

15 May 2019

## **Call for ISO to support existing initiatives promoting effective international standards on marketing to children**

This paper was drafted jointly by the International Council for Advertising Self-Regulation ([ICAS](#)) and the European Advertising Standards Alliance ([EASA](#)) in response to a new work item proposal on “Guidance for advertising and marketing that affect children” to be discussed by the ISO Committee on consumer policy (COPOLCO) at its meeting on 21-24 May 2019 in Harare, Zimbabwe.

EASA and ICAS support an **international framework for advertising standards aimed at children**, combined with a proper adaptation to local needs that takes into account historical, social and cultural specificities. Both our organizations have worked since their founding on initiatives to promote **responsible advertising practices respecting children’s rights**. Our respective networks of advertising self-regulatory organizations across the world ensure responsible advertising by enforcing national programs and standards which reflect the principles of the **International Chamber of Commerce (ICC) Marketing Code** and related frameworks. These programs and standards already include provisions addressing special responsibilities for marketing products to children and teenagers. As for the advertising self-regulatory systems that implement them and update them on a regular basis, their benefits are recognized by international organizations such as the Asia-Pacific Economic Cooperation (APEC), the European Union (EU), and the Organization for Economic Cooperation and Development (OECD). Moreover, ICAS itself was founded with the goal of assisting developing economies outside Europe adapt proven self-regulatory models to their marketplaces.

We are reaching out to ISO because we are concerned that **the work item proposal submitted to the COPOLCO by the Japanese Standards Association on standards for marketing to children does not take into account existing initiatives and could give rise to duplicate or conflicting standards**. This could create complexity and inconsistency for the advertising industry, regulators, and self-regulatory organizations. We feel that the protection of children from harmful advertising and marketing practices may not ultimately be enhanced.

We therefore recommend that **COPOLCO should initiate a dialogue with EASA, ICAS, the ICC, and all other relevant stakeholders, prior to making a decision on the proposed new work**. We believe that coordination with existing international initiatives on marketing to children would benefit everyone and we stand ready to discuss the best way we could work together to ensure that the highest international standards are in place and applied on marketing to children.

More information on the ICC Marketing Code and its provisions addressing advertising to children will be provided in the ICC letter sent separately to ISO.

More information on ICAS and EASA is provided hereafter.

## About ICAS and EASA

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**The International Council for Advertising Self-Regulation (ICAS)** is a global platform that promotes effective advertising self-regulation. ICAS members include Self-Regulatory Organizations (SROs) and other national, regional and international bodies working to ensure that adverts and marketing communications are legal, honest, truthful and decent.

As of 1 April 2019, ICAS had 30 member organizations active in all major regions of the world: Europe, the Americas, Asia-Pacific, Africa and the Middle East.

For more information on ICAS, its members, mission and activities, please visit <https://icas.global>

The **European Advertising Standards Alliance (EASA)**, founding member of ICAS, is the single authoritative voice on advertising self-regulation in Europe and promotes high ethical standards in commercial communications by means of effective self-regulation, while being mindful of national differences of culture, legal and commercial practice. EASA was created in 1992 and today its membership includes 27 independent advertising standards bodies (including 22 from EU Member States) and 13 ad industry associations representing the entire advertising ecosystem - advertisers, agencies and the media.

For more information on EASA its members, mission and activities, please visit <http://www.easa-alliance.org/>

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