

Workshop on Children, Diet, Physical Activity and Health

Chiara Elsa Odelli - EASA



**The single authoritative voice on
advertising self-regulation in
Europe and beyond**

What EASA does

EASA promotes responsible advertising by bringing together national advertising **self-regulatory organisations (SROs)** and organisations representing the **advertising industry** in Europe and beyond.

EASA across the globe

38 SROs bodies in 36 countries

Europe (27 in 25 countries)

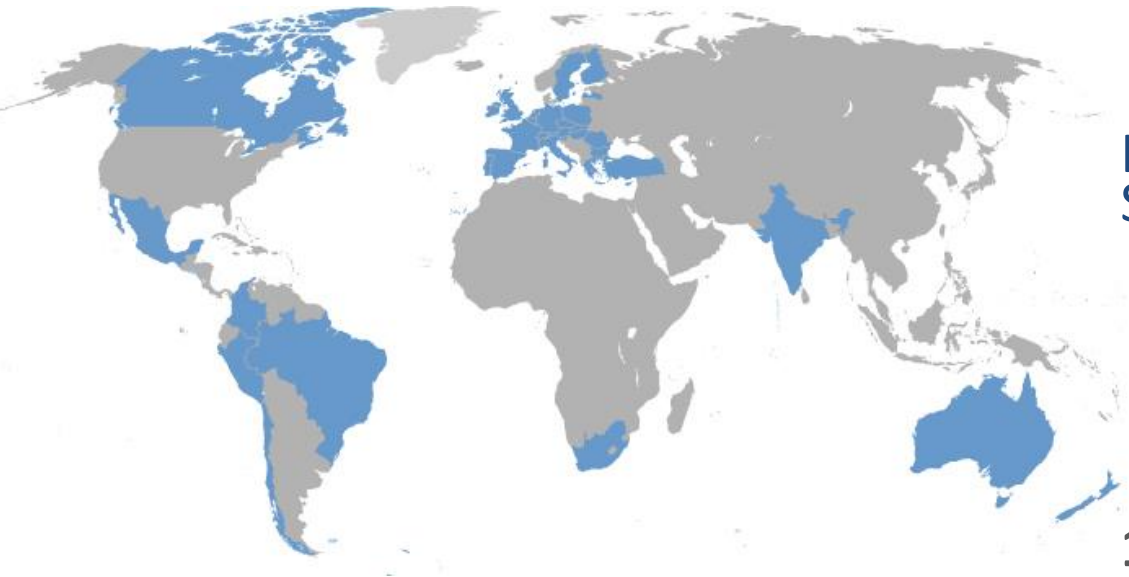
→ most EU Members (23/28)
plus Switzerland & Turkey

International Council for Ad
Standards (11)

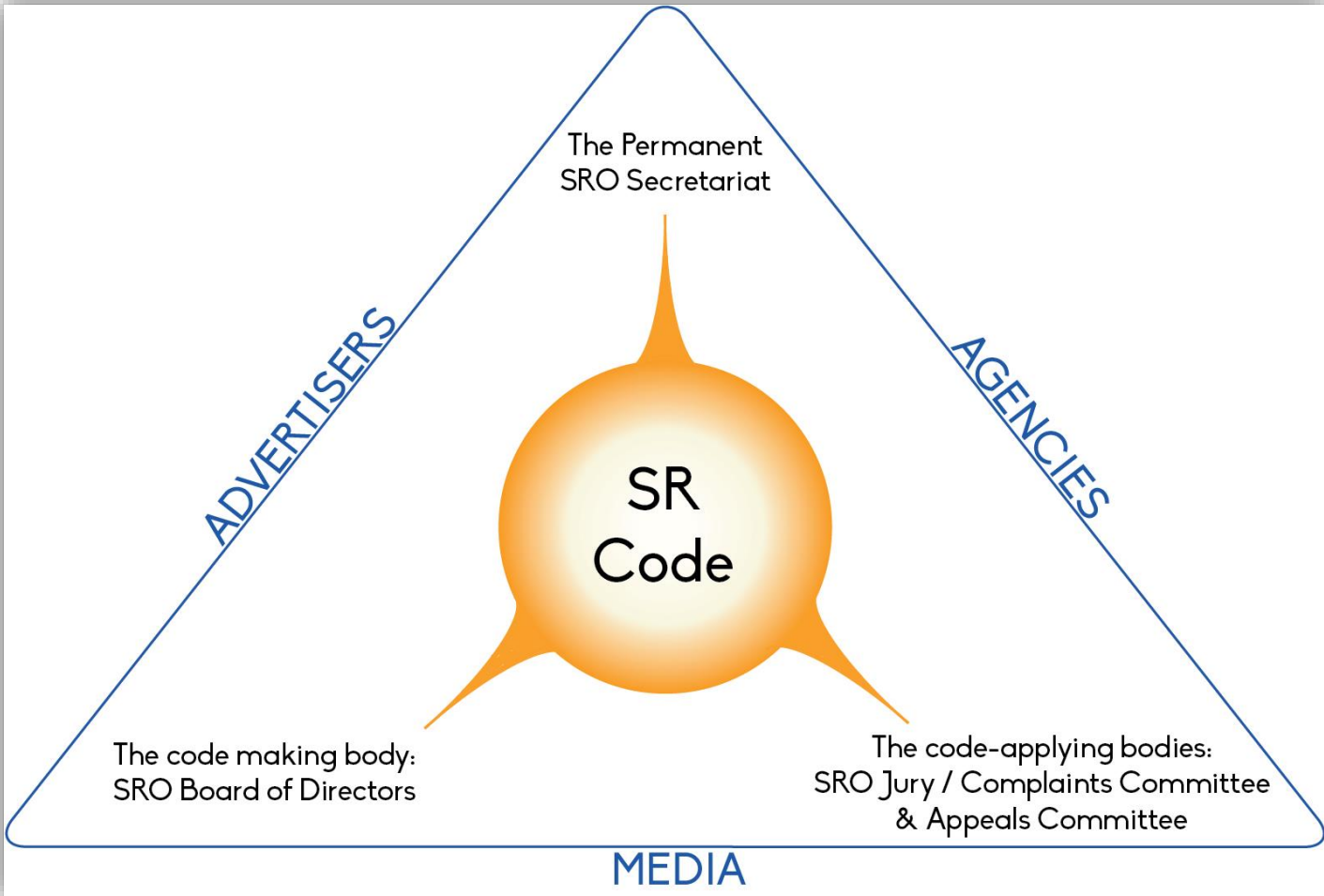
→ Australia, Brazil, Canada,
Chile, Colombia, El Salvador,
India, Mexico, New Zealand,
Peru, South Africa

