

EU CODE OF CONDUCT ON RESPONSIBLE FOOD BUSINESS AND MARKETING PRACTICES

GRUPO IFA

REPORT SUBMITTED ON APRIL, 30TH

Type of business/sector <i>(E.g. retail, dairy)</i>	Sustainability dimension <i>(E.g. environmental, social)</i>	Code aspirational objective <i>(1-7)</i>	Individual commitments with baseline	Progress on KPIs and goals (qualitative and/or quantitative)	Additional information (optional) <i>(E.g. partnerships, geographical coverage, sharing best practices, links with other COM initiatives, with other reporting initiatives)</i>	Comments (optional) <i>(E.g. enablers, ideas on how to improve)</i>
Retail – food distribution	Social	1	1) Set intervention to the long term to contribute to the empowerment of the most vulnerable communities and the reduction of the inequalities in	1.1. Long term intervention - The 1 st edition (October 2020-june 2021) and 2 nd edition (October 2021-june 2022) of the PRESAFALIN project are already completed successfully. - The 3 rd edition of the project (October 2022-june 2023) is currently ongoing and following all the planned schedule. 1.2. Reinforced methodology - The 1 st edition of PRESAFALIN served as a pilot to evaluate the project	Spanish National geographical coverage. In the following communities: <ul style="list-style-type: none"> - Madrid - Catalonia - Castila & Leon - Canarias - Aragon - Extremadura 	- Continue reaching vulnerable communities in other regions of Spain.

			<p>health since the first childhood.</p>	<p>methodology as well as the evaluation protocols. In the 2nd edition, improvements and adjustments were introduced in the project methodologies to make it even more efficient and the first favorable results of the study were obtained. In the 3rd edition, the territory expansion allows us to reach more families and obtain even more scientific evidence to contribute to the empowerment of the most vulnerable communities.</p> <p>1.3. Work with most vulnerable communities (1st and 2nd edition)</p> <ul style="list-style-type: none"> - During the 1st and 2nd edition, the 50,2% of participant families have a total household income lower to 10.000€ per year, 24,9% between 10.000 & 15.000€ and 24,9% more than 15.000€ per year. - Only the 15% of the adult participants have a university degree. - Only 33,2% of the adult participants have a regular job. - Only 33.3% of the adult participants were born in Spain. - 88,4% of the adult participants were females. 		
			<p>2) Encourage appropriate physical, psychological and</p>	<p>2.1. Results of the effect of the 1st and 2nd edition</p>	<p>- When healthy habits are mentioned, we are talking about a holistic approach including sports &</p>	<p>- Monitor the effects of the project at a longer term and ensure</p>

		<p>social development during early childhood through promoting healthy habits and skills for life, giving importance to the food being healthy and to the generation of the appropriate preferences.</p>	<p>- The 43% of participant families improved the parental self-efficacy towards their kids' healthy habits' education. Moreover, compared with the control group, the participants in PRESAFALIN present more than 45% of improving their self-efficacy.</p> <p>- The 40% of participant families improved their resiliency capacity towards a key determinant to educate on healthy lifestyles. Moreover, compared with the control group, the participants in PRESAFALIN had almost a 45% likelihood of improving their resilience.</p>	<p>physical activity, eating behavior, sleep and psychological well-being.</p> <p>- In the previous column are presented overall results, more detailed results of the effectiveness of PRESAFALIN are available.</p>	<p>follow-up evaluation sessions in the coming years within the participant families.</p>
		<p>3) Generate one network of social-educational centers to promote the 4 healthy habits, implying to educators and families.</p>	<p>3.1. Participant families and kids During the 1st and 2nd edition, the participating families were a total of 320 adults and 470 kids. During the 3rd edition, more than 300 families are participating. In this edition, the scope has been greater.</p> <p>3.2. Participant socio-educational centers During the 1st and 2nd edition, a total of 32 centers located in Madrid, Castilla & Leon and Catalonia have participated in the program. The network built is solid and are being sustained and enlarged during the 2nd edition. Nowadays, a</p>	<p>- The network of socio-educational centers has increased all over the Spanish region, although most of them are still located in Madrid and Catalonia. We are in 18 different locations all over Spain.</p> <p>- The network of educators, families and kids also has increased accordingly to the incorporation of the new</p>	<p>- Continue investing in the consolidation of the already created network.</p>

			<p>total of 27 centers in different regions of Spain (Madrid, Catalonia, Castilla & Leon, Aragon, Extremadura and Canary Islands) are taking part of the program.</p> <p>3.3. Participant educators from the socio-educational centers</p> <p>A total of 68 educators were trained and have collaborated to deliver all the project activities in the 1st and 2nd edition. Only in this edition, we are working with more than 52 educators all over Spain.</p>	<p>Socio-educational centers.</p> <ul style="list-style-type: none"> - A part of people directly impacted during the 3rd edition (1072 until today). - A total of 96 hours of training sessions have been implemented with all the participant educators. 	
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