

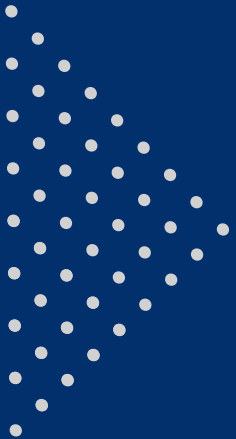
EASA & the advertising self-regulatory network





Content

- **Collective ad SR systems**
- **EASA actions & workstreams**
- **EU policy & cooperation**



Collective ad SR systems

Collective SR systems



14

Industry organisations and digital pure play companies representing the advertising value chain



World Federation of Advertisers



The rules

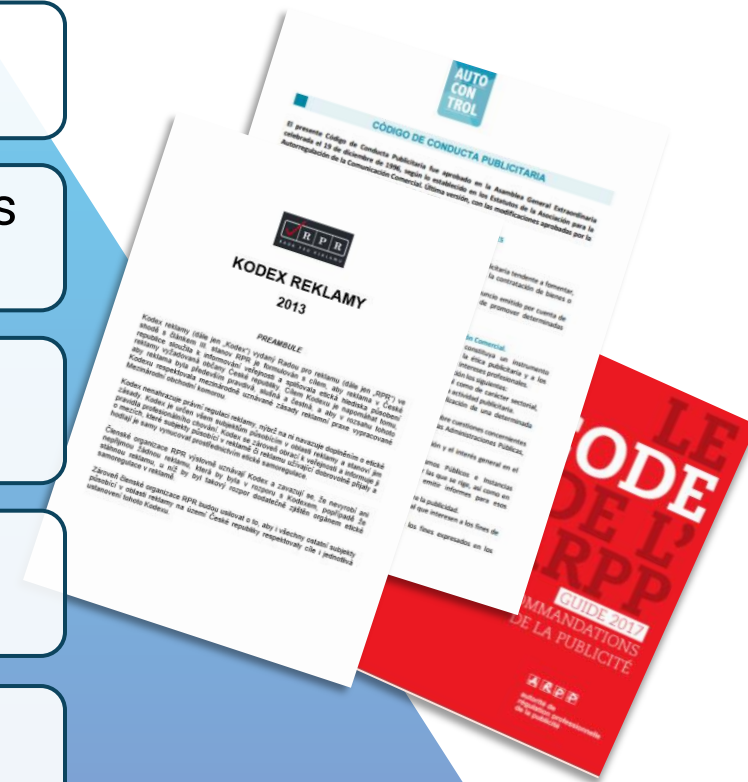
Company
Codes/Commitments

Sector-specific Codes
or Commitments

National SR Codes

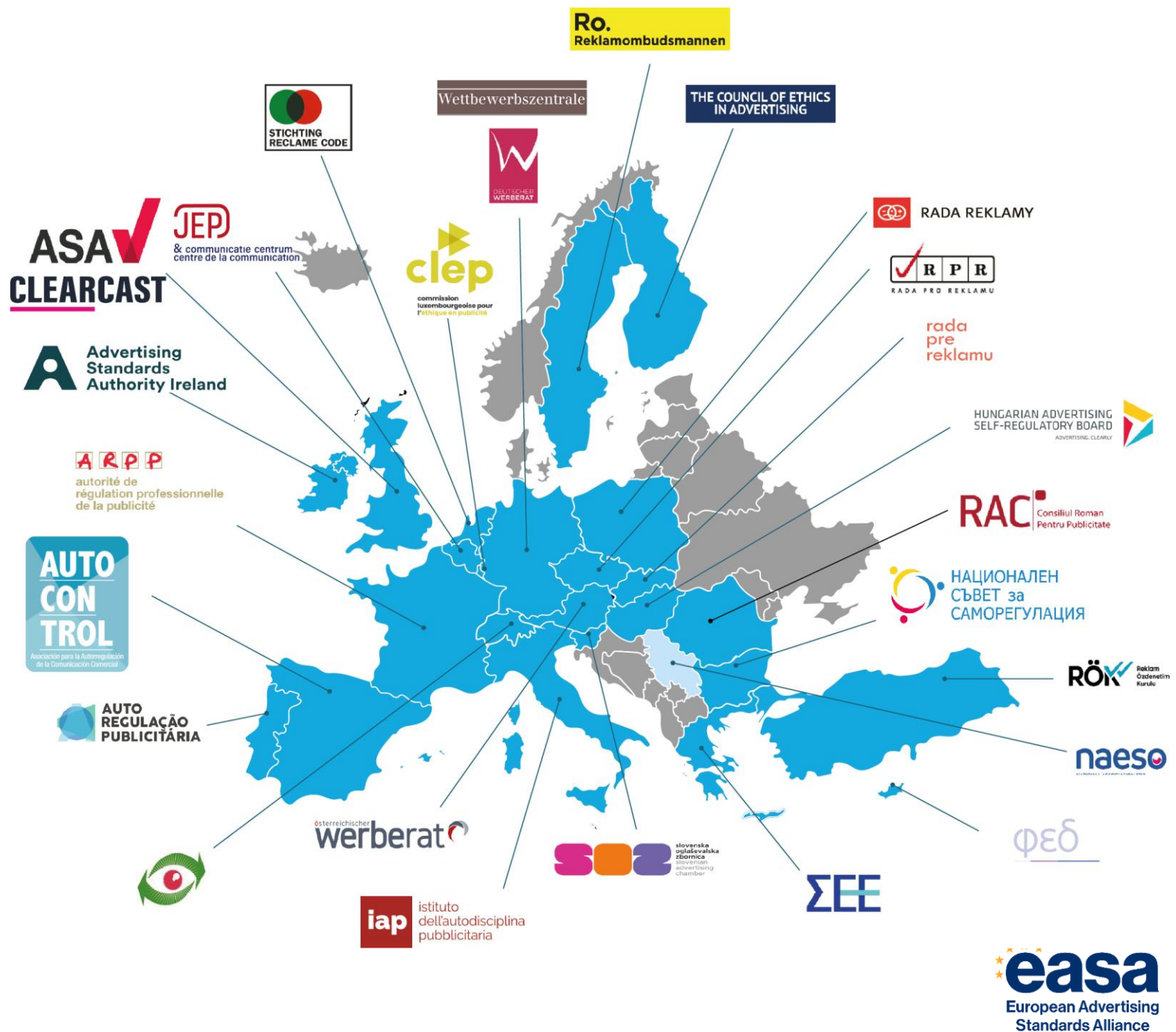
International Codes
(ICC)

National & EU laws



Unfair Commercial Practices Directive (UCPD) & Guidance
Audiovisual Media Services Directive (AVMSD)
Digital Services Act (DSA)
Fitness check on EU consumer law

