



FOOD PROGRAMME

IN ROMANIA

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1

Context





Why FOOD?

- In many countries, according to the World Health Organization, the cases of obesity have tripled after the 1980s.
- Obesity is already considered to be responsible for about 2-8% of the costs for public health and for about 10-13% of the deaths inside the European region.
- Although we are well positioned in Romania, the obesity rate is rising: in 2014 there were 9,1% obese adults, compared to 7,9% in 2008. (Health State in the EU Romania, Health State in 2017).
- Only 1,1% of the Romanian household income is spent on restaurants, Romania ranking on the last position. The EU average is 6,8%.
- According to the European Commission, losses of up to 7% of the Gross Domestic Income may be related to obesity. Therefore a change in food diets may entail significant savings for the national budgets.



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What is the FOOD
programme?

WHAT IS THE FOOD PROGRAMME

SINCE IT FIRST APPEARED TO THIS DAY

A nutrition programme

The FOOD programme is a public-private partnership model designed to promote healthy food habits during work hours. It creates a connection between the employees while they are at work and those locations that serve food, such as restaurants/ proximity cafeterias where meals are prepared according to the basic principles of a healthy diet.

PRINCIPLES

Free programme



Promoted to any company



The restaurant ticket is the communication channel



EVOLUTION

Stage 1 (2009-2011)

Project financed by the EU



Stage 2 (since 2012)

European programme (Corporation agreement)



COMMITMENTS

Actions for the employees and restaurants



Annual barometers
(Assessment process)



EU Health Platform
(Annual monitoring)



PARTNERS

10 member states



Coordinator:
Edenred



PARTNERS

FROM 15 PARTNERS IN 2009 TO 25 IN 2019

 KeyHole

 Ministry of Health
CIRIHA
NuriChallenge

 External Consultant Committee




 STOP Obesity

 The Public Health Institute

 Ministry of Health

 Ministry of Health

 The National Institute for
Public Health
AmCham

 The Spanish Academy
of Nutritionists (AEND)

 The University of Perugia
Ministry of Health



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FOOD in Romania



About the programme

- It was launched on October 16, 2018 in partnership with the National Institute of Public Health and guided by the Romanian Presidential Administration, at Băcănia Veche.
- The co-interest of the companies in becoming a visible nutritional platform - if these are facilitated for them - is also demonstrated by the pilot campaign - “Hai la 1 la masă” (“Let’s have lunch at 1”) which sets up the launch of the FOOD programme used by Edenred to promote the habit of having a daily lunch break, outside the work space, as an essential element of a healthy lifestyle. In 2017 the company mobilised over 20 managers and entrepreneurs from companies, reaching over 20,000 employees.
- The FOOD programme is rolled out in Romania through the “Hai la 1 la masă” campaign (“Let’s have lunch at 1”).



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FOOD objectives in Romania

What is our goal

- To enlist over 100 locations each year (restaurants, cafeterias) in the FOOD Network.
- The annual delivery of at least 12 nutrition workshops for the employees.
- Dissemination of FOOD message to as many people as possible.
- To set up a dialogue between the two target groups in order to influence the nutritional quality of restaurant menus and to make the public more acquainted with these healthy options, as well as to improve the lifestyle and food habits of Romanian employees.





