

FOCUS

The EASA Newsletter



February 2008

Welcome to 2008's first issue of Focus - EASA's external newsletter

2008 promises to be another interesting year for self-regulation. Following the adoption of the Audiovisual Media Services Directive in December of 2007 the increasing recognition of the role of effective self-regulation as a complement to pure regulation and legislation is continuing. Self-regulatory organisations (SROs) have worked hard to meet the standards and targets drawn up by the EASA Self-Regulation Charter signed by the industry and witnessed by the European Commission in 2004. Three years after the signing, the improvements and results have been assessed. You can read more about this in the first article of this Focus.

The second article provides a more in-depth focus on the major self-regulatory reforms that were undertaken in both France and Belgium recently, in line with the above mentioned Charter Validation commitments, in particular on stakeholder involvement. Both SROs have recently reformed their structures and will now accommodate Juries including members of civil society to deal with complaints.

Issues like food and alcohol advertising have been stealing the show in the past months but lately newcomers such as advertising in digital media environment and sustainability are demanding their share of the attention. For this issue of Focus, Mike Longhurst from the agency McCann Erickson and key sustainability expert of the European Association of Communications Agencies has contributed an article on environmental issues within advertising and the challenges for regulation and self-regulation.

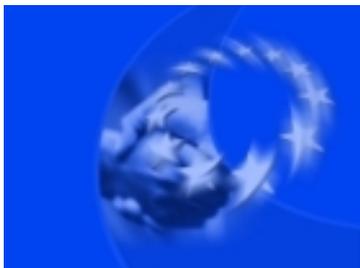
We hope you will enjoy this issue and as always, if you have any feedback, please do not hesitate to [contact us](#).

Oliver Gray
Director General

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Report shows strengthened self-regulation in Europe



The EASA Charter Validation Report presented to the European Commission at the end of 2007 shows that Self-Regulatory Organisations in the EU have made significant progress in becoming more open, transparent and effective among other target commitments.

Le renforcement de l'autorégulation en Europe démontré

Le rapport de validation de la Charte EASA présenté à la commission fin 2007, démontre que les organismes d'autodiscipline dans l'Union Européenne ont fait des progrès considérables en ce qui concerne l'ouverture, la transparence et l'efficacité.

[Read more](#) | [Lire plus \(article en anglais\)](#)

French and Belgian SROs introduce more stakeholder involvement



ASSOCIATION DES PROFESSIONNELS
POUR UNE PUBLICITE RESPONSABLE



Jury d'Ethique Publicitaire
Aut pour l'Autisme Français
Autisme Belgique

In a move towards a more effective, transparent and participative advertising self-regulatory system in both France and Belgium, respectively the BVP - Bureau de la Vérification et la Publicité and the JEP - Le Jury d'Ethique Publicitaire - have taken measures to introduce more stakeholder involvement in both Self Regulatory Organisations (SROs).

Les organismes d'autodiscipline belges and français s'ouvrent aux parties prenantes.

Suite à une réforme visant à plus d'efficacité, de transparence et de participation dans les systèmes d'autorégulation, le BVP - bureau de vérification de la publicité - et le JEP - jury d'éthique publicitaire - ont pris des mesures favorisant la participation des parties prenantes dans les deux organismes

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Advertising can help make world more environmentally friendly



In keeping with huge recent increases of environmental issues being featured in the media, the advertising business has seen a massive upsurge in advertising based on environmental themes. Campaigns aimed at changing consumer behaviour towards more sustainable consumption, energy saving and CO2 awareness are supplemented by green image-building campaigns.

La publicité peut favoriser la sensibilisation aux problèmes environnementaux

Parallèlement à l'augmentation récente de la présence des problématiques environnementales dans les médias, l'industrie publicitaire a connu une croissance importante du nombre de publicité basée sur des thèmes environnementaux. Des campagnes ayant pour but de changer le comportement des consommateurs en vue

d'une consommation plus responsable, des économies d'énergie ou d'une maîtrise de l'impact carbone, sont complétées par des campagnes d'image « verte ».

[Read more](#) | [Lire plus \(article en anglais\)](#)

New edition of the 'Advertiser's self-regulation Bible'



The EASA Blue Book - Advertising self-regulation in Europe, now in its 5th edition, is an essential reference resource on the self-regulatory systems designed to ensure legal, decent, honest and truthful advertising campaigns in Europe's national markets. It provides details on the role of self-regulation, global and national self-regulatory codes as well as statistics on European, national and cross-border complaints.

Get your copy for the discounted price of 160 Euro plus shipping costs at www.easa-alliance.org. Offer lasts until 31 March 2008.

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