

# Ensuring responsible marketing for the green transition

The role of advertising self-regulation for a sustainable future

16 November 2022

Charles de Lorraine Palace, Royal Library of Belgium, Brussels

Rue du Musée 1, 1000 Bruxelles

## Agenda

### 17:30-18:00: Arrival and registration

### 18:00-18:10: Welcome address and introduction

- Charo Fernando Magarzo, Chairwoman, European Advertising Standards Alliance - EASA
- Lucas Boudet, Director General, European Advertising Standards Alliance - EASA

### 18:10-18:20: Keynote speech

- Didier Reynders, Commissioner for Justice, European Commission

### 18:20-19:30: Panel Discussion: further contributing to responsible environmental marketing communications

#### EU-level speakers

- Introduction to the panel: Video Recording by Biljana Borzan, Member of the European Parliament, IMCO Committee Member
- Marie-Paule Benassi, Head of Unit 'Consumer Enforcement and Redress', European Commission, DG JUST

#### Industry

- Tamara Daltroff, CEO, European Association of Communications Agencies - EACA
- Mark Howe, Managing Director, EMEA, Ad Industry Relations, Google
- Stephan Loerke, CEO, World Federation of Advertisers - WFA

#### Self-regulatory organisations

- Stéphane Martin, Director General, Autorité de Régulation Professionnelle de la Publicité - ARPP
- Guy Parker, Chief Executive, Advertising Standards Authority - ASA

#### Moderator

- Orla Twomey, Vice Chair, European Advertising Standards Alliance - EASA

### 19:30-19:50: Q&As

### 19:50 Closing remarks

- Angela Mills Wade, Vice Chair, European Advertising Standards Alliance - EASA