



Good food, Good life

## CALL TO ACTION: NESTLÉ ACTION PLAN

On June 25, 2020, the World Health Organization, UNICEF and other civil society organizations, issued a [Call to Action](#) to breast-milk substitutes (BMS) manufacturers. It calls on companies to take specific steps regarding the full implementation of the WHO International Code of Marketing of Breast-milk Substitutes.

Nestlé welcomes the Call to Action and we thank the signatories for providing companies with a platform for raising BMS marketing standards. In our [response](#), we make a number of unilateral and multilateral commitments. This document outlines the plan to implement those commitments.

The success of this plan requires collective action from a range of stakeholders. Consequently, we have set out the steps that Nestlé is able to deliver unilaterally. As we progress through the plan, more steps will be identified to achieve even greater Code compliance globally.

Unilaterally stop promotion of formula for babies aged 0-6 months in the remaining countries where our policy has not applied to date, extending it to the United States, Canada and Japan, where no relevant regulations currently exist <ul style="list-style-type: none"><li>- Nestlé Policy and Procedures revision and approval</li><li>- Revision and creation of relevant internal guidelines and training materials</li><li>- Training the markets on revised policy</li></ul>	By end of December 2022
Dialogue with industry, signatories and other interested parties to find a pathway to advance industry commitments on the promotion of infant formula, while ensuring compliance with antitrust laws.	Continued dialogue throughout the timeframe of the plan
Collective action to introduce the WHO Code into national legislation. The most effective way to secure Code compliance is through well-drafted and well implemented legislation.	Timing based on outcomes of the above initial dialogue
A thorough, academically-rigorous study on how WHA 69.9 can be most effectively implemented, while remaining consistent with other WHO principles and guidance. We are willing to financially support such a study which should be conducted by an independent, credible party commissioned and supervised by a multisectoral working group.	Timing based on outcomes of the above initial dialogue



Engagement with institutional investors to mainstream the use of WHO Code compliance within indices beyond FTSE4Good and ATNI	From H1 2021
Further strengthen our policies and practices, guided by our assessment under the Responsible Lobbying Framework <ul style="list-style-type: none"><li>- Improvement of Nestlé's disclosures with regards to lobbying practices in the area of marketing of breast-milk substitutes</li></ul>	Address relevant points as part of the Policy and Procedures revision
Working with global and regional retailers and e-commerce players to help contribute to WHO Code compliance, respecting anti-trust laws	Ongoing 2021