



Self-Regulation of Advertising

The Brewers of Europe's Commitment to
implement 7 Operational Standards across
the EU

June 2009

Marketing Communication Taskforce



The EU commitment

Further optimising the effectiveness of SR systems...

1. Providing set of recommended operational standards
2. Guiding members in developing Action Plans for implementing the standards
3. Partnering with EASA and WFA
4. Facilitating implementation of national Action Plans
5. Reporting back to the Alcohol & Health Forum



One EU commitment currently supported by 15 national commitments

	Better cooperation and actions on responsible commercial communication		
	December 2007	July 2008	April 2009
EU			
Bulgaria			
Denmark			
Netherlands			
Portugal			
Romania			
Sweden			
Czech Rep.			
Poland		   	
Spain			
Cyprus			
Hungary			
Slovakia			

The main inputs

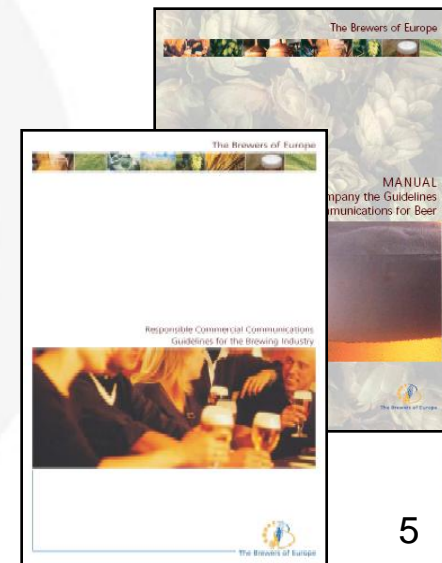
External:

- DG SANCO Advertising Roundtable
- Monitoring reports and workshops organised by EASA



Internal:

- Brewers' Guideline, Manual and Roadmap
- Members' Workshops
- Self-regulation taskforce
- Consultations



The 7 Operational Standards

- Full **Code** coverage
 - All brewers
 - All commercial communications
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- Increased Code **Compliance**
 - Letter and Spirit
 - Copy Advice
 - **Impartial** judgements by including non-industry partners
 - **Fast** procedures
 - Effective **sanctions**
 - **Consumer** awareness
 - Awareness of the SR system
 - Transparent decisions
 - Own-initiative compliance **monitoring**



Impartial judgements

- Including non-industry partners
 - from outside the brewing sector
 - from outside the whole economic sector (incl. Media etc.)
 - Partners must believe in principle of effective self-regulation
 - Adds credibility, robustness , relevant expertise, an external view and consumer confidence
 - Case study: Romania
 - Brewers Code now adjudicated by general advertizing body
 - Case study: Austria
 - SRO jury includes independent third parties



Full Code coverage

- **All brewers**
 - Case study: Bulgaria
 - Starting from scratch – Brewers as pioneers
 - SR a new concept
 - Received EU recognition and funds
 - Case study: Luxembourg
 - Starting from scratch – together with EASA
 - More brewers expected to join
- **All Commercial Communications**
 - BoE guidelines cover *all* commercial communications;
 - Case study: Poland
 - Scope of code expanded .



Increased code compliance

- **Letter & Spirit**
 - Workshops at European and national level involving companies, trade associations, SAOs, SRO secretariats, SRO independent juries, consumer groups
 - Case study: Belgium
 - meetings between brewers, the JEP jury & JEP Secretariat
 - Case study: Czech Republic
 - With EASA / BoE / SRO / Czech Brewers
- **Copy Advice**
 - Intervenes early to prevent problems appearing in first place
 - Case study: Spain
 - SRO advice for TV ads + Spanish Brewers for other
 - Case study: Netherlands
 - Compulsory



Fast procedure

- **Complaints system**
 - Swift decisions and swift consequences
 - From complaint received to ad removal
 - Indicative limit of 10 working days
 - Case study: Austria
 - New jury now adjudicates in 6 days



Effective sanctions

- **Different possibilities**
 - Advert withdrawal
 - In case of packaging: product withdrawal
 - Negative press
 - Compulsory pre-clearance for future campaigns
 - No payment of advertising agency
 - Fine
 - Expulsion from trade association
 - Case study: UK & Belgium
 - Media fully on-board
 - Belgium now also repeat offenders: obligatory pre-clearance



Consumer Awareness

Complaints procedure

- Consumer knows he CAN complain
- Consumer knows where to complain
- Case study: Denmark and Sweden
 - Websites facilitating the complaints procedure

Outcome of complaints

- Publication of decisions: transparency
- Case study: Spain
 - Report by SRO, Consumer Groups and Brewers to present the results of upheld complaints



Compliance Monitoring

- Systematic monitoring, regardless of whether there have been complaints
 - In “real-time” – does not rely on complaints to trigger a process
 - Ongoing review of the effectiveness of self-regulation
 - Allows SR systems to keep in touch with consumer and political expectations



Final points

- Deadline for implementation: April 2010
- Will be supported by further national commitments
- Self-regulation is working, though improvements and modifications can and should always be made
- Operate within a legal framework (e.g. AVMS Directive)
- Support from other stakeholders is needed

