



EASA Guide to setting up an SRO

Practical advice on setting up and developing
an advertising self-regulation system

Revised European edition

About EASA

The European Advertising Standards Alliance (EASA) is the single, authoritative voice of advertising self-regulation in Europe. Founded in 1992 and based in Brussels, EASA is funded by the advertising industry and national self-regulatory organisations (SROs). Current membership comprises SROs from 23 European countries and 16 European advertising industry trade associations, as well as SROs in Australia, Brazil, Canada, India, New Zealand and South Africa as corresponding members. Please visit www.easa-alliance.org for the latest information on our members.

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THE EASA GUIDE

to

SETTING UP AN SRO

Practical advice on setting up and developing
an advertising self-regulatory organisation

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About this Guide

This booklet offers practical guidance to those who are contemplating setting up a self-regulatory system or improving one that already exists. It will also be of interest to the researcher and to anyone with a professional interest in commercial communications.

At some point, marketing practitioners in every country realise that there is a need to demonstrate that responsibility matters. If you are beginning to think about advertising standards, wondering how to go about writing a code or setting up a self-regulatory system, this Guide will help you. It builds on more than 15 years of EASA's experience in coordinating advertising self-regulation projects across Europe and combines it with the day-to-day experience of self-regulatory organisations (SROs) all over Europe and in other parts of the world.

This Guide offers straightforward, practical advice. It is divided into four sections:

the **first section** explains the need for self-regulation;

the **second section** describes the basic parts of a self-regulatory system (the code, SRO secretariat and structures, complaint handling and other services);

the **third section** contains step-by-step recommendations on setting up and developing a self-regulation system and an SRO;

the **fourth section** lists some recommended further reading and useful contacts; these can also be found on the EASA website at www.easa-alliance.org.

Creating an effective self-regulatory system really does make sense. As well as creating a level playing field for the advertising industry, advertising standards demonstrate social responsibility and encourage consumer confidence in an industry all too often wrongly accused of not caring about its ethical footprint. Your system will need to be 'future-proofed' to deal with evolving digital media as well as changing political agendas that may regard advertising as an easy scapegoat. To make self-regulation a reality in your market you will need dedication, patience, consensus, resources and above all enthusiasm.

With the help of this Guide and the support of the EASA Secretariat and our growing international network of SROs, we hope that you too will be able to build a strong, effective system of self-regulation in your country. Please do keep in mind, however, that this Guide is only a starting point. Other language versions of this Guide and further information on self-regulation can be found on our website:

www.easa-alliance.org

My thanks to Geoffrey Draughn for much of the rewriting of this new version of the Guide and to both Renée Brautigam and Katie Carroll for making it happen.

A handwritten signature in black ink, appearing to read 'Oliver Gray', with a stylized, cursive script.

Oliver Gray
EASA Director General

Short Glossary

Ad-spend	Advertising expenditure
Advertising industry	Advertisers, advertising agencies and the media and/or trade associations representing their interests, whether at national, European or global level.
Awareness campaign	Advertising or promotional campaign, usually run by an SRO, to raise awareness of the self-regulatory system among consumers and/or industry.
Code (of practice)	Set of rules governing the content of advertisements.
Code-making body	Part of an SRO, usually composed of industry representatives, responsible for the formulation and revision of the code.
Copy advice	Advice on a proposed advertising campaign provided by a regulatory body usually on a non-binding basis (see also pre-clearance).
Co-regulation	System of regulation combining statutory and self-regulatory elements and sometimes involving other stakeholders, e.g. consumer organisations.
Digital media	A generic term used to refer to media other than traditional media, which includes television, radio, print, direct mail and outdoor advertising. Digital media includes, amongst others, banners on websites, DVDs, sms and online games. As new technologies evolve, advertisers and advertising agencies are becoming more creative in using these new technologies.
ICC Code(s)	Codes of Marketing and Advertising Practice, originally drawn up by the International Chamber of Commerce (ICC) in 1937 and since regularly updated, which inspired many of the self-regulatory codes currently in use.
Legal backstop	Legal framework that can enforce real sanctions on rogue traders.
Pre-clearance	Examination of an advertisement by a regulatory body as a compulsory precondition of publication or transmission (see also copy advice).
Rogue trader	Advertiser deliberately seeking to mislead businesses or consumers into believing, for example, that the product or service offered is free of charge when it is not, or of considerably higher quality or value than is actually the case
Tripartite	Body representing the common interests of the three parts of the advertising industry – advertisers, advertising agencies and the media – at either European or national level.

Frequently used abbreviations

DG SANCO	Directorate - General Health and Consumer Protection
EU	European Union
SR	Self-regulation
SRO	Self-regulatory organisation

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Section 1: Advertising self-regulation explained

1.1 | *Why advertising needs to be regulated*

Advertising plays an essential part in all market economies. It stimulates growth and innovation, encourages competition and increases consumer choice. It is a swift and efficient means of making consumers aware of product innovations and keeping them informed of the range, nature and quality of the products available to them. Advertising is an important element in maintaining or increasing market share and vital to the introduction of a new product or the improvement of an existing one.

To fulfil this important task, advertising must enjoy a high level of consumer trust and confidence: it must be legal, decent, honest and truthful. If consumers are misled by advertising, they will not buy again; if it offends them, they are unlikely to buy in the first place. Bad advertising, even though it may account for only a small percentage of the whole, will gradually undermine consumer confidence and all advertising will suffer. So it is in the interests of all those in the advertising industry, whether advertisers, advertising agencies or the media, to ensure that advertising is properly regulated. Traditionally, there have been two ways of doing this; one is detailed legislation, the other is called self-regulation.

1.2 | *What is self-regulation?*

Self-regulation is a system by which the advertising industry actively polices itself. The three parts of the industry – the advertisers who pay for the advertising, the advertising agencies responsible for its form and content, and the media which carry it – agree on standards of practice and set up a system to ensure that advertisements which fail to meet those standards are quickly removed or corrected.

This is achieved by means of rules or principles of best practice, by which the advertising industry voluntarily agrees to be bound. These rules are enforced by a self-regulatory organisation (SRO) set up for the purpose and funded by the industry itself.

Self-regulation exists in almost all the Member States of the European Union; in some of them it has been operating for several decades. It takes widely varying forms in different countries, but its underlying ethos is always the same: that advertising should be legal, decent, honest and truthful, prepared with a sense of social responsibility to the consumer and society and with proper respect for the principles of fair competition. Although in some countries advertising is subject to so much detailed legislation that the scope left for self-regulation is very restricted, elsewhere legislation is limited to providing a broad framework and advertising content is efficiently regulated by SROs. The role of self-regulation is acknowledged in various EU initiatives.

1.3 | Self-regulation and legislation

Self-regulation is an alternative to detailed legislation, but not to *all* legislation. It is now widely accepted that self-regulation works best *within* a legislative framework. The two complement each other, like the frame and strings of a tennis racquet, to produce a result which neither could achieve on its own. The law lays down broad principles, e.g. that advertising should not be misleading, while self-regulatory codes, because of their greater flexibility and the fact that they are interpreted in spirit as well as the letter, can deal quickly and efficiently with the detail of individual advertisements. Framework legislation therefore creates a legal backstop which self-regulation will need to invoke when dealing with fraudulent and/or illegal practices (like for example pornography) as well as rogue traders – those operators who repeatedly refuse to abide by any laws.

1.4 | Legal recognition of self-regulation

It is useful when the concept of self-regulation is formally recognised in framework legislation, as in the case of countries such as Hungary and Poland. The EU Audiovisual Media Services Directive also stipulates that *“Member States should, in accordance with their different legal traditions, recognise the role which effective self-regulation can play as a complement to the legislative and judicial and/or administrative mechanisms in place and its useful contribution to the achievement of the objectives of this Directive.”* It goes on to say however, that *“while self-regulation might be a complementary method of implementing certain provisions, it should not constitute a substitute for the obligations of the national legislator.”*

1.5 | *The benefits of self-regulation:*

- it is rapid by comparison with legal processes
- it is appropriate and proportionate to the media and culture concerned
- it is flexible enough to adapt to changing societal views and advertising media/techniques
- it is applied in both the letter and the spirit
- it can apply immediate sanctions through the publication of decisions and media refusal/withdrawal of advertisements

Responsible companies interested in maintaining their brand values are more likely to comply with self-regulatory rules and adjudications than with imposed detailed legislation.

