Self regulatory mechanisms in Europe
Progress report

04/03/2008
Alcohol and Health Forum
Dr Oliver Gray
What is self-regulation?

- **Industry polices itself**
- **Standards & rules**
- **National SROs apply rules**

We love advertising so much that at times we have to restrain it.
What is a Self-Regulatory Organisation (SRO)?

‘Advertising Watchdog’
Independent body, guardian of the code
Funded by industry

**REACTIVE:**
- Handles consumer & competitor complaints
- Issues sanctions (modify or withdrawal)

**PROACTIVE:**
(EASA Best Practice)
Advice, training and awareness
Monitoring compliance with the codes
Benchmarking
EASA – European Alliance for advertising self-regulation

**31 SROs:**
- 23 EU SROs | 25 European SROs (CH, TR)
- 6 corresponding SRO members
  - Australia, Brazil, Canada, India,
  - New Zealand, South Africa

**16 industry organisations:**
- Advertisers
- Agencies
- Media & other (TV, print, radio, outdoor, interactive, sponsorship)
How we reached this level...

June 2004: EASA members publicly signed the **EASA Advertising Self-Regulatory Charter**

- Geographical coverage
- Media coverage
- Funding
- Codes
- Consultation
- Administration
- Complaint handling
- Advice
- Sanctions
- Consumer awareness

**2004 Summit:**
“Advertising Self-Regulation: **Launching a better system for a bigger Europe**”
Charter & Commitments

Feb 2005: ‘EASA white paper’ presented to Commissioner Kyprianou

=> EASA pledged to report on EU-25 implementation by end 2007.

EASA introduced « Get fit programme » to meet targets
EASA Charter => basis of DGSanco Ad Roundtable
discussions

EASA Charter validation report to DGSanco (end 2007)
Best practice implementation on ‘EASA white paper’: 

**Agenda for change** => strengthen existing national systems by monitoring their performance against the EASA BP SR Model.

**Agenda for setting up SROs** => where no national SR system exists.

Tools and actions to **implement & encourage BP at national level**:
- Scoreboard & Progress review at SR committee, Board and Exec level
- Focused teleconferences & close followup
- Prioritised country action
- EASA secretariat & SRO (twinning) support & training
2005 commitments status
2007 commitments status

Bulgaria, Latvia, Malta, Estonia, Luxembourg
SR Progress: Coverage

- **Geographical coverage**
  - => 80% of **EU-25** (3 SROs more)
  - Operational SROs: **Poland** & **Lithuania**
  - SROs in progress: **Cyprus** & **Estonia**
  - Codes in place: Cyprus, Estonia & **Latvia**
  - Restructuring of code and SRO: **Luxembourg**

- **Media Coverage**
  - Comprehensive systems/codes
  - TV, radio, print, outdoor, cinema, DM
  - New ICC code on Marketing
  - Communications => digital media

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<thead>
<tr>
<th>Romania: SRO &amp; code</th>
<th>operational</th>
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<tr>
<td>Bulgaria: SRO &amp; code</td>
<td>in progress</td>
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**Work in progress:**
EASA strategy & SR best practice
=> **Interim report March 2008**
SR Progress: Independence/ Stakeholder involvement

**Commitment:** 80% element of stakeholder involvement
Result => from 52% to **now 71 % in place** + 1 MS in progress

- **Jury composition**
  - EASA BP recommendation on jury composition incl. lay experts
    -Introduced in **6 SROs**
    -1 in progress

- **Code consultation**
  - EASA BP recommendation on code drafting and consultation
    -BP dev. in **Ireland** and **France**

No « one-size-fits-all » approach
SR Progress: Effectiveness & Monitoring

**Effectiveness**

EASA BP Recommendations
- Complaint handling
- Appeals
- Copy Advice

@: ‘Online’ complaints form in almost all SROS website

**Monitoring**

EASA BP Recommendations & EASA BP Compliance model

Annual compliance monitoring on alcohol & food TV & print ads
- Results published
- Independent Reviewer
SR Progress: Awareness

Target of 3 initiatives exceeded
=> 11 new run & 7 in progress

EASA BP Recommendations:
- Publication of Decisions
- Comms. & Awareness Feb 2008

Consumer awareness surveys run in 3 markets
Conclusion

• EASA set up vision (Charter) and commitments
  => Drove results oriented progress for effective SR

• EASA measured progress:
  => Validation Report shows significant progress

• Agenda for change dependent on « national buy-in »
  • No « one-size-fits-all » solution
  • Responds well to « Advertising Roundtable » indicators
In Member States where self-regulation is still an untried concept or a start-up operation, there are real possibilities to adopt the best-practice model as the desired point of arrival, but there is also a real need for all interested parties to recognise that this model could not be built overnight. As the paper also emphasises, no model can be a good fit in every country’s historical and cultural context. Full harmonisation is not a likely option here.”

Robert Madelin, DG Sanco, Advertising Roundtable Report 2006