



ANNUAL REVIEW

APRIL 2013 - MARCH 2014

The EASA Team

EASA's Secretariat

Based in Brussels, the Secretariat is responsible for the administration of EASA.

2013 saw a number of changes to the team in 2013, Catalin Codrean left his position at EASA as Communications Consultant after two and a half years and Sibylle Stanciu returned from maternity leave to her position of European Public Affairs Manager. EASA's growing mandate led to an expansion of the team, which now includes two new full time members of staff: Ioana Mardare and Greg Mrockowski.

EASA has also had great support in 2013 by interns - Thibault Heinkens and Lorenzo Genito.

The 2013-2014 team:

Director General - Oliver Gray

Director Operations and Planning - Irina Little

European Public Affairs Manager - Sibylle Stanciu

Projects and Finance Coordinator - Maria Tsoumou

Projects and EU Affairs Officer - Chiara Odelli

Compliance & Digital Issues Assistant - Greg Mroczkowski

Communications Officer - Jennifer Pearson

Office Administration Assistant - Ioana Mardare

OBA Project Officer - Dave Barron

EASA's Executive Officers

As well as electing Guy Parker as Chairman in 2013, EASA's General Assembly also elected the supporting Officers and Committee Chairmen.

Executive Officers

Chairman - Guy Parker (ASA, UK)

Vice-Chairman - SRO - Markus Deutsch (ÖWR, Austria)

Vice-Chairman - Industry - Dominic Lyle (EACA)

Treasurer - Mathilde Fiquet (FEDMA)

Self-Regulatory Committee (SR Committee)

Chairman - Katja Heintschel von Heinegg (DW, Germany)

Vice-Chairman - Charo Fernando (AUTOCONTROL, Spain)

International Council on Ad Self-Regulation (ICAS)

Chairman - Linda Nagel (ASC, Canada)

Vice-Chairman - Fiona Jolly (ASB, Australia)

Central and Eastern European Council (CEE Council)

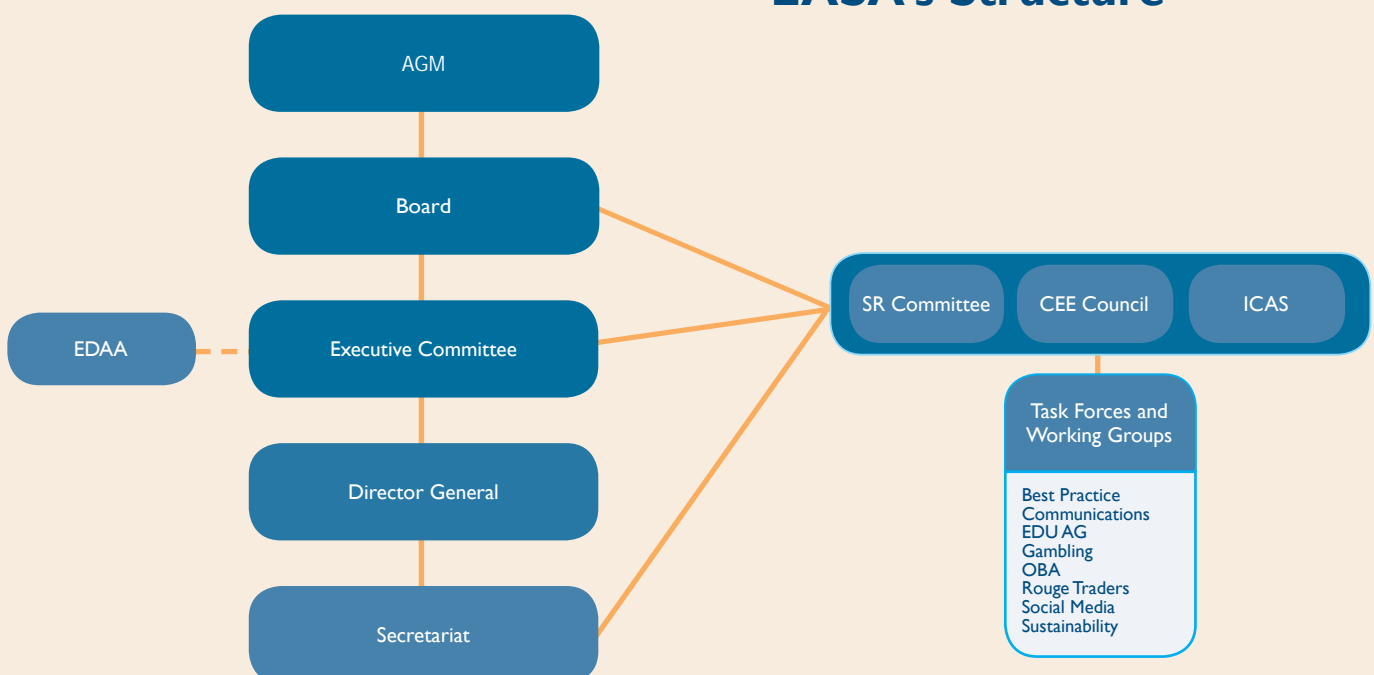
Leader - Konrad Drozdowski (RR, Poland)