1.6 | *The European view of self-regulation*

Recent years have seen increased discussion and debate of the concept of co-regulation, a form of regulation which involves a degree of cooperation between government regulators and self-regulation and combines both statutory and self-regulatory elements. This debate goes to the very heart of the concept of self-regulation. EASA firmly believes that self-regulation works most effectively within a broad legal framework, with the detailed rules on advertising content being written by the industry itself. Recent developments indicate that European decision-makers are realising that self-regulation, within a legislative framework, can offer an alternative to detailed legislation and a more cost-efficient and effective means of addressing certain policy issues. European initiatives in 2006 and 2007 have provided an opportunity to develop effective self-regulation of advertising in all EU Member States.

Recent discussions about self-regulation at a dedicated Advertising Round Table, organised by the European Commission's Directorate General for Health and Consumer Protection (DG SANCO), resulted in an EC report¹ identifying the key

¹ The Advertising Round Table Report can be downloaded from http://ec.europa.eu/consumers/overview/report_advertising_en.pdf

elements of a 'best practice self-regulation model': self-regulatory systems should be effective, participatory, accountable and transparent. The report specifies two essential pre-conditions for credible self-regulation – first, a sustained, open dialogue with, and participation in the self-regulation process by, interested non-business players; secondly, adequate monitoring and accountability of self-regulatory performance and outcomes. In the words of the report's author, Robert Madelin, Director General of DG SANCO, *"As practice in these and other areas continues to improve across the EU, I am confident that self-regulation will be given full weight in society's choices among the menu of regulatory options."*

In Europe, as long ago as 2004 the advertising industry signed a Charter on advertising self-regulation. Based on this Charter, commitments were made and a monitoring process set up, to ensure that self-regulatory systems would become more effective, participatory, accountable and transparent. This goal was subsequently endorsed by the Advertising Round Table.

Referring to Member States where self-regulation is still an untried concept or a start-up operation, Robert Madelin comments *"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"*

Section 2: How an advertising self-regulation system works

Like the advertising which it regulates, advertising self-regulation is essentially a grass-roots activity which is most effective when conducted at the national level. Two principal factors are decisive in determining the form that self-regulation takes in any country. The first of these is tradition: each country's self-regulatory system is likely to reflect its cultural, commercial and legal traditions. The second factor is opportunity: self-regulation's relationship with the law is complementary and it can therefore flourish only where the legislative landscape allows it sufficient scope. In countries where advertisement content is subject to extensive detailed legislation, there may be less room for self-regulation to function effectively than in those where legislation is limited to a framework of broad principles. There is a certain irony in the fact that countries where self-regulation is criticised as ineffectual are often those where detailed legislation has left it least scope to operate.

Because advertising self-regulation in Europe operates at national level, within different regulatory, cultural, and societal contexts, this Guide can provide only general guidance on processes and structures. Readers desiring a better understanding of the different national systems should consult the country sections in the EASA Blue Book (for further information see section 4.1). Those wishing to set up a self-regulatory system and self-regulatory organisation should ensure that the models chosen are appropriate and proportionate to their national circumstances.

2.1 | *Basic elements of a self-regulatory system*

A self-regulatory system consists of two basic elements:

- i) a code of practice or set of guiding principles governing the content of advertisements;
- ii) a system for the adoption, review and application of the code or principles. To ensure that the system is - and is seen to be - impartial, the regulatory body responsible for the practical application of the code should be independent of the industry body responsible for the code's initial adoption and subsequent review.

2.2 | *Defining characteristics of a self-regulatory organisation (SRO)*

- i) it is an independent body, i.e. independent of government and of specific interest groups, and has its own decision-making function;
- ii) it is a body set up and funded by the advertising industry;
- iii) it has practical responsibility for regulating advertising;
- iv) it has the power to enforce its decisions, i.e. the moral and practical support of the advertising industry;
- v) it can rely on sufficient support from the constituent parts of the advertising industry (or, in the case of a sectoral SRO, enough of the sector for which it is responsible) to ensure its credibility;
- vi) it is impartial;
- vii) it deals with consumer complaints on a cost-free basis;
- viii) its decision-making processes and adjudications are transparent.

2.3 | *The self-regulatory code or principles*

The self-regulatory principles govern the content of advertisements. They are usually based on the Consolidated Code of Advertising and Marketing Communications Practice of the International Chamber of Commerce² (the ICC Consolidated Code) and incorporate its basic principles that all advertising should be legal, decent, honest and truthful, that every advertisement should be prepared with a due sense of social responsibility and should conform to the principles of fair competition, as generally accepted in business, and that no advertisement should impair public confidence in advertising.

The code or principles apply to all forms of advertising; this is normally defined as paid-for commercial communication, but the growth of new media means that self-

² The ICC Consolidated Code is made up of General Provisions and a further five chapters - on Sales Promotion, Sponsorship, Direct Marketing, Electronic Media and Telephone and Environmental Advertising. The full text can be found at www.iccwbo.org/policy/marketing/

regulation has to increasingly adapt to new forms of advertising. In some countries the code also applies to product packaging, but most national self-regulatory systems choose to limit their codes' applicability regarding packaging to specific advertising or promotional messages shown on the packaging.

A national code should be based on the ICC Consolidated Code, adjusted where appropriate to reflect national circumstances, be it legal, economic, social and cultural. It should also make provision for cross-border advertising, i.e. advertising circulating in one country but carried in media originating in another country. In some countries, national codes have expanded beyond the basic ICC Code, but the underlying principles remain the same. In others, because of particular national circumstances which curtail the operation of self-regulation, e.g. the market court (Ombudsman system), there may be no formally-adopted national self-regulatory code; even in these cases, however, the ICC Code and principles are applied in practice.

Self-regulatory codes are always applied in the spirit as well as to the letter.

The code or principles should be kept under review and revised on a regular basis, to ensure that they continue to address national developments and requirements and to incorporate the latest revisions to the ICC Code. However, the code should not be revised too frequently, as this can create uncertainty. It is important that the code itself, and any revisions to it, receive the maximum amount of publicity and that they are freely available to everyone involved in advertising or interested in its regulation.

2.4 | *The code-making body*

A feature of many SROs is a body whose specific task is the adoption and subsequent revision of the code of practice. This may be a committee or council, representing the three constituent parts of the advertising industry: advertisers, agencies and media. The purpose of this code-making body is firstly to agree on the code or principles by which the industry is to be regulated and subsequently to be responsible for reviewing and updating them.

This body should be fully representative of the whole industry: advertisers, agencies and the various media (e.g. television, radio, press, outdoor advertising,

direct mail and digital media). To be effective, a self-regulatory system must be able to rely on the support of the advertisers, because they finance advertising, the agencies, because they are largely responsible for its form and content, and the media, because the SRO must ultimately rely on them to enforce its decisions. Unless the code-making body represents the whole industry, the SRO may find that there are sectors of the industry which do not recognise its authority.

However, when setting up an SRO, it is not essential - indeed, it is often unrealistic - to insist on complete industry support and representation at the very start. It is usually better to start with a body which is not fully representative, and then persuade other parts of the industry to join as soon as possible, than to wait until the whole industry has reached agreement on the need for an SRO, by which time the initiative may have been lost.

2.5 | *Applying and interpreting the code*

Practical application of the code in individual cases may occur both before and after the publication of an advertisement. Where it occurs before publication, in the form of copy advice or, more rarely, pre-clearance, this is normally the responsibility of the permanent secretariat of the SRO (see s.2.7).

Application of the code after publication is usually the result of complaints, either from competitors or the general public. The jury or, as it is sometimes called, the complaints committee, is the body responsible for authoritative interpretations of the code; it considers cases brought to its attention by the secretariat where a breach of the code is alleged. In some systems all complaints are referred to the jury, while in others straightforward or uncontentious cases are dealt with by permanent staff and only disputed or uncertain cases referred to the jury.

If the jury concludes that a complaint is justified, it must then decide upon appropriate action, e.g. the immediate withdrawal or amendment of the advertisement, or, in the case of a technical infringement of the code, an admonition to the advertiser and/or the agency concerned.