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FOOD Guidelines

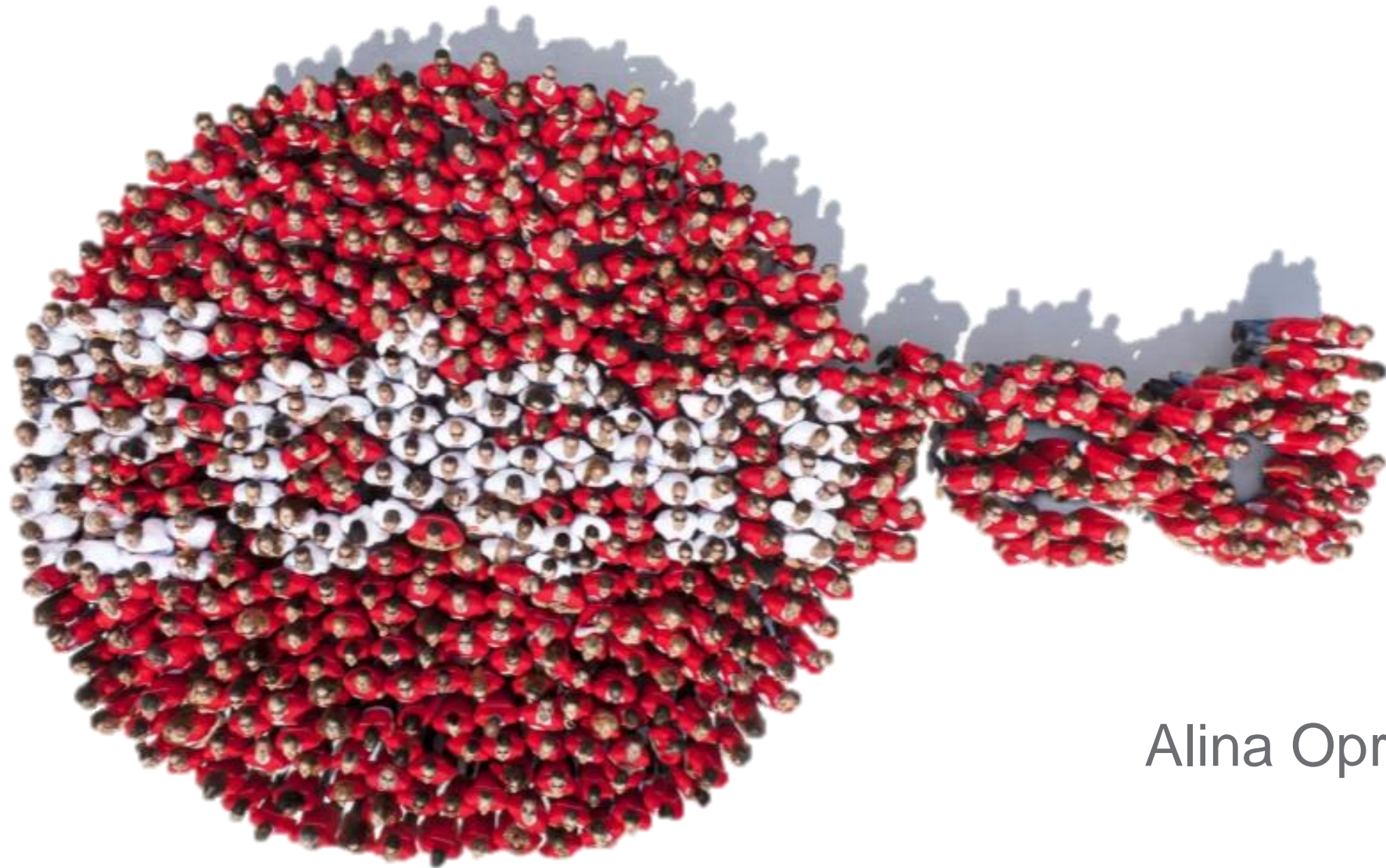
HEALTHY FOOD

For employees

- Eat at least 5 servings of fruits and vegetables per day (one serving = 80 gr).
- Take your time for lunch. If possible, have lunch outside the working space!
- Cut down on your bread intake. Go for the whole grain one!
- Choose cooking methods that don't require a lot of fat: steam, baking, grill etc.
- Cut down on fat usage and go for vegetable oils.
- Monitor your food portions. End your meal before you're full.
- Go for a fresh fruit instead of dessert.
- Cut down on your sugar intake. Carefully check if the products you consume contain sugar.
- Choose water instead of sweetened beverages.
- Avoid salt or use it less! Most foods already contain it.

For restaurants

- Choose cooking methods that don't require a lot of fat: steaming, baking, grilling etc.
- Include a course without meat on the menu.
- Include a fresh vegetable salad on your daily menu.
- Offer choices of fish or white meat based meals.
- Cook mainly with vegetable oils.
- Use a small quantity of salt for cooking (preferably iodine) and include spices as an alternative.
- Include whole grain bread - OPTIONAL
- Include a dessert based on fresh fruits - OPTIONAL
- Offer tap water, at least during lunchtime (12:00 – 14:30) OPTIONAL



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