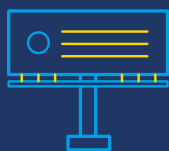




# Annual Review

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EASA'S ANNUAL REVIEW - 2021

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EASA ANNUAL REVIEW - 2021

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# Foreword





CHARO FERNANDO MAGARZO

# A Word from EASA's Chairwoman

COVID-19 shook us in all spheres of life in 2020, from family and community to the way we work, requiring rapid adaptations to an uncertain reality. The situation did not improve much in 2021. Our shared perseverance was marked by continuous adjustments but also inspiring, innovative, often digital, ways in which we came together. Despite the incredible challenges of the past two years, and thanks to the EASA team and members commitment, we have been able to thrive and function under these difficult conditions.

Despite the impossibility to organise physical meetings, we have held more activities and meetings than ever before. The exchange of knowledge and experiences that has taken place at these virtual meetings is invaluable.

This year, we have also continued our fruitful collaboration with ICAS and EDAA, and strengthened our contact with the European Commission, especially with DG Justice & Consumers, which is particularly close to our activities.

The year 2021 was not only about continuing adapting quickly to new circumstances but also about looking ahead. We kept sight of the necessity for SR to address new challenges to continue contributing to ensuring responsible advertising in the interest of all the advertising industry. EASA, together with its members, were at the forefront of emerging marketing practices, such as influencer marketing and other new formats of online advertising. EASA worked relentlessly to help strengthen the advertising self-regulatory network, collaborating with members, deepening its partnership with Google and allocating resources to technology projects. Significant progress was made particularly on Data-Driven Self-Regulation, an initiative launched in 2020. EASA has allocated a budget specifically dedicated to co-fund tech-driven projects for ad self-regulation including updated tech projects and tools. More ad standards bodies are joining the initiative, and EASA will continue to encourage its members to participate.

2021 was a strong steppingstone entering a very special year: in 2022 EASA will celebrate its 30<sup>th</sup> anniversary! I am confident in the future: the ad SR network has demonstrated time and time again its resilience. Let's not forget, that the first SRO and ICC code were established over 85 years ago, at a time when TV advertising, lest online advertising, was unheard of. Ever since, ad SR has constantly adapted to change. It goes without saying that this year's anniversary will be different from those in the past. But we will make sure to recognise the accomplishments by EASA and its members who have worked hard to promote advertising self-regulation in the digital age, expanded the Alliance to include digital pure-play companies, and introduced new tech-driven tools.

Ad SR is living up to its longstanding legacy and demonstrating, once again, its nimbleness. Members of EASA's SR network are collectively addressing rising societal issues such as environment and sustainability and embracing technology to continue ensuring tomorrow that advertising is legal, decent, honest, truthful and socially responsible.

CHARO FERNANDO MAGARZO  
Chairwoman



**ANGELA MILLS WADE**

EPC, Vice-Chair

Our Alliance is the single place where all the responsible players of the advertising industry - advertisers, agencies, media and platforms - come together for the advancement of advertising self-regulation as an effective means to help ensure consumer trust.



**ORLA TWOMEY**

ASAI, Vice-Chair

As the share of online ad spend and consumers' screen time are constantly growing, EASA is fully aware of its responsibility to accompany digital transformation to continue helping ensure ads, today and tomorrow, no matter their format, are legal, honest, truthful, and decent.



**CONOR MURRAY**

EASA, Treasurer

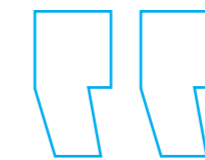
Despite the pandemic, EASA has been able to effectively contribute to the developments and recognition of robust and future-proof advertising self-regulation, thanks to the unfailing support and commitment of its members.



# A word from EASA's Director-General



**LUCAS BOUDET**



EASA's aim throughout the year was to be faithful to the true meaning of the word "Alliance", supporting and engaging with its members for their common benefit.



Preparing the previous annual review, a year ago, I could not imagine that the Covid pandemic would still be sweeping the globe with multiple waves. The experience of seeing each other's virtual and real-life wallpapers on Zoom calls became part of everyday life. As prolonged as the Covid pandemic has been, it demonstrated the importance of staying connected and helping each other, in other words, the importance of a network. With this in mind, EASA's aim throughout the year was to be faithful to the true meaning of the word "Alliance", supporting and engaging with its members for their common benefit.

The numerous activities depicted in this report reflect that EASA, through its engagement and collaboration with members and partnerships, remained very much active and proactive in addressing challenges and seizing opportunities to help promote and foster, robust and credible advertising self-regulation. I will never stress enough that EASA is an enabler and that none of these actions would have been possible without the dedication of its members - who are the core of our Alliance - and the vision and commitment of our Directors and Officers.

## CONNECTING

EASA kept in constant communication with its members among the self-regulatory community through the handling of a growing number of information requests and a record-high number of webinars allowing members to share insights and learn from one another. These sessions ranged from informative, knowledge-sharing webinars with external guest speakers to informal calls. A wide range of key topics were covered such as influencer marketing, digital players' actions towards responsible advertising, environmental marketing, diversity and inclusion, sensitive and restricted products.

## ENGAGING

EASA, together with its members and partners, worked tirelessly to promote advertising self-regulation. Collectively, our network secured the recognition or favourable grounds for advertising self-regulation in initiatives such as the EU Code of Conduct on Responsible Food Business and Marketing Practices, it provided valuable input in the drafting process of the guidance on the Unfair Commercial Practices Directive and in the shaping of numerous EU legislative initiatives such as the Digital Services Act. Beyond the EU, members of the Alliance prevented the drawing-up of duplicating sets of new marketing standards and were very much involved in the revision of the ICC's Framework on responsible environmental marketing.

## DEVELOPING

EASA continued engaging with digital platforms in 2021. EASA has pursued conversations with a broad number of key digital players seeking an increased commitment to ad self-regulation. An extensive membership in digital platforms at EASA is essential for responsible advertising in the digital sphere. No less important was the collaboration with Google, EASA's first digital pure-play company member. We held informative online sessions together, exchanged information, and are exploring opportunities to strengthen our partnership.

## ANTICIPATING

Technology has brought its share of challenges. Since most ad spend today is digital, with ever-increasing screen time and a growing fragmentation of the advertising community, as new marketing practices allow practically anyone to advertise, issues of scale have become a major concern when it comes to regulating online advertising.

But technology can be part of the solution and the best ally for ad standards bodies. This is why EASA has supported the development and uptake of tech-driven solutions such as AI monitoring. In 2021, EASA formalised its Working Group on Data-Driven Self-Regulation to inspire and facilitate the sharing of information and best practices among its members. EASA allocated a budget to co-fund SRO-led tech-driven projects, supporting the further development of existing programmes and facilitating their implementation across new markets.

This is a brief overview of the highlights; the following sections will dive into all of the details.

I wish you a pleasant reading of this report!

LUCAS BOUDET  
Director General



# EASA Board of Directors and Executive Committee

EASA's **Board of Directors** is responsible for the administration of EASA. The current Board members continued their appointments following elections held at the Extraordinary General Assembly in October 2020.

## SELF-REGULATORY ORGANISATION MEMBERS

- **Charo FERNANDO MAGARZO**, Chairwoman, Autocontrol, Spain
- **Orla TWOMEY**, Vice-Chair, ASAI, Ireland
- **Jennifer BEAL**, WBZ, Germany
- **Markus DEUTSCH**, ÖWR, Austria
- **Eleni DONTA**, SEE, Greece
- **Ulya DURAN**, RÖK, Turkey
- **Ildikó FAZEKAS**, ÖRT, Hungary
- **Vincenzo GUGGINO**, IAP, Italy
- **Otto VAN DER HARST**, SRC, the Netherlands
- **Piotr KWIECIEŃ**, RR, Poland
- **Niamh McGUINNESS**, Clearcast, UK
- **Stéphane MARTIN**, ARPP, France
- **Miguel MORAIS VAZ**, ARP, Portugal
- **Bernd NAUEN**, DWR, Germany
- **Paula PALORANTA**, LTL, Finland
- **Guy PARKER**, ASA, UK
- **Ana PREDOVIC**, SOZ, Slovenia
- **Eva RAJCAKOVA**, SRPR, Slovakia
- **Sandrine SEPUL**, CP-JEP, Belgium
- **Elisabeth TROTZIG**, Ro, Sweden

*Invited participating member for consultative purposes:*

- **Laura FRUNZETI**, (CEE/SR Development Council Leader - RAC, Romania)

## INDUSTRY/DIGITAL PURE PLAY COMPANY MEMBERS

- **Angela MILLS WADE** - Vice-Chair, EPC
- **Conor MURRAY** - Treasurer, EGTA
- **Tamara DALTROFF**, EACA
- **Nina ELZER**, EACA
- **Sue EUSTACE**, AIG
- **Francesca FABBRI**, AER
- **Townsend FEEHAN**, IAB Europe
- **Will GILROY**, WFA
- **Mark HOWE**, Google
- **Ilias KONTEAS**, EMMA
- **Stephan LOERKE**, WFA
- **Joy de LOOZ-CORSWAREM**, ENPA
- **Joris POLLET**, WFA (P&G)
- **Géraldine PROUST**, FEDMA
- **Richard SATURLEY**, WOO
- **Dagmara SZULCE**, IAA
- **Wout VAN WIJK**, NME

The **Executive Committee** is responsible for EASA's management and policy decisions between two meetings of the Board.