The jury should be separate from the code-making body and it is important that it is – and is seen to be, independent and impartial. A jury usually includes in its membership representatives of the different parts of the advertising industry, but a

majority of the jury's members should be independent or represent interests outside the industry, e.g. academics, consumers and the medical profession. The jury's chairman should always be an independent person; he or she might, for example, be a retired judge, an eminent lawyer or a retired public servant. The chairman and members of the jury must have the necessary status and eminence to maintain public confidence and respect for its decisions.

Because self-regulation means more than just self-restraint on the part of individual companies, it is bound to involve sanctions, i.e. ways and means of enforcing compliance on those who breach the industry's rules. Self-regulation has the support of the advertising industry, so advertisers will usually respect the decision of the jury even if they do not agree with it. However, self-regulation cannot depend on voluntary compliance with its decisions – it must be able to enforce them if an advertiser is uncooperative. SROs have at their disposal a number of sanctions; these include instructing the media to refuse the offending advertisement, creating adverse publicity through the publication of decisions, the imposition of compulsory pre-clearance of future advertisements, encouraging the withdrawal of trading privileges (such as preferential mailing rates) and expulsion from the SRO or trade organisations. On those rare occasions where other measures fail, the SRO may refer the case to the statutory authorities, who have the power to prosecute the advertiser.

In addition to formal sanctions, the advertising industry may also bring peer-pressure to bear on those who breach its rules. Advertisers and agencies may refuse to place advertising with media which habitually ignore the rules; agencies which do not comply with the rulings of the SRO may find it difficult to attract new business; agencies may decline to handle the business of advertisers who persistently disregard the rules.

2.6 | *The appeals body*

The system should incorporate an appeals procedure, in case either the complainant or the advertiser whose advertisement has been complained about wishes to challenge the jury's decision for example, on the basis of new evidence. Appeals should ideally be considered by a different body from the jury that reached the original decision. This body does not need to be as large as the jury - it might

consist of only two or three people.

If there is no separate appeals body, the jury may consider appeals, or its chairman may do so on its behalf. If a jury or Chairman feels that a case warrants reconsideration the case will be referred back to the whole jury. In order to avoid delay and procrastination, appeals are normally subject to conditions, e.g. new evidence being produced, and to strict time-limits.

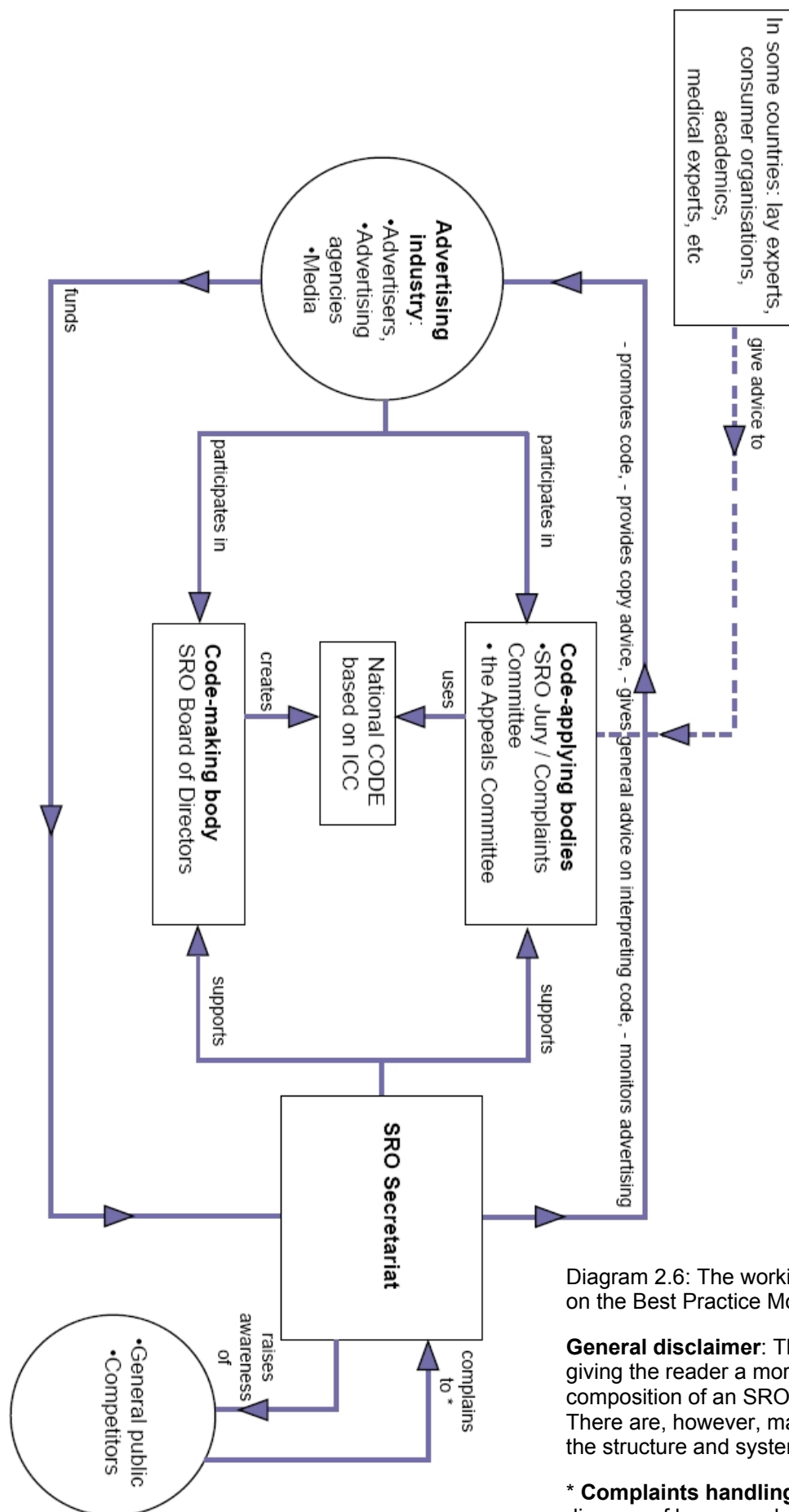


Diagram 2.6: The workings of an SRO based on the Best Practice Model

General disclaimer: This diagram aims at giving the reader a more clear idea of the composition of an SRO and how it works. There are, however, many countries where the structure and system are very different.

*** Complaints handling:** For a detailed diagram of how complaints handling works please see diagram 2.7

2.7 | *The permanent secretariat*

The SRO should have a permanent professional staff to ensure its proper functioning. This permanent secretariat is usually headed by a chief executive, who also acts as secretary to the code-making and/or the code-applying bodies. The secretariat is responsible for the day-to-day running of the SRO and should be well trained and resourced in order to operate efficiently.

The secretariat's activities would typically include:

- providing support for the code-making, code-applying and appeals bodies, arranging meetings, preparing minutes, drafting documents, coordinating the drafting and/or review of codes, etc.;
- examining complaints received, whether from the public or from competitors, to determine whether or not they are complaints of substance, i.e. whether there appears to be a *prima facie* case to be considered by the jury. In a developed self-regulatory system, the number of complaints received may be too great for every one to be considered by the jury and uncontentious cases may be dealt with by the secretariat;
- communicating the decisions of the jury to the interested parties;
- arranging for publication of the jury's decisions;
- liaising with advertisers and agencies to obtain evidence in support of advertising claims which have been challenged, either by consumers or by competitors, and examining the evidence to see whether or not it appears to support the claims. In the case of technical claims, many SROs employ independent experts to assess the technical information supplied by advertisers in support of their claims. Although the jury is independent and impartial, it will rely on the expertise of the secretariat (and, where appropriate, its expert technical consultants) to determine the facts of the case, e.g. whether or not the claims in an advertisement can be substantiated;
- providing advice to advertisers and agencies on the interpretation of the code in

particular cases. This is called *copy advice* – non-binding advice about the acceptability of a proposed advertisement – and it is offered, on request, by the majority of SROs. Copy advice is particularly valuable in the case of broadcast advertising; it helps to prevent problems before they occur and reduces the risk of an advertisement giving rise to complaint. If, however, a complaint is subsequently received, the preliminary judgement of the secretariat is not binding on the jury;