Co-Leader - Elly Guerganova (HCC, Bulgaria)

Education Action Group (EDU AG)

Chairman - Stéphane Martin (ARPP, France)

EASA's Structure



A Word from the Chairman



A year ago in Milan, in my inaugural speech as EASA Chairman, I likened our 3 Year Action Plan to our musical score and set us the task of doing it justice. So how tunefully have we sung?

Our strategy has allowed us to focus on helping members to develop and grow, particularly smaller SRO members who don't have the luxury of large resources. Ildikó Fazekas and Stéphane Martin have led a thorough review of our Best Practice Recommendations and, with crucial additional input from the Self-Regulatory Committee, we now have a much clearer idea of what we need to do to improve that valuable resource. We've made solid progress implementing the OBA programme, helped by training on OBA complaint-handling. We've found out about developments in the mobile world through the Paris workshop. And we've learned from our compliance monitoring workshops on cosmetics and food.

It has allowed us to continue to pursue our crucial argument that advertising self-regulation must have the legal space to do its job. Not only have Dominic Lyle and Max von Abendroth led the development of an excellent 3 Year Communications Strategy, which we're following, but we've been at the heart of the creation and first steps of DG CNECT's new Community of Practice on Better Self- and Co- Regulation. We've played, and continue to play, an important part in the continuing debates - at the European and increasingly global level - on a whole host of topics. We've continued to provide high quality newsletters, issue briefs, consultation responses, information requests, statistics and cross-border complaint support. And we've looked forward too: Stephan Loerke and Charo Fernando have made valuable progress leading our work on a roadmap explaining how best EASA can partner with sectoral commitments.

Its allowed us to develop our coverage as we pursue our mission to promote responsible marketing, so important in an increasingly globalised, connected world. We've made progress in our planning for the creation of an SRO in Croatia and Serbia. Linda Nagel and her ICAS members have led on the development of an International Guide. Elly Guerganova, Markus Deutsch and the CEE Council have produced an exciting new strategy. Our relationship with CONARED, the Latin American Network of SROs has strengthened. And Fiona Jolly has led the APEC project, a potentially vital step in developing advertising self-regulation in Asia/Pacific.

And its allows us to develop our products and services. We've undertaken more monitoring projects than ever, whilst pursuing a Project to examine how best to deliver monitoring in future. We've partnered with G-Regs, launched our 3E module and helped Clearcast launch its International Training programme.

Of course, our tunefulness is entirely dependent on Oliver Gray and his fantastic team. They've moved mountains to help us deliver the first year of our three year plan. They've been flexible in the face of the inevitable challenges small teams face. And on top of all that, they've put in the planning and preparation for a 2014 office move. So I'd like to finish this review by recording my thanks and admiration for a talented and hard-working group of people, with whom it's been my pleasure to work.