16 industry organisations

→ Advertisers
→ Agencies
→ Media



Cross Ad industry support





A Self-Regulatory Organisation (SRO)?

Advertising Watchdog

Independent body, guardian of the code

Funded by Industry: advertisers, agencies & media

Reactive

Handles consumer & competitor complaints

(only 0.1% of all ads circulating may have a problem)

Give copy advice and pre-clearance

Issues sanctions and Publishes decisions

Proactive

Provides advice, training and rises awareness

Monitors compliance with the codes

Benchmarking

All SROs operate under different laws and are in different stages of maturity!

Global Ad Standards



National advertising codes based on global principles (*2011 – ICC Code and ICC Framework for Responsible Food and Beverages Marketing Communications*) endorsed by Ad Industry and adapted to local culture and norms

- *Advertising is legal, decent, honest and truthful*
- *Ads are prepared with a due sense of social responsibility*
- *Ads are conform to the principles of fair competition*
- *Ads don't impair public confidence in advertising*

... in Spirit and Letter

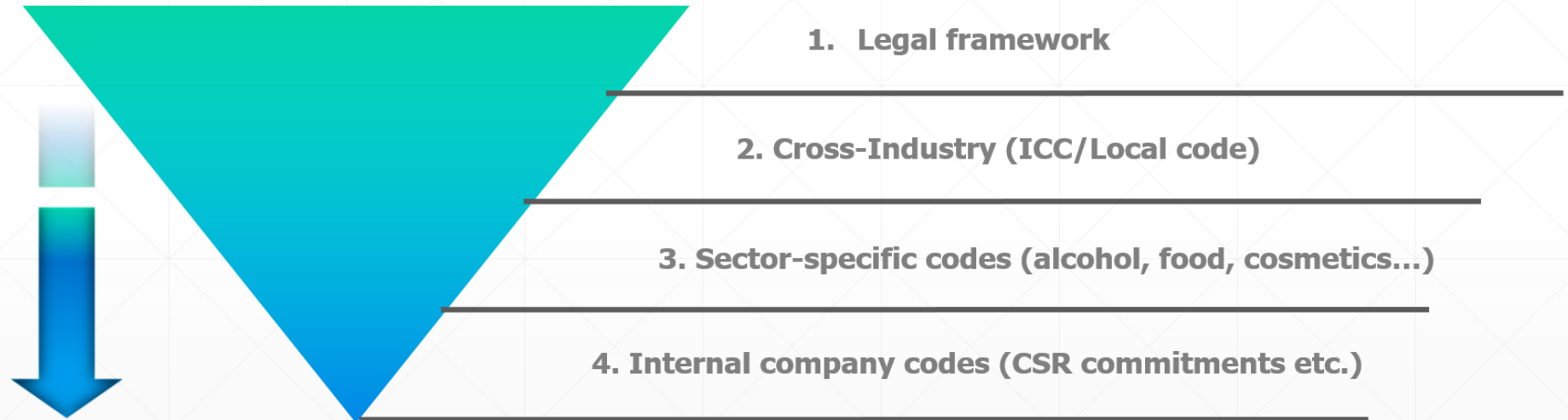
SR Benchmark – Children

Self-regulatory rules cover both the way advertising is directed at children and the way in which children are featured or portrayed in advertising.