- In some countries there is a system of pre-transmission clearance for specific sectors, e.g. television and radio advertising or advertisements for alcoholic drinks. This is usually referred to as *pre-clearance*. It means that such advertisements have to be examined by the secretariat for compliance with the code before they can be broadcast or published. A charge is sometimes made for copy advice and/or pre-clearance, and may be different for members and non-members of the SRO;
- monitoring advertisements, i.e. carrying out the systematic examination of advertising on a random basis for compliance with the code and taking appropriate action, e.g. asking an advertiser to supply evidence in support of his claims or referring a case to the Jury. So many advertisements appear each year that it would be impossible for any organisation to examine every single one. However, many SROs monitor advertising on their own initiative, dealing with apparent code breaches in the same way as they would complaints. Often such monitoring concentrates on specific media or categories of advertising, particularly those where there may be some public concern, like for example the advertising of alcoholic beverages. It is also a means of ensuring that the SRO's decisions have been implemented;
- disseminating information about the SRO, its codes and activities. Very often this takes the form of advertising campaigns designed to raise public awareness of the SRO, so that consumers know how to complain about advertisements which they consider misleading or offensive; these campaigns are often created by advertising agencies on a *pro bono* basis and advertising space is provided free of charge by the media. Examples of public awareness campaigns can be found in Annex B;

- conducting research into areas of particular relevance to advertising regulation;
- having contact with government bodies, consumer groups, industry bodies and other interested parties, discussing matters of mutual concern, providing evidence on the rules, ensuring the SRO remains in touch with political and social developments and effectively operating the system. This enables appropriate and timely action to be taken, e.g. avoiding the need for legislation by introducing a new code rule to address a problem which has been identified.

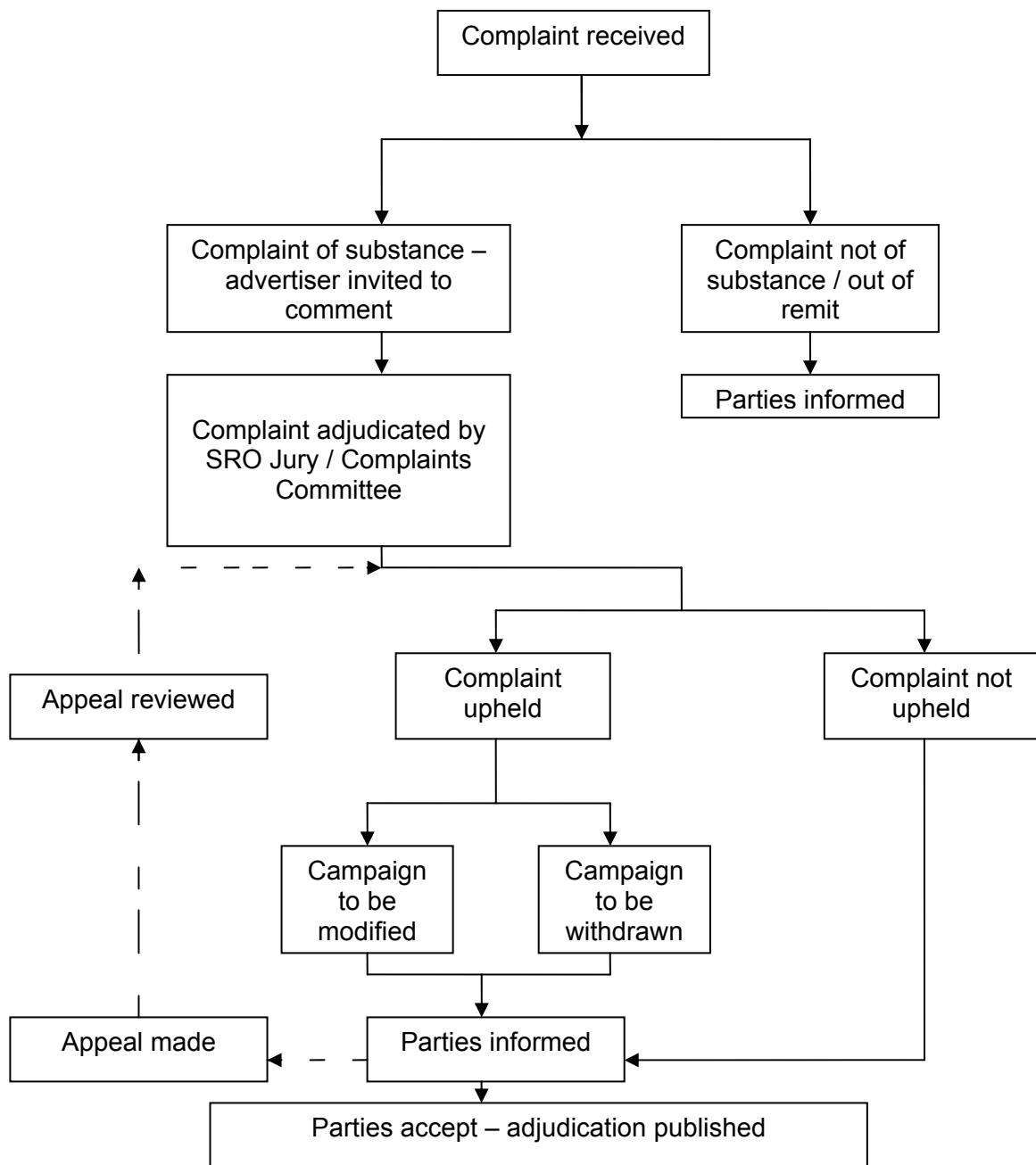


Diagram 2.7: Complaint handling procedure

*Note: This is a generic schema that represents the procedure for handling complaints within an SRO. Complaints procedures may however differ within each national SRO. See the 'Blue Book – Advertising self-regulation in Europe', 2007 for the procedure in each country.

2.8 | *Funding and coverage*

Since the SRO is funded by the advertising industry, it is the industry's responsibility to approve its annual budget and to ensure that sufficient funds are available to enable it to function effectively. Methods of funding vary: many SROs are funded by membership fees, but some others have adopted the levy system, which means that a small percentage charge is made on all advertising, which serves to finance the operation of the SRO. This system is currently in place in Ireland, the Netherlands as well as the UK and will be adopted in Sweden later in 2008. Some systems incorporate a separate body whose sole function is to ensure the financial support without which the SRO cannot function efficiently. Such a fund-raising body might, for example, be a sub-committee of the code-making body.

When setting up a new SRO, it may be necessary to establish a start-up fund to cover costs until a permanent funding model is put in place. This should be properly assessed and provided for in the SRO Action Plan and Budget. Please contact EASA if you would like further information and recent examples.

It is important that a self-regulatory system should cover all the areas stipulated in its code. Sectors which account for the majority of ad-spend should be included from the start. It is also desirable to 'future proof' the system by incorporating sectors such as digital media at the outset.

Section 3: Setting up a Self-Regulatory System

Preliminary Moves

The following steps do not have to be carried out consecutively - several aspects of the set-up process can be run in parallel, e.g. the development of the code, the drafting of the strategic plan and the establishment of the permanent secretariat. This will help to maintain industry consensus for the project and capitalise on it.

3.1 | Getting consensus

The first precondition for setting up a self-regulatory system is a significant degree of consensus within the advertising industry on the need for such a system. Achieving such a consensus may not be easy, particularly if the country has no established tradition of self-regulation, but once a start has been made, the initiative will gather momentum and more companies will be prepared to participate. An effective self-regulatory system must be able to rely on the support of all three parts of the advertising industry - the advertisers, because they finance advertising, the agencies, because they are largely responsible for its form and content, and the media, because the SRO ultimately relies on them to enforce its decisions by refusing advertisements which breach the rules.

