let’s talk about grains - whole grains!”
(24 September 2020)**

Presentation of the activities of the bakery sector in the field of improving the nutritional composition of food products



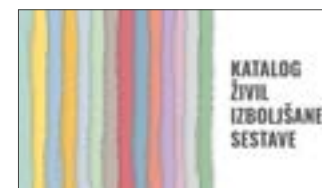
**Online campaign “Odloči se za”
(16 October 2020)**

Consumer information and promotion of food products of improved nutritional composition via social networks



**Catalogue of Food Products of Improved Nutritional Composition
(16 October 2020)**

Launch of the 2nd edition of the Catalogue which brings together over 130 food products of improved nutritional composition, produced by 32 different companies



Online press conference

**“Food products of improved nutritional composition now more visible on the retailer’s shelves”
(19 January 2021)**

Launch of the “Odločimo se za uravnotežno prehrano” campaign in cooperation with Mercator Retail Company



ACHIEVEMENTS (2015-2020)

Soft drink sector commitments signature

Commitments implementation

Dairy sector commitments
preparation phase

Dairy sector commitments signature

2015

2016

2017

16 December:
Presentation of the first implementation
report

20 December:
Presentation of the report
“Soft Drinks Sector’s Responsibility
Commitments in Practice”



by the soft drink sector

Commitments implementation and preparation of an additional commitment on sugar reduction

Commitments implementation by the dairy sector

Bakery sector commitments preparation phase

Bakery sector commitments signature

Commitments implementation by the bakery sector

2018

2019

2020

18 December:

Presentation of the report
“Project Commitment to Responsibility in Practice”

16 December:

Nutrition Forum
“The food industry is on the move - join us!”

4 November:

Launch of the publication
“Implementing the Responsibility Commitments”

COMMITMENTS OF THE SOFT DRINKS SECTOR

The soft drinks sector was the first sector to take the path for greater responsibility towards the consumer by offering food products of improved nutritional composition in 2015. In doing so, it has joined the ranks of other European soft drinks producers who have made similar commitments under the auspices of UNESDA Soft Drinks Europe association. 2020 is the fifth year of active implementation of their commitments. 10 soft drinks companies have set five sectorial targets:

- **No advertising to children under the age of 12:** the signatories committed not to advertise soft drinks to children under the age of 12 (on TV, in printed media, in cinema and on websites for children);
- **Responsible behaviour in schools:** the signatories committed not to promote the advertising and supply of soft drinks in primary and secondary schools and to always offer the full product range where their products are sold in secondary schools;
- **Clear information of the energy value of products:** the signatories committed to emphasise the zero or low-energy character of their products on their packaging or to provide information on the reduced sugar content in the form of nutrition claims;
- **Offering a variety of products:** the signatories committed to reduce the average energy intake of soft drinks by offering and promoting products of different nutritional composition;
- **Promoting a healthy lifestyle:** the signatories committed to support events aimed at promoting a healthy lifestyle to both employees and the entire Slovenian population.



Signatories:

