



# NESTLÉ CALL TO ACTION IMPLEMENTATION 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.

COMMITMENT	TIMEFRAME
<p>Unilaterally stop promotion to consumers of infant formula for babies aged 0-6m 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 :</p> <ul style="list-style-type: none"> <li>- Review and approval of the expanded Global Policy, Guidelines, Do's and Don'ts</li> <li>- Appointment of local WHO Code Compliance manager</li> <li>- Training program</li> <li>- Implementation of local compliance program</li> </ul>	<p>By end of December 2022</p> <p>Q4 2021</p> <p>H1 2022</p> <p>Q3-Q4 2022</p> <p>December 2022</p>
<p>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.</p>	<p>Event in H1 2021, with continued dialogue throughout the timeframe of the plan</p>
<p>Collective action to introduce the WHO Code into national legislation, with a focus on USA, Canada, and China. The most effective way to secure Code compliance is through well-drafted and well implemented legislation.</p>	<p>From H2 2021, based on outcomes of the above initial dialogue</p>
<p>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.</p>	<p>Commission in H2 2022, based on outcomes of the above initial dialogue</p>



<p>Engagement with institutional investors to mainstream the use of WHO Code compliance within indices beyond FTSE4Good and ATNI</p> <ul style="list-style-type: none"><li>- Engagement with ATNI to explore a joint advocacy plan with the signatories of the Investors Expectations on Nutrition, Diet and Health</li><li>- Engagement with Nestlé's main institutional investors</li></ul>	<p>From H1 2021</p> <p>From H1 2021</p> <p>From H1 2021</p>
<p>Further strengthen our policies and practices, guided by our assessment under the Responsible Lobbying Framework</p> <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>	<p>Ongoing, further steps following subsequent assessments</p> <p>Q4 2021: Integrate as part of the expanded BMS Policy and Procedures</p>
<p>Working with global and regional retailers and e-commerce players to help contribute to WHO Code compliance, respecting anti-trust laws</p> <ul style="list-style-type: none"><li>- Map retailers and define advocacy plans</li><li>- Building training materials and engagement guidelines for the markets</li></ul>	<p>2021</p> <p>Q2 2021</p> <p>Q4 2021</p>