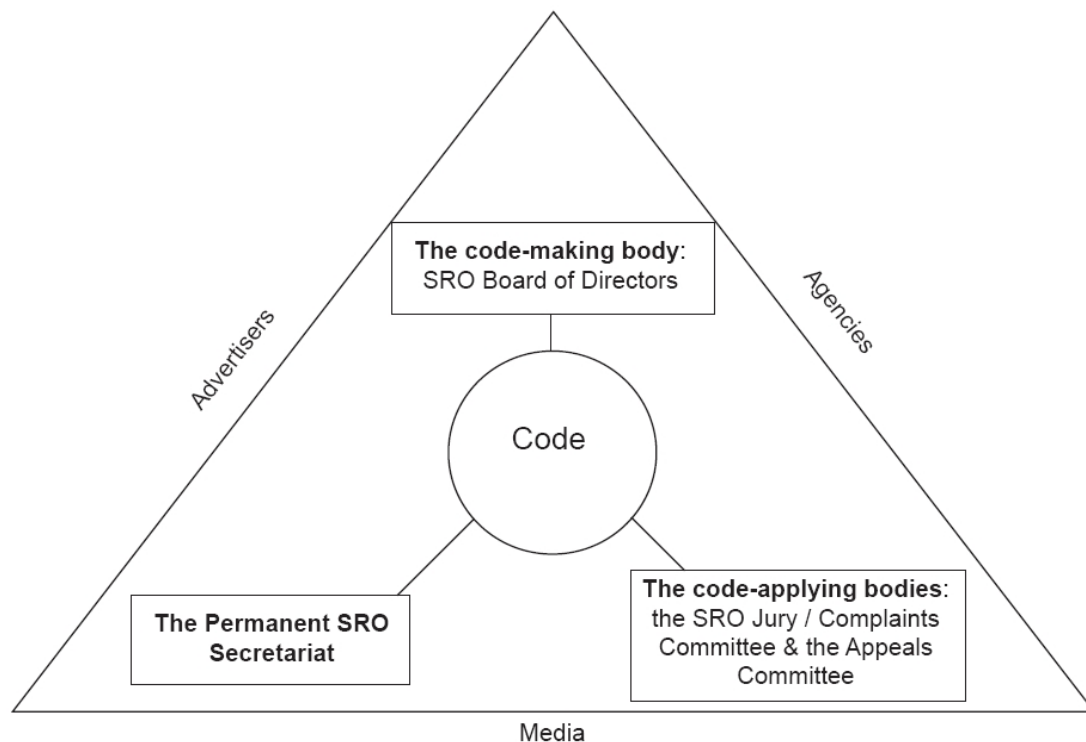


Diagram 3.1 – The advertising industry tripartite (advertisers, agencies and media) needs to find consensus for an SR system

It is often unrealistic to expect to be able to set up a fully-functional self-regulatory system at one stroke - the majority of the most effective national SROs have existed and developed over many years. Rather than waste time waiting for support from all sectors of the industry, with the attendant risk of losing the initiative in a situation where, for example, there is a threat of legislation, it is usually preferable to concentrate on assembling a core-group of important and influential players who are willing and able to set matters in motion. It is essential, however, to ensure that full participation (across the ad industry as well as multinational and national operators) is achieved as quickly as possible, since once an SRO has been set up, it will be expected to produce results.

3.2 | *Whom should you contact?*

Multi-national advertisers, agencies and media are important potential participants and should be involved at the earliest possible stage: they will already have experience in self-regulation and its benefits, acquired in other countries. They may be able to assist with setting up a local advertisers' or agencies' association if none exists.

Similarly, EASA and its member organisations can offer advice and assistance based on experience in many countries and commercial environments. EASA can put you in touch with relevant industry associations, which can help you to contact key players in your local market. EASA's members include the World Federation of Advertisers (WFA), the European Association of Communications Agencies (EACA) and many media organisations, representing television, press, magazines, radio, outdoor, direct mail, interactive advertising, etc. New forms of media are becoming more and more important and bodies representing the digital media, e.g. internet service providers and mobile phone operators, should be involved in the system from an early stage.

3.3 | *Planning the self-regulatory project*

The second step in setting up the self-regulatory system is to have a strategic plan managed by a specific team. The plan should cover both functional issues such as the drafting of the code, articles of association, procedural rules, two-year action plan and the SRO's budget as well as the establishment of a permanent secretariat and jury. The plan should set clear targets and deadlines, including a date for the public launch of the SRO and subsequent promotional activity.

EASA can help with the development of your strategic plan and provide, through its network of SRO members, SRO and budget models. EASA can also provide experts to explain the functioning of the self-regulatory system and to help persuade local industry and officials of the value of self-regulation.

3.4 | *Drawing up the self-regulatory code*

An essential step is to draft a recognised and locally relevant code of practice. The ICC Consolidated Code of Advertising and Marketing Communications Practice should be obtained from the ICC website³ and, if it does not already exist in the relevant language, translated. If the ICC Code does not fully meet local needs, codes and systems already established in other countries may also provide a useful reference. Self-regulation takes many different forms and familiarity with the systems in other countries will provide a useful focus for deciding on the most

³ The ICC Consolidated Code can be downloaded from www.iccwbo.org/policy/marketing/

appropriate form for the new system being set up.

3.5 | Recognition of SR in the law

If discussions are already under way for the drafting of a framework national law on advertising, or the transposition of a European Directive affecting advertising, this is an excellent opportunity for the advertising industry to emphasise to government the potential benefits of self-regulation and encourage recognition and scope for it under the proposed legislation. If no such law has yet been proposed, the industry should take the initiative by setting up a self-regulatory system and encouraging government to draft a framework law to support self-regulation by recognising its beneficial and complementary role. The recognition of self-regulation expressed in the EU Advertising Round Table report⁴ (see section 1.5) and in the adopted Audiovisual Media Services (AMS) Directive⁵ may be useful in this respect as are national examples such as Hungary or Poland.

3.6 | Ensure an operational system

The strategic plan should be implemented and the appropriate bodies, structures and procedures (see section 2) put in place and tested to ensure that the system can function effectively. Realistic budgets should be drawn up, based on the costs of setting up and promoting the system. As well as financial support, support in kind can be solicited from the advertising industry, e.g. *pro bono* creative work on the SRO website, logo and advertising, and media space can be provided free of charge for the SRO launch. Examples of previous campaigns for SROs can be found in Annex B.

3.7 | Training and testing

Once an SRO has been set up and prior to its operational launch, it is important that SRO staff members are properly trained. EASA can arrange on-site training at other European SROs for newly-appointed SRO personnel, in activities such as

⁴ The Advertising Round Table Report can be downloaded from http://ec.europa.eu/consumers/overview/report_advertising_en.pdf

⁵ The adopted Audiovisual Media Services Directive can be downloaded from http://ec.europa.eu/avpolicy/reg/tvwf/modernisation/proposal_2005/index_en.htm

complaint-handling, copy advice, jury operation, communications, etc. Prior to launch, the SRO's structures and procedures should be tested by, for example, using sample complaints and copy advice requests, and the jury's decision-making process should be rehearsed (see sections 2.5 to 2.7 for further details). Once these basic structures have been established, the SRO will need to consider further activity, including advertising monitoring and promotion of the SRO to raise public awareness through a strategic communications plan.

Whatever other actions the industry may undertake, it is vitally important to demonstrate a responsible attitude and a commitment to high standards. An industry which claims the right to regulate itself must be able to demonstrate that it is capable of the self-discipline required. It should always be borne in mind that once an SRO has been set up, it will be expected to function efficiently and the effectiveness of self-regulation will be judged by its practical performance.

3.8 | *How EASA can help*

EASA can provide help and guidance through all the processes explained here since it is the single, most authoritative voice of advertising self-regulation in Europe. It promotes self-regulation as a preferable alternative to detailed legislation, helping to set up new national SROs and to strengthen self-regulation in countries where it is weak. It also acts as a coordination point for self-regulation, providing information, conducting research and publishing the results. Its members meet regularly, to share and develop best practice and to identify areas where they can work together to solve problems. EASA has developed a Best Practice Model comprising guidelines for SROs on various aspects of self-regulation, as well as detailed best practice recommendations (see section 4.1).

For further information on EASA and a list of useful SRO and industry organisation contacts, see Section 4.

For the most up-to-date contacts and information please visit the EASA website on www.easa-alliance.org. It has all the information you need about advertising self-regulation, including:

- regular news updates on European and global self-regulation;
- briefs on the key issues and challenges faced by the advertising industry;
- updates on the status of self-regulation across the EU and beyond;
- key texts from the European Commission and Parliament related to advertising and self-regulation;
- document library, recommended reading list and self-regulation links;
- an extensive extranet for EASA members;
- cross-border complaints reports and statistics;
- annual national statistics;
- information on national SR awareness campaigns.