Guy Parker
EASA Chairman

Chief Executive of the UK Advertising Standards Authority (ASA)

About EASA

EASA is the single authoritative voice on advertising self-regulation in Europe and beyond.

EASA works to promote effective advertising self-regulation to ensure that ads are **legal, decent, honest** and **truthful** and prepared with a due sense of responsibility to the consumer and society, and respect for the principles of fair competition.

EASA promotes responsible advertising by:

- Developing members' capacity
- Developing the profile of self-regulation and EASA
- Developing self-regulation coverage and EASA's membership
- Developing EASA's products and services



Developing Members' Capacity

Developing members' capacity is one of the four core areas of EASA's work. EASA does this by creating Best Practice Recommendations, collecting and sharing information on national systems and codes between its members, facilitating discussions on key issues and organising capacity building workshops.

The Self-Regulatory Committee

EASA's Self-Regulatory Committee (SR Committee) plays a key role in developing members' capacity. It acts as a discussion forum for national SROs on the technical aspects of ad standards. In 2013, discussions in the SR Committee have focused on advertising issues, such as alcohol, gambling and airbrushing in relation to body image; the development of a social media best practice and improving the cross border complaints procedure.

The SR Committee's work stream of 2013 also saw the establishment of a plan to review and evaluate EASA's Best Practice Recommendations which is being guided by Ildikó Fazekas (ÖRT, Hungary) and Stéphane Martin (ARPP, France). The decision to undertake this work highlights the importance of EASA's BPRs, which provide detailed guidance to EASA's SRO and industry members on the practical aspects of advertising self-regulation and are intended to stimulate and inform national discussions on the development of self-regulation.



2013 marked the tenth anniversary of EASA's Best Practice Awards. The standard of entries was higher than ever, highlighting the way EASA's SROs have taken on board the EASA Best Practice philosophy into their working practices and the ongoing development of SRO capacity in promoting responsible advertising.

Gold Award - Clearcast, UK

For developing professional standards in the ad industry through the re-launch of its training programme and the introduction of Clearcast Certificate Courses, a new range of qualifications aimed at introducing a new standard for TV ad compliance.

Silver Awards - ARPP, France and ASCI, India

ARPP - Autorité de Régulation Professionnelle de la Publicité

For being a self-regulatory pioneer in completing the ISO certification process for their work procedures including complaint handling, copy advice, clearance and jury mechanisms

ASCI - Advertising Standards Council of India

For the novel way they had developed their National Advertising Monitoring Service.

Bronze Award - ASB, Australia

Advertising Standards Bureau Australia

For the powerful expansion of their remit to include Social Media.

Outstanding Achievement Award - ASB, Australia

For their exemplary role in the development, organisation and running of the APEC dialogue on Ad Standards last year. As a result of the Dialogue, APEC recognised the Perspectives on Ad Self Regulation, which were inspired by EASA's SR Charter, as an international best practice for ad standards.

Central and Eastern European Council (CEE Council)

During EASA's Biannual Meetings in October 2013 it was agreed that the previously named CEE Working Group had matured to the stage that should become the CEE Council. The Council focuses on challenges specific to the CEE region and adopted an ambitious programme, including the development of better funding for its members.

International Council on Advertising Self-Regulation (ICAS)

ICAS was set up in 2008 to provide a platform for information exchange for EASA's international SRO members and to strengthen SRO mechanisms for responsible advertising.

In 2013, ICAS discussed a number of key advertising issues including, advertising to children, alcohol marketing communications, complementary medicines, claims substantiation and trends in the international complaints statistics.

