**INTERGOVERNMENTAL ORGANISATION DEVELOPMENTS**

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| **Name** | **Initiative/Activity** |
| **OECD**  Organization for Economic Development and Cooperation | * **Overview**   **The OECD Committee on Consumer Policy (CCP)**  The overall Business at OECD objective is to support the OECD and policymakers identify policy options so as to fully seize the benefits of digitalisation for innovation & growth while addressing the challenges related to the digital transformation, and to promote sound industry-led regulation that enables consumers to make informed choices without inhibiting growth potential. The OECD work on Consumer Policy focuses predominantly on *Product Safety* in the age of interconnected devices and smart machines as well as *Consumer Protection* through industry-led regulation and accurate understanding of the situation of digital consumers.  **OECD Working Party on Consumer Product Safety (WPCPS)**  The OECD work on consumer product safety aims to improve co-operation amongst jurisdictions. The focus of its mandate is on improving information sharing and promoting greater co-operation among product safety market surveillance, enforcement, and regulatory authorities worldwide by identifying safety issues early; sharing practices and policy law developments; addressing safety concerns in a consistent way; supporting global and regional fora.  Both Committees examine the consumer impact of new digital technologies and business models; develop international consumer product safety policy frameworks in digital markets (WPCPS) and strengthen consumer policy through informed and conscious consumer choices.  The last meetings of the CCP and WPCPS were held virtually from 4, 19, 21 & 22 April 2022.   * **Implementation toolkit on legislative actions for consumer protection enforcement co-operation – 17 June 2021**   The [Toolkit](file:///C:\Users\rmn\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\MZEMW5KV\Toolkit) is directed at helping countries reduce the ‘legal authority’ barrier to cross-border enforcement co-operation identified in the 2018 OECD study. It sets forth ten guiding principles on legal and operational issues relating to: i) investigatory powers, ii) enforcement outcomes, and iii) co-operation practices.   * **Dark commercial patterns online –19 April 2022**   There is growing awareness of “dark patterns” being used by e-commerce businesses in the design of their websites and applications to coerce, steer, or deceive consumers into making unintended and potentially harmful decisions online. “Dark (commercial) patterns is an umbrella term designating a wide variety of online practices in user interfaces that aim to steer, deceive, coerce, or manipulate consumers into making choices regarding purchases or their personal data that may not be in their best interests.”  The project aims to further the CCP’s understanding of how consumers react to or perceive certain dark patterns, including how behavioural biases may be exploited. A draft report was circulated for input at the beginning of October 2021 which covers i) definition of dark commercial patterns (DCPs), ii) prevalence of DCPs online, iii) impact on consumer decision-making and consumer welfare, iv) policy and enforcement responses, v) what can businesses and individual consumers do, vi) Outlook: protecting consumers against DCPs with AI.  ICC provided comments through Business@OECD to consider existing guidance and industry initiatives, calling for a more balanced approach.  The first draft report was presented at the CCP session on 15 November 2021 for further discussion on the structure and scope of the report, as well as proposed next steps. Accordingly, a second draft of the report and a draft methodology for empirical work to be developed in this area were presented at the CCP session on 19 April 2022. During the session, there was support for the declassification and release of the report. A discussion was also held on the value and challenges of including a definition of dark commercial patterns. Proposed definitions for consideration will be presented at the next meeting. A final draft is expected for approval in October 2022 and results of the empirical work in April 2023.   * **Joint workshop with the Competition Commission – 19 April 2022**   The Committee presented a draft agenda for the joint workshop with the Competition Commission to be held in 2023. At the previous meeting in November, the Competition Secretariat presented high-level options regarding the scope and structure of a joint workshop on behavioural insights for discussion. This year, the Secretariat also presented suggestions for the content of an issues paper to support discussion at the event.   * **Going Digital III – \Roundtable on consumer access and use of their own data – 19 April 2022**   During the previous session in November 2021, the Secretariat to the Committee on Digital Economy Policy (CDEP) provided an update on Phase 3 of the Going Digital project, which will focus on Data Governance for Growth and Well-being. In this session, the Committee contributed to Module 1 of the project on data stewardship, access, sharing and control. As part of this, a roundtable was organised focusing on whether and how consumers use their own data to make more informed purchase decisions. It explored: i) opportunities for consumers to use their own data to make better purchase decisions, and ii) related barriers and risks.   * **Report on measuring consumer detriment in E-Commerce– 19 April 2022**   The Secretariat presented the final report summarising the results from the online survey on measuring consumer detriment in e-commerce. Delegates were invited to consider approving and declassifying the report at the meeting.   * **Sustainable Consumption – 21 April 2022**   In November, delegates discussed a proposal to develop a project on sustainable consumption, possibly in collaboration with other relevant OECD committees and other international fora. The OECD showed its intention to conduct a review of existing policies fostering sustainable consumption and a survey/behavioural experiment assessing consumer attitudes towards sustainable consumption, understanding of green claims and impact of green claims on consumer behaviour. This was an opportunity to also share a copy of the ICC Framework for Responsible Environmental Marketing Communications with the OECD for consideration in their review process of existing guidance and policies.  At the event held in April, there was an update from jurisdictions on sustainable consumption developments. Delegates were invited to share information about policy, business or other initiatives aimed to foster consumer engagement in the green economy. The Secretariat also reported on key outcomes from discussion at an OECD/ASEAN event on Nudging Consumers Toward Greener Choices held on 8 February in the margins of the OECD’s Southeast Asia Ministerial, on 9-10 February.   * **Disclosure effectiveness – 21 April 2022**   In November, the Secretariat presented a first draft report on online disclosure effectiveness. The report aims to provide guidance for more effective disclosure policies and to compare empirical evidence on how to enhance the effectiveness of different types of disclosures, including i) data breach notifications; ii) recall notices; and iii) class action notices. Delegates discussed the report and the proposed timeframes for finalising it.  At the event held in April, the Secretariat presented a revised version of the background report on online disclosure effectiveness reflecting comments received at the CCP’s November 2021 Session and thereafter. Delegates were invited to discuss the new draft and a possible timeline for its declassification, which could be considered i) either at the meeting or shortly thereafter; or ii) in time for the CCP’s November 2022 meeting, together with a discussion of ways to promote it within and outside the OECD.   * **Online marketplace questionnaires/Product Safety Pledges – 22 April 2022**   In November, The WPCPS presented a preliminary draft report on findings from the questionnaires sent to government authorities and selected online marketplace businesses on the role of online marketplaces in enhancing consumer protection. The Secretariat also presented possible future projects on online marketplaces based on key findings in the draft report.  At the event held in April, the Secretariat briefly presented amendments to the draft report on the results of recent questionnaires to online marketplace businesses and governments on the role of online marketplaces in enhancing consumer protection. Delegates were invited to approve and declassify the report at the meeting subject to any final edits.  Also in November, the Secretariat prepared a preliminary outline for policy guidance to online marketplaces on how to implement the key commitments identified in the [OECD Communiqué on Product Safety Pledges](https://one.oecd.org/document/DSTI/CP/CPS(2021)4/FINAL/en/pdf) released during the June international consumer conference. Delegates provided comments on the suggested structure and scope of the outline and proposed timeframes for developing it, including time for consultation with relevant online marketplace businesses and consumer organisations. The Secretariat presented a revised draft of proposed policy guidance on how the key principles identified in the OECD Communiqué on Consumer Product Safety Pledges can be implemented. Delegates were invited to provide comments and approval to send the draft to the Committee on Consumer Policy for approval and declassification   * **2022 Global awareness campaign composed of an international sweep on online product safety –**The Secretariat and the campaign co-leaders (Australia and Korea) presented their work plan for the event, including a possible scope and timeline, as well as a possible messaging and communication strategy of the campaign. * Review of CDEP – led Ministerial. The Secretariat informed the Committee about preparations for the CDEP-led Ministerial, to be held on 13-16 December 2022 in Spain. * **Events** * **103rd CCP Session** – **9-10 November 2022** * **104th Session: 13-14 April 2023**. * **105th Session: 15-16 November 2023** |
