



## New International Council on Ad Self-Regulation launched in October in Lisbon

**On 26 October 2016 in Lisbon, a new International Council on Ad Self-Regulation (ICAS) was established – an international platform to promote effective advertising self-regulation worldwide. The new ICAS will unite global Self-Regulatory Organisations (SROs), Regional SR Organizations and international Industry Associations to form a powerful council that will facilitate the establishment of new SROs in emerging markets, help empower them and provide a platform to discuss and work on solutions regarding the global challenges faced by the advertising industry.**

Amongst its founding members, ICAS can count SROs from Asia Pacific, North America, South America, as well as several of the largest European SROs.

On the side of the industry the most notable founding member of ICAS is the World Federation of Advertisers (WFA) which has been directly involved in the development of ICAS together with EASA, which is also founding member, as a Regional Ad Selfregulatory Organization.

At the constitutional ICAS meeting on 26 October, the ICAS standing orders were approved and Mr José Domingo Gómez Castallo, Director of the Spanish SRO AUTOCONTROL, was elected as first ICAS Chairman. With four Vice-Chairpersons to support him as well as an Executive Committee, Mr Gómez Castallo will now create a strategy and action plan for the new organisation.

The already appointed Vice-Chairpersons are: Fiona Jolly, CEO of the Australian Advertising Standards Bureau (ASB), Karla Avila Jiménez, Director General of CONAR Mexico and, as Industry Vice Chairman, Stephan Loerke, CEO of the World Federation of Advertisers (WFA). The Executive Committee includes the following members: Gilberto Leifert, President of CONAR Brazil, Jani Yates, President and CEO of Advertising Standards Canada, and Stéphane Martin in his role as Chairman of EASA and shall be extended to new members in the coming weeks.

The ICAS Chairman, Mr Gómez Castallo stressed: *“ Because of the globalisation, we must face new global challenges to advertising self-regulation and to the promotion of responsible advertising. We are proud of the work done by EASA, but EASA has a lot of work to do in Europe. At this moment, we need a new platform, to develop self-regulation worldwide in the interest of the global consumers and the Advertising Industry. That's the reason for ICAS.”*

Stéphane Martin, the EASA Chairman and Director of the French SRO, ARPP, welcomed *“the strengthening and extension of the relations forged many years ago between advertising self-*



*regulatory bodies on the five continents by the formal constitution of an international organisation. The founding members of ICAS, which includes the ARPP in France, will continue their mission of promoting good practices in advertising and enrich thus the international initiatives regarding advertising self-regulation while respecting local cultures and traditions. This platform is extremely important to preserve the freedom to communicate responsibly to the savvy global consumers.”*

Stephan Loerke, the elected Industry Vice-Chairman of ICAS concluded: *“At a time where our industry is embracing global digital marketing platforms and where global regulators are driving the legislative agenda, the launch of ICAS is a timely and critically important initiative. It creates a truly global platform which will enable industry to deploy self-regulation systems in emerging markets and align best-practices across the globe.”*

#### **About ICAS**

The new ICAS is building on an existing network of international Self-Regulatory Organisations which was set up as a global forum for information exchange, discussion of best practice, and communication between SROs around the world. With its own budget, operations, and staff, ICAS will develop to become a strong and independent platform, playing a fundamental role in the promotion and development of advertising self-regulation worldwide.

**- END -**