

**Food Network Steering Group – March 15, 2011**

**Discussion paper - Criteria to inform decisions about individual pledges**

1. Individual pledges are specific to a particular organisation or sub-group within a sector, and have been developed by them and approved by the relevant network chairs and the Department of Health.
2. Making an individual pledge gives an organisation the opportunity to demonstrate where they can be leaders in their sector by going further than collective action is can present, or to make a commitment in an area where collective action is not appropriate.
3. The Steering Group is invited to comment on criteria that might inform the Chair and the Secretary of State in deciding whether an individual pledge should be approved. These criteria will then act as a guide for their future decisions.
4. It is proposed that individual pledges should:
  - be clearly linked to the Deal's core commitments
  - demonstrate that the organisation is a leader in their sector - going further, faster
  - comprise new activity
  - not impede progress on collective pledges (planned or present)
  - not seek to achieve less than a collective pledge (planned or present)
  - be long term and well sustained
  - include a commitment to monitor and report on progress