ATLANTIC
GRUPA



Coca-Cola HBC
Slovenija

Costella

dana



nektar
natura



Radenska
ADRIATIC

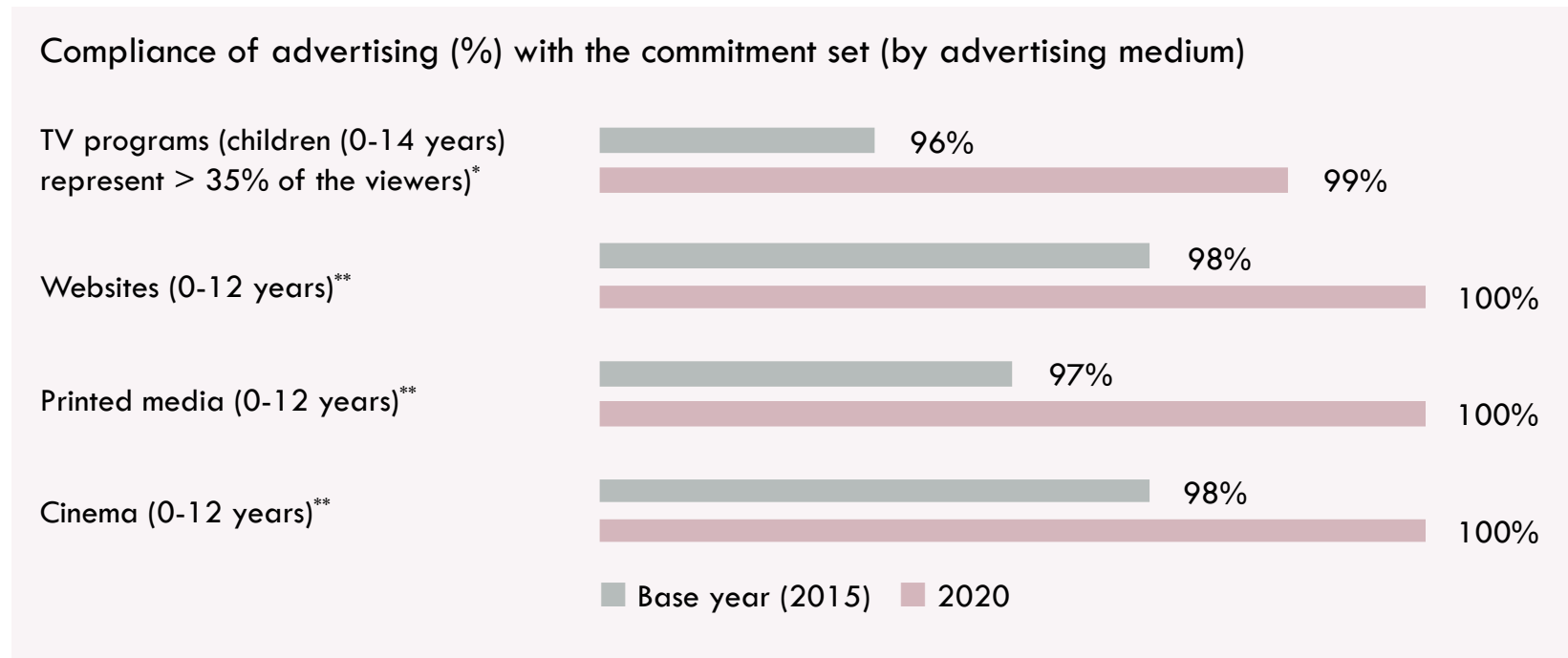
FRUPI
Since 1962

VIFI

IMPLEMENTATION OF THE SOFT DRINKS SECTOR

No advertising to children under the age of 12

Companies do not advertise soft drinks to children under the age of 12 on television, websites, in printed and cinematographic media.



*Analysis carried out by Mediana Research and Analysis Institute.

** Data, reported by signatories.

Responsible behaviour in schools

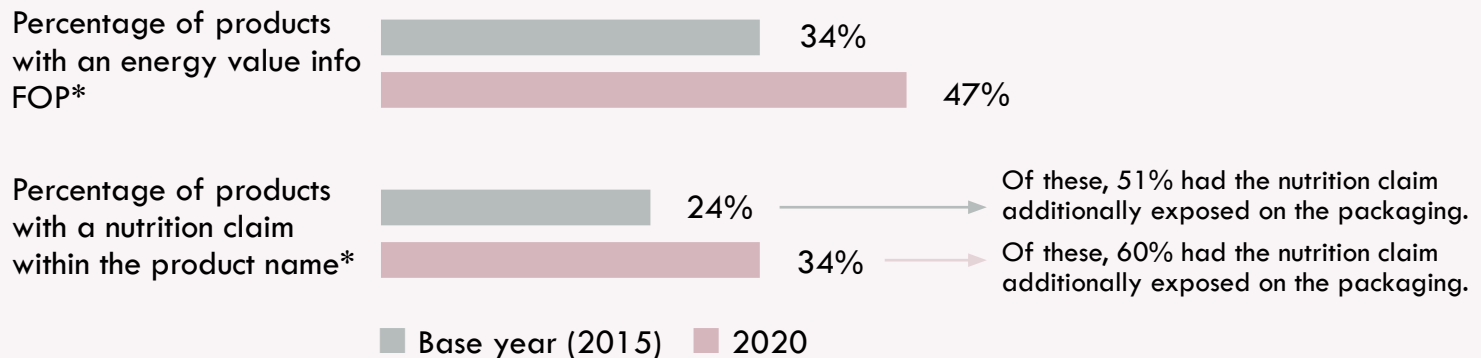
Soft drinks companies try to respect the non-commercial character of schools and therefore do not promote advertising and supply of soft drinks in primary and secondary schools.