**SELF-REGULATORY ORGANISATION MEMBERS**



**Charo FERNANDO MAGARZO,**  
Chairwoman AUTOCONTROL



**Orla TWOMEY,**  
Vice-Chair ASAI



**Markus DEUTSCH,**  
ÖWR



**Ildikó FAZEKAS,**  
ÖRT



**Vincenzo GUGGINO,**  
IAP



**Otto VAN DER HARST,**  
SRC



**Stéphane MARTIN,**  
ARPP



**Bernd NAUEN,**  
DWR



**Guy PARKER,**  
ASA



**Anders STENLUND, Ro**  
*Invited for consultative purposes*

**INDUSTRY AND DIGITAL PURE PLAY COMPANY MEMBERS**



**Angela MILLS WADE,**  
Vice-Chair EPC



**Conor MURRAY,**  
Treasurer egta



**Tamara DALTROFF,**  
EACA



**Sue EUSTACE,**  
AIG



**Townsend FEEHAN,**  
IAB Europe



**Will GILROY,**  
WFA



**Ilias KONTEAS,**  
EMMA



**Géraldine PROUST,**  
FEDMA



**Wout VAN WIJK,**  
NME



**Mark HOWE, Google**  
*Invited for consultative purposes*



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# About EASA

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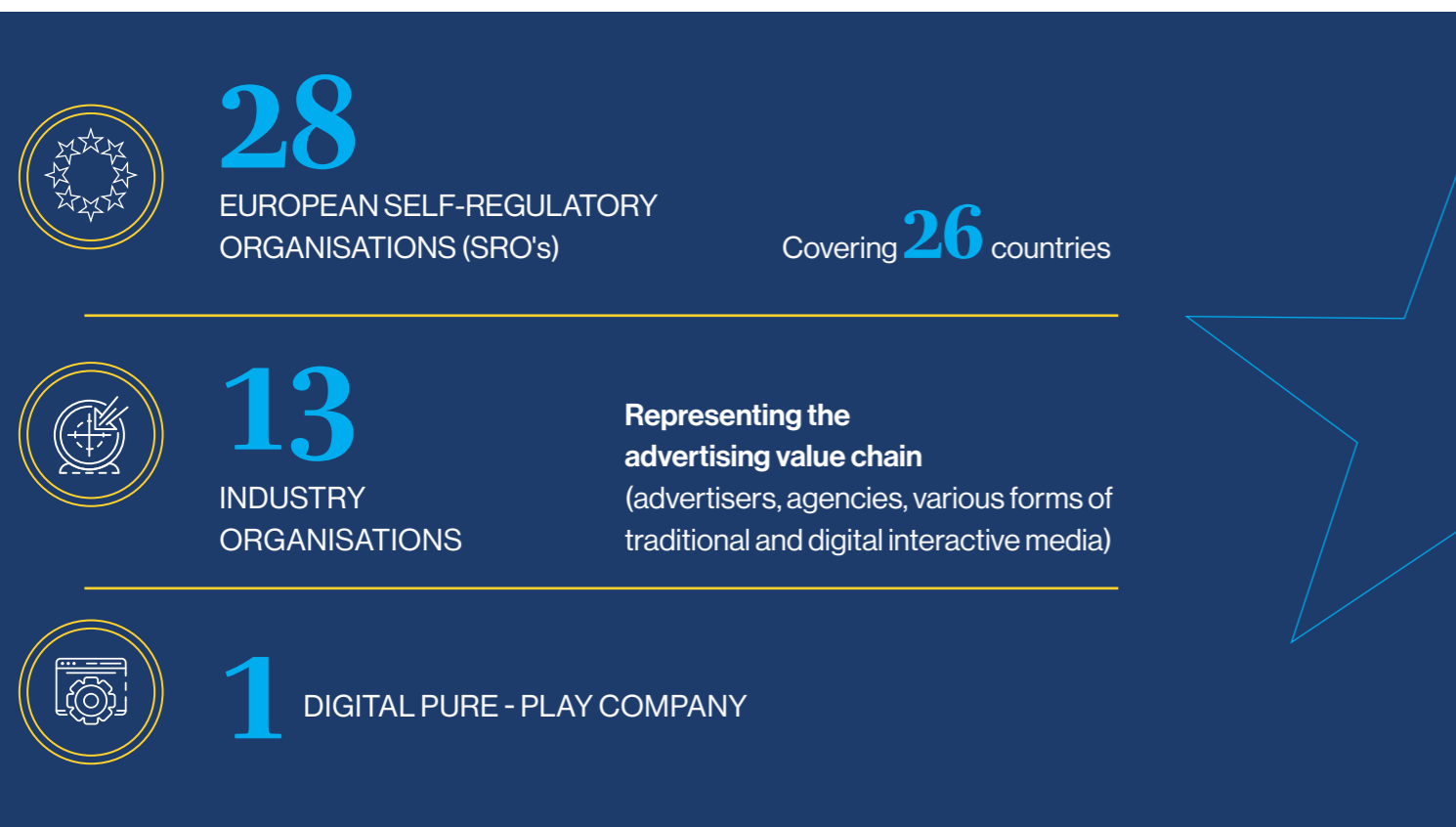
# EASA's Members

The European Advertising Standards Alliance (EASA) is the single authoritative voice on advertising self-regulation in Europe.

In 2021, EASA brought together 42 organisations committed to ensuring ads are legal, decent, honest and truthful.

Advertising self-regulation protects expressive and artistic freedom, respects national differences in culture, law and commerce, and encourages high ethical standards.

EASA provides guidance on how to practice it, which thereby encourages responsible advertising to the benefit of both consumers and businesses.



EASA's industry members represent the advertisers, agencies and media, which are actively engaged to ensure creative and responsible advertising.

EASA's digital pure play members are companies with a commercial presence across European and world markets, deriving a significant annual turnover from advertising running on their owned and operated digital properties.

EASA's SRO network is active in ensuring responsible advertising through the handling of consumer complaints but also through preventive work providing training and opinions on the compliance of ads before they are made public via 'copy advice' or 'preclearance' services.

## SELF-REGULATORY ORGANISATION MEMBERS

As of 31/12/2021



## INDUSTRY AND DIGITAL PURE PLAY COMPANY MEMBERS

As of 31/12/2021



# The Secretariat

Based in Brussels, the Secretariat is responsible for the administrative work of EASA and acts as its voice to European and international institutions. EASA supports its members in advertising self-regulation matters, coordinates committees and task forces, develops Best Practice Recommendations, engages in sectoral monitoring exercises, and monitors developments in advertising self-regulation. In 2021, Alexandre Dérobert and Kasparas Kudzevicius joined EASA as Public Affairs and Policy Officer and Project & Compliance Assistant respectively. EASA also saw departures of two staff members, Justina Raižytė, Director of Development and Policy, and Matej Žežlin, Senior Public Affairs and Policy Officer. EASA would like to acknowledge their great work and commitment; they greatly contributed to the growth of our organisation.

## STAFF MEMBERS

As of 31/12/2021



**Lucas Boudet,**  
Director General



**Orestis Kouloulas,**  
Project Manager



**Delphine Muller,**  
Office Manager



**Alexandre Dérobert,**  
Public Affairs and  
Policy Officer



**Estere Upmace,**  
Communications  
Officer



**Tudor Manda,**  
Self-Regulation  
Development Officer



**Kasparas Kudzevicius,**  
Project & Compliance  
Assistant

# Key Statistics

EASA collects complaints and copy advice statistics from its advertising self-regulatory organisation (SRO) members each year. The annual statistical reports are published online and contain analyses of caomplaints, copy advice requests and pre-clearance.

