

EUROPEAN ALCOHOL AND HEALTH FORUM

TASK FORCE MARKETING COMMUNICATION

3rd Task Force Meeting
Wednesday 16 July 2008, 10h00 – 17h00

Centre Albert Borschette

Room AB – 4B

Rue Froissart 36

Brussels

DRAFT AGENDA

- 1) Welcome and introduction by the Chair (*15 minutes*)
- 2) Progress reports/briefings on recent developments: (*incl. short discussion after each presentation, (10h15 – 12h00)*)
 - New media (EPC) *follow-up to presentation at workshop on 4 March: update on new developments*
 - Update of SR situation in Member States (Commission services) *distribution of updated table following comments from various TF members*
 - Science Group mandate on advertising and volume consumption (Commission services) *report on 1st discussion of this issue by Science Group on 30 June*
 - Study on availability of alcoholic beverages (Commission services) *report on terms of reference, state of procedure of the study, time scale*
- 3) 'Not targeting youth': theory and practice (*12h00 – 13h00*) *Most self-regulatory codes have requirements on 'not targeting youth', which seems clear. But what does this mean in practice? Both EFRD and EYF will give a presentation on this issue, making clear their views and position. The goal of the presentations and following discussion would*

be to see if there is some agreement about what 'not targeting youth' should imply as a minimum (e.g. the 20%-30% issue?)

Lunch break, 13h00 – 14h00

- 4) Applying SR-codes to the hospitality industry and the retail sector; follow up of the presentation on 'Self-regulation across the value chain' by The Brewers of Europe (14h00 – 15h00) *The alcohol producers have developed their own marketing codes to which the retail sector and the hospitality business (often?) have not signed up. Under this agenda item both Eurocommerce and HOTREC will give a presentation in which they reflect upon this issue.*
- 5) Social marketing: the issues paper by Gerard Hastings (15h00 – 15h30) *Short illustration of the issues paper by Gerard Hastings and first brief discussion.*
- 6) Self-regulation in The Netherlands (15h30 – 16h00) *Presentation by STIVA; a reaction to the presentation of STAP at the Task Force meeting of 4/5 March.*
- 7) Compliance monitoring programmes in self-regulation: the example of the spirits and beer industries (16h00 – 16h20) *The spirits and beer sectors have commissioned EASA to conduct an independent advertising compliance monitoring programme, reviewing the sectors' compliance with relevant sectoral guidelines, the industry-wide self-regulation code as well as applicable national laws. EASA will present this programme, for discussion among Task Force members*
- 8) Involvement of all stakeholders in SR practices (16h20 – 16h50) *This point was discussed at the Forum meetings on 16/17 April. It was remarked that in a 'mature' self-regulatory system all stakeholders should be involved: so, not only the economic operators, but also e.g. youth and consumer organizations and public health NGOs. The discussion on this should make clear whether economic operators would be prepared to involve 'other' stakeholders in their self-regulatory practices, and whether – on the other hand – the other stakeholders would be prepared and able to be involved in this. A tour the table will be made to get a first impression.*
- 9) Conclusions (16h50 – 17h00)