

European Alcohol and Health Forum

Task Force on Marketing Communication

Draft summary report on the 1st meeting of the Task Force on Marketing Communication (11/12/2007)

1. The first meeting of the Task Force on Marketing Communication of the European Alcohol and Health Forum, chaired by Robert Madelin, Director General for Health and Consumer Protection, took place on 11 December 2007.
2. All of the Task Force's member organisations and observers were represented at the meeting.
3. The draft agenda submitted for the meeting was adopted without modifications.
4. The chair presented the general context in which the work of the Task Force will evolve and made particular reference to the provisions of the Charter establishing the European Alcohol and Health Forum, and in particular to its Annex 4 which gives a broad outline of the Task Force's mandate.
5. In order to put the work of the Task Force into perspective, the outcomes of the multi-stakeholder and multi-sector Advertising Round Table organised by the Commission's Directorate General for Health and Consumer Protection were presented at the meeting.
6. The Commission services had circulated a document on items 3 (mandate / work plan of the Task Force) and 4 (working methods of the Task Force) of the agenda before the meeting. This document was discussed in detail, and generally approved with some modifications (reference to working methods between meetings, modified reference to a code on commercial communication). A revised version of this document will be circulated by the Commission services to the Task Force members for final agreement.
7. A 'tour de table' (agenda item 5) regarding the role / responsibility / contributions / good practice of Task Force members on issues related to alcohol marketing and communication led to an initial exchange of ideas on actions that could be examined by the Task Force, with a view to making recommendations to the Forum plenary.
8. Regarding item 6 of the agenda (Task Force's timeline, next meetings), the Commission services suggested to organize a workshop to help focalizing and prioritising the work of the Task Force; this workshop should present examples of good practice in the priority areas of the Task Force. This proposal was supported by the Task Force members.
9. A first draft outline of such a workshop was discussed during the meeting; the basic structure of the workshop was agreed as follows:
 - Part 1: State of play / facts & figures (spread & volume of marketing communication, EU and national legal frameworks, SROs, patterns of "irresponsible commercial communications & sales" ...)

- Part 2: Youth (impact of communication & marketing on youth, potentially positive aspects / Social Marketing ...)
- Part 3: New Media (approaches to dealing with the particular challenges involved in alcohol marketing & communication through the new media, e. g. internet, SMS/MMS ...; particular focus on protection of children and adolescents)
- Part 4: other aspects (Drinkaware, retail angle...)

A more detailed and annotated draft programme will be circulated by the Commission to the Task Force members later in December.

10. The workshop will take place on 4 March (pm) and 5 March (am); it will be followed in the afternoon of 5 March by a meeting of the Task Force, with the objective of extracting from the activities presented at the workshop those which would particularly lend themselves for replication or adaptation by Forum members, and translating these into concrete recommendations for commitments.