In 2020, EASA's SRO network received and dealt with a

**TOTAL COMPLAINTS** of

**54,065**

related to 30,178 ads

On average,

**SROs RESOLVED**

**84%** of received complaints within 1 month

**94%** within 2 months

**ADS PRE-CLEARED**

by the three SROs providing this service

**74,159**

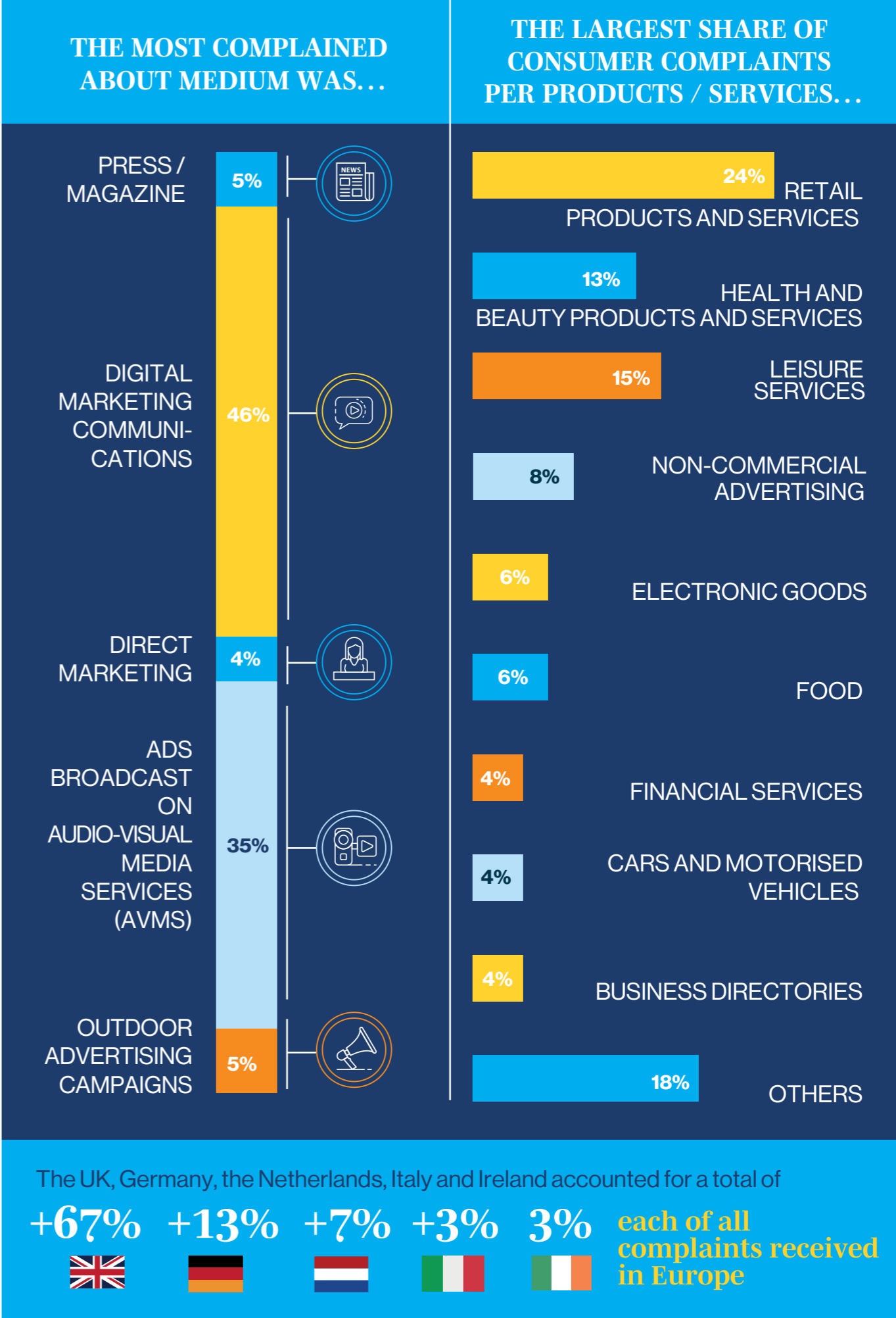
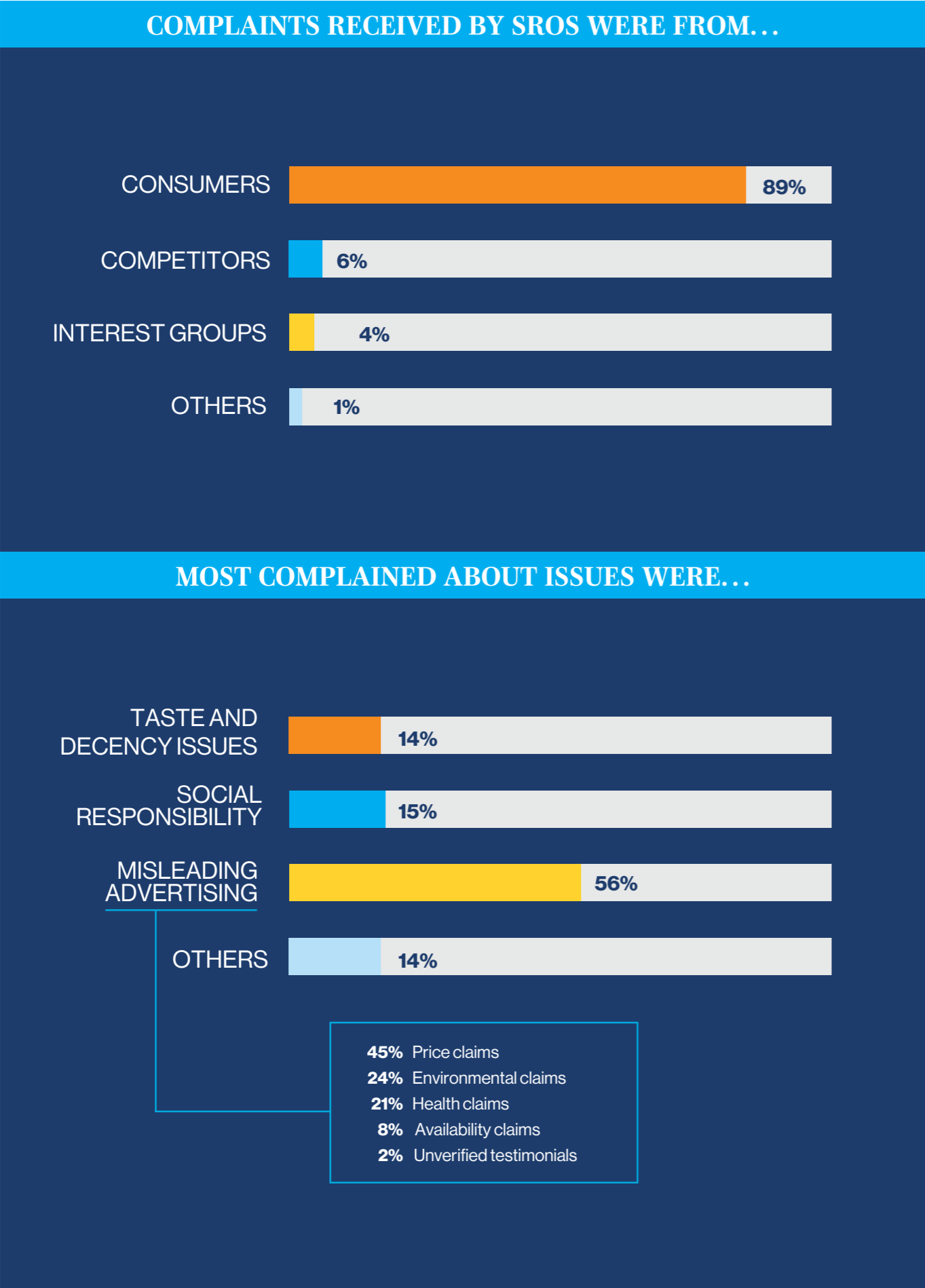
**COPY ADVICE**

provided by SROs

**97,664**

**6%** of complaints were lodged against ads with COVID-19-related content

EUROPEAN AD COMPLAINTS - 2020 STATS





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# Strengthening EASA's Network

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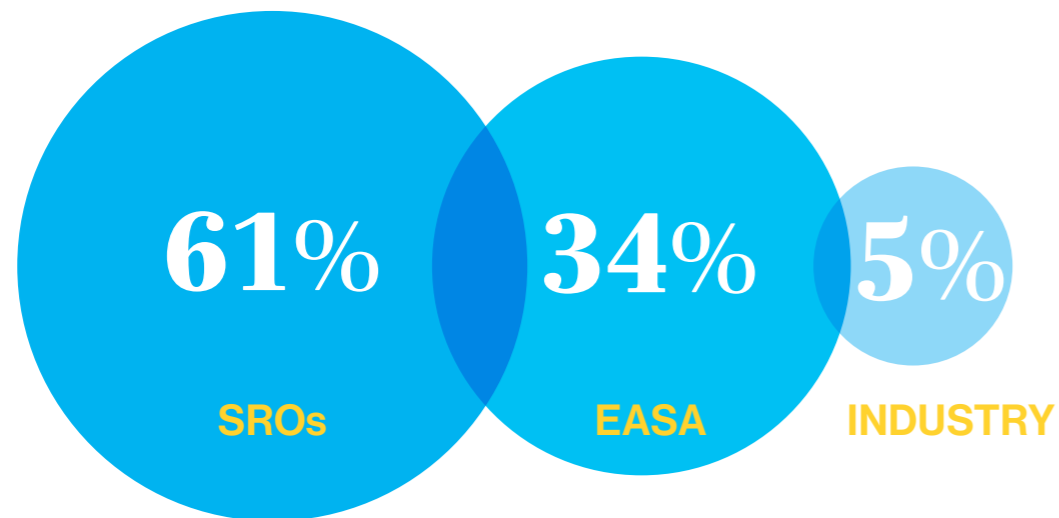
# EASA's Network

## Exchanging Information

### INFO REQUESTS

EASA promotes information sharing among its members by disseminating information requests across its network, thus gathering relevant data on topics of high interest for its members.

Overall, EASA sent out **38** info requests in 2021:



## Cross Border Complaints

EASA's cross-border complaints (CBC) system ensures that concerns and complaints of European consumers are addressed no matter where the advertising campaign originates from. EASA has facilitated the handling of CBCs since 1992.

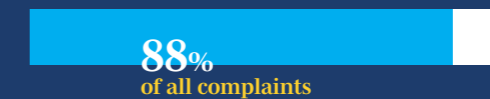
In 2021, EASA published its 2020 Cross-Border complaints Report which highlights the activity regarding the transfer and handling of cross-border complaints across EASA's network. Key findings were as follows (next page):

In 2020, EASA's SRO network handled **332** cross-border complaints **1,5% more than in 2019**.

Advertisements from the Netherlands and Ireland generated the **highest number of cross-border complaints**



Most cross-border complaints were lodged by **UK complainants**



**Misleading advertising** was the main issue complained about

**87%**

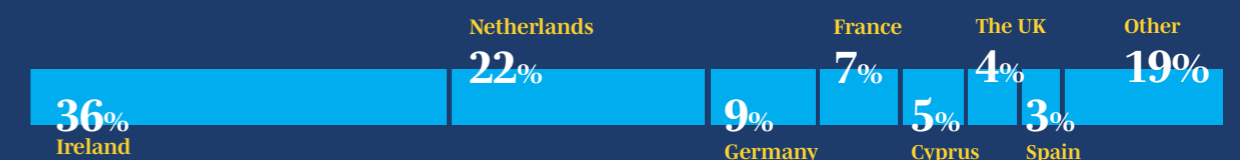
**Digital Marketing Communications** was the most complained about medium

**90%**

**30%**

**Leisure services** were the most complained about industry sector

Cross border complaints per country of origin in 2020



## BIANNUAL MEETINGS 2021

### Members continue coming together virtually

In 2021, EASA was planning to hold the Spring Biannual Meetings in Dublin, Ireland and the Autumn Biannual Meetings in London, the UK. For the second year, due to the COVID-19 continuous pandemic, EASA changed the format and brought its members together virtually. Altogether, EASA hosted 44% more online meetings than in 2020, reaching a record high number. Each session saw, on average, between 30 to 60 participants. To continue bringing members together, if the situation allows, EASA plans to resume in-person biannual meetings in 2022, together with virtual sessions throughout the year.

Altogether, EASA organised  
**26** online sessions:

- 18** webinars from January to December
- 18** sessions in collaboration with ICAS
- 8** informal catch-up calls with EASA and ICAS members.



