

Standing Orders

1. Background

ICAS was set up by EASA in 2008, devoted for non-EU SROs correspondent members of EASA, in order to meet a growing demand for an ***international information exchange forum for advertising self-regulatory organizations around the world***.

- EASA's Board approved (Istanbul, October 2014) the **creation of an internal "International Working Group"** to discuss and agree EASA's international future and report its recommendations to EASA's bodies.
- EASA's Board approved (Madrid, April 2015) the **development of a new International Advertising Standards Alliance (IASA)**, starting from the approach mapped out in the White Paper and aiming at consulting and inviting other non-EASA organizations (ASRC and others) to participate in the process of creating IASA.
- After several meetings, a proposal was discussed among EASA and ASRC representatives.
- EASA's Board (Bucharest, April 2016), agreed to **adapt the current ICAS model to a new and more developed platform, strengthening its organization and resources, as an intermediate stage until the creation of IASA**. The Board approved the direction of travel as it was laid out in the draft standing orders submitted; also, the Board decided to open a consultation process among the EASA corresponding members in order to better define: objectives and priorities, meeting schedules and membership fees and voting rights.
- EASA's Executive Committee (Brussels, June 2016) after analyzing all the comments and suggestions received in the consultation process, decided to reformulate the proposal of ICAS standing orders in order to submit it to the new ICAS constitutional meeting to be held in Lisbon in October 2016. That proposal would be as follows.

2. Approach

ICAS is a platform that brings together SROs (European and non-European), Regional Ad Self-regulation organizations and Advertising Industry Associations in order to discuss and address international advertising self-regulation challenges. It has a dedicated budget, with clearly identified revenues and expenses within the EASA P&L account.

ICAS is conceived, at this moment, as the intermediate stage to facilitate discussion of the creation of an international advertising self-regulation organization that will be independent from EASA with

regards to its operation, staff and budget (EASA will, however, be part of that new international organization).

3. Objectives

In coordination with EASA and outside of Europe:

- To allow SROs and the advertising industry to have an international contact point to connect, build knowledge and share best practices experiences and insights about emerging issues with respect to responsible marketing issues.
- To support the establishment of self-regulatory systems in countries where they don't exist.
- To help maintain and strengthen existing national SROs.
- To help demonstrate the effectiveness of SR as a policy alternative.
- To advocate for the existence of SR, its effectiveness and meaning and the added value of responsible communication in any international scenario (UN, WHO, APEC, etc.).
- To increase collaboration and maximize efficiencies among international organizations (ICC, IAA, etc.), in order to support setting up and strengthening self-regulation developed at a national level.
- To discuss and lay down the bases for the new international organization to defend SR throughout the world.

4. Composition

It is composed of:

- SROs – European and non-European
- Regional Ad Self-regulation organizations formally constituted Organizations to develop Ad Self-Regulation in geographical regions, composed by the SROs in the area, plus optionally Industry Organizations; as EASA or CONARED
- Advertising Industry Organizations

Non-EASA member SROs, such as ASRC, can join ICAS without becoming EASA members.

European SROs and Industry Associations must keep its EASA membership; this contribution will be additional to the one for EASA. For current non-European SROs EASA members, this contribution will substitute their contribution to EASA and will be completely devoted to ICAS budget; they will remain as EASA correspondent members.

5. Staff

ICAS will have at least one full-time employee with exclusive dedication (legally as part of EASA staff) and one or several senior advisers, in a consultancy basis, appointed by the Executive Committee for permanent or specific purposes.

6. Funding and Members

- **Members** will fully participate in the new ICAS bodies, they will be represented in the AGM through delegates (having each of them one vote at the AGM); they can also be appointed as Officers and as members of the Executive Committee. Their contributions will depend on their income size according to the chart below.
- **Associate members** could be developing SROs or less developed SROs; they will be able to participate in the AGM with one delegate –without voting rights-. Also, where deemed appropriate, they could fully participate (with voting rights) in the AGM through the regional SRO associations (ICAS members) to which they could belong.

All members (including associate members) will be allowed to attend ICAS and EASA meetings and to benefit from the information exchange

Industry associations	Regional SRO associations	SROs	fee	Delegates at the AGM
		Associate member	1,600€	(no voting rights)
below 500k EUR annual income	Up to 2 SROs Member	with less than 750,000€ annual income	3,000€	1
500k - 1m EUR annual income	3 to 6 SROs Member	with more than 750,000€ total annual income	6,000€	2
1 – 1.600m EUR annual income	7 to 12 SROs		9,000€	3
1.600 – 2.200m EUR annual income	More than 12 SROs		12,000€	4
2.200 - 3m EUR annual income			15,000€	5
more than 3m EUR annual income			20,000€	6

7. Budget

EASA will legally collect and manage ICAS' budget, being ICAS' budget a dedicated line in EASA's budget.

Apart from the incomes obtained through ICAS membership fees, ICAS could also receive several other incomes linked to the management of specific non-European programs, such as programs and projects agreed with Industry sectoral organizations (e.g. in the digital, privacy, children, food or alcohol areas).

ICAS representatives travel expenses will be covered by their respective organizations.

8. Officers and Bodies

- *ICAS General Assembly*: composed of all ICAS member delegates; any of them will have a vote and, when appropriate, the proxy vote of other delegates unable to attend a specific meeting. The General Assembly is the body that will appoint the ICAS Executive Committee and will decide on budget, new member applications and other relevant issues.

Associate member delegates will also be able to participate –without voting rights. Also, where deemed appropriate, they could fully participate (with voting rights) through the regional SRO associations (ICAS member) to which they could belong.

- *ICAS Executive Committee*: a Chairman and 4 Vice-chairmen (one of them from the Industry Associations), and 4/6 additional Ex Committee members; all of them appointed for a two-year term. The EASA Chairman would be part of the ICAS Executive Committee⁴. The Executive Committee would run ICAS' daily activity and would manage its participation in forums, debates, meetings and other related activities.

EASA Managing Director will assist ICAS Bodies and act in case legal action is needed.

9. Headquarters

To be initially located in EASA Offices.

10. Meetings

ICAS General Assembly: 1 meeting per year.

ICAS Executive Committee: One or two meetings a year (virtual or in person) according to the needs.