Section 4: Useful information

4.1 | *Recommended Reading*

EASA publications

Available from the European Advertising Standards Alliance (EASA) website
(www.easa-alliance.org)

*** Advertising Self-regulation – The Essentials**

A layman's guide to self-regulation providing a basic guide to the principles and operation of self-regulation

© EASA 2003

*** The Blue Book – Advertising self-regulation in Europe**

A detailed analysis of self-regulation systems and codes of advertising practice in 30 countries

5th edition, © EASA 2007

*** The EASA Best Practice Model**

A model designed to evaluate, initiate, and develop effective and efficient self-regulatory systems across Europe.

*** The EASA Best Practice Recommendations**

A compendium of detailed guidance notes on the practical applications of best practice principles in the following areas:

- * Copy advice
- * Publication of decisions
- * Substantiation of claims
- * Confidentiality of the complainant
- * Jury composition
- * Complaints handling
- * Advertising monitoring
- * Code drafting & consultation
- * SRO funding
- * SR promotion, communications & awareness

International publications

By the International Advertising Association (IAA)

*** The Case for Advertising Self-regulation**

*** The IAA Guide to advertising self-regulation**

Available at <http://www.iaaglobal.org>

By the International Chamber of Commerce (ICC)

*** The ICC Consolidated Code of Advertising and Marketing Communication Practice**

This global code includes chapters on sales promotion, sponsorship, direct marketing, electronic media and telephone and environmental advertising.

Available at <http://www.iccwbo.org/policy/marketing/>

© ICC 2006

By the World Federation of Advertisers (WFA)

*** The Role and Worth of advertising**

Available at http://www.responsible-advertising.org/news/onenews.php?Lib_ID=2057

By the European Association of Communications Agencies (EACA)

*** EACA Code of Ethics**

Guidance on ethical standards for communications agencies

Available at <http://www.eaca.be/documentation/results.asp?type=1>

European publications

By the European Commission Directorate General for Health and Consumer Protection (DG Sanco)

*** Advertising Round Table Report: Self-regulation in the EU Advertising Sector: a report of some discussion among interested parties, 2007**

Available from http://ec.europa.eu/consumers/overview/report_advertising_en.htm

*** Audiovisual Media Services Directive**

Available from

http://ec.europa.eu/avpolicy/reg/twvf/modernisation/proposal_2005/index_en.htm

4.2 | Contact Information - EASA and its members for 2008

The European Advertising Standards Alliance (EASA)

10-10a rue de la Pépinière, 1000 Brussels, Belgium

T: +32 2 513 7806 | F: +32 2 513 2861 | library@easa-alliance.org |
www.easa-alliance.org

European Self-regulatory Organisations (SROs) – Please go to

www.easa-alliance.org for the most current list

Austria

Österreichischer Werberat (ÖWR) (Austrian Advertising Council)

c/o Fachgruppe Werbung & Marktkommunikation, Schwarzenbergplatz 14/304,
1040 Vienna, Austria

T: +43 1 514 50 3790 | F: +43 1 512 95 48 3796 | werberat@wkw.at |
www.werberat.or.at

Belgium

Jury voor Ethische Praktijken inzake Reclame / Jury d’Ethique Publicitaire (JEP) (Jury of Advertising Ethics)

Avenue Louise/Louizalaan 120, Bte/Bus 5, 1050 Brussels, Belgium

T: +32 2 502 70 70 | F: +32 2 502 77 33 | info@jepbelgium.be |
www.jepbelgium.be

Czech Republic

Rada pro reklamu (RPR) (Czech Advertising Standards Council)

Kaiserštejnský palace, Malostranské nám stí 23, 11800, Praha 1, Czech Republic

T/F: +420 2 57 53 14 41 | T (reception): +420 2 57 53 37 67, ext. 128 or 130
info@rpr.cz | www.rpr.cz

Finland

Mainonnan eettinen neuvosto (MEN) (*The Council of Ethics in Advertising*)

Keskuskauppakamari, PO Box 1000, FI-00101 Helsinki, Finland

T: +385 9 69 69 69 | F: +385 9 6969 6657 | paula.paloranta@wtc.fi

www.mainonnaneettinenneuvosto.fi

Liiketalautakunta (LTL) (*The Board of Business Practice*)

Keskuskauppakamari, PO Box 1000, FT-00101 Helsinki, Finland

T: +385 9 69 69 69 | F: +385 9 6969 6657 | paula.paloranta@wtc.fi |

www.liiketalautakunta.fi

France

Autorité de régulation professionnelle de la publicité (ARPP)

23, rue Auguste Vacquerie, 75116 Paris, France

T: +33 1 40 15 15 40 | F: +33 1 40 15 15 42 | contact@arpp-pub.org |

www.arpp-pub.org

Germany

Deutscher Werberat (DW) (*German Advertising Standards Council*)

Verbändehaus, Am Weidendamm 1A, 10117 Berlin, Germany

T: +49 30 59 00 99 700 | F: +49 30 59 00 99 722 | werberat@werberat.de |

www.werberat.de

Zentrale zur Bekämpfung unlauteren Wettbewerbs e.V. (WBZ) **(Wettbewerbszentrale)**

(*Centre for Combating Unfair Competition*)

Landgrafenstrasse 24 B, 61348 Bad Homburg v.d.H, Germany

T: +49 617 212 150 | F: +49 617 28 44 22 | mail@wettbewerbszentrale.de

www.wettbewerbszentrale.de

Greece

Συμβούλιο Ελέγχου Επικοινωνία (ΣΕΕ) (*Advertising Self-Regulation Council [SEE]*)

Astronafton 19, Maroussi 151 25, Greece

T: +30 210 68 99 331-2 | F: +30 210 68 95 711 | info@see.gr | www.see.gr

Hungary

Önszabályozó Reklám Testület (ÖRT) (*Hungarian Advertising Self-Regulatory Board*)

Borbély u.5-7, H - 1132 Budapest, Hungary

T: +36 1 349 0000/2717 | F: +36 1 239 9866 | ort@ort.hu | www.ort.hu

Ireland

The Advertising Standards Authority for Ireland (ASAI)

IPC House, 35-39 Shelbourne Road, Ballsbridge, Dublin 4, Ireland

T: +353 1 66 08 766 | F: +353 1 66 08 113 | standards@asai.ie | www.asai.ie

Italy

Istituto dell'Autodisciplina Pubblicitaria (IAP) (*Institute for Advertising Self-Regulation*)

Via Larga 15, 20122 Milano, Italy

T: +39 02 58 30 49 41 | F: +39 02 58 30 37 17 | iap@iap.it | www.iap.it

Lithuania (observer member)

Lietuvos Reklamos Biuras (LRB) (*Lithuanian Advertising Bureau*)

Jogailos str. 4 LT-01116 Vilnius, Lithuania

T: +370 614 70707 | F: +370 5 2690100 | info@reklamosbiuras.lt | www.lrb.lt

The Netherlands

Stichting Reclame Code (SRC) (*Advertising Code Foundation*)

Mail address: PO Box 75684, 1070 AR Amsterdam, The Netherlands

Office address: Buitenveldertselaan 106, 1081 AB Amsterdam, The Netherlands

T: +31 20 696 00 19 | F: +31 20 696 56 59 | prisca.ancion@reclamecode.nl

www.reclamecode.nl

Poland

Związek Stowarzyszeń Rada Reklamy (Rada Reklamy)

(*Union of Associations Advertising Council*)

ul. Koszykowa 10 lok. 11, 00-564 Warszawa, Poland

T: +48 22 6213194 | F: +48 22 6291889 | biuro@radareklamy.org

www.radareklamy.org

Portugal

Instituto Civil da Autodisciplina da Publicidade (ICAP)

(*Civil Institute of Advertising Self-Regulation*)

Rua Gregório Lopes, Lt. 1515, Loja 6, 1400-408 Lisbon, Portugal

T: +351 21 303 7000 | F: +351 21 303 7009 | icap@icap.pt | www.icap.pt

Romania

Consiliul Roman pentru Publicitate/Romanian Advertising Council (RAC)

61 Buzesti Street, Bl. A6, 8th Floor, App. 55, Sector 1, Bucharest, Romania

T: +40 21 312 25 83 | F: +40 21 312 25 83 | www.rac.ro | office@rac.ro

Slovakia

Rada Pre Reklamu (RPR) (*Slovak Advertising Standards Council*)