# Collaborating with Partners

## EDAA



The European Interactive Digital Advertising Alliance (EDAA)'s principal purpose is to provide the 'AdChoices Icon' to companies involved in data-driven advertising (or OBA) across Europe. The AdChoices Icon is a consumer-facing, interactive symbol that links consumers to an online portal, <http://www.youronlinechoices.eu/>, where consumers can, in clear, user-friendly language, find out about their online ad choices, how online ad-

vertising is used to support the sites and services they use and how they can safeguard their privacy. 120 companies are actively participating in the Programme, using the AdChoices Icon and/or integration on the YourOnlineChoices Platform, which is available in 33 countries and 27 languages, averaging tens of millions of visitors each year.

## HOW TO MANAGE YOUR ONLINE ADVERTISING EXPERIENCE

2021 has been a year of preparation and transition in the digital advertising industry, in no short part due to the regulations being currently discussed by the European Parliament, Commission and Council. In this context, the Digital Services Act is putting in place a new set of rules for heightened online advertising transparency (notably Article 24 and Recital 52 of the texts currently in trilogue). The EDAA, with its approach based on transparency, choice and control, and accountability through credible compliance and enforcement, is ideally positioned to meet and complement the transparency requirements of the new regulation.

Moreover, recent industry innovation around internet advertising technologies is moving at pace, as part of the shift away from the use of third-party cookies. In this context, the EDAA is engaged in critical dialogue with a range of stakeholders to identify and implement privacy-first solutions in a cookie-and-beyond future landscape.

Through over a decade of experience in the data privacy and self-regulatory space, EDAA is leveraging its expertise, tools, and resources to ensure that participating companies will have value in the self-regulatory solutions that continue to be designed to empower consumers to take greater control over their online advertising preferences and experience.

## EDAA SUMMIT & REGULATOR SUPPORT

The EDAA held its annual summit on 15 November 2021. Among the precious contributions of the speakers, MEP Eva Maydell and Guido Scorza, Member of the Garante per la Protezione dei Dati Personali (Italian DPA), shared encouraging messages in support of the EDAA and advertising Self-Regulation. Representing key institutions, each speaker called on the industry, through its joint work in the EDAA, to work closely with regulators in the development of the Programme to match the expectations of consumers and regulators in a fast-changing environment.

## BACKED BY POSITIVE CONSUMER RESEARCH

In March 2021, EDAA released the findings of the 2021 European Advertising Consumer Research Report, showing a highly positive trend: in all 10 surveyed countries there has been an increase in the awareness and interaction with the AdChoices Icon. The Icon has also resulted in an increased level of trust towards brands and websites when displayed. New, innovative consumer research is now being carried out by EDAA in collaboration with CleverTogether, which aims to deliver on a first-of-its-kind wide ranging consumer conversation that will help to define consumer needs and expectations as the EDAA Programme evolves. The 'Big Conversation' at YourOnlineVoices will take place in March-April 2022. If your organisation is in a position to help support this research, particularly outreach towards consumers, then please don't hesitate to get in touch ([info@edaa.eu](mailto:info@edaa.eu)).

## RELATIONSHIP WITH EASA & SROS

Drawing on the success of the ubiquitous AdChoices Icon, EDAA reinforces real-time, contextual and meaningful information towards consumers as to how they can be empowered with choice and control. Through recognition and understanding, EDAA is determined to bridge the trust gap by promoting greater consumer favourability through meaningful industry best practice. From an operational perspective, EASA and its network continues to support EDAA through the carrying out of an annual OBA complaints report, highlighting the involvement of 12 European SRO members which have extended remit to cover OBA as consumer-facing entities addressing enquiries and complaints.



ANGELA MILLS WADE,  
EDAA Chair



As the EDAA places consumers at the very centre of its programme, the support and participation of the advertising self-regulatory organisations is essential





The International Council for Advertising Self-Regulation (ICAS), of which EASA is a founding member, promotes advertising standards and responsible marketing practices at the global level.

In 2021, ICAS has grown its membership and outreach and has welcomed new members from Malaysia, Singapore and Greece. The Irish SRO, ASAI, also founder member of ICAS, has changed membership status and became a full member, increasing thus its involvement with ICAS and support of its mission. At the close of 2021, ICAS was delighted to bring together 32 members from across Europe, the Americas, Asia-Pacific, Africa and the Middle East.

Overall, ICAS has also increased its networking activities in 2021 considerably and has almost doubled the number of webinars, informal calls and its information sharing requests. Many of these initiatives were done in close collaboration with EASA. The collaboration with EASA has allowed for a more comprehensive and rich information exchange and has strengthened the valuable synergies between the two associations.

In 2021, ICAS was also represented more often in external events and was also featured as a source of reference in a UNICEF report. Most notable, ICAS launched in 2021 its ICAS Charter as well as the ICAS Framework for a sustainable partnership between SROs and digital players, two important initiatives which will help strengthen global advertising self-regulation.

In terms of advocacy, ICAS has organised its second edition of the Global ICAS Awards, collaborated on the first-ever global DEI Census led by WFA and achieved in close collaboration with other key stakeholders and ICAS members, including EASA, the removal of the ISO 'marketing to children guidelines', which was an important advocacy success for the association and evidence of the value of the existing and effective advertising self-regulatory system.



GUY PARKER,  
ICAS President



In 2021, ICAS celebrated its 5<sup>th</sup> anniversary. We have seen ICAS growing and becoming more relevant since it was set up in 2019. ICAS' development and growth as a global network has been underpinned by the strong support it receives from EASA and the European network. ICAS in turn complements EASA's efforts in engaging with global stakeholders, such as the digital companies, and in helping to address the ad regulatory challenges at a global level



EASA is an active member of the International Chamber of Commerce (ICC)'s Commission on Marketing and Advertising. Such interactions are paramount and mutually beneficial as the principles embedded in ICC's Advertising and Marketing Communications Code are directly enforced applied or underpin national advertising codes in Europe.

Besides regular contact with ICC's secretariat, EASA had the opportunity at every Committee meeting, to update participants about the latest EU policy developments as well as to showcase the work done by the European self-regulatory network.

More specifically, in 2021, EASA, together with ICAS and several of its members, took part in ICC's Marketing Commission's working group on Marketing and Sustainability. Under the leadership of the Commission's Vice-Chair, Sheila Millar, the group worked on updating ICC's framework for responsible environmental marketing communications to address new environmental concepts and claims, especially aspirational claims related to goals of reducing, neutralising or compensating a company's climate impact of producing a product or a company's business operations over time. EASA was active in promoting the new framework which was released in November 2021 through its social media and a special feature on the occasion of its webinar on Environment and Responsible Advertising.

The quality and relevance of the working relationship between EASA and ICC were further illustrated by the fact that, in July 2021, the work item proposal on a Guidance for advertising and marketing affecting children was initiated by the ISO Committee on Consumer Policy (COPOLCO) did not pass the ISO member vote. Indeed, following the joint efforts of EASA, ICAS, and ICC, coordinating their actions together with their respective networks and other stakeholders successfully highlighted that proposed ISO guidelines would unnecessarily duplicate existing well-recognised standards.



SHEILA MILLAR

Vice-Chair, ICC Commission on Advertising and Marketing.  
Partner, Keller&Heckman



The ICC Code of Marketing and Advertising Practice is the cornerstone for self-regulatory advertising codes around the world, and its principles form the foundation of the many other guidance documents the ICC Global Marketing and Advertising Commission offers to help promote truth in advertising. The ICC's updated Framework for Environmental Marketing Communication, issued in 2021, is the latest example. The Framework provides guidance on key environmental claims in a manner that reflects science, respects regional differences, and remains true to the ICC's core philosophy that responsible, truthful advertising is essential to free markets, consumer choice, and innovation. Because organizations like EASA participate in and promote the work of the ICC, advertising self-regulation remains a strong and effective tool to protect consumers and competitors





ANDERS STENLUND

Vice-Chair, ICC Commission on  
Marketing and Advertising.  
Special Advisor,  
Reklamombudsmannen



The value and effectiveness of marketing and advertising depend on consumer trust, and the fundamental value of self-regulation lies in its ability to create, enhance and preserve consumer trust and confidence in the business communities behind it. ICC's continued collaboration with EASA is integral to ensure that the principles and standards of the ICC Marketing Code are effectively implemented and enforced throughout its network. EASA plays an essential role in translating the Code principles into practice through its self-regulatory organisations, as well as supporting the ICC Marketing Commission in its efforts to ensure that the Code remains relevant and fit for purpose to address key issues in an ever-evolving landscape. Since 1937, the ICC Code has served as the cornerstone for most self-regulatory systems around the world and helps industry build consumer trust by using high ethical standards to market products responsibly. The Code is as a globally applicable self-regulatory framework, developed by experts from all industry sectors worldwide, under the auspices of the ICC Marketing Commission. The underlying objectives of the Commission are to promote high ethical standards in marketing by business self-regulation, through the ICC Code, and to reinforce the importance of responsible marketing communications and the benefits to stakeholders of implementing the Code into effective self-regulation



# Technological Developments



## Supporting Data-Driven SR

In recent years, helping ensure responsible advertising online has become a major issue given its exponential growth, both in terms of the number of advertisements as such and the number and variety of online advertising players. It is paramount that the ad SR network is able to address the issue of scale. Hence, since 2020, EASA pursues its strategic objective to support members who are involved in technology-oriented initiatives and to ensure that the entire network can ultimately take part and employ technology for good. After having launched in 2020 a working group on data-driven self-regulation with pioneer SROs (France, the United Kingdom and the Netherlands).

### EASA'S WORKING GROUP ON DATA-DRIVEN SELF-REGULATION

Launched in 2020, EASA's dedicated Working Group on Data-Driven Self-Regulation aims to facilitate the exchanges of information and good practices between participating and aspiring members, and upscaling national activities across the membership. This working group set-up was formalised in June 2021 with the approval of its terms of reference by EASA's Board.