27 self-regulatory organisations covering 25 countries

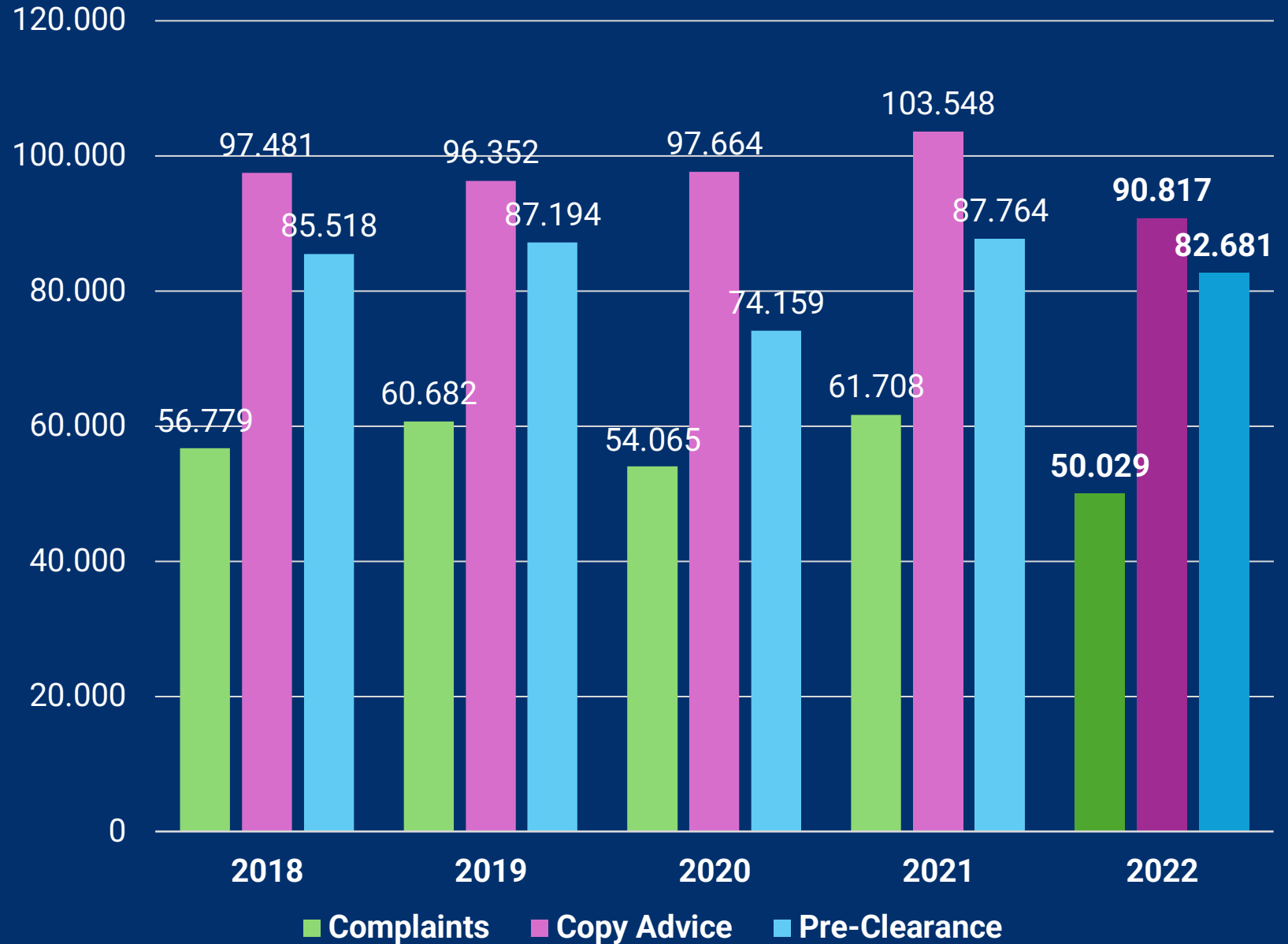


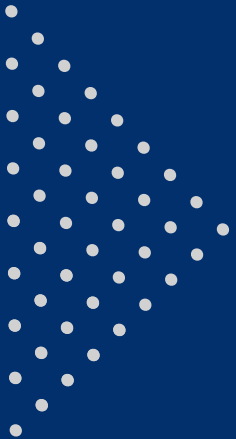
Self-regulatory organisations (SROs) enforce advertising standards



Complaints, copy advice & pre- clearance

Nearly 200,000 ads
independently reviewed by
SROs, either ex post or ex
ante





EASA actions & workstreams

EASA actions



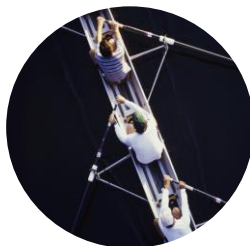
Ad SR development

- Single voice advocating for advertising self-regulation in Europe
- Ad SR knowledge hub providing information and education



SRO development

- Platform for sharing best practices
- Builder of a coherent and strong SR network



European SR coordination

- Cross-border complaints
- Pan-European monitoring exercises
- ICC Code revision consultation

Key Workstreams



Influencer marketing

- 2023 update of the Best Practice Recommendation
- DiscloseMe
- Influencer Marketing Standards Training



Data-driven SR

- Operational and financial support for SROs implementing tech-enabled monitoring and analysis



