

December 2020

Financial Models for SROs – Key measures and initiatives

From	ICAS and EASA Secretariats	Date of mtg	10 December 2020
Held at	Online Zoom Meeting	Time of mtg	11:00 – 12:30 UTC* 12:00 – 13:30 CET

Financial Models for SROs: 2nd edition Key measures and initiatives

The following list is a compendium of all measures and initiatives presented during the webinar by the SROs listed below. By no means is it meant to comprehensively capture the full range of initiatives undertaken by the SROs mentioned.

Ad Standards, Canada (CA)

Conar, Chile (CL)

AUTOCONTROL, Spain (ES)

Reklamombudsmannen, Sweden (SE)

Immediate actions to tackle financial disruption

- Financial restraint
 - Cuts of all non-essential operating expenditure (i.e. travel costs) (CA, CL, ES)
 - Decrease of HR costs (CL, ES, SE)
 - Left office building, transition to fully digital (CL)

But these solutions only help in a limited way and are not sustainable on the long-term....

Ensuring long-term sustainability

Internal organization: be efficient

- Strategic planning, analysis of the situation (risk matrix), SWOT, scenario planning with accounting for possible unforeseen events, asking the question “how to remain relevant in the long-term?” (CA, CL, ES, SE)
- Continued investment in staff and human resources (ES, SE)
- Development and implementation of IT projects to improve customer usage, efficiencies and improve automation as well as members and customer interfaces (website) (CA, ES, SE)
- Stepping-up member communications:
 - Member Report sent with advance 2021 fee invoices, monthly snapshot of industry

burning issues (CA)

- Bespoke password-protected knowledge portal containing a guide with practice and guidance on the following areas: Influencer marketing, green claims, price issues, social responsibility and more (SE)
- Membership development (CA, CL, SE)
 - Focus on increasing participation/involvement of:
 - Digital players
 - New advertising players: digital service companies, influencer networks, etc.
 - New companies from sectors that are doing well during the pandemic
 - Other players which are not currently taking part in ad SR
 - Be relevant and deliver on “what’s in it for me”, identify legislative threats and issues the industry is facing and present the SRO as a solution provider (CA, ES, SE)
 - Board involvement for lapsed and new member categories to multiply contacts and entry-points

New projects and services: be relevant

- Trainings
 - Shorter/digital trainings on following issues; Influencer marketing, Green claims, social responsibility (SE). Spain e.g. provided training to more than 3.000 practitioners in total. 800 attended AUTOCONTROL’s influencer marketing seminar) (ES)
 - Virtual program for post-secondary students (CA)
- Advice
 - Code consultations (especially for sectors where there is no pre-clearance, and on issues such as diversity) (CA)
 - Reinforcement of data protection advice services making them part of the value proposition to stakeholders (SE)
 - Delivering clearance trust marks or check compliance with existing ones.
 - [Check Mark Logo](#) -> Bringing value to the clearance provided by the SRO by making it visible to the consumer -> competitive advantage for the advertiser concerned (CA)
 - Agreement with the OTC medicine association in order to merge its “trust mark” in its field with AUTOCONTROL’s Copy advice® service (ES)
 - Deliver more digital services to all companies contributing to self-regulation (SE)
- Visibility of ad SR and the SRO
 - Keep up good relations to fuel a sense of collective responsibility (SE)

- Enhancing communication channels: website overhaul, publishing of decisions in newsletters and social media to raise awareness about self-regulation (SE)
- ADR awareness campaign (ES)
- Official recognition
 - Official recognition by financial authorities (finances and investments) of the role of AUTOCONTROL and of the legal effect to the Copy advice in those sectors -> increases copy advice income (ES)
 - Approval of AUTOCONTROL's Data Protection Code of Conduct by The Spanish Data protection Authority recognizing AUTOCONTROL's Jury to handle complaints in this field. AUTOCONTROL will charge companies for every received complaint. -> Additional remuneration for the SRO (ES)
 - Enforcement of AUTOCONTROL's new Code of conduct for influencers (recognized by the Government) -> new members, more Copy advice. (ES)
 - Expansion of AUTOCONTROL's audiovisual program to influencers and video sharing platforms as the project of audiovisual law supports co-regulation boosting the SROs role and recognizing legal effects to their Copy advice®; Vloggers to be considered "audiovisual media" (ES)
- Leverage of EU related opportunities
 - Grant from the EU Commission (60.000€) supporting an awareness campaign. (ES) and the overhaul of AUTOCONTROL's online platform
 - Exploration of the provisions of the European Audiovisual Directive: "The role of the relevant public authorities includes recognition of the co-regulatory scheme, auditing of its processes and funding of the scheme."