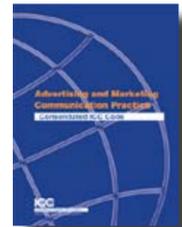


# International SR

**EASA & the ICC** EASA has worked closely with the ICC since becoming a member in 2003 and was instrumental in the 2006 revision of the Codes. EASA DG Oliver Gray and Anders Stenlund of the Swedish SRO, MER, co-chaired the Code Revision Taskforce. As such they led the extensive revision and consolidated of the 1997 ICC Code of Advertising Practice and associated codes. The aim was to provide industry with a concise and comprehensive one-stop-shop tool for the further application of well established ethical rules for advertising in traditional media to fast evolving new media and integrated marketing techniques.



The new Consolidated ICC Code on Advertising and Marketing Communications Practice was launched in 2006 and expands the extent of the original ICC Code from pure advertising to the broader spectrum of marketing communications. It brings together for the first time separate guidelines on advertising in new media and a significantly expanded and strengthened section on communicating with children. Greece, Ireland and Belgium incorporated the provisions of the new code in 2006 and early 2007 and other national SROs will implement the new provisions in their next national code revisions throughout 2007.

In addition the ICC released updated guidelines on food advertising in the 'Framework for Responsible Food and Beverage Marketing Communications'. A revision of the ICC Code of Direct Selling and Market Research Codes is underway, and a separate group is looking at the issue of product placement. The ICC Commission also created a new taskforce in April which aims to establish a strategy for developing and strengthening SR systems worldwide. The taskforce, of which EASA is a member, aims to develop a 'Self-regulation Roadmap' which will involve partnership with other European and international players, including EASA. The Roadmap will look to further promoting the new Consolidated Code and address creating consensus for and developing self-regulation in new markets.

## EASA & the IAA



EASA and the IAA have consistently worked in partnership to promote SR across Europe. In February this year, EASA Executives met with their IAA Executive colleagues in Brussels, on the occasion of a joint EASA/IAA dinner with Consumer Protection Commissioner Meglena Kuneva, to discuss the further joint development of SR, particularly focusing on establishing systems in new EU member states and pre-accession countries. The meeting was co-chaired by EASA Chairman Jean



Pierre Teyssier and IAA Chairman & World President Joseph Ghossoub, and resulted in an agreement to work closely together to establish operational SROs in Bulgaria and Cyprus in 2007 and ensure self-regulation is on the agenda of key events in Slovenia and Romania later in the year.

Each year EASA has to say goodbye to some of the key people who were influential in forming the EASA's self-regulation alliance. This year a number of colleagues and friends retired or moved on from the EASA network and we would like to express, on behalf of EASA and all its members, our sincere appreciation for all their hard work over the years, and wish them the best of luck in their retirement and/or new endeavours:

- . Paul Denham (former BACC Managing Editor)
- . Andrew Brown (former Director General of the UK Advertising Association)
- . Deline Beukes (former ASA South Africa Executive Director)
- . Pavel Kuryl (former CRPR Executive Director)

We also fondly remember Patricia Mann (JWT), a stalwart SR and EASA supporter, who passed away after a long illness.



## On the horizon for EASA...

- ★ Nurturing SR in new EU Member States
- ★ Gaining Official EU recognition of SR
- ★ Facing the New Media challenge
- ★ Ensuring adequate SR funding across an extended Europe
- ★ And at least another 15 years of promoting effective SR!



**EASA  
2006  
Review**



2006 has been another immensely busy year for EASA and a year of significant developments in the field of advertising self-regulation. Not only did the scope of self-regulation extend to marketing communications and new media with the introduction of the new ICC Code, but the European Union continued to expand and embrace new members. EASA in turn has had to expand its horizons, look towards extending the coverage and scope of the Alliance network and work to cultivate and promote self-regulation in new Member States. Significant improvements have been achieved in both the new and the existing European Member States, and I thank every member of our Alliance for these efforts.



2006 was also a year of forging close and strong links between EASA and the European Commission and Parliament. EASA worked throughout the year with DG Sanco on the EU Advertising Roundtable and with both the Commission and Parliament on the revision of the Audio-visual Media Services directive. Through these initiatives we are moving ever closer to gaining real and official legal recognition for advertising self-regulation in the EU, which will serve to allow greater scope and support for our national SR systems and encourage even more industry support. EASA reaches its 15th anniversary in 2007, and many more challenges lie ahead in the next 15 years, but we can be confident that EASA is well positioned to face these future challenges with the on-going support of its members.