Throughout the year, EASA has fostered and facilitated the exchange of information between members. Working group meetings were complemented with two webinars open to the rest of the network to inspire and showcase the SROs' activities and work in developing their digital solutions.

The first one was on 23 June on tech-assisted influencer monitoring. The session featured the presentation of the monitoring tools developed by the Dutch and French SROs in collaboration with their respective tech partner. The aim was to demonstrate the effectiveness and ease of use of the technological tool for monitoring online advertising, particularly from influencers.

The second took place on 16 December on the Responsible Influence Certificate. ARPP (France), as the initiator of this tool, and ASCI (India), as an example of appropriation and adaptation of an existing tool, presented the modalities and the interest of such a certificate to regulate influence marketing in an efficient way. The aim was to show how SROs can benefit from innovative technologies and solutions developed by other SROs for the benefit of ad self-regulation.

### FINANCIAL SUPPORT TO DATA-DRIVEN INITIATIVES UNDERTAKEN BY SROs

In 2021, EASA allocated a budget specifically dedicated to co-fund tech-driven projects. This budget made it possible to financially support all SROs involved whether they are leading SROs in the field for their ground-breaking developments which may be adapted for use by their peers (France, the Netherlands and the United Kingdom) or SROs wishing to launch a technological project in 2021.

### LEADING DATA-DRIVEN SR INITIATIVES

Throughout 2021, France, the Netherlands and the UK, have actively continued to explore the potential of new technologies for ad self-regulation and developed their own projects and tools, being a source of inspiration for all SROs, with whom they shared their experience and expertise.

### THE UK: THE ADVERTISING STANDARDS AUTHORITY (ASA)

The Advertising Standards Authority (ASA) in the UK conducted a range of data-driven activities including ongoing tech-assisted compliance monitoring and targeted "Tech4Good" projects aimed at applying technology solutions to specific high-priority issues. The ASA also began investing significantly in developing an in-house data science capability, hiring its first Head of Data Science with further hiring in progress.

Specific "Tech4Good" projects included (1) CCTV-style monitoring of age-restricted ads on children's websites and YouTube channels; (2) avatar monitoring in mixed-aged online media identifying instances of ads for age restricted products; and (3) using data obtained from social media platforms to explore age targeting of alcohol brands. More general tech-assisted compliance monitoring work covered topics such as influencer marketing, prescription-only medicines, climate claims and fertility services; making use of a combination of 3rd-party tools and our new in-house data science capabilities.



ADAM DAVISON

Head of Data Science, ASA

“The ASA has made a long-term commitment to invest significantly in AI and tech more generally because we recognise these areas are crucial for effective regulation of modern digital advertising. We’ve had significant successes in 2021 and we aim to expand on these in 2022, making data-driven approaches core to how the ASA operates and delivering better outcomes for both UK consumers and the UK advertising industry.”

## FRANCE: AUTORITÉ DE RÉGULATION PROFESSIONNELLE DE LA PUBLICITÉ (ARPP)

The French self-regulatory organisation, Autorité de Régulation Professionnelle de la Publicité (ARPP), has put the focus in 2021 on influencer marketing. Together with a new partner, REECH, ARPP has developed a highly effective tool for monitoring influencers, who are now major players in online advertising and present new challenges due to their number, diversity and volatility. In order to ensure the effectiveness of this new data-driven tool, ARPP has launched in parallel the Responsible Influence Observatory to train on the rules of online advertising, certify and monitor influencers. In 2021, 30,000 contents posted by 7,013 influencers were monitored by ARPP on YouTube, Instagram and TikTok. ARPP has already “exported” its responsible influence certificate to ASCI, the Indian SRO member of ICAS. ARPP has also continued to develop its INVENIO tool to monitor the compliance of marketing communications with the relevant French Self-Regulation rules, particularly in the areas of finance, health and the environment.



MOHAMED MANSOURI

Deputy Director, ARPP

“We continue to expand the scope of technologies to monitor environmental claims, both on social media and on influence. We are relaunching the Observatory of Responsible Influence in 2022, still using an algorithmic approach, making it possible to control, beyond transparency, the compliance of food behaviour, gambling, therapeutic claims, including on stories. Many subjects linked to today's societal issues, and for which the ARPP must provide evidence to civil society and the public authorities of an efficient, modern and agile self-regulation system.”

## THE NETHERLANDS: STICHTING RECLAME CODE (SRC)

The Dutch SRO, Stichting Reclame Code (SRC), has extended the scope of its data-driven technology, developed with its partner DEUS. Throughout 2021, it has launched several sectoral monitoring projects on food HFSS and alcohol, using 3 data-driven tools, (1) an avatar with the profile of a specific target group, that visit random websites and store all captured ads, (2) social media text monitoring on most of the social media channels (Facebook, Twitter, Instagram, YouTube, Forums and websites) and (3) influencer video monitoring on YouTube. SRC is willing to encourage other SROs to join this technological evolution by sharing with SRO members the data-driven tools developed with DEUS.



OTTO VAN DER HARST

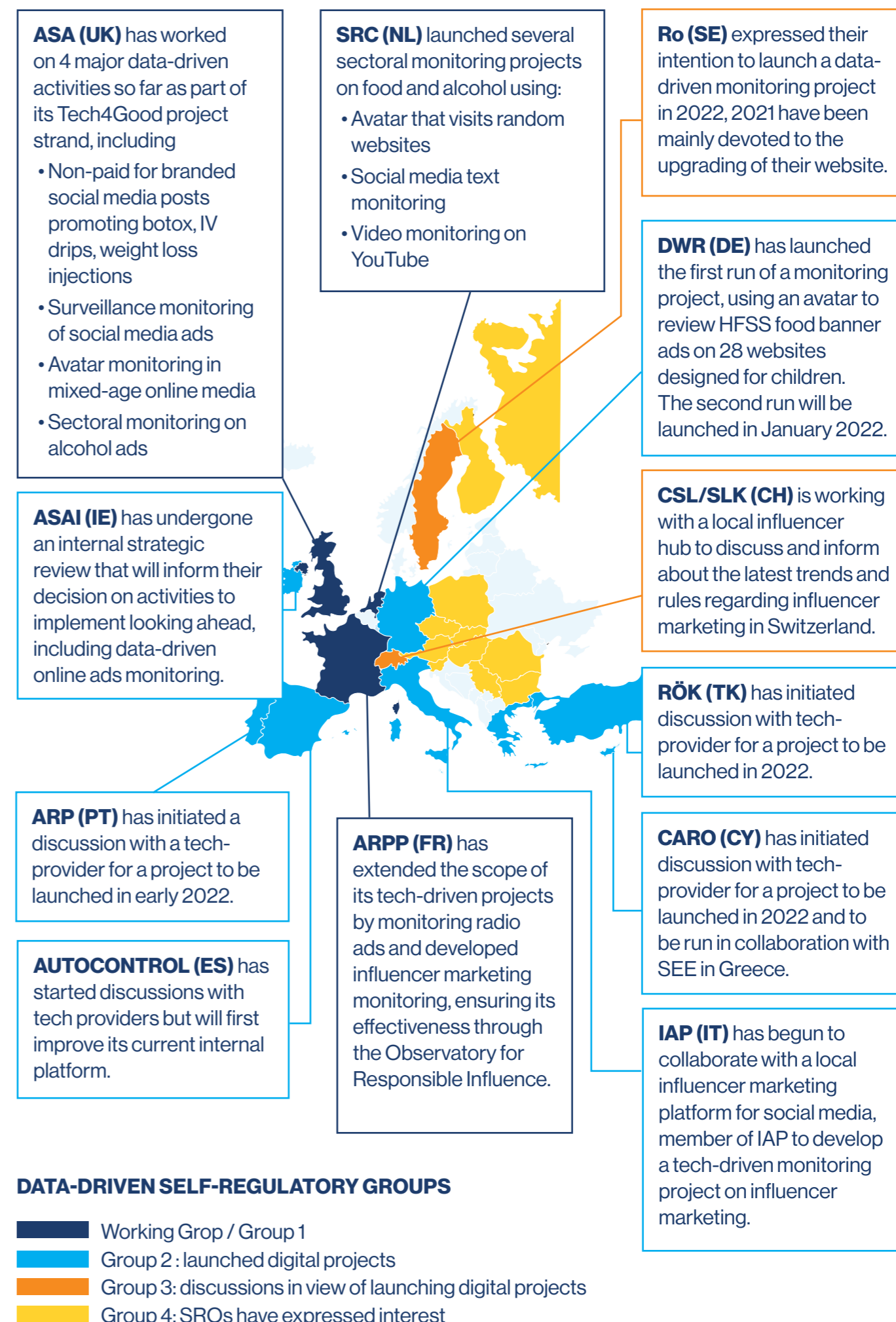
Director, SRC

“We are making progress in tech assisted monitoring of ads, and we are keen to keep up the pace adding new facilities for our stakeholders: trust in (online) media is an issue so therefore trust in the advertising in (online) media must be a top priority for the industry and the self-regulatory system. Our expertise needs to become self-evident and trusted. That’s what keeps us going and in the coming years. Next to that we remain committed to a flawless system of complaints handling and complaints resolution.”

Besides the 3 countries mentioned above, **1 SRO (Germany)** has launched a first pilot project using an avatar to monitor banner food advertising on 28 websites designed for children. 1.573 ads have been monitored during 11 days in December. A second run of monitoring will be done beginning of January.

**5 other SROs (Cyprus, Italy, Portugal, Spain and Turkey)** have initiated discussions with a technology provider for projects ready to be launched in early 2022. 4 other SROs (Greece, Ireland, Sweden and Switzerland) have also expressed their intention to embark on a data-driven project.

EASA will continue to encourage the use of this technology among its members with the goal of having more than half of the SROs equipped with it and continuing to ensure legal, decent, honest and truthful advertising for the benefit of the entire advertising community and ultimately of the consumer.