Online Behavioural Advertising

Over 2013 EASA has continued to support its members in progressing with the implementation of the European Self-Regulatory Programme for Online Behavioural Advertising (OBA). EASA also played a key role in the Commission's Seventh EU Multi-Stakeholder Round Table on OBA, alongside the EDAA (European Interactive Digital Advertising Alliance) as part of a wider industry coalition.

EASA's OBA taskforce, was created to help SROs address key OBA issues, in particular consistency in the interpretation of the EU OBA Principles.

In October 2013, EASA held a training workshop to enable its members to learn more about the application of self-regulatory rules to OBA, to share their experiences of implementation at national level and to hear about early reactions from consumers in the countries where the self-regulatory remit has been extended to cover OBA. Genie Barton of the US Council of Better Business Bureaus (CBBB) provided insight of the US experience in applying OBA self-regulation.

National SROs in seven key European markets (France, Germany, Hungary, Ireland, Spain, Sweden and the UK) now handle consumer complaints on OBA and further expansion is planned for 2014 with the support of the EDAA and IAB Europe.

Capacity Building Workshops

EASA helps its members to adapt quickly and effectively to ever changing advertising methods through capacity building workshops. These workshops bring together EASA's members from SROs and the ad industry as well as expert speakers from the field to discuss their experiences and share best practices.

EASA's **Social Media Workshop** in April 2013 covered topical issues such as how to differentiate between user generated content and commercial communication. Members heard from speakers representing key industry players including Facebook, IAB Europe, Mobile Marketing Italia and RAI net. The workshop resulted in the development of an EASA Best Practice Recommendation on Social Media.

EASA's **Mobile Marketing Workshop** in October 2013 was dedicated to the dual self-regulatory challenges of content and online behavioural advertising (OBA) for mobile marketing. Expert speakers presented on the subject from the Mobile Marketing Association, France, US Council of Better Business Bureaus, US Digital Advertising Alliance and the ICC.

Developing the Profile of EASA and Self-Regulation

EASA promotes the benefits of effective ad self regulation to policy makers. Over the last year, EASA has made sure that it has been at the heart of policy debates on some of the most topical and sensitive issues related to advertising standards. This work has reinforced EASA's long standing reputation as the single voice on advertising self-regulation.

EASA has been involved in high level discussions at both European and international level on digital marketing communications, advertising to children, gender portrayal, alcohol, gambling, environmental claims and audiovisual media services.

Community of Practice for Better Self and Co-Regulation

EASA's DG, Oliver Gray, was invited to be part of the Steering Group of the European Commission's Community of Practice (CoP) for Better Self- and Co-Regulation. In December 2012, he presented EASA's perspective on self-regulation at the inaugural meeting of the Community along EASA Executive members Angela Mills Wade and Dominic Lyle.

Multi-Stakeholder Dialogue on Environmental Claims (MDEC)

Following its 2012 work on Environmental Claims, EASA continues to play an active role in the European Commission's MDEC process. This has included taking part in a survey on Environmental Claims for Non-food Products and providing feedback on the subsequent report. EASA's work has paid off, and ad self-regulation in this field has been recognised as highly effective.

European Alcohol and Health Forum

EASA was recognised as an external expert by the European Alcohol and Health Forum (EAHF) during its first meeting of 2013. This resulted in EASA being invited to take part in a stakeholder meeting on alcohol exposure meeting co-organised by DG CNECT and DG SANCO in July. EASA has also continued to act as an EAHF partner, providing support to its members in fulfilling their commitments to the forum.

ICC Framework development

As Co-Chair of the International Chamber of Commerce Code Revision Task Force, EASA's DG, Oliver Gray, has played a leading role over 2013 in the development of the ICC's new global framework for responsible marketing communications of alcohol.

The Framework, which was published in March 2014, has been designed to provide guidance for SROs and companies in markets where advertising self-regulation is in place, and to serve as the basis for developing self-regulatory rules for alcohol marketing where they are not currently in place.