GENERAL PROVISIONS

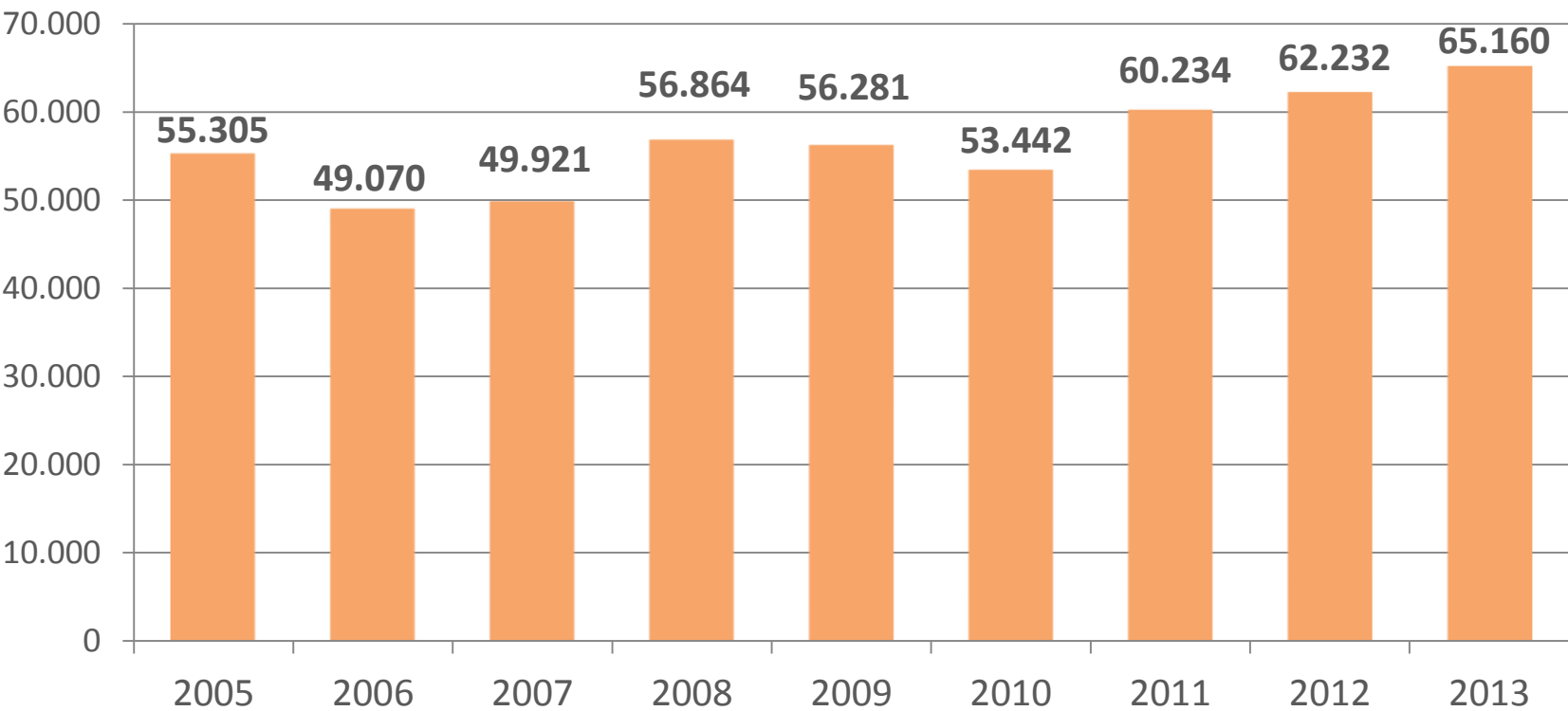
- Misleadingness
- Taste and decency
- Direct exhortation
- Safety & health
- Violence
- Undermining parents authority
- Dangerous behaviours
- Children portrayal
- Excessive consumption
- Privacy
- Data protection

Always complements legislation



Total number of complaints received across Europe from 2005 to 2013

65,160 complaints in 2013, the **highest** number of complaints ever received



European complaint statistics reports are available on EASA website: <http://www.easa-alliance.org>

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3,145 complaints related to ads seen as **‘inappropriate for children’**

These complaints mainly fall under the categories **‘taste and decency’** and **‘social responsibility’**