EASA Chairman, Jean-Pierre Teyssier

In 2007, EASA celebrates 15 years of promoting advertising self-regulation in Europe. The past 15 years have seen EASA grow in parallel with the expanding European Union. Founded in 1992 with 15 member SROs from 13 EU countries, EASA has become a truly European body encompassing SROs from almost all 27 Member States, alongside representatives of the advertising industry, advertisers, agencies and media. In 2006 alone EASA gained four new SRO members: observer members from Poland and Lithuania as well as corresponding members from Australia and Brazil. This brings to 31 the total number of SROs in membership. Similarly, EASA's industry membership grew to 15 with the addition of FEPE (outdoor advertising) to the network.

# EASA activity 2006

**Self-regulation Charter** In 2004, the advertising industry signed the EASA Self-Regulation (SR) Charter, making 10 commitments to strengthen and extend the SR network across the EU. Since then EASA and its members have worked solidly to implement these commitments through an ambitious Get-Fit programme. In 2006, EASA continued to push the Get-Fit programme forward as the deadline for Charter Validation crept closer. It was a successful year and saw many developments in both new and established SR systems. EASA ran two dedicated SRO training sessions this year, in London and Dublin, attended by many of its new SRO members including representatives from Poland, Lithuania and Cyprus. Following this, and previous SR roadshows in Poland and the Baltics, Lithuania and Poland launched new SROs and became observer members of EASA. The SR project in Cyprus is in progress and expected to launch in 2007, while discussions are underway in Estonia and Bulgaria.

**Promoting SR** Throughout the year, EASA Chairman Jean-Pierre Teyssier, DG Oliver Gray and Projects Officer Richard Knubben participated in events hosted by national SROs including SR conferences in Slovakia and Austria, code launches in Greece and Ireland, the IAP exhibition launch in Rome and Milan. At the ÖRT Hungary's 10th anniversary event, EASA DG Oliver Gray was presented with an award for his special efforts in supporting the development of the Hungarian SRO. Similarly EASA continued its work of promoting SR to both industry and key interest groups by giving presentations to, among others, the WHO, the EU-US Conference on Obesity, the Consumer Affairs Committee of UNICE, the Toy Industry European Summit and the keynote speech at the COLIPA AGM (Cosmetics industry).



**Best Practice** 2006 also saw the completion and approval of two further EASA Best Practice Recommendations (BPR) – on Monitoring and Code drafting and consultation. The complete compendium of BPRs was presented to DG Sanco as part of the Advertising Roundtable submissions. In line with best practice guidelines, the Dutch SRO, SRC, was awarded the 2006 EASA Best Practice Award for its successful implementation of a levy funding system.



**Media** In early 2007, EASA completed the 'Role of the Media Report' providing a first comprehensive review of media membership of national SROs and initial views on new media. The report, along with the results of a dedicated new media workshop to be held in April 2007, will form the first action issue for the newly formed Media Committee (an amalgamation of previous Role of the Media and New Media taskforces). SR of the new media promises to become a key issue for EASA and its members in the year ahead following the publication of the new ICC Consolidated Code.

**Communications** A dedicated on-line communications workshop held in February, along with the results of an internal survey of consumer awareness of 13 national SROs coordinated by EASA last summer, both served to bring SRO communications to the forefront of the agenda in 2006. Since then, SROs in Hungary, Lithuania and Spain have run consumer awareness campaigns, while many other members completed important awareness raising activities. On-line complaints forms have been introduced for the first time in 7 countries since 2005. EASA continues to publish its monthly members news bulletin – CONTACT, and a tri-annual external newsletter FOCUS, and is undergoing a website and extranet re-vamp to enable EASA to continue to be the primary information resource on SR for all stakeholders.



## Cross Border Complaints

EASA handled 128 cross-border complaints in 2006, the majority of which were related to 'rogue traders' using direct mail channels. Complaints about internet advertisements remained low despite an increase in advertising spend in this medium. Continuing the trend since 2004, the majority of cases were transferred to the appropriate national authorities for further action. February 2007 saw a court decision against directory publisher Construct Data, following legal action initiated in Austria and supported by the Austrian SRO, OWR, together with national regulatory authorities.