*Due to the COVID-19 situation, it was not possible to carry out the review in the 2020/2021 school year.

Clear information on energy value on own brands

Soft drinks companies have been trying to inform the consumer about the energy value of their products for many years, so they have set a goal that at least 60% of their products will provide information on the energy value FOP by 2020, and that the information on reduced sugar content will be provided in the form of nutrition claims.

Offer of products with an FOP energy value label and/or a nutrition claim



*Data, reported by signatories.

Offering a variety of products

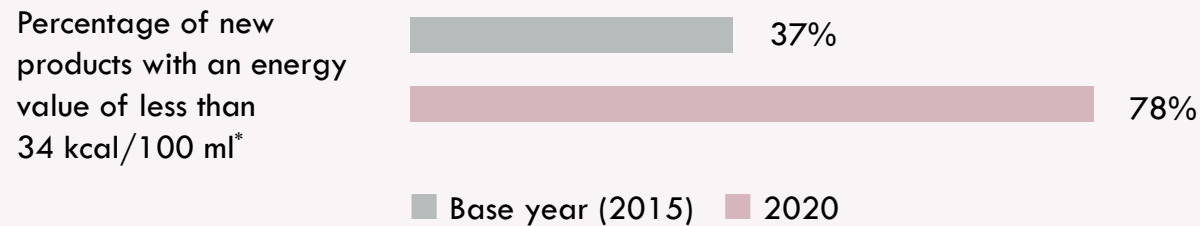
Soft drinks companies offer and promote products with different nutritional composition, especially those with reduced or no energy value, with less or no added sugar, with the aim of reducing the average energy value of soft drinks.

Average energy value of soft drinks



*Data, reported by signatories.

Offer of new products



*Data, reported by signatories.

Additional commitment on reducing the sugar content of soft drinks

The signatories commit to reduce the sugar content of soft drinks by 5% till the end of 2025, thus reducing also the average energy value per 100 ml of soft drinks.

Average sugar content

Base year* (2020) → 6,46 g sugar/
100 ml



Target year (2025) → 6,14 g sugar/
100 ml

Promoting a healthy lifestyle

For many years, companies have been promoting a healthy lifestyle to their employees and the wider society. Despite the restrictions imposed by COVID-19 in 2020, companies have implemented activities from the annual plan to a limited extent.

*Data, reported by signatories.

COMMITMENTS OF THE DAIRY SECTOR

In 2020, the dairy sector celebrated its third year of implementing the responsibility commitments, signed in November 2017. Seven dairy companies are since then ready to highlight their proactivity and willingness to engage in constructive dialogue with other stakeholders to achieve the objectives of the Slovenian Nutrition Policy Strategy. By signing the commitment in the field of improved nutritional composition, the dairy sector committed itself to reduce the added sugar content across the defined categories of dairy products by 10% till the end of 2020. In regards to the energy value, the signatories have set the goal of expanding the range of products of different profiles, in particular products with less or no added sugar.



