

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 long term to contribute to the empowerment of the most vulnerable communities and the reduction of the inequalities in health since the first childhood.	1.1. Long term intervention - The 1 st edition of the PRESAFALIN project (October 2020-june 2021) is already completed successfully. - The 2 nd edition of the project (October 2021-		- Continue reaching vulnerable communities in other regions of Spain.

			<p>june 2022) is currently ongoing and following all the planned schedule.</p> <p>1.2. Reinforced methodology - The 1st edition of PRESAFALIN served as a pilot to evaluate the project methodology as well as the evaluation protocols. In this edition improvements and adjustments were introduced in the project methodologies to make it even more efficient.</p> <p>1.3. Work with most vulnerable communities - During the 1st edition the 54,9% of participant families have a</p>		
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			<p>total household income lower to 10.000€ per year.</p> <ul style="list-style-type: none"> - Only the 14,4% of the participant adults have a university degree. - Only the 25,5% of the participants have a regular job. 		
		<p>2) Encourage appropriate physical, psychological and social development during early childhood through promoting healthy habits and skills for the life giving importance to the food healthy and to the generation of the preferences alimentarias appropriate.</p>	<p>2.1. Results of the effect of the 1st edition</p> <ul style="list-style-type: none"> - The 52% of participant families improved the parental self-efficacy towards their kids healthy habits education. Moreover, compared with the control group, the participants in PRESAFALIN more than the double likelihood of improving their self-efficacy. 	<ul style="list-style-type: none"> - When healthy habits are mentioned, we are talking about an holistic approach including sports & physical activity, eating behaviour, sleep and psychological wellbeing. - In the previous column are presented overall results, more detailed results of the effectiveness of PRESAFALIN are available. 	<ul style="list-style-type: none"> - Monitor the effects of the project at a longer term and ensure follow-up evaluation session in the coming years within the participant families.

			<p>- The 50% 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 the double likelihood of improving their resilience.</p>		
		<p>3) Generate one network of centers socio promoters 4econd health and the food healthy, implying to educators and families.</p>	<p>3.1. Participant families and kids During the 1st edition participated a total of 160 families and 171 kids in total. During the 2nd edition more than 250 families are participating.</p>	<p>- The network of socioeducative centers continue located in Madrid and Cataluña but the number of centers reached have increased.</p> <p>- The network of educators, families and kids also has increased accordingly to the increase of the total</p>	<p>- Continue investing on the consolidation of the already created network.</p>

			<p>3.2. Participant socioeducative centers During the 1st edition participated a total of 13 centers located in Madrid and Cataluña regions. The network built is solid and are being sustained and enlarged during the 2nd edition because currently are participating a total of 25 centers.</p> <p>3.3. Participant educators from the socioeducative centers A total of 26 educator were trained and collaborated to deliver all the project activities.</p>	<p>socioeducative centers reached.</p> <ul style="list-style-type: none"> - A part of people directly impacted during the 2nd edition (434 until today), this 2nd edition also is reaching more than 2386 people indirectly. - A total of 13 hours of training sessions have been implemented with all the participant educators. 	
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