# Engaging with Digital Players

EASA's aim, in accordance with its strategic objectives, is to promote the benefits of effective ad self-regulation to digital players. In this scope, the work of EASA's dedicated working group intensified, and ongoing conversations were kept alive with the aim to ultimately have more digital players join EASA and its network of SROs.

## EASA'S WORKING GROUP ON THE COLLABORATION WITH DIGITAL PLAYERS

Throughout the year, EASA continued its conversations with digital players, some of which started back in 2017. Thanks to the members of the working group on the Collaboration with Digital Players, EASA has been able to develop contacts with a broader number of key digital players and continue the discussion towards closer interaction in relevant events and membership to the Alliance.

In 2021, EASA's working group was formally instated with the approval of its terms of reference by EASA's Board. Guy Parker, Chief Executive of the ASA, was elected as Chair of the working group. 2021 also saw the German SRO, Deutscher Werberat, join EASA's working group on the Collaboration with Digital Players.

## CONVERSATIONS WITH DIGITAL PLAYERS

Throughout 2021, EASA has been initiating or continuing conversations with numerous platforms: Amazon, Meta (formerly known as Facebook) Microsoft, Spotify, and Taboola with the aim to raise their awareness of the ad SR network as well as to better understand their objectives and scope of activity to identify

the most relevant form of collaboration and, ultimately, if applicable, make the case for investment in ad self-regulation.

Meta increased its footprint in the SR network by joining the SROs in Belgium and the Netherlands. In parallel, EASA and Meta were in regular contact throughout 2021 to discuss a potential partnership and progress towards a wider collaboration. EASA has also intensified its discussion with TikTok. With expectations and hurdles clearly outlined, EASA remains in touch with both entities, Meta and TikTok, and looks forward to supporting their work of garnering the necessary internal backing to join the Alliance.

Building on existing links between Taboola and the French SRO, EASA organised a webinar for Taboola and EASA's SR network to be better acquainted. The webinar allowed EASA's SR network to learn more about the company's activities, its approach to responsible advertising, and the particularities of content discovery networks that do not operate on their own properties.

## DEEPENING THE PARTNERSHIP WITH GOOGLE

EASA was proud and delighted to welcome Google as its first digital pure-play member, increasing the representativeness of its network by including in the SR family the most important player when it comes to online advertising.

Throughout 2021, EASA had at heart to service its newest digital platform member for the benefit of all. The aim was to bolster conversations on key strategic areas of importance for the network by involving Google with other stakeholders in

the recurrent structural meetings of the Alliance. This enabled Google to have a front-row seat at the table that discusses, debates, and decides on the future of ad SR in Europe, and the next steps of the Alliance and the network. Members were also keen to participate in specially curated Google webinars, where the digital platform had the opportunity to unveil their online ad policies on specific topics, the life of an ad removal request, and their approach to personalised advertising and to sensitive verticals. These online workshops provided SROs and the ad industry with a better understanding of Google's internal ad policies, ad removal mechanisms, and the challenges they face in ensuring responsible online advertising. It also paved the way for closer collaboration at the national level between the digital platform and local SROs.

Google joining the Alliance was very much welcome in the light of EASA's 2020-2022 action plan, aiming to support the members which are involved in technology-oriented initiatives to regulate online advertising and ensure that the entire network can ultimately benefit from those innovations.

## OUTLOOK

EASA will continue to deepen and strengthen its close collaboration with Google on key matters, ranging from cooperation on influencer marketing and exchanging vital compliance information of bad ads, to further involvement in EASA's work on Data-Driven Self-Regulation, further insight into how best to cover online advertising for the benefit of the industry and audiences. It will also see jointly organised webinars with Google and SROs exchanging insights and perspectives on key topics of interest relating to online advertising

and the challenges and opportunities that arise from the new medium.

EASA will continue to seek close interactions with other digital platforms in view of creating a pathway toward membership in the Alliance and ensuring that the online space is represented at the ad SR discussion table along with all other members of the advertising ecosystem.

Lastly, on the occasion of its 30<sup>th</sup> anniversary and the related ad campaign, EASA will raise awareness about effective ad SR and the fact that the content of online advertising is being regulated. Furthermore, EASA will continue highlighting the benefits of joining the ad SR network and the key role it plays in contributing to more responsible advertising online.

# Enhancing and Digitalising EASA's Internal Operations



In line with EASA's action plan item "include innovation in EASA's processes" and the secretariat's constant strive to see how it can do things better, EASA has equipped itself with an extension to its accounting software allowing the digitalisation and semi-automatic recording of invoices and bank transactions to optimise financial management procedures. In addition to saving time, this digitalisation has made it possible to eliminate paper printouts and the corresponding storage. It was also particularly useful during the pandemic and the obligation to work remotely, not to mention the positive environmental impact.

# Project Monitoring

## EU Funded Project Monitoring

In 2021, the European Commission has launched its new multi-annual programme for the period 2021-2027. Within each of the 34 European programmes, the Commission launches calls for projects which allow it to allocate funding according to the priorities thus defined.

This was an ideal occasion for EASA to identify whether there were opportunities under this programme as participation in a European project could be very meaningful and valuable for EASA and its members. It would be a great way to capitalise on its assets such as its goal to contribute to further responsibility and to its pan-European network. It would provide greater visibility to ad self-regulation and highlight its value to both authorities and European citizens. Last but not least, it could lead to European funding opportunities for EASA and its network.

Throughout 2021, EASA has been monitoring European tenders which may be of interest and beneficial for its members. More specifically, it looked at calls under the Horizon Europe programme. 18 calls of potential interest to EASA were examined and two were subject to in-depth analysis. Intimately, none of them was suitable due to the very strict criteria governing the Horizon Europe programme. Nonetheless, EASA continues to follow the European calls for projects, focusing on programmes, such as CERV (Citizens, Equality, Rights and Values) or LIFE (Environment and Climate Action), which deal with topical issues, and whose terms allow to encompass a wider range of projects. They cover matters such as non-discrimination or sustainability, issues where the advertising industry in general, and ad self-regulation in particular, may have a role to play.





04

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# Serving EASA's Network

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# EASA's Projects

## EASA's Monitoring Activities

EASA helps various sectors achieve high standards of advertising. EASA has been coordinating monitoring projects to assess sectoral compliance in different markets since 2003. Compliance monitoring projects are a proactive way to identify issues and imminent legislative threats and work as a learning exercise for advertising practitioners. EASA also carries out ad hoc exercises, advising various sectors on best practices in advertising self-regulation. EASA runs an accountability mechanism panel, where SRO experts judge complaints submitted by consumers across Europe. In this section, you can find an overview of the past and future projects carried out by EASA and its members.



**4** MONITORING EXERCISES

2 International and 2 European exercises conducted



**770** PROFILES CHECKED

Including websites, social media profiles and apps



**12** SROs IN EUROPE

**10** SROs ACROSS THE WORLD

## EU Food and Beverage Monitoring Exercise

In the scope of its long-standing collaboration with the EU Pledge Secretariat, EASA ran in 2021 the 13<sup>th</sup> monitoring exercise to assess whether EU Pledge member companies respected their commitment to not advertise food and beverage products that do not meet the applicable nutritional criteria to children under the age of 12. During the exercise 8 SROs of EASA's network reviewed company-owned websites, social media pages, and influencer profiles that companies collaborated with for marketing purposes. The findings were then shared during a dedicated workshop where companies and SROs discussed the findings and exchanged information on factors that contributed to ads appealing to children and local self-regulatory rules.



**REVIEWED: 300** PROFILES  
(57 company-owned websites, 247 company-owned social media pages)  
**AND 96** INFLUENCER PROFILES.

This monitoring ensures that companies receive an independent, impartial, knowledgeable and experienced team of self-regulatory experts who review online content in a fair, consistent, and objective manner. The exercise allows for companies to follow the development of their yearly compliance rate, to demonstrate the solidity of their commitments, and identify possible improvements.

This 13<sup>th</sup> iteration of the monitoring exercise also implemented a category of compliant profiles that featured factors potentially problematic in terms of how appealing the creatives are for children under the age 12: it was named the orange category. This category consisted solely of compliant advertisements

with regard to the EU Pledge commitment and was meant to provide context to marketers about how experts conduct the review of profiles. It also listed the specific aspects and elements contained in these compliant creatives that could appeal to children as much as to other demographics. The intent was to further strengthen the high-level compliance level of signatory companies and show in fact that the great majority of profiles did not contain any such factors.

## ACCOUNTABILITY MECHANISM

The EU Pledge Accountability Mechanism was initially designed and implemented by EASA in 2018. Its purpose is to allow the handling of complaints revolving around alleged EU Pledge commitment breaches and to further increase the Pledge's accountability and transparency in line with DG SANTE's request. The mechanism features a panel of 9 experts coming from EASA member SROs. For every case received, 3 SRO experts assess the case and adjudicate with the support of EASA and the EU Pledge's secretariat. In 2021, the Experts Panel of the EU Pledge Accountability Mechanism has judged a record high-number of 44 new complaints and 39 appeals.

The panel also contributed to EASA's assessment of how to improve the relevance and operations of the accountability mechanism.



## Gambling Monitoring

EGBA (European Gaming and Betting Association) commissioned EASA to conduct a gap analysis on their recently developed Code of Conduct. SROs submitted their feedback in March, and the report was drafted in April 2020. EGBA published their Code in April 2020 and took most of the comments from the SROs into account. A summary of the findings of the Gap Analysis was agreed between EASA and EGBA; it was clearly stated that EASA does not, by any means, endorse the Code of Conduct.

EGBA (European Gaming and Betting Association) developed their Code of Conduct in 2020. In 2020, EASA conducted a gap analysis on this Code using the expertise from its SROs across Europe. As a follow-up to the adoption of the Code, EGBA commissioned EASA to conduct a monitoring exercise with ads captured in the period before and after the European football championship of 2021, four SROs took part in this monitoring, checking the content of these ads, as well as official social media pages of the signatory companies.



