

Digital Single Market

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Responsible marketing of alcohol: The new International Framework clarifies do's and don'ts

The “ICC Framework for Responsible Marketing Communications of Alcohol” has been published by the International Chamber of Commerce (ICC) Commission on Marketing and Advertising. The Framework is aimed at strengthening self-regulation for alcohol marketing and clarifies how the existing global principles on alcohol marketing should be applied in practice. It offers companies and self-regulatory organisations (SROs) extra guidance in markets where advertising self-regulation is in place, and will serve as the basis for developing self-regulatory rules for alcohol marketing where it is not.

Oliver Gray, Director General of the European Advertising Standards Alliance (EASA) and Co-Chair of the ICC’s Code-Revision Taskforce that drafted the Framework, said “*The Framework takes principles, such as social responsibility, and spells out what they mean when developing or assessing an alcohol marketing communication. The extra clarity that this will provide to SROs enforcing the principles of responsible marketing will be invaluable*”.

View the ICC Framework in the [CoP Library](#) [1].

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