IAA Leaders Forum

EASA highlighted the importance of self-regulation in the context of privacy and consumer protection when speaking at the IAA's 75th anniversary Leaders' Forum in October 2013. EASA's fellow panellists recognised the need for transparency, coherent interpretation of the rules and ensuring consumer trust as well as how to make sure that the technologies used are consumer friendly.

HiiL Project

The Hague Institute for the Internationalisation of Law (HiiL) used EASA as a case study to show the development and use of best practice processes, effective enforcement mechanisms and the interaction with policy debates in relation to the use of self-regulation as a complementary regulatory instrument at its conference the *Ways and Means of Transnational Private Regulation* in October.

EU Consultations

EASA regularly takes part in European Commission consultations. In its submissions EASA explains how ad self-regulation complements the existing European legislative framework and the way in which it benefits European consumers and business.

Over the last year EASA has responded to the following consultation processes:

- **Impact Assessment on the Misleading and Comparative Advertising Directive** (DG JUST)
- **Green Paper: Preparing for a fully converged Audiovisual World: Growth, Creation and Values** (DG CNECT)
- **Consumer Market Study on Environmental Claims for non-food products** (DG SANCO, DG JUST, DG ENV)
- **Consultation on the Review of the Consumer Protection Cooperation Regulation** (DG SANCO)

Developing Self-Regulatory Coverage and EASA's Membership

EASA represents an ever growing self-regulatory network that includes 38 self-regulatory organisations (27 from Europe and 11 from the rest of the world) and 16 members from the ad industry (the advertisers, agencies and the media).

EASA has sought to further strengthen self-regulation and its network over the last year by undertaking outreach activities. The mechanisms of ICAS and CEE Council have been invaluable in this work.

ICAS - the International Council on Advertising Self-Regulation

ICAS is integral in developing self-regulatory coverage.

ICAS members give a voice to EASA in the Asia Pacific Economic Cooperation forum, which you can read more about below.

This year ICAS members have also provided key input into the revision of the International Guide to Setting up a Self-Regulatory Organisation, EASA's main resource for helping to set up new self-regulatory systems.

Central and Eastern Europe

The CEE Council has continued to develop ties within the CEE region over 2013. In particular, it has strengthened its relationship with industry organisations in Serbia, where a new SR code has been signed, and in Croatia.

Latin America

Six of EASA's international members are part of CONARED - the Latin American network of self-regulatory organisations.

EASA was invited for the second year running to speak about self-regulation at CONARED's annual meeting in October 2013. EASA Vice-Chairman, Dominic Lyle, presented on the efficiency of self-regulation, regulatory trends in Europe and OBA.

Outreach Activities

To promote advertising self-regulation in markets where it is not in currently in place, EASA has continued to undertake outreach activities with the local ad industry and national regulators. Over the last year EASA has met with Proctor & Gamble, China, the Moroccan Broadcast Authority, Israeli NGO the Public Trust Organization, to present the benefits of the self-regulatory system and EASA's experience of assisting in the development of SR systems.

Global Marketer Week

A session on self-regulation was held during the World Federation of Advertisers' (WFA) Global Marketer Week 2014. The session was organised by EASA's Australian member, the Advertising Standards Bureau.

EASA's Chairman, Guy Parker and Executive member Ildikó Fazekas spoke to international marketers and advertising associations from across the globe about the benefits of effective ad self-regulation, highlighting the importance of responsible marketing practices and a strong ad standards network as essential parts of the industry's response to global concerns about key advertising issues.



Two New Members

FEPE International (the worldwide association of outdoor advertising companies) and the Salvadoran SRO Consejo Nacional de Publicidad (CNP) have joined EASA



FEPE's membership further strengthens EASA's international reach when it comes to ensuring effective ad self-regulation across all mediums.



The membership of the CNP means that EASA further extends its coverage in Latin America.

The APEC Dialogue Continues

EASA has continued to support the development of Ad-Standards in the Asia-Pacific Region over the last year.