| **UN**  United Nations | * **Overview** * **UNEP in collaboration with adelphi have developed the Guidelines for Providing Product Sustainability Information in E-commerce - Upcoming**   This new work supplements the original [Guidelines for Providing Product Sustainability Information](file:///C:\Users\alexandre\AppData\Local\Packages\Microsoft.Office.Desktop_8wekyb3d8bbwe\AC\INetCache\Content.Outlook\B9AZWS3E\Guidelines%20for%20Providing%20Product%20Sustainability%20Information) and explains how the 10 existing Principles can be applied in an online setting.   * + **UNCTAD released documents revolving around the relationship between digital economy and consumers**   =   * [**E-Commerce and the Digital Economy in LDCs: At Breaking Point in COVID-19 Times**](https://unctad.org/system/files/official-document/dtlstict2022d1_en.pdf) **– 17 March 2022**   This book is the result on extensive research carried out by research of the E-Commerce and Digital Economy Branch of the UNCTAD Division on Technology and Logistics. It focused on key challenges facing LDCs on their digital development path and draws from their research and technical assistance especially in eTrade Readiness Assessments. The document provides testimonies from the public and private sectors of smart and innovative initiatives by stakeholders in various LDCs. This research provides innovative approaches and different perspectives to addressing the emerging competition and consumer protection challenges in the digital economy in an overall effort to contribute to inclusive economic development.   * [**Policy Brief No.96: Why robust digital identity systems are essential in fostering trade and development**](https://unctad.org/system/files/official-document/presspb2022d4_en.pdf) **- 24 Feb 2022** * [**Policy Brief No.92: Digital trade: Opportunities and actions for developing countries**](https://unctad.org/system/files/official-document/presspb2021d10_en.pdf) **- 7 Jan 2022** * **UNICEF: Playbook on ‘Promoting diversity and inclusion in advertising’**   The Playbook has been developed in collaboration with LEGO Group and provides tools for businesses to create guidelines and strategies, along with a multitude of examples of companies that demonstrate diversity and inclusion in their creative content and products for children. It has been endorsed by Licensing International, the association representing global brand licensing industry, as a ‘must have’ resource for licensing executives’ product and content developers and marketing professionals.   * **Events** * **eCommerce Week: Data and Digitalization for Development – 25-29 April 2022, Geneva** |
| **FTC**  Federal Trade Commission | * **Overview** * **FTC will host a virtual event on Protecting Kids from Stealth Advertising in Digital Media** – 19 October 2022   The FTC will host a [virtual event](https://www.ftc.gov/news-events/events/2022/10/protecting-kids-stealth-advertising-digital-media) to examine the techniques being used to advertise to children online – in all the various digital spaces children frequent – and what measures should be implemented to protect children from manipulative advertising. |
| **EC**  European Commission,  **EP**  European Parliament,  **European Council** | * **Overview** * **Environmental Claims**   In November 2020, the European Commission presented [The New Consumer Agenda](https://ec.europa.eu/commission/presscorner/detail/en/ip_20_2069), to empower European consumers to play an active role in the green and digital transitions – the agenda puts forward EU consumer policy actions for the next five years on five key areas: the green transition; the digital transformation; redress and enforcement of consumer rights; specific needs of certain consumer groups; and international cooperation.  *Proposal for a directive on empowering consumers in the green transition – Q1 2022*  On 30 March 2020, the Commission presented a [proposal for a Directive COM/2022/143](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52022PC0143&qid=1649327162410) final to empower consumers for the green transition that will also provide better protection against greenwashing. The initiative mainly aims to ensure that consumers obtain reliable & useful information on products; prevent overstated environmental information (‘greenwashing’) and sale of products with a covertly shortened lifespan; set minimum requirements for sustainability logos & labels.  *Proposal for a regulation on the substantiation of green claims – Q32022*  This [initiative](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12511-Environmental-performance-of-products-businesses-substantiating-claims_en) will require companies to substantiate claims they make about the environmental footprint of their products/services by using standard methods such as Product end Environmental Footprint methods (PEF/OEF), for quantifying them. The ultimate goal is to make the claim reliable, comparable and verifiable across the EU and to consequently help commercial buyers and investors make more sustainable decisions and increase consumer confidence in green labels and information. The initiative is expected to be articulated with the Empowering Consumers in the Digital Transition, in spite of the fact that it will be drafted by a different DG of the Commission.   * + **Consumer protection**   *Update of the Unfair Commercial Practices Guidance*  Last year, on the basis of the New Consumer Agenda, the Commission announced the upcoming update of the guidance documents on the [Unfair Commercial Practices Directive](https://ec.europa.eu/info/law/law-topic/consumer-protection-law/unfair-commercial-practices-law/unfair-commercial-practices-directive_en) (UCPD) and the [Consumer Rights Directive](https://ec.europa.eu/info/law/law-topic/consumer-protection-law/consumer-contract-law/consumer-rights-directive_en), so as to address the amendments introduced by the better enforcement and modernisation Directive and the new case law and market developments. In this line, on 17 December 2021, the European Commission adopted the [new Commission Notice](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52021XC1229%2805%29&qid=1640961745514) on the interpretation and application of the Unfair Commercial Practices Directive (‘the UCPD Guidance’), as announced in the New Consumer Agenda. The Notice replaces the previous UCPD Guidance, a Commission Staff Working Document from 2016, and covers the amendments introduced by Directive (EU) 2019/2161 that enter into application from 28 May 2022. In particular, the revision brings further detail to the chapters on green claims and on influencer marketing, along with a new chapter on dark patterns.  *Fitness Check on EU Consumer law*  The European Commission has launched on 17 May 2022 a [Fitness Check on digital fairness in the EU consumer law](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13413-Digital-fairness-fitness-check-on-EU-consumer-law_en). This in-depth evaluation, which was first announced in the 2020 New Consumer Agenda, will only be completed in 2024. The objective of the fitness check is to assess the adequacy of the existing EU legal framework in dealing with consumer protection issues such as, inter alia, consumer vulnerabilities, dark patterns, personalisation practices, influencer marketing, marketing of virtual items and the addictive use of digital products. The Fitness Check may lead to a new legislative proposal revising the UCPD, or to other measures for enhanced implementation and enforcement. A call for evidence remains open until 14 June, and a public consultation will take place in Q4 2022, along with other consultation targeted at some stakeholders.   * **Beating Cancer**   The European Commission Beating Cancer Plan (BECA) was published in February 2021, has then triggered the European Parliament to set up a dedicated Special Committee of the European Parliament (BECA) in order to establish a report on the Plan. On 17 November 2021, DG SANTE published an [Implementation Roadmap](https://ec.europa.eu/health/sites/default/files/non_communicable_diseases/docs/2021-2025_cancer-roadmap_en.pdf) for the [European Commission Beating Cancer Plan (BECA)](https://ec.europa.eu/health/sites/default/files/non_communicable_diseases/docs/eu_cancer-plan_en.pdf), The Roadmap provides an overview of the timelines over the next five years for each initiative supported by the Beating Cancer Plan.  On 16 February 2022, the European Parliament adopted the BECA Report, a [Resolution 2020/2267(INI)](https://www.europarl.europa.eu/doceo/document/TA-9-2022-0038_EN.html) on strengthening Europe in the fight against cancer, aiming to build a comprehensive and coordinated strategy The report was based on the extensive public consultation and work held by BECA, and achieved to also incorporated the impact of the COVID-19 pandemic on cancer care in the EU. The report is not legally binding. On the prevention side, the report includes recommendations for measures such as funding programmes that encourage people to stop smoking, and EU front-of-pack nutritional label for food products, inter alia.  As regards the prevention of alcohol-related harm, paragraph 16 calls for specific measures for the protection of minors from commercial communication on alcohol. In particular, it calls for the prohibition of alcohol advertising at sport events when those events are mainly attended by minors, and for the prohibition of alcohol sponsorship of sport. The report also notes that the monitoring of the implementation of the Audiovisual Media Service Directive and the proposed Digital Services Act are instrumental for children protection from alcohol-related ads.   * **Children protection**   The European Commission adopted its [new strategy](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2022:212:FIN) for a better internet for kids (BIK+) on 11 May 2022. The BIK Strategy aims to ensure that children are protected, respected and empowered online in the new Digital Decade, in line with the European Digital Principles.  As from February 2022, the European Parliament’s IMCO Committee started working on an [own initiative report on consumer protection in online video games](https://www.europarl.europa.eu/doceo/document/IMCO-PR-719799_EN.pdf) (non-binding document). The report is not primarily targeting the advertising sector, but some of the issues it addresses may be ad-related, such as lootboxes or “in-games communication features”. Furthermore, the report notes that certain game designs encouraging in-game purchasing can be particularly harmful when targeted at minors, and calls for such advertising to be banned when targeted at minors.   * **Digital Services Act**   The European Commission published in 2020 a legislative package comprising two proposals for new regulations - [Digital Services Act and Digital Market Act](https://ec.europa.eu/info/sites/default/files/proposal-regulation-single-market-digital-services-digital-services-act_en.pdf). The DSA will govern responsibilities of digital platforms and will also apply to platforms established outside the EU that target European consumers. The purpose of the DSA is to update intermediary liability and online safety rules for digital platforms and to better protect consumers and their fundamental rights online, with a clear accountability framework for online platforms. The Regulation also addresses certain elements of online advertising, such as online advertising transparency. Following the trilogues held between the European institutions (Commission, Parliament and Council) from in January 2022, On the 23 and 25 April 2022, both the Digital Services Act and the Digital Market Act reached political agreement within the EU.  As appears in the recently leaked agreement, the DSA will forbid online platforms to show ads targeted on the basis of personal data to minors, and to display any ad based on profiling methods using sensitive data (racial or ethnic origin, political opinions, religion, health data, sexual orientation, etc). Likewise, the prohibition of “dark patterns” in the design of interfaces would apply to all platforms. The DSA will require online platforms to enable consumers to easily identify ads – including influencer marketing – and to provide information such as who is behind the ad, financing it, or why they have been shown an ad. The Regulation will make it compulsory for very large online platforms to set up public databases of all ads published on their websites over the last year. Furthermore, online platforms will be required to take steps to remove illegal content on their sites.  Under DSA’s Article 34 on standards, which will apply to advertising transparency requirements, no definition of “standardisation bodies” will be laid down, therefore not limiting them to a closed list of entities. Furthermore, the Recitals concerning transparency of online advertising and EU-wide codes of conduct clarify that the DSA will be complementing the UCPD and the AVMSD, both of which recognise the value of self-regulation.  Next step will be the finalisation of the texts (technical and legal level, and translation) for the formal approval of the Parliament and Council, which shall take place during 2022. As noted by the European Parliament, both proposals are expected to be put for a final vote in Parliament in July 2022, although the DSA is at risk of delay due to a remaining disagreement over 2 Recitals. The proposals will be later formally adopted by Council and published in the EU Official Journal. The DMA will apply in full as from 6 months after its entry into force – likely Q2 2023. As regards the DSA, whereas some obligations on very large online platforms may apply as from February 2023, its full entry into application is not expected before January 2024.   * + **Farm to Fork Strategy**   The European Commission presented the [Farm to Fork Strategy](https://ec.europa.eu/info/sites/info/files/communication-annex-farm-fork-green-deal_en.pdf) on 20 May 2020 to enable the transition to a sustainable EU food system that safeguards food security and ensures access to healthy diets sourced from a healthy planet. The European Commission developed the [EU Code of Conduct on Responsible Food Business and Marketing Practices](https://ec.europa.eu/food/system/files/2021-06/f2f_sfpd_coc_final_en.pdf) which is one of the first deliverables of the Farm to Fork Strategy and an integral part of its action plan. It sets out the actions that the actors ‘between the farm and the fork’, such as food processors, food service operators and retailers, can voluntarily commit to undertake to tangibly improve and communicate their sustainability performance. The Code entered into force on 5 July 2021. It now has about 102 signatories. On 26 November 2021, the Signatories group elected the members of the Code’s Liaison Group whose role is to prepare proposals to the Signatories Group to review/update the Code as and when appropriate. More information is available [here](https://ec.europa.eu/food/farm2fork/sustainable-food-processing-wholesale-retail-hospitality-and-food-services/code-conduct_en).  On another note, the European Commission has launched on 28 April a consultation running until 21 July 2022 on an initiative on [EU Sustainable food systems](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13174-Sustainable-EU-food-system-new-initiative_en) (upcoming proposal for a Regulation). This initiative aims to make the EU food system sustainable and to integrate sustainability into all food-related policies. The Commission’s adoption of the proposal is expected by Q4 2023.  