Signatories:



**LJUBLJANSKE
MLEKARNE**



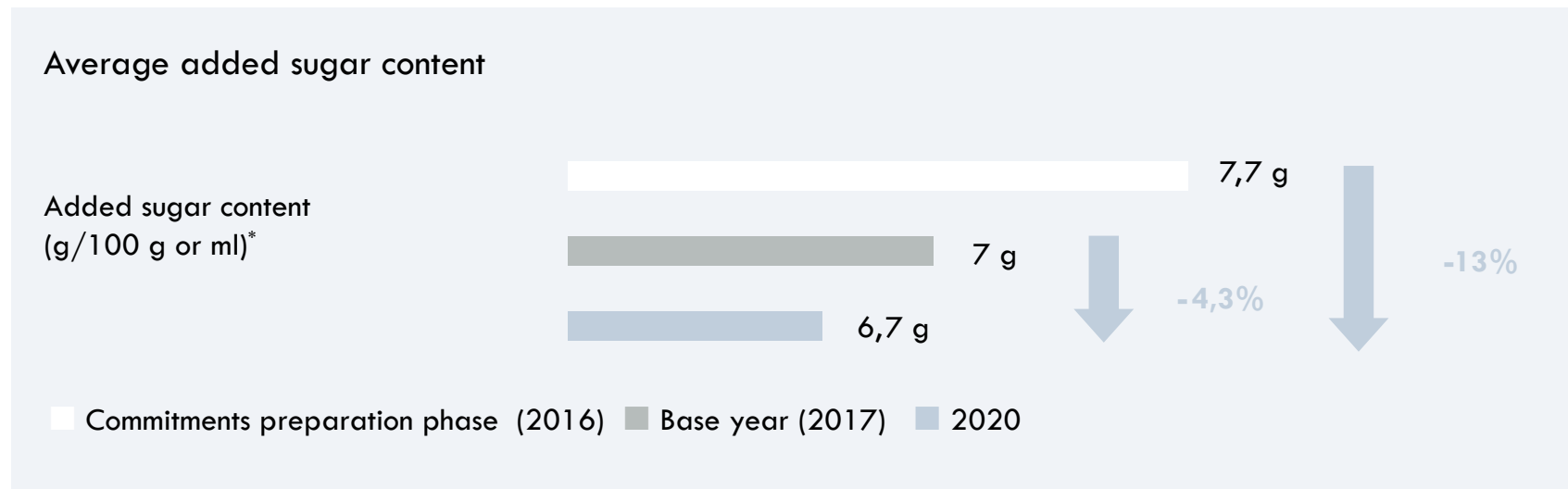
MLEKARNA CELEIA



IMPLEMENTATION OF THE DAIRY SECTOR

Commitment for improved nutritional composition

Dairy companies understand the role they play in supplying a wide variety of products, and have set the goal of reducing the added sugar content¹ in dairy products across defined categories² by 10% till the end of 2020.



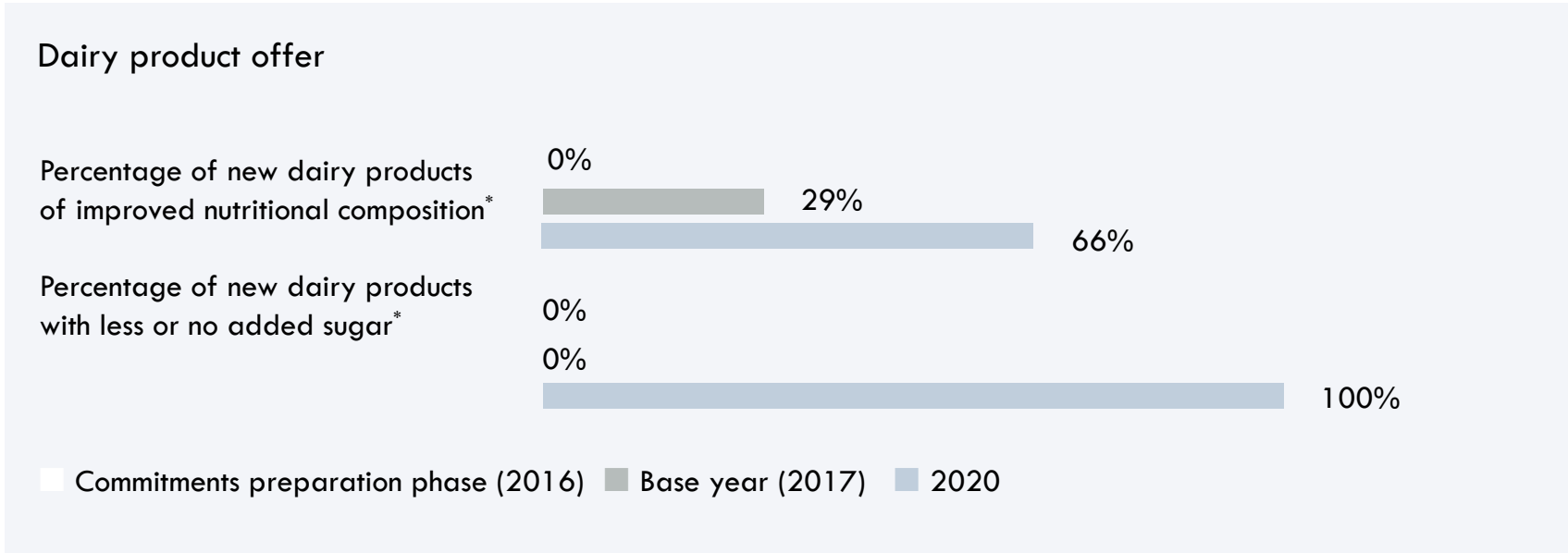
¹Sucrose, Fructose, fruit base, fructose syrup, glucose-fructose syrup, honey, etc.