## Alcohol Monitoring

In 2022, EASA will conduct a monitoring exercise of the Responsible Marketing Pact (RMP) Social Media Pillar and Digital Guiding Principles (DGPs), commissioned by the World Federation of Advertisers (WFA) and the International Alliance for Responsible Drinking (IARD). Through WFA, EASA had the opportunity to service two companies which participate in the RMP/DGP monitoring, and were seeking advice on how to improve their compliance with the safeguards monitored. No less than 19 SROs from Europe and across the world participated in the project.

## What's Next for 2022?

Potentially **3** NEW MONITORING EXERCISES for **2** SECTORS

Potentially **2020** ADS TO MONITOR

### EU PLEDGE MONITORING EXERCISE

In the scope of its long-standing collaboration with the EU Pledge Secretariat, EASA should run in 2022 the 14th monitoring exercise to assess whether EU Pledge member companies respect their commitment to not advertise food and beverage products that do not meet the applicable nutritional criteria to children under the age of 12. During the exercise 8 SROs of EASA's network will review websites, social media and influencers profiles.

### ALCOHOL MONITORING

In 2022, EASA will conduct a monitoring exercise of the Responsible Marketing Pact (RMP) Social Media Pillar and Digital Guiding Principles (DGPs), commissioned by the World Federation of Advertisers (WFA) and the International Alliance for Responsible Drinking (IARD). EASA ran this monitoring from 2017 to 2019 and the 2022 project will be a continuation of these 3 waves. More than 1500 websites and social media profiles will be checked against the RMP and DGP safeguards, and the checks will be conducted by 7 European SROs and 7 SROs from the rest of the world.

**Company Specific Monitoring Exercise:** As an addition to the RMP/DGP monitoring exercise, one company has asked EASA to conduct checks against the RMP/DGP safeguards in 10 SROs from Europe and across the world in addition to the main RMP/DGP monitoring exercise.



05

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# Promoting Advertising Self-Regulation

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# Policy and Advocacy

EASA has been following numerous developments at the EU level, as advertising is cross-cutting and, therefore, may be impacted by many different legislative initiatives. EU institutions have been quite prolific in addressing a wide range of issues in the scope of the European Green deal, the objective of Europe fit for the digital age, and in the area of consumer protection.

As always, EASA strove to promote and defend advertising self-regulation, helping foster favourable grounds where SR systems could grow and thrive. It has done so by coordinating its actions with its members involved in EU matters and consulting with its wider membership.

Below you'll find a few highlights bearing in mind that these workstreams are ongoing, as many of the EU initiatives such as the Digital Services Act, influencer marketing and green claims, will see their legislative process extend into 2022.



## The Digital Services Act

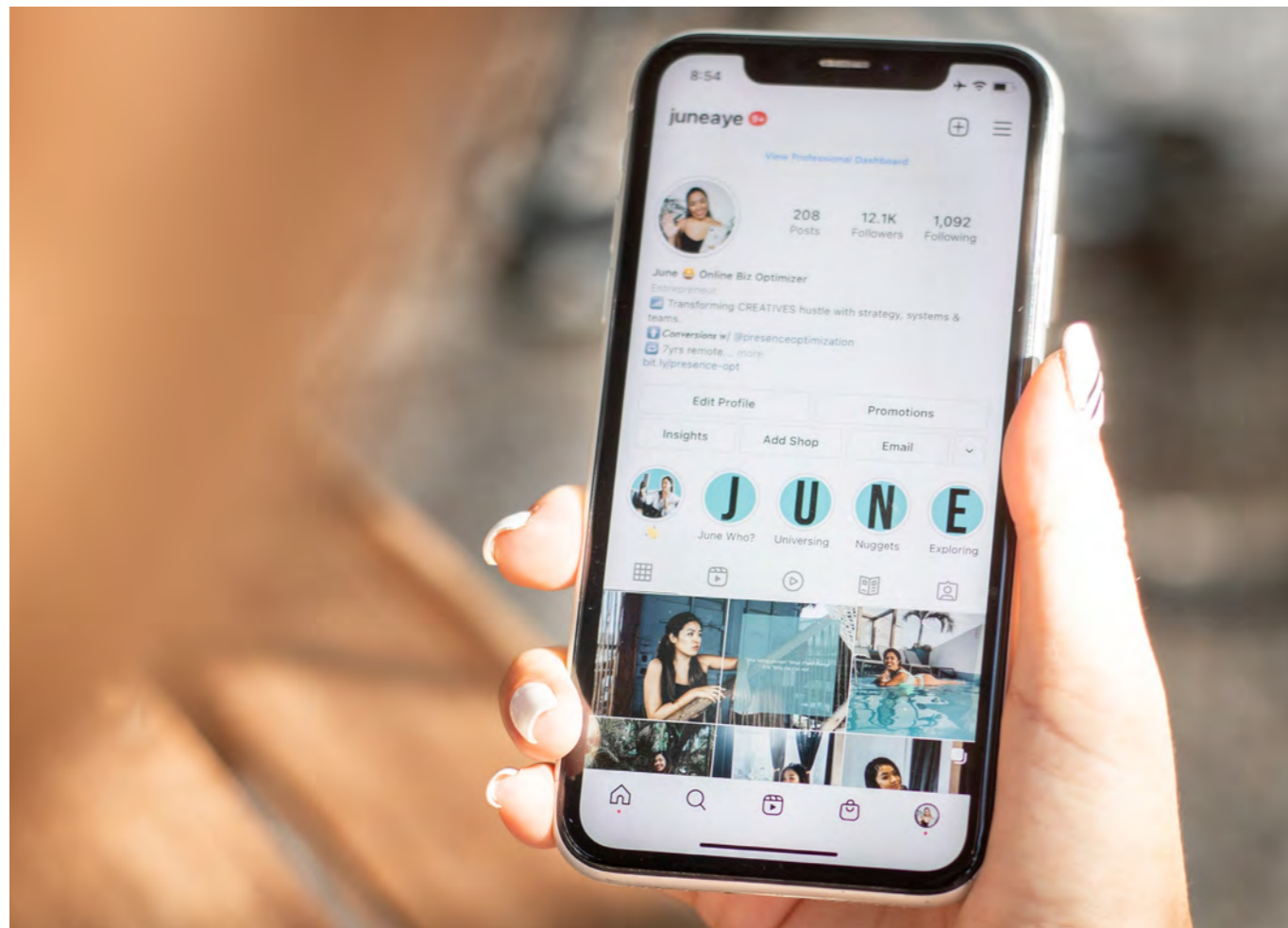
Since the European Commission presented a Digital Services Act (DSA) in December 2020, the file underwent a lot of developments. The DSA intends to reform the horizontal legal framework for digital services, by complementing the e-commerce Directive. The proposal aims to contribute to the protection of consumers, ensure higher standards on transparency and accountability of online platforms and foster innovation. The DSA will also address certain aspects of advertising and complement other legislation such as the Audiovisual Media Services Directive (AVMSD), which EASA kept playing an active role in shaping in previous years.

EASA provided its feedback to public consultations to showcase the relevance of advertising self-regulatory initiatives and emerging trends in the area of online advertising. After consulting its members, EASA has established a position paper mid-2021, calling for an enhanced recognition of national ad SR in the DSA, and later further updated to keep pace with the legislative process, along with suggestions for amendment. Furthermore, EASA has been proactive in establishing dialogues with policymakers, so as to make the voice of SR heard by lawmakers.

# Consumer issues: focus on influencer marketing and environmental claims

Acutely conscious of the evolution advertising practices, EASA has given the opportunity to its members to exchange at the Influencer Marketing Exchange Forum, organised on 8 February 2021. EASA remained closely in contact with the European Commission on this question and provided feedback and comments on the draft update of the UCPD Guidance in June 2021, which was addressing new issues such as influencer marketing or dark patterns, but also strongly expanded the chapter on green claims.

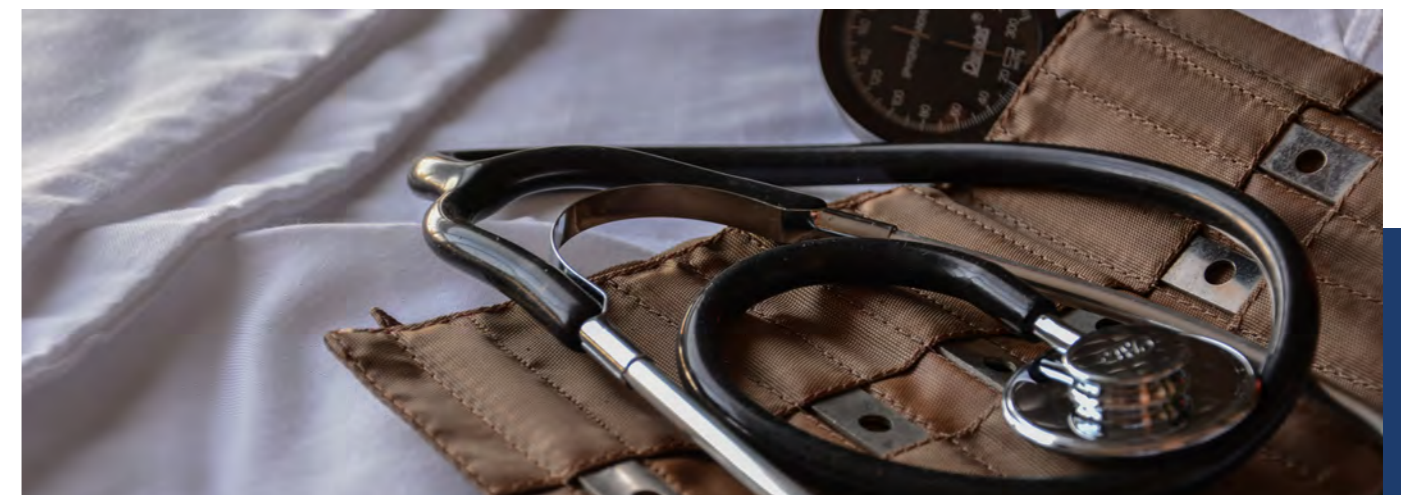
In this latter respect, EASA and its members share the Green Deal's endeavour for a more sustainable economy, especially on the issue of misleading environmental claims. EASA aimed to present the advertising self-regulatory system as an effective and consumer-friendly tool in dealing with misleading environmental claims operating within the existing legal framework. To that end, EASA provided an answer to the consultation by the European Commission on its Roadmap on the "Empowering consumers in the green transition" initiative. To foster the exchange of best practices and the discussion on green claims, EASA also organised a webinar on Environment and responsible advertising in October 2021.



