



SELF REGULATION IN ACTION

MCTF

09/06/2009

Recent achievements per country

Austria (2008)

- **New Jury composed of lay experts and advertising industry representatives**



Belgium (2007)

- **New Jury composed of lay experts and advertising industry representatives**



France (2008)

- **SRO “re-launched”**
- **Independent Jury**
- **Independent stakeholders involvement in code drafting**



Recent achievements per country

Germany (2009)

- **New copy advice service**
- **Redrafting of the code (extended provisions on alcohol advertising.)**
- **New website project**
- **“Annual Conference”** on advertising and society, open to other stakeholders . First meeting planned for September.



Luxembourg (2009)

- **SRO re-launched**
- **Developing further facilities apart from complaint handling**

clep
commission
luxembourgeoise
pour l'éthique
en publicité /

Recent achievements per country

Slovakia

- Awarded Awareness campaigns



UK

- Extensive code consultation





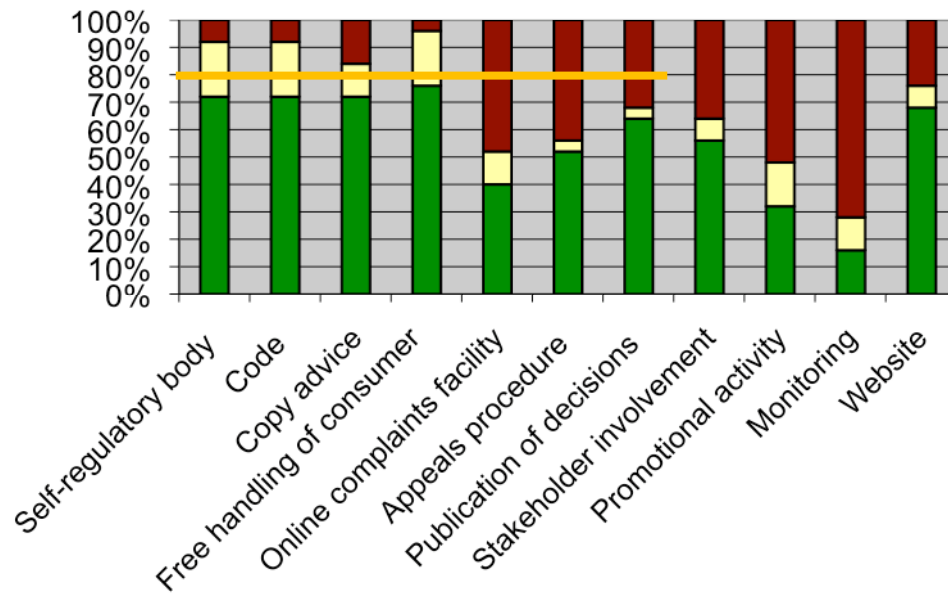
EUROPEAN ADVERTISING STANDARDS
ALLIANCE
EUROPÉENNE POUR L'ETHIQUE EN PUBLICITÉ



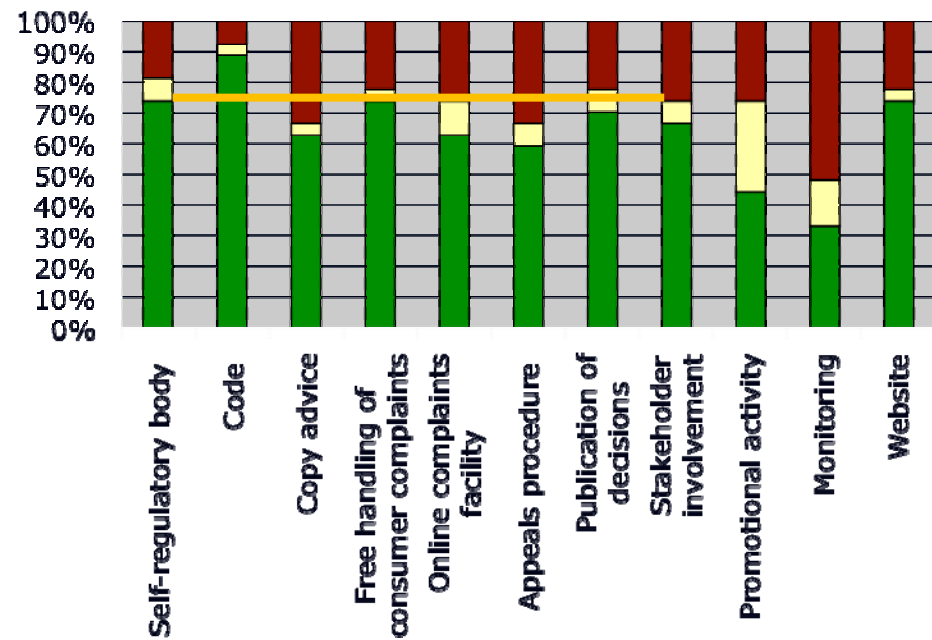
Charter achievements

Charter state of play for EU25 in 2005 & progress for EU27 in 2007

2005, EU25

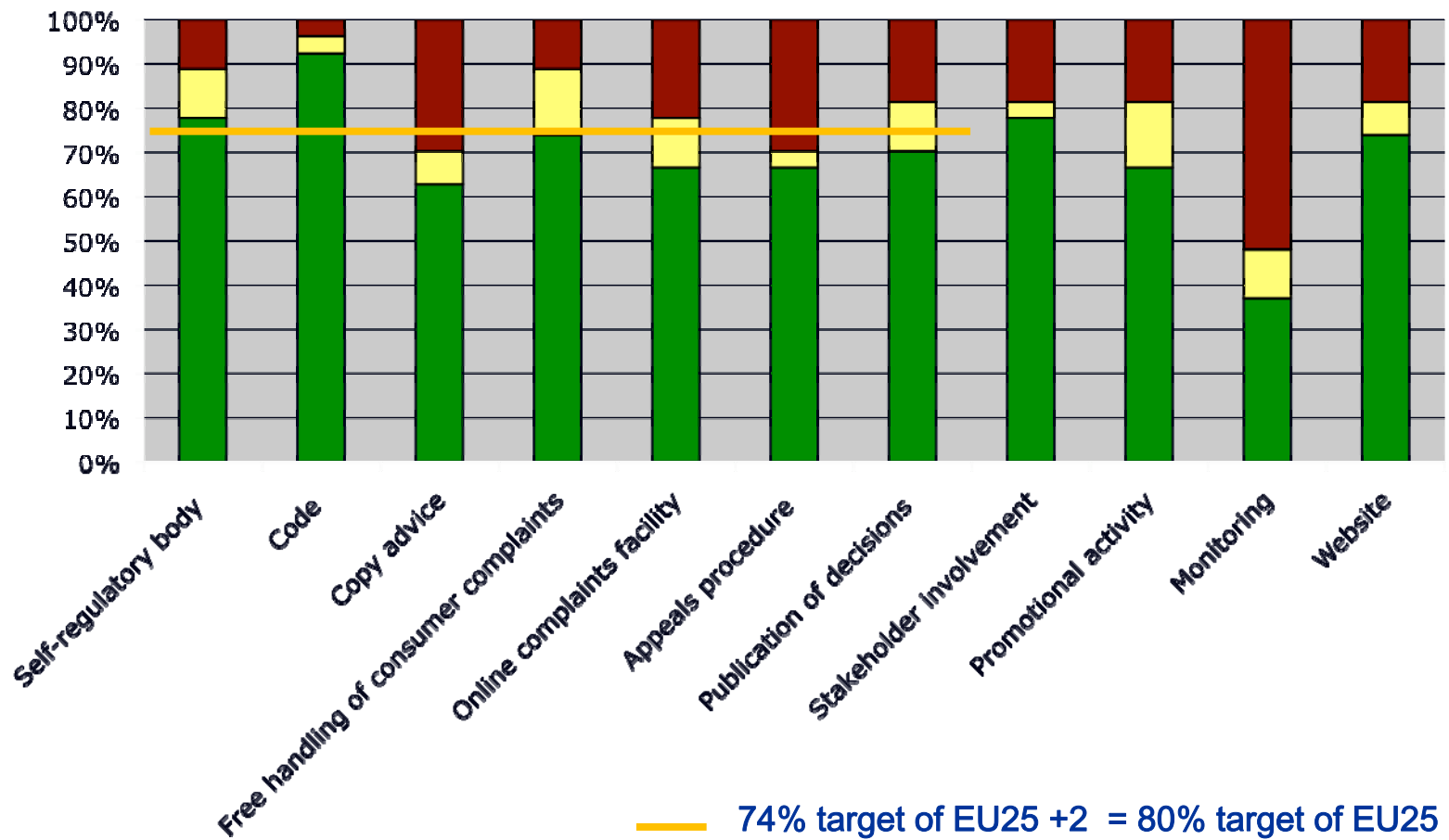


2007, EU25 + 2



— 80% target of EU25 = 74% target of EU25 + 2

Charter achievements - progress status for EU27 in 2007



EASA Charter Commitment Summary 2009

This summary sheet offers a simplified overview of national self-regulatory bodies' implementation of the commitments set out in EASA's 2004 Self-Regulatory Charter. It should be read with the understanding that it does not fully reflect the particularities of existing effective SR systems in the EU, notably in Germany and Scandinavian countries.

For more detailed information on the commitments, please see the EASA publication: Advertising self-regulation in Europe - the Blue Book 5th edition (2007).

