

# European Alcohol and Health Forum

## Task Force on Marketing Communication

### Mandate, Rules of Procedure and Work Plan

#### I. Basis

The Task Force on Marketing Communication has been established by the Charter of the European Alcohol and Health Forum, which was launched on 7 June 2007. The overall objective of the Forum is to provide a common platform for all interested stakeholders at EU level that pledge to step up actions relevant to reducing alcohol-related harm, notably in the following areas:

- strategies aimed at curbing under-age drinking;
- information and education programmes on the effect of harmful drinking and on responsible patterns of consumption;
- possible development of efficient common approaches throughout the Community to provide adequate consumer information;
- actions to better enforce age limits for selling and serving alcohol;
- interventions promoting effective behavioural change among children and adolescents;
- cooperation to promote responsibility in and prevent irresponsible commercial communication and sales.

#### II. Rationale

The Commission's Communication on an EU strategy to support Member States in reducing alcohol related harm (COM(2006) 625 final) states, in section 6.3.3. on Commercial Communication, that

*"there is increasing clarity regarding the kinds of self-regulatory best practices that will help create effective parameters of behaviour for advertisers, and thus align advertising practice with social expectations... The Commission services will work with stakeholders to create sustained momentum for cooperation on responsible commercial communication and sales... The main aim will be to support EU and national/local Government actions to prevent irresponsible marketing of alcoholic beverages, and to regularly examine trends in advertising and issues of concern relating to advertising, for example on alcohol.*

*One aim of this joint effort will be to reach an agreement with representatives from a range of sectors (hospitality, retail, producers, media/advertising) on a code of commercial communication implemented at national and EU level. Benchmarks for codes/strategies at national level could be agreed.*

*As part of this approach, the impact of self-regulatory codes on young people's drinking and industry compliance with such codes will also be monitored. Independent parties will be invited to verify the performance and outcomes of self-regulatory codes against the agreed benchmarks, thus allowing Social Responsibility Organisations to adjust objectives accordingly".*

In this context, the Communication specifically refers to the conclusions of the Advertising Round Table that took place in 2006 and gathered representatives of the advertising sector,

interested NGOs and different Commission services. The report published at the end of the round-table identifies key elements for effective self-regulation.

In addition, the Charter of the European Alcohol and Health Forum, in its Annex 4, refers to the numerous recent developments in the field of advertising, and of self-regulation, and to the ongoing debate as to the roles of advertising, marketing, and self-regulation in relation to the issues before the Forum. The Charter recalls that against this background, the Directorate General for Health and Consumer Protection has decided to pursue the work begun in the 2006 Advertising Round Table, and to consider other issues of common interest around these themes.

### ***III. Composition***

In order to ensure an effective functioning of the Task Force, the Charter of the European Alcohol and Health Forum provides that a maximum of 20 members are to be appointed, with no more than one member from each of the organisations represented on the Forum. A balanced representation of the different stakeholders is to be ensured; Task Force and Forum members do not have to be the same persons.

The members of the Task Force were appointed by the Chair of the Forum, following a call for expressions of interest among the Forum members and after consultation of the Forum at its 1<sup>st</sup> meeting of 17 October 2007.

The list of Task Force members is attached to the present document. Membership of the Task Force should be flexible to allow members to be replaced by other representatives of the same organisation, should the member be unable to attend. However, it is expected that the appointed members participate on a regular basis, in order to guarantee a smooth contribution to the Task Force's functioning.

### ***IV. Organisational aspects***

The working methods of the Task Force will evolve over time, in the light of practical experience.

#### ***a) Frequency of meetings***

The Task Force will meet at least two times annually; additional meetings can be convened when the need arises. The Task Force will end its operation upon a decision by the Chair of the European Alcohol and Health Forum, after consultation of the Forum.

The work of the Task Force will be taken forward between meetings using ad-hoc arrangements such as e-mailings, phone conferences and/or protected communication platforms (see section IV.j below).

#### ***b) Convening meetings***

The meetings of the Task Force will be convened by the Chair of the European Alcohol and Health Forum. As a rule, meeting invitations shall be sent out at least four weeks before the date of the meeting, together with a draft agenda.