# Beating Cancer Action Plan

Building on the European Commission Beating Cancer Plan (BECA), the dedicated Special Committee of the European Parliament (BECA) worked on a BECA report in the course of 2021, including different paragraphs pointing out cancer's alcohol-driven risks and the role of a healthy diet in cancer prevention. These paragraphs also included possible steps to improve information to consumers, commercial communications and sponsorship.

Ahead of the vote in the dedicated Parliamentary Committee on 6 December 2021, and in reaction to the amendments previously drafted by the members of the BECA Committee, EASA reached out to the relevant Members of the European Parliament, calling for the recognition of existing national self-regulation of alcohol-related ads, and of a good articulation with the AVMSD. EASA also contributed to the suggestions of the Advertising Information Group to policymakers, to ensure the recognition of the benefits of SR in the report.



# Code of Conduct on Responsible Business and Marketing Practices

The European Commission presented the Farm to Fork Strategy on 20 May 2020. According to the Commission, the strategy "would enable the transition to a sustainable EU food system that safeguards food security and ensures access to healthy diets sourced from a healthy planet". The strategy also underlined that the Commission "would develop an EU Code of conduct for responsible business and marketing practice accompanied with a monitoring framework. The Code was developed with all

relevant stakeholders" in the second quarter 2021. EASA's main aim was to ensure that commitments of the code do not undermine national SR codes. EASA was regularly involved in the general stakeholder meetings and took part of the Task force IV, which was dealing with monitoring.



## AVMSD and collaboration with the BAI

The 2018 revision of the AVMSD brought new challenges to the existing regulatory system, but these developments also provide a great opportunity for the European ad SR network to showcase its experience and expertise in addressing new forms of commercial communications, the flexibility in adapting to novel arrangements and partnerships with public and private sectors, and the relevance of self-regulation as an instrument for effective and better regulation.

EASA has regularly been in touch with the Irish Media regulator BAI throughout 2021. The application of the Directive's "country of origin principle" to the VSPs would mean for the Irish regulator to be potentially responsible for handling a high number of complaints relating to VSPs and vloggers, from all over Europe. The fact that several Member States have not fully transposed it yet is still adding to the complexity of the situation.

Considering the foreseeable difficulties and potential legal uncertainty that may arise from this situation, and their detrimental consequences on all actors involved (consumers, regulator, VSPs and vloggers), EASA has started informal discussions with the BAI. In these talks, EASA highlighted the experience

of its SRO network in enforcing SR rules preventing harmful content in advertising, and the very good coverage of the AVMSD VSP-related provisions by existing SR rules. Consideration has also been given to explore possibilities of cooperation between EASA and the Irish regulator – currently the BAI, and later on the new Media Commission, once established.



## Children related policy initiatives

In 2021, the European Commission has been drafting a Declaration of Digital Principles that includes a chapter dealing with Children protection in the online space. This Declaration of Digital Principles will serve as a basis for an "Interinstitutional Solemn Declaration" between the three European policy-making institutions (Commission, Council and Parliament), by Summer 2022. Although such a Declaration would have no legal force, it will influence the next regulatory steps on digital issues. The Commission has gathered stakeholders' feedback on its Roadmap document in June 2021, followed by a consultation that closed on 2 September, to which EASA contributed to highlight the relevance of ad self-regulation in the protection of children online.

Furthermore, throughout the second half of 2021, the European Commission has been working to update its Better Internet for Children Strategy (BIK Strategy), which dates back to 2012. The BIK Strategy aims at stepping up children awareness and empowerment, along with protecting children from online threats, including as regards online advertising. The update is meant to take into account the evolution of children's use of digital technology, the acceleration of the digital transformation, and the European Commission's Communication on the Digital Decade.

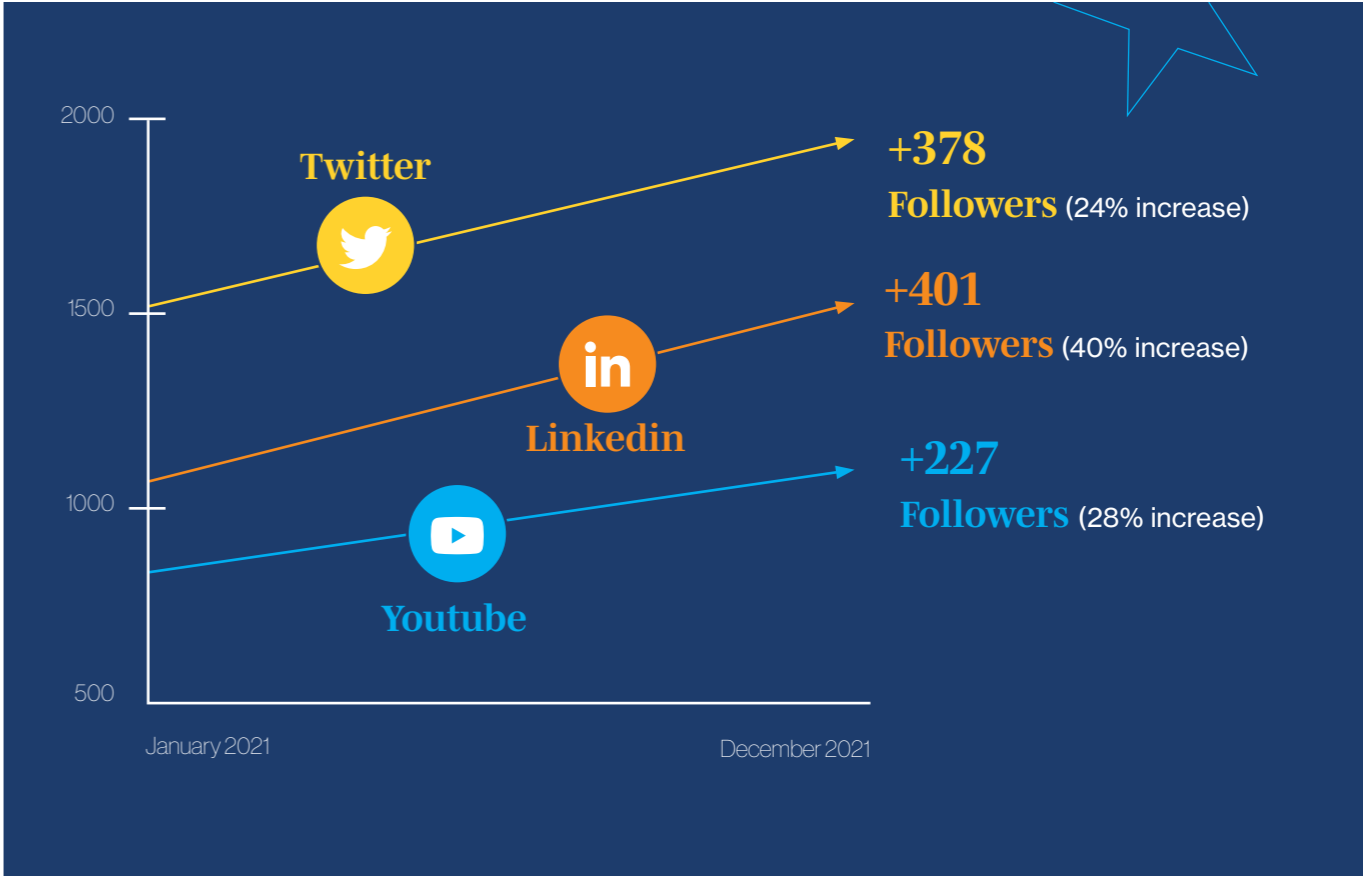
The Commission gathered feedback on its Roadmap on the Strategy update in October 2021. EASA provided feedback to the European Commission on its Roadmap, focussing on the contribution of advertising self-regulation to a better internet for children. The adoption of the updated Strategy is not expected before Q2 2022.



# Communication and Publications

## EASA's Visibility on Social Networks

In 2021, EASA boosted its social media presence with systematic updates and posts, updated its website content with newest information, produced publications on statistical reports, best practice recommendations, updated its Bluebook and contributed to external publications.



@AdvertisingEASA



european-advertising-standards-alliance



The European Advertising Standards Alliance – EASA

# Publications

In 2021, EASA produced publications on statistical reports, leaflets, best practice recommendations, and updated its Bluebook.

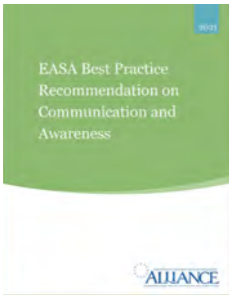
## STATISTICS REPORTS:



EUROPEAN TRENDS IN ADVERTISING COMPLAINTS, COPY ADVICE AND PRE-CLEARANCE (2020)



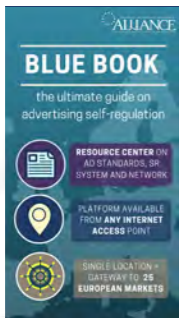
EASA ANNUAL CROSS-BORDER COMPLAINTS REPORT (2020)



BEST PRACTICE RECOMMENDATION: SELF-REGULATORY ORGANISATION COMMUNICATIONS AND AWARENESS



MEMBERSHIP BENEFITS LEAFLET SROS & INDUSTRY



BLUEBOOK - ONLINE REPOSITORY OF ADVERTISING SELF-REUGULATORY ORGANISATION IN EUROPE





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