More information on the Farm to Fork’s timeline and expected developments during 2022 and 2023 can be found [here](https://ec.europa.eu/food/system/files/2022-04/f2f_timeline-actions_en.pdf).   * **Political Advertising**   The European Commission has presented a new [proposal for a Regulation on political advertising](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12826-Political-advertising-improving-transparency_en), which aims to: “*support the functioning of the single market for advertising services, ensure the source and purpose of advertising is known combat disinformation and interference in democracy in the EU*.” The twofold definition of political advertising in Article 2 leaves much room for interpretation, as paragraph b) might cover issue-based advertising. The proposal received feedback from stakeholders until 25 January 2022 and the co-legislators are internally negotiating their respective positions. It would appear that the Member States may be heading for a more restrictive definition of political advertising. |
| **WFA**  World Federation of Advertisers | * **Overview**    + **WFA organized a Webinar on Dark Patterns and Advertising Regulation – 19 May 2022**   On 19 May 2022, WFA hosted a [webinar focused on dark patterns](https://wfanet.org/knowledge/item/2022/05/31/Webinar-Dark-Patterns-and-Advertising-Regulation) and how the advertising industry can come together to foster better consumer protection online.   * **WFA Global Marketer Week 2022 – 5-8 April 2022**   The WFA organized the Global Marketer Week in Athens, in partnership with the Hellenic Advertisers Association (SDE) on April 5th to 8th 2022. The event included several side events and achieved to brought together some of the global industry’s biggest brands. During the week, participants across a wide range of categories, media channels and regions shared growth-strategies in the fast-changing world and highlighted the importance to integrate public affairs priorities.   * + **WFA issues guidance on Environmental Claims – 4 April 2022**   On 4 April 2022, WFA issued a new [Global Guidance on Environmental Claims](https://wfanet.org/knowledge/sustainability-claims/about), giving insights on how brands can make sure environmental claims are credible for consumers and regulators. The guide takes into consideration the International Chamber of Commerce’s Advertising and Marketing Communications Code dealing with environmental claims.   * **WFA launches guide on Diversity and Representation – 21 January 2022**   On 21 January 2022, WFA launched a [“Diversity in Media Planning and Buying Guide”](https://wfanet.org/knowledge/diversity-and-inclusion/dei-in-media-guide/about), a new guide aim to tackle diversity and representation issues in the media planning and buying process. The guide was developed together with the Global Alliance for Responsible Media (GRAM) as an extension to their [WFA’s Guide to potential areas for bias in the creative process (2021)](https://wfanet.org/knowledge/diversity-and-inclusion/wfa-guide-to-potential-areas-for-bias-in-the-creative-process).   * **WFA launches report from the first-ever Diversity, Equity, and Inclusion (DEI) Census – 13 December 2021**   On 13 December 2021, WFA organized a launch session of its new report [“The Global DEI Census”](https://wfanet.org/knowledge/diversity-and-inclusion/the-global-dei-census/about) which focused on diversity, equity and inclusion in the Global Marketing Industry. The report gathers insights from 10,000 in-depth interviews with advertising and marketing professionals in 27 markets around the world conducted in June to July 2021 with the online survey identifying not just the demographics of participants but also their sense of belonging, experience of discrimination and demeaning behaviour. The research is the result of the efforts put together by WFA in collaboration with agencies associations, EACA and Voxcomm, Cannes Lions, Advertising Week, Effies, GWI, Campaign, IAA and research firm, Kantar. Most common forms of discrimination globally were reported on the basis of age and family status. Women and ethnic minorities in the marketing industry report poorer lived experiences than men and ethnic majorities. Marketing still outperforms many other industries globally on DEI. They plan on re-running the census in spring 2023.   * **Events**   + **WFA events on Responsible Advertising and Children – 21 September 2022 and 23 November 2022**   WFA will organize two events later this year in the framework of its Responsible Advertising and Children (RAC) Programme which brings together people globally who have a direct stake in the sensitive issue of marketing and children**.** |