In early 2013 the APEC Committee on Trade and Industry recognised the outcomes of the Ad Standards Dialogue of 2012. The dialogue was organised by EASA's Australian Member the ASB and supported by EASA.

Over 2013 ASB, whose CEO Fiona Jolly is Vice-Chairman of ICAS, has continued to spearhead self-regulatory on ad standards in the APEC region. In October 2013, APEC Leaders effectively endorsed this work when they announced that they are 'looking forward to the progression of work on advertising standards' for 2014.

Developing EASA's Products and Services

EASA has developed a range of products and services to facilitate effective advertising self-regulation both within its network and beyond.

Members' Services

EASA keeps its members informed about new developments in self-regulation via its internal newsletter CONTACT. EASA also coordinates and collates information requests for its members which enable them to find out how their colleagues in other countries handle key ad self-regulation issues. Between April 2013 and March 2014 EASA coordinated 33 information requests on for its members on issues ranging from jury composition to the advertising of energy drinks.

Monitoring Projects

EASA carries out independent monitoring projects for key advertising sectors to provide feedback on the implementation of advertising self-regulation to help improve marketing communications on sensitive issues. As well as completing projects for the Cosmetics Industry and Food Sector, which you can find out more about below, EASA has also taken steps to explore the feasibility of creating a dedicated monitoring unit.

Cosmetics Europe Gap Analysis

EASA presented the results and final report of its Gap Analysis project to Cosmetics Europe's Strategic Project Team "Self-Regulation in Advertising", chaired by Loïc Armand, L'Oréal.

The Gap Analysis identified the differences between the Cosmetics Europe Guiding Principles and the self-regulatory and legislative framework currently place in the EU member states, Norway and Switzerland. EASA's final report included a set of recommendations to Cosmetics Europe on what steps could be usefully taken to facilitate the implementation on a country by country basis, which they are now putting into place.

EU Pledge Food Monitoring Project

EASA carried out its third monitoring project on the EU Pledge in 2013. Ten SROs took part in the project, almost double the number that took part in the earlier 2012 project. This meant EASA could provide an even wider analysis of companies' implementation of their commitments to the EU pledge, which looks at food advertising to children via the internet.

The preliminary results of the project were presented to the EU Pledge signatories and participating SROs at a workshop on the 13th of November, where recommendations on how to ensure the commitments to the pledge are fully implemented were discussed.

EASA Training and Education

3E – EASA Education Ethics

The 3E Module was launched during EASA's biannual meetings which took place in April 2013 with the first training session taking place in Summer 2013, under the direction of Arthur Pober, creator of the module. SROs in Austria, Bulgaria, France, Poland and Sweden have signed the 3E Module Charter, and are now rolling out the programme. EASA is in discussions with its SRO members in Romania, Portugal and Turkey about the possibility of rolling out the programme across these markets.

EASA Coordination

EDAA - the European Interactive Digital Advertising Alliance

EASA has continued to host the EDAA, providing key communications and financial support. EASA's close collaboration with the EDAA is an essential part of its commitment to ensuring effective self-regulation of OBA.

G-Regs

The EASA Board gave the go-ahead for continued involvement with G-Regs, during EASA's April meetings. The EASA Secretariat has been coordinating the reviews by individual SROs of the self-regulatory aspects on the G-Regs website.

G-Regs sources, translates and assembles rules affecting marketing communications in ten categories and 28 countries and presents them in plain English. More information can be found at www.g-regs.com

EASA Publications

Monitoring Reports

- 2013 Cosmetics Europe Gap Analysis Report (Internal)
- 2013 EU Pledge Food Monitoring Report (available at www.eu-pledge.eu)

Statistics

- 2012 European Complaints Statistics Report
- 2012 International Complaints Statistics Report
- 2013 Annual Cross-Border Complaints Report

The key figures from EASA's statistics can be viewed on the next page.

