

EACA resolution in support of advertising self-regulation in Europe

The European Association of Communications Agencies (EACA) hereby declares the following nine-point resolution on behalf of its agency & national association members in Europe:

Organisation & funding

1. The EACA commits itself to the principle of self-regulation of all advertising and marketing communications across Europe.
2. The EACA pledges its wholehearted support for the mission of the European Advertising Standards Alliance (EASA).
3. The EACA will work closely with advertisers and media to ensure that there is adequate, robust and sustainable funding of the individual self-regulatory organisations (SROs) in each European country.

Codes & observance

4. The EACA and its member agencies commit to abide by the letter and the spirit of the codes of advertising, sales promotion, direct marketing and other forms of commercial communications which apply in each of their countries.
5. The EACA and its member agencies will work closely with the advertisers, media owners and EASA to ensure that these codes are reviewed regularly, taking into account the needs of all stakeholders, to ensure they reflect changes in markets and in public opinion.
6. The EACA recognises that as media and markets gradually converge, so should the self-regulatory codes. The EACA undertakes to work to facilitate pan-European campaigns and thus ensure customer confidence in commercial communications across Europe.

Enforcement & sanctions

7. The EACA will work closely with advertisers and media owners to ensure that any creative work against which a complaint has been upheld as part of the recognised national self-regulation adjudication process is removed as quickly as possible from public view.
8. The EACA's member agencies and the members of EACA's national associations will not allow any creative work which has been disallowed or had a complaint upheld against it by its national SRO to be entered into any awards scheme or competition under their control.
9. The EACA calls on the organisers of all awards competitions to adopt the same rules.

As at 7 May 2004, Zürich.