



**CHOICES  
INTERNATIONAL  
FOUNDATION**

# Implementation instruments

## CHOICES CRITERIA USE

The international Choices criteria are globally recognized as an independent and science based tool to identify the healthier options in each food group. The user has the right to use the criteria for the evaluation of food products and to communicate this criteria use externally. The Choices secretariat provides tailored consults on the criteria use throughout the process of implementation and thereafter.

## USE OF THE CHOICES LOGO FRONT-OF-PACK

The Choices logo is an internationally registered trade mark. The user is granted the right to use this Choices logo in the assigned area, according to its purpose and according to the Choices criteria. The user is allowed to delegate this right to use the logo to food producing companies. When using the logo on-pack, compliance is required with the package design guidelines. These guidelines can be obtained from the Choices secretariat.

## USE OF THE CHOICES PRODUCT COMPLIANCE DATABASE

The user is given access to the Choices product compliance database. This database facilitates the certification and administration of the logo bearing products. The database is available in the national language and in English. The user and its partners can submit products to the database. These will be assessed by an independent third party by means of the Choices criteria. If a product complies, a certificate will be produced automatically.

## TRAINING ON CRITERIA ADAPTATION

At the start of a national Choices programme, the international criteria should be adapted to cater for the national conditions, the national nutrition agenda and food culture. The Choices secretariat can give a two day training in the Choices nutrient profiling methodology and how to apply to the national context.

## IMPLEMENTATION TRAINING

The Choices secretariat can give a two day implementation training on the Choices logo programme for the team that implements the logo programme and uses the database, upon request. This training can also include stakeholder management and consumer communication.



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## PRODUCT CERTIFICATION TRAINING

The Choices secretariat can give a one day training about the use of the Choices criteria for product certification, validation and compliance control. This training includes an introduction to the Choices product compliance database.

## HIGH LEVEL STAKEHOLDER MEETING

Choices can act as co-organizer, next to the national initiator, of a national high level stakeholder meeting to discuss the contribution of the Choices programme to national nutrition actions in coherence with the national nutrition strategy. This includes a presentation about the Choices programme and its impact

## CHOICES TOOLBOX

To facilitate implementation, Choices has developed a set of tools, formats and documents that can be used in a national Choices programme after adaptation.

- This toolbox includes:
- Implementation plan
- Financial and organizational models
- Terms of Reference for the National Scientific Committee
- Designer guidelines for on-pack logo use
- Monitoring manual.

## CHOICES CONSULTATION

The user has access to the knowledge and networks of the Choices International organization, by means of advice and support by the Choices secretariat. This advice and support includes one working visit to the user per year and online consultation as required. Subjects of this consultation are:

- implementation of criteria revision
- reformulation strategies
- consumer communication on healthy food choices and the logo, including social media
- press actions
- stakeholder interaction.