Green claims

- SRO updates of rules and new initiatives
- Guidance on Claims Substantiation
- Sustainable behaviour in ads



HFSS food

- Cooperation with WFA & EU Pledge
- AVMSD implementation

Responsible influencer marketing

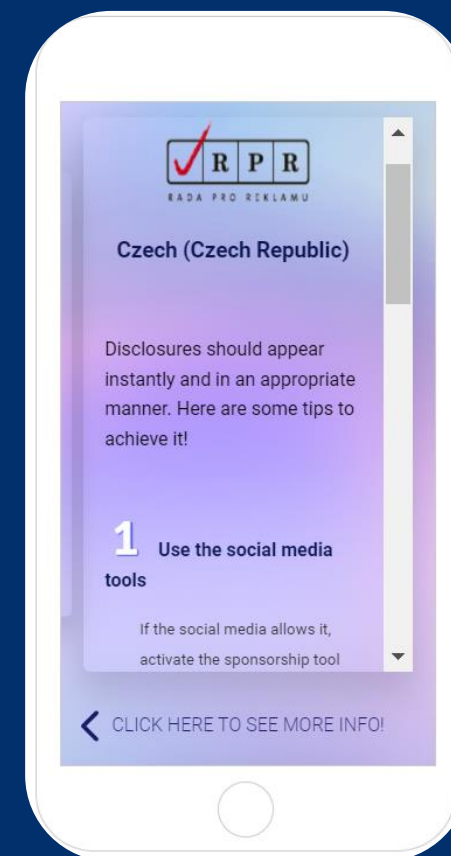
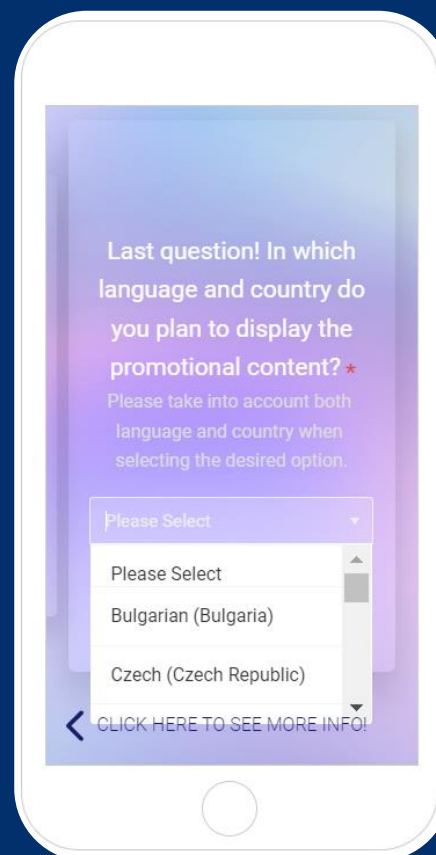
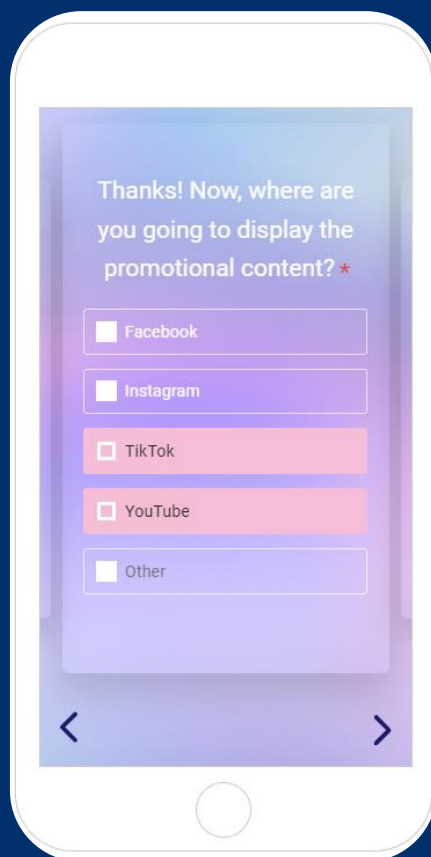
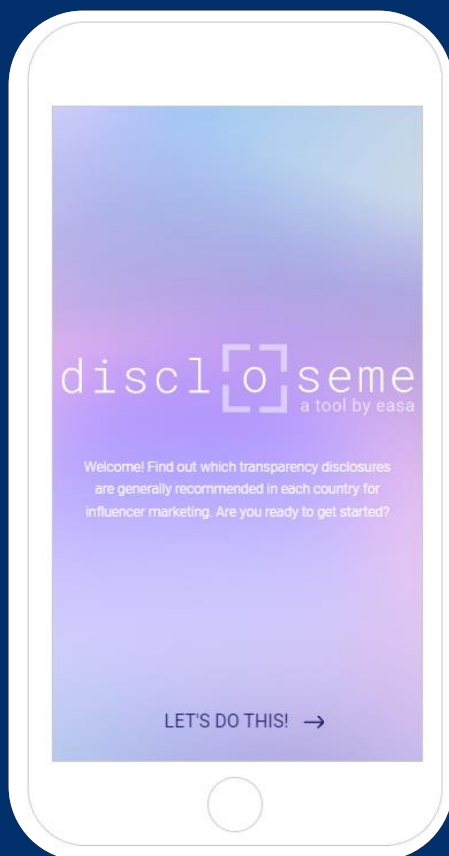
DiscloseMe