Monitoring exercises

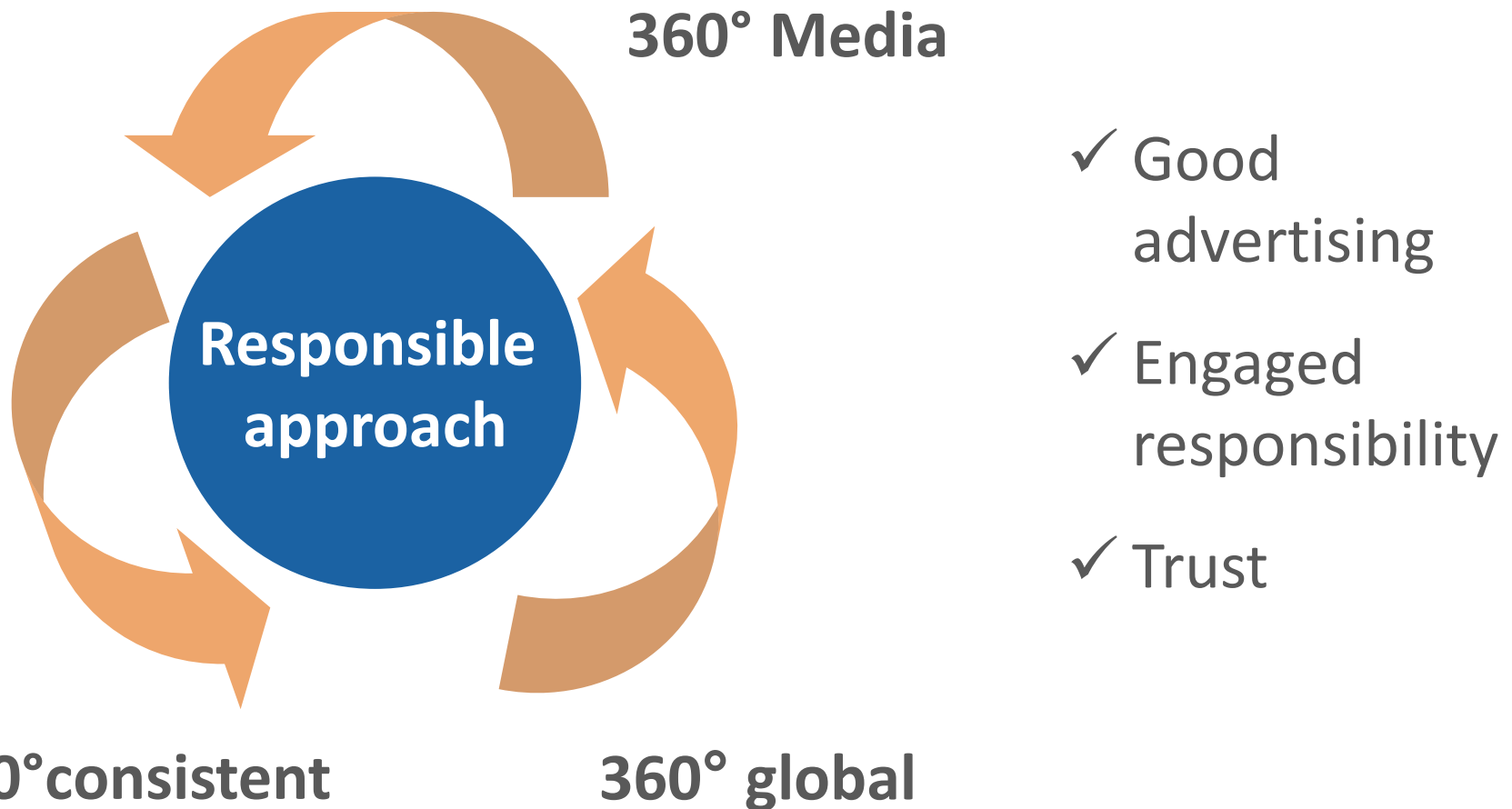


EASA's role in the EU Pledge

Monitors the compliance of marketing communications for sectors including food and beverage products on company-owned websites

For more information please visit: www.eu-pledge.eu

Advertising Self-Regulation ensures



Recognition in EU Directives

- Audio-visual Media Services
- Unfair Commercial Practices
- Misleading and Comparative Advertising



EU Commission's Better Regulation Agenda

The Commission will “*consider both regulatory and well-designed non-regulatory means*”.



Frans Timmermans – First Vice President

OECD and APEC

SELF-REGULATION AS A MEANS TO
ACHIEVE HIGH AD STANDARDS IS

**TRIED, TESTED
AND TRUSTED**

IN EUROPE AND BEYOND

The use of self-regulation
"to help address consumer issues needs
to be considered systematically"

OECD

Ad standards
"reduce the cost of doing business"

APEC

For More Information

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