# EASA and the EU

*'My hope is that this report will provide a useful input to ongoing reflection across the EU around self-regulation. This is not so much a debate about self-regulation against hard law, but rather a debate about how law and self-regulation should interact in modern Europe.'*  
Robert Madelin, Advertising Roundtable Report (June 2006)

*'One of the ways to reduce superfluous regulation is to leave co- and self-regulation regimes step in. They potentially offer a number of advantages like adaptability to evolving markets, speed and flexibility. I therefore encourage the industry to take initiatives such as the European Advertising Standards Alliance'.* Commissioner Viviane Reding, WFA Global Advertiser Conference (May 2006)

2006 saw the conclusion of the EU Advertising Roundtable. EASA and its members participated in 3 Roundtable meetings chaired by DG Sanco Director General Robert Madelin (Oct 05, Jan & May 06) which brought together EASA, industry representatives, NGOs and Commission Services. The meetings resulted in the publication of a report entitled 'Self-Regulation in the EU Advertising Sector' outlining the key concepts of a best practice self-regulation model that is effective, participatory, accountable and transparent – a significant development in the appreciation of SR by EU regulators. The Roundtable and report has enabled the Commission and other participants to better understand the role effective SR can play in modern society as a complement to legislation.

The report's effects can already be seen – it has been useful in steering the Parliament and Council debates about SR and Co-regulation in the current Audiovisual Media Services (AMS) revision. In 2006, EASA frequently met with Commission and Parliament representatives, and made written submissions to Commissioner Reding and key MEP rapporteurs, particularly Ruth Hieronymi, advocating the official recognition of SR in the revised AMS directive. EASA members were also active in the Parliament, with SRC's Prisca Ancion-Kors presenting on SR in the Netherlands to a Green Party hearing in June. To date, the reference to SR has been reinserted into the AMS draft, due to be finalised later this year. The report was also cited in the EU Alcohol Strategy Communication published in October 2006, describing it as the appropriate approach to best practice self-regulation. In the past year EASA worked closely with the advertising industry members of the EU Platform of Diet, Physical Activity and Health, assisting its members to fulfill their SR commitments to the Platform and coordinating and presenting the food advertising monitoring exercise results.

**Monitoring** As part of the WFA commitment to the EU Platform for Diet, Health and Physical Activity, EASA coordinated a pan-European monitoring exercise. National SROs in 14 countries conducted a review of over 3,300 TV food ads during a three month period to measure compliance with national and ICC Codes. SROs then attended a workshop in Dublin to discuss and debate the results of the exercise. EASA presented the results on behalf of WFA to both a special Monitoring Package Meeting and to the main meeting of the Platform in November. A similar exercise is underway for 2007. A monitoring exercise for alcohol ads was also conducted in 2006 in conjunction with the European Forum for Responsible Drinking (EFRD), and a workshop was held in February 2007 in Brussels. For the first time, industry



representatives from the Brewers of Europe, CEPS (Spirits) as well as EASA industry members WFA, EACA and FEPE joined the SROs at the workshop to discuss sample ads and share their opinions on the review. The results of the monitoring exercise will be presented to the European Commission by the EFRD and later be made publicly available.



In 2006, EASA became a member of the DG Sanco Peer Review Group, which aims to improve stakeholder consultation by the Commission, and an expert member of the DG Inso Media Literacy Group, submitting a response to an EC Media Literacy questionnaire in November. EASA also met with members of the cabinet of Commissioners Reding, Verheugen and Kyprianou, most recently in February 2007 to update the Cypriot Commissioner's cabinet on SR developments in Cyprus. Regular contacts are held with the Single Market Observatory of EcoSoc and earlier this year EASA and its members participated in the May hearing of the Parliamentary Assembly of the Council of Europe on the issue of the portrayal of women in advertising. EASA later made a submission on the subsequent draft report.



As Romania and Bulgaria joined the EU on January 1 2007, DG Sanco split in two to accommodate the new Bulgarian Commissioner, Meglena Kuneva. Mrs Kuneva took on Consumer Protection, while Commissioner Kyprianou

continues to manage the Health dossier. It was important for EASA to make contact with the new Commissioner so on the occasion of a joint EASA/IAA dinner held in Brussels in February 2007, Commissioner Kuneva was invited to make the keynote speech. The Commissioner expressed her support for effective advertising SR as a viable complement to legislation, praised EASA for its efforts and challenged the advertising industry to fund the continued development of effective self-regulation systems across an extended EU and to respond to the challenges of the new media.

*'I recognise and welcome the efforts that EASA has made in recent years to strengthen self-regulatory mechanisms in various Member States, especially the new ones. These efforts need to be continued in the years ahead.'*  
Commissioner Meglena Kuneva, EASA/IAA Dinner (February 2007)



As the EU celebrates its 50th anniversary and EASA its 15th, we hope to continue to forge and maintain strong links with the EU authorities and work towards gaining official recognition of SR and the scope to practice it effectively across an extended EU-27.