Easily navigable thanks to its user-friendly interface.

You can find it on [EASA's website](#)



discloseme
a tool by easa





Responsible influencer marketing

Influencer Marketing Standards Training & Certificate for responsible Influencer Marketing

Step 1

Influencer Marketing Standards Training

Training influencers to respect the rules governing online advertising – a key need for compliance

Step 2

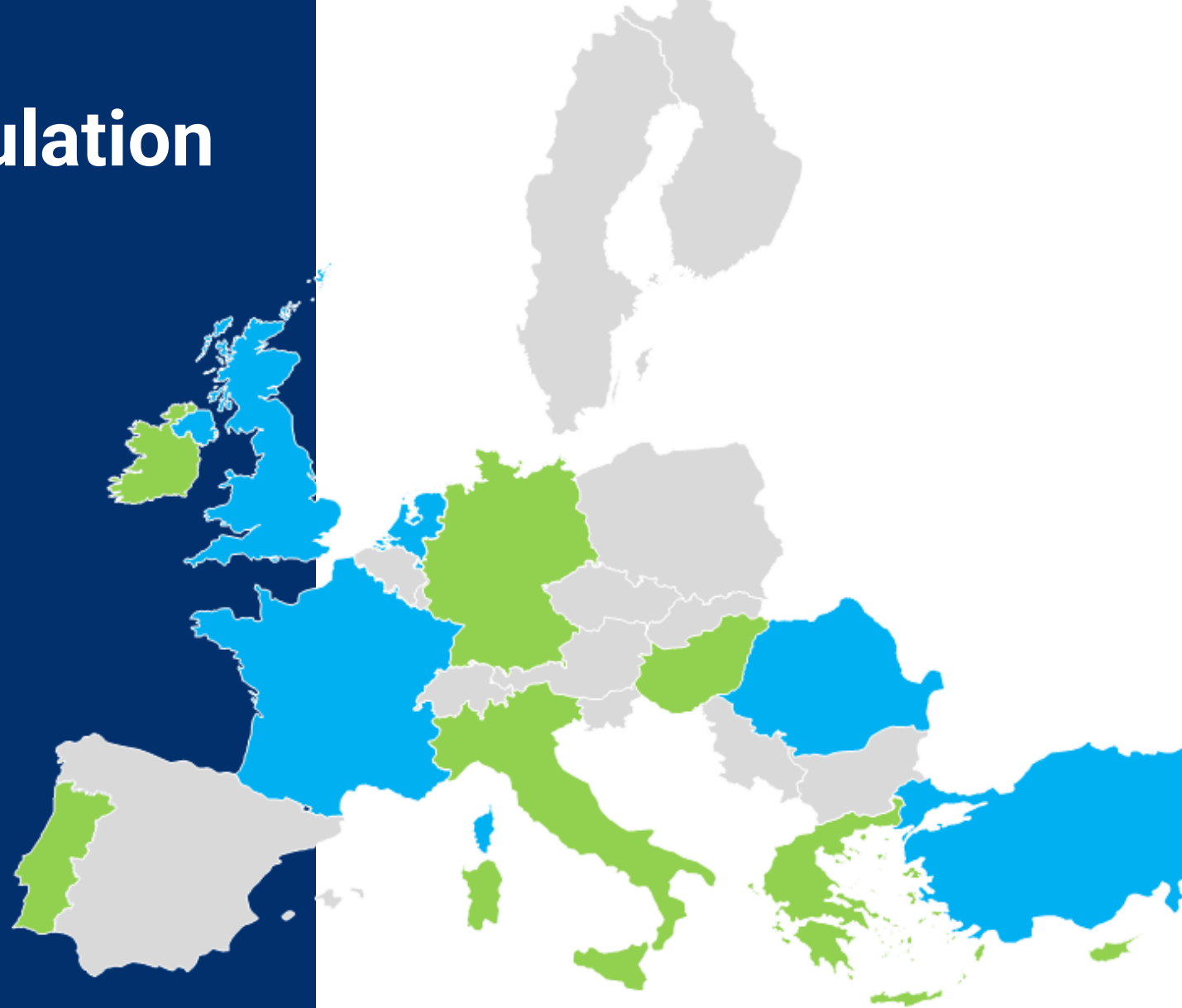
Certification for a responsible influence