Self-regulatory feature	EU 27																												
	EU 15													EU 10										EU 2					
	A	B	DK	FIN	F	DW	WBZ	GR	IRL	I	L	NL	P	E	S	UK	CY	CZ	EE	HU	LV	LT	MT	PL	SK	SL	BG	RO	
Self-regulatory body	✓	✓	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	→	✓	X	✓	X	✓	✓	✓	→	✓	
Code	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	✓	✓	X	✓	✓	✓	✓	✓	
Copy advice	✓	✓	X	✓	✓	✓	✓	✓	✓	X	→	✓	✓	X	→	✓	X	✓	X	✓	X	X	✓	✓	✓	✓	X	→	
Own-initiative monitoring	→	X	X	X	✓	✓	X	✓	✓	X	X	✓	✓	X	→	✓	→	X	X	✓	X	X	X	✓	✓	✓	X	X	X
Free handling of consumer complaints	✓	✓	X	X	✓	→	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	→	✓	X	✓	X	✓	✓	✓	→	→	✓
Online complaints facility	✓	✓	X	X	✓	→	✓	✓	✓	→	✓	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	✓	→	X	✓	
Publication of decisions	✓	✓	X	✓	✓	n/a	✓	✓	✓	→	✓	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	✓	→	X	→	
Appeals procedure	✓	✓	X	✓	✓	n/a	✓	✓	✓	X	✓	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	X	✓	X	X	
Stakeholder involvement*	✓	✓	2	2	✓	→	n/a	✓	✓	X	✓	✓	✓	2	✓	✓	✓	✓	X	✓	X	✓	X	✓	✓	✓	✓	✓	
Promotional activity	✓	✓	X	✓	✓	✓	X	✓	✓	→	✓	✓	✓	✓	✓	✓	→	→	X	✓	X	✓	X	✓	✓	✓	X	→	
Website	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	✓	✓	→	→	✓
Remit includes DMCs	✓	→	X	X	→	X	X	→	✓	✓	X	✓	→	→	→	→	X	→	X	→	X	X	X	→	→	X	X	→	
*Stakeholder involvement:																													
a) Broad consultation in code drafting	→	✓	2	2	✓	→	n/a	✓	✓	→	X	✓	✓	✓	2	✓	✓	X	X	✓	X	✓	X	✓	✓	→	✓	✓	
b) Independent element in jury	✓	✓	X	✓	✓	X	n/a	✓	✓	✓	X	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	✓	✓	X	✓	

Key:

- ✓ In place
- In development / Partially in place
- X Not in place
- 1 Aspects of advertising self-regulation are in place in Denmark for sectors but there is no general dedicated SRO
- 2 In Scandinavian countries the ICC Code (on which there is no broad consultation) is directly translated and applied
- n/a Not applicable - the SRO applies anti-competition law

DW Deutscher Werberat - deals with matters of taste and decency
WBZ Wettbewerbszentrale - applies unfair competition law

Progress made on

- ✓ Geographical coverage: 21 of EU27 have an SRO, with 3 in progress
- ✓ Media coverage (DMC Best Practice)
- ✓ Stakeholder involvement
- ✓ Effective Complaint handling
- ✓ Online complaint form
- ✓ Awareness campaigns



Commitment overview: stakeholder involvement

Independent element in Jury composition

Due consideration of the involvement of independent, non-governmental lay persons in the complaint adjudication process.

2007 in place in 16 SROs,
in progress in 4 SROs,
not in place in 1 existing SROs

2009 in place in 19 SROs,
in progress in 1 SROs
not in place in 2 existing SROs

Progress

 3 more in place

Commitment overview: stakeholder involvement

Code consultation

Broad consultation with interested parties during code development.

2007 in place in 12 SROs,
in progress in 2 SROs,
not in place in 7 existing SROs

2009 in place in 15 SROs,
in progress in 4 SROs
not in place in 4 existing SROs

Progress

 3 more in place

Commitment overview: promotional activity

Promotional activity

Effective awareness of the self-regulatory system by industry and consumers.

2007 **in place** in 12 SROs,
 in progress in 8 SROs,
 not in place in 1 existing SRO

Progress

 6 new in place

2009 **in place** in 18 SROs,
 in progress in 4 SROs

Commitment overview: coverage of all media

Digital Marketing Communications

Comprehensive and effective codes of advertising practice [...] applicable to all forms of advertising

- ➔ EASA has put together a Best Practice on Digital Marketing Communications to make sure that all SROs cover this area in their codes as well; currently compiling further clarifying material

2009 **Adopted** by 4 SROs,
 In progress of being adopted by 12 SROs
 Not yet adopted by 5 existing SROs



Commitment overview: industry training

Copy advice

Provision of advice and training to industry practitioners in order to raise standards

2007 in place in 17 SROs,
in progress in 1 SROs,
not in place in 9 existing SROs

Progress
➔ little

2009 in place in 17 SROs,
in progress in 2 SROs
not in place in 8 existing SRO

Current developments

- ➔ **Best Practice Recommendation of Standards of Services**
 - ✓ **with KPIs**
- ➔ **European Copy Advice Facility**
- ➔ **Launch of Bulgarian SRO in near future**
- ➔ **Unblock the current obstacles to the setting up of the Cyprus SRO and ensure set-up and testing has occurred by April 2010**
- ➔ **Providing help setting up systems in the Baltic, Denmark and Balkan**

This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.