²Milk drinks, fruit yoghurts, fermented milk drinks, milk desserts, fruit curd (only products with added sugar).

*Data, reported by signatories.

Commitment on energy value

Dairy companies develop, offer and promote the consumption of dairy products with different nutritional composition, especially those with less or no added sugar. This is also reflected in the growing range of dairy products of improved nutritional composition, available on the market. The data show that the signatories are putting their commitments successfully into practice.



*Data, reported by signatories.

COMMITMENTS OF THE BAKERY SECTOR

Companies from the bakery sector also co-signed their own self-regulatory commitments in 2019. Eight companies decided to join the activities of the soft drinks and dairy sectors in their efforts to reduce the levels of selected nutrients in their food products, thereby confirming the responsible attitude of the Slovenian food industry towards consumers. Companies signed a commitment to reduce added salt by 5% till the end of 2022, and to increase the use of whole grain ingredients. Thus, companies committed themselves to expand the range of bakery products with higher whole grain content, thus implementing one of the key strategic objectives of Slovenian Nutrition Policy Strategy.



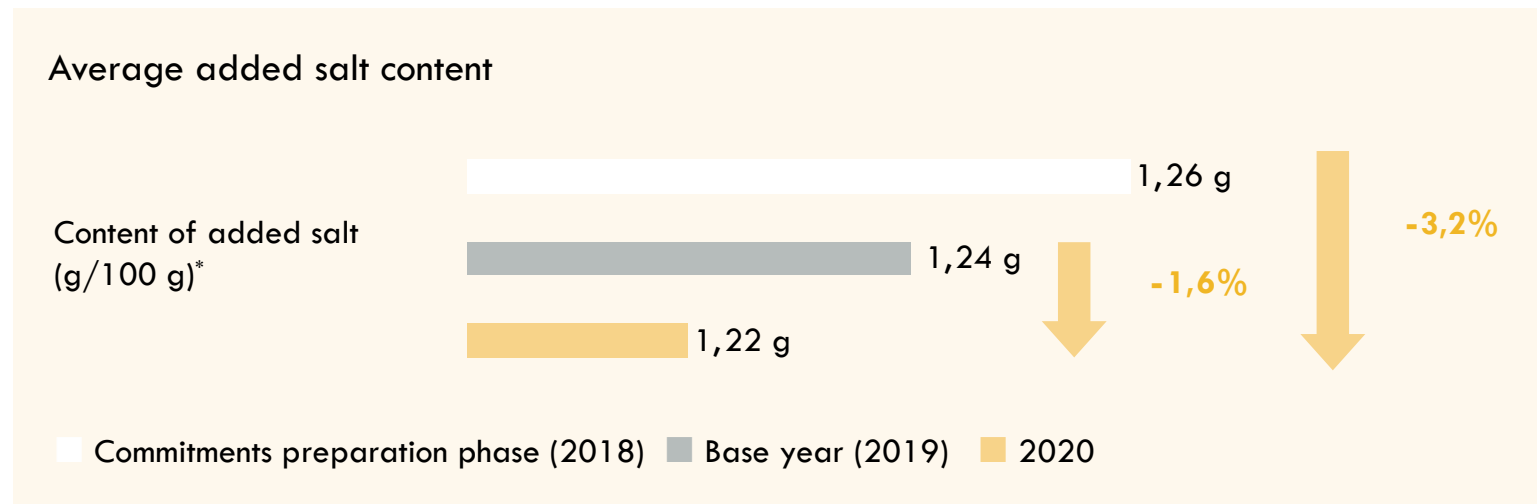
Signatories:



IMPLEMENTATION OF THE BAKERY SECTOR

Commitment to reduce added salt in bread

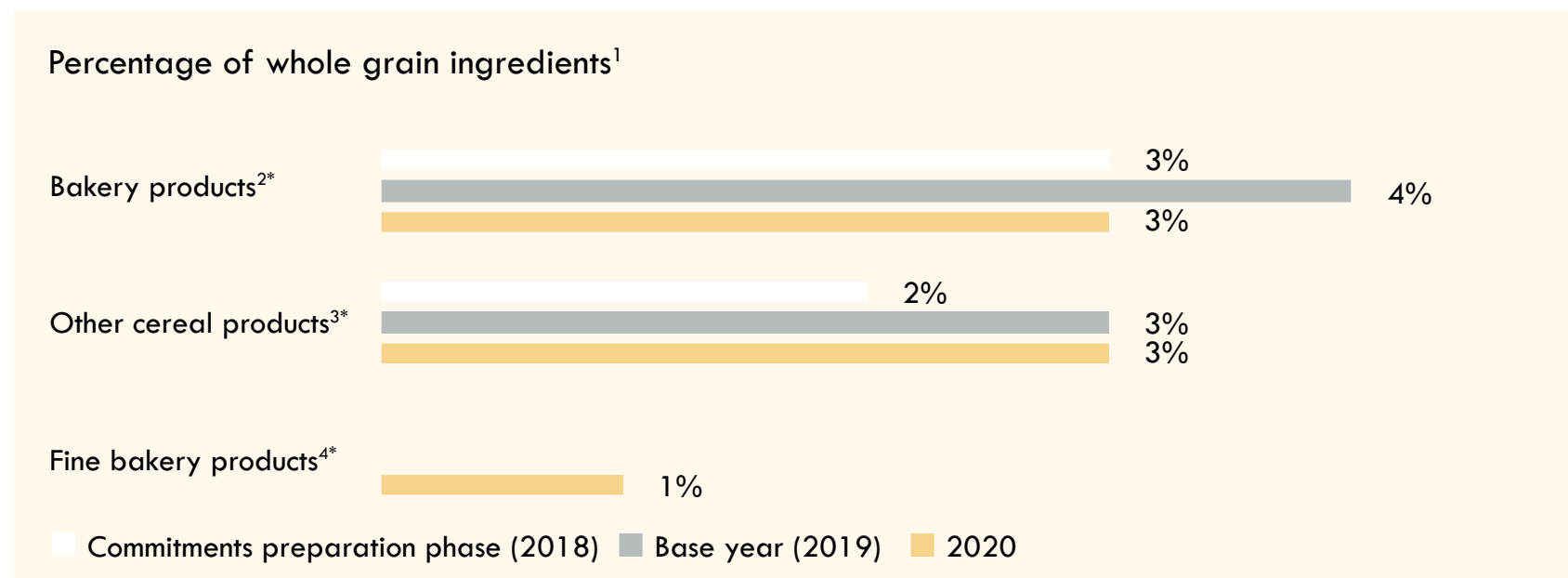
Bakery companies are developing and improving the composition of existing products with the aim of achieving a 5% reduction in added salt content in bread by the end of 2022.



