

EASA 30th Anniversary Declaration

For proactive and effective advertising self-regulation and the enhancement of socially responsible advertising in Europe

On the occasion of the European Advertising Standards Alliance's (EASA) 30th anniversary, we, the undersigned, EASA industry members, digital pure-play company members, and advertising self-regulatory organisation members, hereby reiterate our firm and unified commitment to maintain and further develop effective and independent advertising self-regulation (ad SR) across European markets under the principles enshrined in the EASA Charter. We strongly believe that ad SR, often combined with legal backstops, is the best way to guarantee a high level of consumer protection and justified trust in advertising for the benefit of all stakeholders and society as a whole. Acknowledging the above, collectively as members of the Alliance, we commit that EASA shall:

Promote robustly funded collective advertising self-regulation

- 1 Support ad SR systems and the participation of all advertising industry actors including digital pure-play companies, recognising that advertising self-regulatory systems cover all forms of advertising and all practitioners, as well as support appropriate forms of adequate and sustained funding by all the actors of the advertising industry.

Promote technology-enabled advertising self-regulation

- 2 Promote the use of data-driven solutions where relevant, acknowledging the potential value of technology-enabled solutions in monitoring online ads at scale.

Support independent and locally rooted advertising self-regulation

- 3 Support national advertising self-regulatory systems recognising the unique value of locally rooted, independent, consumer-facing self-regulatory organisations.

Enable a common European approach

- 4 Consider, explore, and implement European-wide solutions to emerging challenges where relevant. These shall foster harmonisation while enabling adequate adaptation to local markets and enforcement by local advertising self-regulatory organisations.

Support responsive, inclusive, effective, and nimble advertising self-regulation

- 5 Support the industry in enhancing advertising as a force for good, recognising that advertising has the capacity to contribute to promoting attitudes and behaviours that help respond to global challenges such as sustainability, diversity, social inclusion or equity, etc. including: (i) Providing visibility to these issues within the advertising industry, (ii) Promoting awareness and training to companies and (iii) Sharing examples of good practices.

Foster collaborative advertising self-regulation

EASA shall act as a forum and focal point between EASA Members to exchange, develop, and undertake actions, collaborate with relevant stakeholders, non-member organisations, civil society, and academia to help ensure the effective implementation of the above-mentioned commitments.