Joint meetings of the Task Force with other committees or groups may be convened to discuss issues coming within their respective areas of responsibility.

#### ***c) Chair***

The meetings of the Task Force shall be chaired by the Commission services. The chairperson of the Task Force is responsible for presenting reports summarising the conclusions of the discussions in the Task Force to the Forum plenary meetings.

d) Meeting documents

The agenda, documents tabled and results of the meetings will be available to the public and posted on the Commission's websites<sup>1</sup>. The Commission services will aim at making a summary report of the meetings available within two weeks after the meeting. This summary report shall be drawn up under the auspices of the Chair. With regard to Task Force members, experts and observers, the Chatham House Rule will be applied in the drafting of the summary reports.

e) Working language

The working language of the meetings of the Task Force is English. All documents established for the meetings, and all communication between the Commission services and the Task Force members, will be in English.

f) Place of meetings

The meetings of the Task Force will normally take place in Brussels or Luxembourg.

g) Format of meetings

The meetings will be convened for half days or entire days, depending on the scope of the agenda. The meetings will be organized in a format that allows active participation of all Task Force members, and an open exchange of views. Workshops can be organized on topics that are of particular interest to the Task Force.

h) External participation

The meetings of the Task Force will normally be attended by the Task Force members and the Commission services only. Membership of the Task Force should however be flexible to allow members of the Task Force to be accompanied by experts belonging to the same organisation, depending on the subjects under discussion in the Task Force. Furthermore, external experts may be invited, by Task Force members or the Commission services, to participate in the meetings of the Task Force on an ad-hoc basis for specific issues, in order to bring additional elements to the discussion. Task Force members cannot be accompanied by more than one expert at a time.

Invitations of accompanying or external experts are subject to the agreement of the Chair of the Task Force. The Chair should be informed at the latest two weeks before the date of the meeting of suggestions for accompanying or external experts.

i) Observers

As agreed at the first meeting of the European Alcohol and Health Forum, observers may participate in the meetings of the Task Force.

j) Communication between members (e-platform etc.)

The Commission services will look into the possibilities to provide a security enabled platform for communication between the Commission services and Task Force members. Until such a system is established, communication will take place via e-mail. For this purpose, the members of the Task Force agree to share personal details amongst each other.

k) Reimbursement of expenses

Subject to budget availability, the usual Commission rules on the reimbursement of expenses will apply for non-industry members of the Task Force, and for observers eligible for reimbursement.

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<sup>1</sup> [http://www.ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/Forum/alcohol\\_forum\\_en.htm](http://www.ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/alcohol_forum_en.htm)

## ***V. Priority areas and sub-themes***

As outlined in Annex 4 of the Charter of the European Alcohol and Health Forum, the main objectives of the Task Force are:

- to examine best practice actions aimed at promoting responsibility in marketing, and preventing irresponsible marketing;
- to examine and build upon the report of the Directorate General for Health and Consumer Protection on the Advertising Round Table<sup>2</sup>;
- to examine trends in product development, product placement, sales promotions and other forms of marketing, and trends in alcohol advertising and sponsorship; and
- to make any appropriate recommendations to the Forum.

## ***VI. Planning of activities***

In line with the objectives outlined in section V above, it is suggested that the Task Force organises after its initial meeting a workshop which could present examples of good practice for actions aimed at promoting responsibility in marketing, and preventing irresponsible marketing, as well as examples of perceived irresponsible marketing. These examples would constitute an opportunity to discuss the effectiveness of self-regulation and to suggest benchmarks for codes and self-regulatory systems at EU/national levels. These discussions will draw on the achievements of the Advertising Round Table of 2006.

The conclusions of the workshop should be translated into practical recommendations for action by Forum members at the second meeting of the Task Force, so that a first set of draft recommendations can be presented to the Forum plenary meeting after the second meeting of the Task Force.

Subsequent meetings of the Task Force would then i. a. be dedicated to refining the first set of recommendations (in the light of comments received from the Forum, or from the Science Group), and to broaden these recommendations to areas within the Task Force's mandate that were not covered by the first set of recommendations.