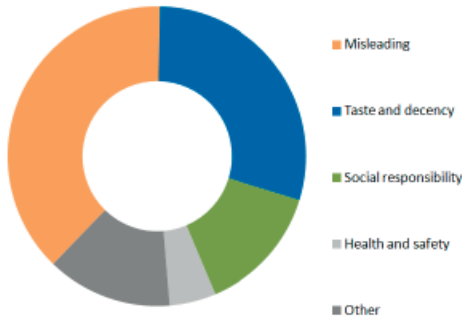
The Stats

European Complaints 2012

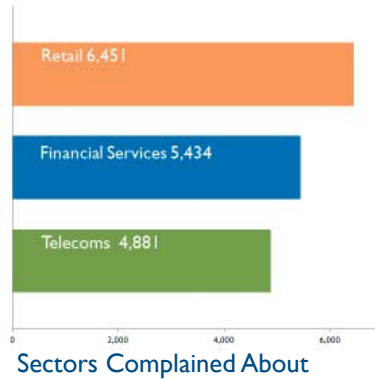
62,232 complaints received about 34,534 ads

83% of complaints handled within 2 months

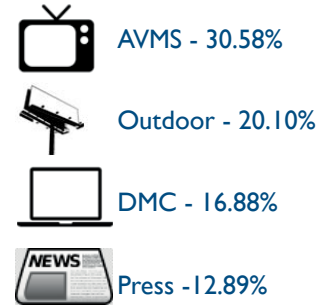
76,594 copy advice requests processed



Issues Complained About



Sectors Complained About

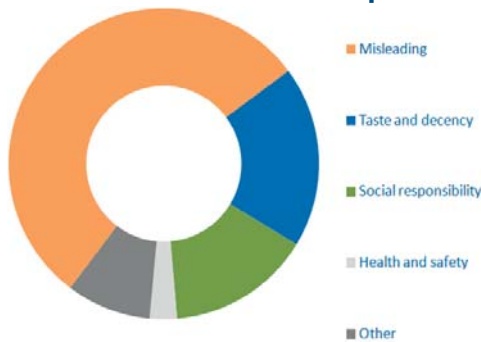


Media Complained About

International Complaints 2012

17,458 complaints received about 3593 ads

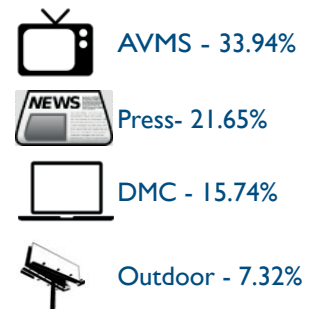
79% of complaints handled within 2 months



Issues Complained About



Sectors Complained About

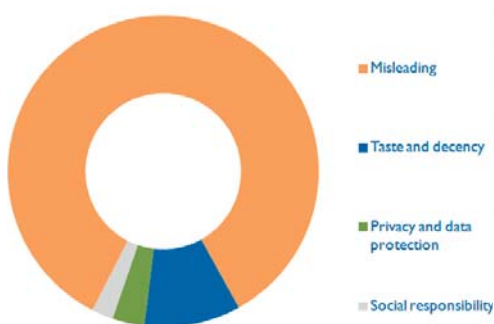


Media Complained About

Cross Border Complaints 2013

113 cross border complaints received

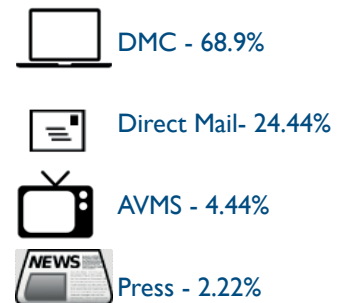
71% of complaints handled within 2 months



Issues Complained About



Sectors Complained About



Media Complained About

International Copy Advice Facility



65 copy advice requests sent to 19 countries went through www.ad-advice.org in 2012