*Data, reported by signatories.

Commitment to increase the whole grain ingredients use

Companies are increasing the whole grain content in bakery products in order to expand their product range.



¹Wholegrain flour, groats, grits, germ, bran and flakes are considered as whole grain ingredients.

²Bakery products, including bread, pastry and other bakery products.

³Other cereal products, including pasta, dough and dough products.

⁴Fine bakery products are made from different types of flour, sugar, fat and other ingredients, provided that the final product has a sugar or fat content of more than 5 %, calculated on the dry matter basis.

*Data, reported by signatories.

COMMITMENTS FOR THE FUTURE

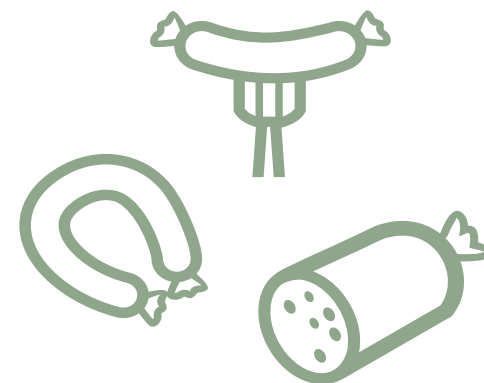
Soft drinks sector signed an additional commitment

After 5 years of implementing commitments, the soft drinks sector has set itself additional, even more ambitious goal to reduce the sugar content in soft drinks. By signing the additional commitment, companies commit to reduce the sugar content in soft drinks by 5% till the end of 2025, and thus the average energy value per 100 ml. 2020 will be used as the base year for monitoring progress in implementing this commitment.



Meat sector commitments preparation phase

With the full awareness that the meat sector can also make a long-term contribution to changing consumers' eating habits by improving the nutritional composition of their products, a first meeting of the working group was held at the beginning of 2021. Main aim is to develop sector-related responsibility commitments. The representatives of companies were briefed on the main activities in the field of Slovenian Nutrition Policy Strategy and improvement of nutritional composition of food products. The possibility of reducing the salt and fat content in meat products was discussed. Further meetings of the working group will be crucial for the formulation of the commitments, including the identification of the meat product categories and nutrients that should be given the most attention to in the context of the responsibility commitments.



ADDITIONAL CONSUMER ORIENTED ACTIVITIES

In 2020, the Slovenian CCIS-CAFE launched two programs called “Odloči se za” (en. “Decide for”) and “Več ugodnejših” (en. “More favourable”), which focus on expanding the supply of food products produced according to nutritional guidelines. Both programs are co-funded by the Slovenian Ministry of Health and are part of the initiative called “Dober tek Slovenija” (National Programme on Nutrition and Physical Activity for Health 2015-2020) to encourage more physical activities and healthier eating. The “Odloči se za” program activities include a campaign on social networks to inform consumers about the food industry’s activities in the field of improving the nutritional composition of food products and the importance of eating food products with less sugar, salt, fat. The Catalogue of Food Products of Improved Nutritional Composition is used to inform consumers about the current range of these food products on Slovenian market and about their nutritional benefits.

On the other hand, the “Več ugodnejših” program allows, by upgrading the Catalogue for food public procurement, to bring food products of improved nutritional composition to the attention of those in public health institutions, involved in the preparation and implementation of food public procurement. The activities of the program also include training and counselling of public health officials on public procurement and on the use of the Catalogue for food public procurement application.

By the end of 2022, the activities of both programs will be further intensified in order to additionally increase consumer awareness of the importance to include food products of improved nutritional composition in their daily diets and, indirectly, to contribute to changes in their eating habits.



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MINISTRSTVO ZA ZDRAVJE

DOBER TEK
Slovenija

Nacionalni program o prehrani in telesni dejavnosti
obdobje od leta 2015-2020

VEČ
UGODNEJŠIH
ŽIVIL V JAVNIH ZAPODIH



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