Cukrová 14, Bratislava 813 39, Slovakia

T: +421 2 59324249 | F: +421 2 59324249 | rpr@rpr.sk | www.rpr.sk

Slovenia**Slovenska oglaševalska zbornica (SOZ)** *(Slovenian Advertising Chamber)*

Parmova ulica 53, 1000 Ljubljana, Slovenia

T: +386 1 439 60 50 | F: +386 1 439 60 59 | info@soz.si | www.soz.si

Spain**Asociación para la Autoregulación de la Comunicación Comercial**

(Commercial Communications Self-regulation Association)

C/ Conde de Peñalver 52, 1º D, 28006 Madrid, Spain

T: +34 91 309 66 37 | F: +34 91 402 98 24 | autocontrol@autocontrol.es | www.autocontrol.es

Sweden**Reklamombudsmannen (RO)**

Jungfrugatan 10, 114 44 Stockholm, Sweden

T: +46 08-662 05 50 | ro@reklamombudsmannen.org | www.reklamombudsmannen.org

Switzerland**Schweizerische Lauterkeitskommission (SLK)/Commission Suisse pour la Loyauté (CSL)**

(Swiss Commission for Fairness)

Kappelergasse 14, Postfach 2744, 8022 Zürich, Switzerland

T: +41 1 211 79 22 | F: +41 1 211 80 18 | info@lauterkeit.ch | www.lauterkeit.ch

Turkey**Reklam Özdenetim Kurulu (RÖK)** *(The Advertising Self-Regulatory Board)*

Nispetiye Caddesi, Yanarsu Sokak, No:58/ 2, Etiler, 34337 Istanbul, Turkey

T: +90 212 243 93 69 | F: +90 212 243 93 70 | rok@rok.org.tr | www.rok.org.tr

United Kingdom

Advertising Standards Authority (ASA)

Mid City Place, 71 High Holborn, London WC1V 6QT, UK

T: +44 20 7492 2222 | Textphone: +44 20 7242 8159 | F: +44 20 7242 3696

enquiries@asa.org.uk | www.asa.org.uk / www.cap.org.uk

Clearcast

4 Roger Street, London WC1N 2JX, UK

T: +44 207 339 4700 | enquiries@clearcast.org.uk | www.clearcast.org.uk

Radio Advertising Clearance Centre (RACC)

The Radiocentre, 77 Shaftesbury Avenue, London W1D 5DU, UK

T: +44 20 7306 2620 | F: +44 20 7306 2645 | adclear@racc.co.uk |

www.racc.co.uk

Advertising industry members – most have an extensive network of national advertisers' and agencies' associations and multinational companies

The Association of Commercial Television in Europe (ACTE)

Rue Joseph II 9/13, 1000 Brussels, Belgium

T: +32 2 736 00 52 | F: +32 2 735 41 72 | info@acte.be | www.acte.be

The Association of European Radios (AER)

Avenue d'Auderghem 76, 1040 Brussels, Belgium

T: +32 2 736 91 31 | F: +32 2 732 89 90 | aer@aereurope.org |

www.aereurope.org

The Advertising Information Group (AIG)

c/o PRM Ltd, Rue Berckmans 10, 1060 Brussels, Belgium

Tel: 0032 2 534 90 36 | Fax: 0032 2 534 98 82 | rdenie@aigeurope.org |

www.aigeurope.org

The European Association of Communications Agencies (EACA)

152 Blvd. Brand Whitlock, 1200 Brussels, Belgium

T: +32 2 740 07 10 | F: +32 2 740 07 17 | info@eaca.be | www.eaca.be

The European Association of Directory and Database Publishers (EADP)

Avenue Franklin Roosevelt 127, 1050 Brussels, Belgium

Telephone: +32 2 646 30 60 | Fax: +32 2 646 36 37 | mailbox@eadp.org | www.eadp.org

The Association of Television and Radio Sales Houses (egta)

Rue Wiertz 50, 1050 Brussels, Belgium

T: +32 2 290 31 31 | F: +32 2 290 31 39 | info@egta.com | www.egta.com

The European Newspaper Publishers' Association (ENPA)

Rue des Pierres 28, Bte 8, 1000 Brussels, Belgium

T: +32 2 551 01 90 | F: +32 2 551 01 99 | enpa@enpa.be | www.enpa.be

The European Publishers' Council (EPC)

c/o Europe Analytica, 26 Avenue Livingstone, Bte 3, 1000 Brussels, Belgium

T: +32 2 231 12 99 | F: +32 2 230 76 58 | angela.mills@wade.uk.net | www.epceurope.org

European Sponsorship Association (ESA)

ESA Office, Suite 1, Claremont House, 22-24 Claremont Road, Surbiton, Surrey KT6 4QU, UK

T: +44 20 8390 3311 | F: +44 20 8390 0055 | enquiries@sponsorship.org | www.sponsorship.org

The Federation of European Direct and Interactive Marketing (FEDMA)

Avenue de Tervuren 439, 1150 Brussels, Belgium

T: +32 2 779 42 68 | F: +32 2 779 42 69 | info@fedma.org | www.fedma.org

FEPE International

The International Federation of Outdoor Advertising

Bahnhoeheweg 82, Postfach 557, CH-3018 Berne, Switzerland

T: +41 31 992 4166 | F: +41 31 998 9247 | info@fepe.com | www.fepe.com

The International Advertising Association (IAA)

World Service Centre, 275 Madison Avenue, Suite 2102, New York, NY 10016, USA

T: +1 212 557 1133 | F: +1 212 983 0455 | membership@iaaglobal.org
www.iaaglobal.org

The Interactive Advertising Bureau (IAB)

IAB Europe, 26 Ave Livingstone, 1000 Brussels, Belgium

T: + 32 2 280 08 47 | F: +32 2 230 76 58 | iab-europe@europe-analytica.com
www.iabeurope.ws

JC Decaux (for urban outdoor)

17, rue Soyer, 92523 Neuilly-sur-Seine, Cedex, France

T: +33 (0) 1 3079 7935 | F: +33 (0) 1 3079 3576 | dircom@jcdecaux.fr
www.jcdecaux.com

The World Federation of Advertisers (WFA)

Ave Louise 120, Bte 6, 1050 Brussels, Belgium

T: +32 2 502 57 40 | F: +32 2 502 56 66 | info@wfanet.org | www.wfanet.org

Corresponding SRO members

Australia

Advertising Standards Bureau (ASB)

Level 2, 97 Northbourne Avenue, Canberra ACT 2612, Australia

T: + 02 6262 9822 | F: + 02 6262 9833 | administration@adstandards.com.au

www.adstandards.com.au

Brazil

CONAR – Conselho Nacional de Auto-Regulamentação Publicitária

(National Advertising Self-Regulation Council)

Av. Paulista, 2073 Ed.Horsa II, 18ºandar, São Paulo, State of São Paulo, Brazil

CEP 01311-940

T: +55 11 3284 8880 | F: +55 11 3284 4423 | diretoria@conar.org.br;

opec@conar.org.br www.conar.org.br

Canada

Advertising Standards Canada (ASC)

175 Bloor Street East, South Tower, Suite 1801, Toronto ON M4W 3R8, Canada

T: +1 416 961 6311 | F: +1 416 961 7904 | linda.nagel@adstandards.com |

www.adstandards.com

Chile

CONAR – Consejo de Autorregulación y Ética Publicitaria

Guardia Vieja 255 oficina 1604, Providencia, Santiago de Chile, Chile

T: + 56 2 331 04 41 | F: + 56 2 331 04 42 | conar@conar.cl | www.conar.cl

India

The Advertising Standards Council of India (ASCI)

219 Bombay Market, 78 Tardeo Road, Mumbai 400 034

T: +91 22 253 21 066 / 253 16 863 | F: +91 22 235 16 863 | asci@vsnl.com

www.ascionline.org

New Zealand**The Advertising Standards Authority (ASA NZ)**

Ground Floor, 79 Boulcott Street, PO Box 10-675, Wellington, New Zealand

Freephone: 0800 AD HELP

T: +64 4 472 7852 | F: +64 4 471 1785 | asa@asa.co.nz | www.asa.co.nz

South Africa**The Advertising Standards Authority of South Africa (ASA SA)**

Burnside Island, Willowview, 410 Jan Smuts Avenue, Craighall Park, South Africa

T: +27 11 781 20 06 | F: +27 11 781 16 16 | info@asasa.org.za |

www.asasa.org.za

Please note that self-regulatory systems also exist in other countries such as Argentina, Chile, Colombia, El Salvador, Japan, Mexico, Malaysia, Paraguay, the Philippines and Singapore. For more information please see the international edition of the EASA Guide to setting up an SRO.