In parallel, in line with the third objective outlined in section V above, the Task Force will examine trends in product development, product placement, sales promotions and other forms of marketing, and trends in alcohol advertising and sponsorship. The areas of new marketing techniques and the use of new communications tools should also be covered. This could take place through presentations made at Task Force meetings by members or external experts, or on the basis of written material examined by the Task Force members. The results of this work will feed into the recommendations to be made to the Forum.

More generally, and on the basis of the good practice identified and the trends examined, the Task Force will offer to the Forum ideas about a possible code of commercial communication on alcohol products, as mentioned in the Commission's Communication (see section II above). This will include reviewing how monitoring compliance can be achieved and how use of third party verification can be introduced.

This planning of activities may evolve over time, in the light of practical experience.

**Annex:** list of Task Force members

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<sup>2</sup> the multi-stakeholder and multi-sector Advertising Round Table which was organised by the Directorate General for Health and Consumer Protection has identified some key elements for effective self-regulation, which are presented in the report available at: [http://ec.europa.eu/consumers/overview/report\\_advertising\\_en.pdf](http://ec.europa.eu/consumers/overview/report_advertising_en.pdf).

**Annex:** list of Task Force members

**EUROPEAN ALCOHOL and HEALTH FORUM**

**TASK FORCE MARKETING COMMUNICATION**

<b>ORGANISATION</b>	<b>MEMBER</b>
Advertising Information Group (Zentralverband der deutschen Werbewirtschaft and Fachverband Werbung und Marktkommunikation Österreich)	<i>Ms. Julia BUSSE</i>
Association of European Cancer Leagues (ECL)	
<ul style="list-style-type: none"> <li>▪ <i>National Association for cancer prevention and combat Galati - Romania</i></li> </ul>	<i>Mr. Cristea CONSTANTIN</i>
Association of Television and Radio Sales Houses (Egta)	<i>Mr. Bertrand CAZES</i>
Comité Européen des Entreprises Vins (CEEV)	<i>Mr. José Ramon FERNANDEZ</i>
EUROCARE	<i>Mr. Anders ULSTEIN</i>
	<i>Dr. Daniela ALEXIEVA</i>
<ul style="list-style-type: none"> <li>▪ <i>German Centre for Addiction Issues (DHS)</i></li> </ul>	<i>Mr. Walter FARKE</i>
<ul style="list-style-type: none"> <li>▪ <i>National Foundation for Alcohol Prevention (STAP)</i></li> </ul>	<i>Mr. Wim VAN DALEN</i>
European Association of Communications Agencies	<i>Mr. Dominic LYLE</i>
European Forum for Responsible Drinking (EFRD)	<i>Mr. Peeter LUKSEP</i>
European Public Health Alliance	<i>Prof. Gerard HASTINGS</i>
<ul style="list-style-type: none"> <li>▪ <i>Royal College of Physicians, London</i></li> </ul>	<i>Dr. Nick SHERON</i>
European Publishers Council (EPC)	<i>Ms. Angela MILLS WADE</i>
European Sponsorship Association (ESA)	<i>Ms. Helen DAY</i>
European Youth Forum	<i>Ms. Ines PRAINSACK</i>
Standing Committee of European Doctors (CPME)	<i>Mr. Jukka SIUKOSAARI</i>
The Brewers of Europe	<i>Ms. Catherine VAN REETH</i>
The European Spirits Organisation (CEPS)	<i>Mr. Eelco van RAVENSWAAIJ</i>
<ul style="list-style-type: none"> <li>▪ <i>Diageo</i></li> </ul>	<i>Mr. Clayton FORD</i>
<ul style="list-style-type: none"> <li>▪ <i>Moët Hennessy</i></li> </ul>	<i>Mr. Pierre-Yves QUERTON</i>
<ul style="list-style-type: none"> <li>▪ <i>Pernod Ricard S.A.</i></li> </ul>	<i>Mr. Rick CONNOR</i>
World Federation of Advertisers (WFA)	<i>Mr. Malte LOHAN</i>

OBSERVERS	MEMBER
Bulgaria - Ministry of Health	<i>Mrs. Masha GAVRAILOVA</i>
The International Organisation of Vine and Wine (OIV)	<i>Dr. Jean Claude RUF</i>
The World Health Organization (Headquarters and the Regional Office for Europe)	<i>Ms. Maria RENSTROM</i>