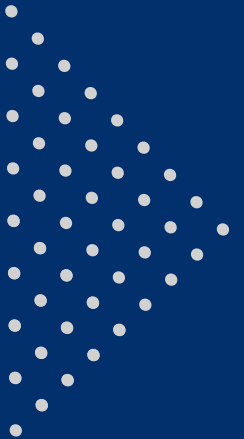
Regular monitoring of influencers' publications who have passed the training test to verify that they comply with the rules

Data-Driven Self-Regulation

13 SROs involved in monitoring projects since 2020

- 5 SROs monitor influencer marketing on a permanent basis
- 8 SROs have launched an ad hoc monitoring project





EU policy & cooperation

Effective ad SR supported and encouraged by the European Union

“Your self-regulatory approach to ensure that companies advertise products and services responsibly whilst staying clear from greenwashing has impressive results. [...] Legislation alone cannot solve all our problems. [...] Let me reaffirm that I see both regulatory and self-regulatory instruments as complementary to each other.”

Didier Reynders, European Commissioner for Justice

“Member States shall encourage the use of co-regulation and the fostering of self-regulation through codes of conduct adopted at national level”

Audio-visual Media Services Directive (AVMSD)





Key EU files

Regulation on political advertising – *In force*

Definitions were narrowed down not to cover purely commercial advertising

Directive empowering consumers for the green transition – *In force*

Revised the Unfair Commercial Practices Directive, banning greenwashing practices

Digital Services Act – *Implementation phase*

Provisions about online advertising, trusted flaggers, codes of conduct, etc.

Green Claims Directive – *Awaiting Council's General Approach*

Establishing the rules on how to substantiate and communicate green claims

Digital fairness fitness check of EU consumer Law – *Upcoming report*

Assessing whether EU consumer law adequately protects consumers online

Council's conclusions on influencers – *Expected adoption in May*

May contain SR recognition, but also a call to regulate (both tbc)

Structural collaboration



AVMSD Pilot project

AVMSD implementation rules covering VSPs & vloggers and complaints handling procedures with **the Coimisiún na Meán (CnaM)**



Influencer marketing

Complaints handling procedures with the **CnaM** and European Commission: **Influencer Legal Hub**



Green claims

Cooperation with **DG Just** through a *Green Claims Taskforce* bringing together **SROs** and **the CPC network**.

Děkuji mnohokrát!

Lucas Boudet, Director General
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