Also note that other codes of self-regulatory conduct exist. One notable example is the Code of Conduct for e-Commerce and Interactive Marketing adopted by the Federation of European Direct and Interactive Marketing (FEDMA) in 2000.

ANNEX A

EASA Advertising Self-Regulation Charter

Preamble

Advertising self-regulation is recognised as the prime example of business self-regulation and corporate social responsibility. It is found, in varying forms, in most European countries.

Advertising self-regulation, like advertising itself, is a grassroots activity that operates most effectively at national level. Two vital factors therefore determine the form that advertising self-regulation takes in any country. The first is tradition: each country's self-regulatory system must take account of its cultural, commercial and legal traditions. The second factor is opportunity: self-regulation's relationship with the law is a complementary one and self-regulation can flourish only insofar as the legislative landscape allows it sufficient scope.

However, these variations in structure and procedure are not reflected in the rules applied by national self-regulatory systems, where a remarkable degree of consistency is apparent. This is not surprising, since all these national rules are based on the International Chamber of Commerce's Codes of Marketing and Advertising Practice. They all set out to achieve the same result: a high standard of consumer protection based on the premise that advertising should be legal, decent, honest and truthful.

The European Advertising Standards Alliance and its members firmly support the creation of a Single Market for consumers and businesses, and are committed to working together to deliver it. A coherent self-regulatory framework across the EU is the foundation for ensuring the appropriate balance between an effective Single Market, providing a level playing field for advertisers to operate in, and the equally important objective of maintaining a high level of consumer protection.

Advertising self-regulation thus reflects a rich and varied tapestry of systems for business responsibility, complementing the law. This Charter of Best Practice offers a goal for self-regulatory systems throughout the Single Market while recognising that the means of achieving it may differ. It is a practical example of 'unity through diversity'.

Charter

We, the undersigned, representatives of the advertising industry of Europe i.e. advertisers, agencies and media, and the European Advertising Standards Alliance (EASA), re-commit to effective self-regulation across the enlarged European Union as the best way to maximise confidence in responsible advertising – for consumers, competitors and society.

We recognise that effective advertising self-regulation demonstrates industry's ability and obligation to regulate itself responsibly, by actively promoting the highest ethical standards in all commercial communications and safeguarding the public and consumer interest. We further recognise that contractual relationships between advertisers, agencies and the media should recognise the need for responsible marketing communications.

We declare

- That effective self-regulation provides compelling evidence of business' commitment to Corporate Social Responsibility
- That effective self-regulation together with the statutory enforcement authorities can provide appropriate redress for consumers, a level playing field for advertisers, and a significant step towards completing the Single Market
- That legislation cannot achieve these aims on its own, but it can provide the essential legal backstop to make self-regulation effective and tackle rogue traders
- That the continued acceptance of self-regulation by European consumers, governments and society can best be assured by the application of common principles and standards of best practice in all self-regulatory systems across Europe.

To this end, recognising EASA's statement of Common Principles and Operating Standards of Best Practice⁶ and EASA's Best Practice Self-Regulatory model⁷, we confirm our commitment to achieving in the practical operation of self-regulatory bodies⁸ and systems the following principles:

1. Comprehensive coverage by self-regulatory systems of all forms of advertising and all practitioners
2. Adequate and sustained funding by the advertising industry proportionate to advertising expenditure in each country
3. Comprehensive and effective codes of advertising practice
 - based on the globally accepted codes of marketing and advertising practice of the International Chamber of Commerce (ICC)
 - applicable to all forms of advertising
4. Broad consultation with interested parties during code development.
5. Due consideration of the involvement of independent, non-governmental lay persons in the complaint adjudication process.
6. Efficient and resourced administration of codes and handling of complaints thereon in an independent and impartial manner by a self-regulatory body set up for the purpose
7. Prompt and efficient complaint handling at no cost to the consumer
8. Provision of advice and training to industry practitioners in order to raise standards
9. Effective sanctions and enforcement, including the publication of decisions, combined with efficient compliance work and monitoring of codes
10. Effective awareness of the self-regulatory system by industry and consumers

⁶ Adopted at EASA's AGM on 31 May 2002 in Brussels, Belgium

⁷ Adopted at EASA's AGM on 1 April 2004 in Istanbul, Turkey

⁸ Self-Regulatory Organisations (SROs) are independent, national bodies, actively supported by the constituent parts of the local advertising industry. SROs are responsible for administering their respective self-regulatory systems and applying national codes of advertising practice

ANNEX B

SRO promotional campaigns 2007



SPAIN

Outdoor ad

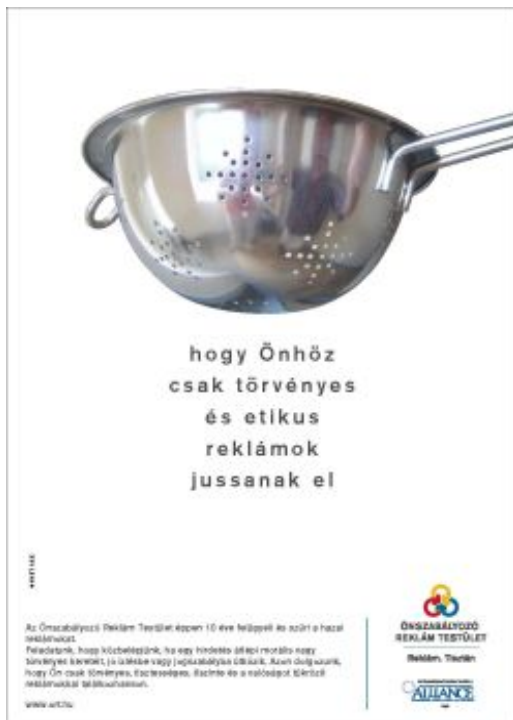
2007

Message:

"Advertising is an open window we all have access to. Thus in Autocontrol we are working to achieve smart advertising: advertising that is truthful, legal, honest and fair.

Autocontrol de la publicidad.

We work for responsible advertising"



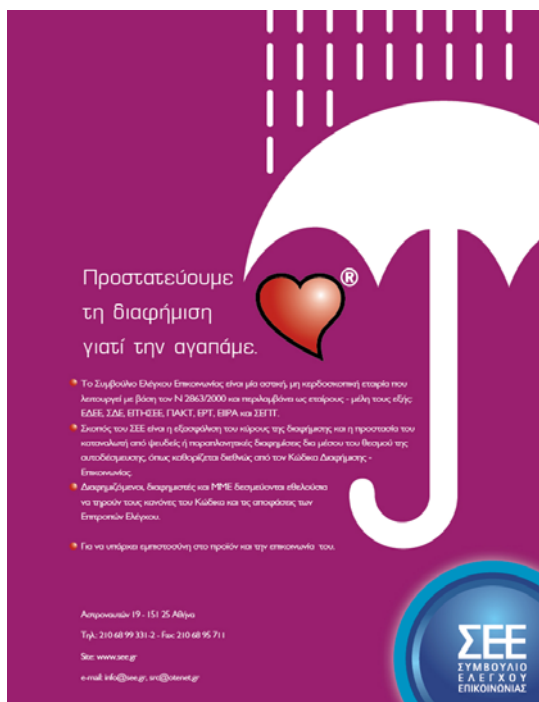
HUNGARY

Print ad

2007

Message:

"10 years filtering ads and promoting legal, decent, honest and truthful advertising"



GREECE

Trade press ad

2007

Message:

"We love advertising – that's why we protect it"



ITALY

Exhibition of jury decisions

2007

Celebrating the 40th anniversary of the IAP Jury, an exhibition of jury decisions was held in the main railway stations in Milan and Rome.

[illegible]

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Published by

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www.easa-alliance.org