| **EDAA**  European Interactive Digital Advertising Alliance | * + **EDAA engagement with the Digital Services Act and the Digital Markets Act**   **The EDAA was closely followed the developments of the DSA and DMA of the European Union seeking to regulate the digital sphere. Concerning the DSA, their aim is to complement the new transparency objectives with tools as the AdChoices Icon (previously mentioned) or the initiative** [Your Online Choices](https://www.youronlinechoices.com/)**. EDAA has published both a** [statement](https://edaa.eu/wp-content/uploads/EDAA-and-the-DSA-Statement-Oct-2021-1.pdf) **and a** [factsheet guide](https://edaa.eu/wp-content/uploads/Fact-Sheet-EDAA-DEF-1.pdf) **further developing on this. On the upcoming week, they will publish a factsheet guide to the DMA.**   * **The 2021 EDAA Summit: Choices for a better future - 15 November 2021**   **On 15 November 2021, the EDAA Summit took place in hybrid format bringing together industry, regulators, and users to discuss the future of self-regulation in the online advertising ecosystem. In the event, over 300 leaders from across the global advertising industry and beyond came together to discuss on present and the future of trust, transparency, and control in digital advertising.**   * **Events** * **The 2022 EDAA Summit - 15 November 2022**   **Next EDAA Summit will take place in hybrid format on 15 November 2022. More details on its content and participants will come during the next months.** |
| **IAB Europe** | * + **IAB Europe Declares Formal Endorsement of the Strengthened Code of Practice on Disinformation – 16 June 2022**   In June 2022, IAB declared its formal endorsement of the strengthened [Code of Practice (CoP) on Disinformation](https://digital-strategy.ec.europa.eu/en/policies/code-practice-disinformation), which was revised to take account of the [European Commission’s Guidance on Strengthening the Code of Practice on Disinformation](https://digital-strategy.ec.europa.eu/en/library/guidance-strengthening-code-practice-disinformation) released in May 2021. As indicated by the European Commission, the reinforced code builds on the first [Code of Practice of 2018](https://digital-strategy.ec.europa.eu/news-redirect/749815) – where IAB was one of the signatures - and, together with the  [Digital Services Act](https://ec.europa.eu/commission/presscorner/detail/en/ip_22_2545) and the upcoming legislation on [transparency and targeting of political advertising](https://ec.europa.eu/commission/presscorner/detail/en/ip_21_6118), aim to for fighting the spread of disinformation in the EU.   * **Interact Conference 2022: Driving the next Digital Decade – 25 and 26 May 2022**   In partnership with IAB Spain, IAB Europe organized its yearly [Interact conference](https://iabeurope.eu/interact/). This year the driving theme was the digital advertising ecosystem. For two days, keynote speeches and panel discussions aimed to shed light into the fundamental steps to ensure that the marketing and digital advertising ecosystem drives innovation, transparency, and sustainability well into the next decade. It was also an opportunity to showcase the very best digital creative and research campaigns across Europe with the [MIXX Awards Europe and IAB Europe Research Awards](https://iabeurope.eu/blog/winners-announced-for-iab-europes-prestigious-2022-mixx-awards-and-research-awards/).  During the Interact Conference, IAB Europe presented its [AdEx 2021 Benchmark Study](https://iabeurope.eu/wp-content/uploads/2022/06/IAB-Europe_AdEx-Benchmark-2021_v2.pdf) revealing double-digit digital advertising growth across all markets. Main highlights can be already accessed but the full report will be published in June 2022.   * **Open Letter on DSA & Digital Advertising - joint call by the industry FAO EU policymakers, July 2021**   In June 2021, IAB Europe, with ICC Commission on Marketing and Advertising as co-signatory, presented an [open letter on the Digital Services Act (DSA) and Digital Advertising](https://iabeurope.eu/uncategorized/open-letter-on-the-digital-services-act-dsa-and-digital-advertising-45-industry-signatories-supporting/) voicing opposition to a proposed ban on targeted advertising. In August 2021 the European Commission provided a [response](file:///C:\Users\rmn\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\MZEMW5KV\response) which clarified that its not the intention to ban certain types of online advertising and that the proposal is intended ‘to ensure that the highly opaque value chain becomes accessible to internet users, empowering them to make informed choices, and that it becomes accountable for the high societal impact that advertising can have in fuelling illegal content, catalysing disinformation or perpetrating discrimination’.  On 25 April 2022, IAB Europe reacted to the political agreement on the DSA. They welcome the milestone in increasing user and business confidence online and highlighted their intention to remain invested in a constructive dialogue. However, they suggested that the EU institutions should adhere to much of the Commission’s original vision and commended the relative lack of overlap with existing EU law (General Data Protection Regulation (GDPR)) in the final text. Full information may be found [here](https://iabeurope.eu/all-news/iab-europe-reacts-to-the-political-agreement-on-the-dsa/).   * **#NoEasyWins campaign - IAB Europe Launched New Campaign On Targeted Advertising At Crunch Time For The Digital Services Act (DSA)** In October 2021, IAB Europe launched its [#NoEasyWins campaign](https://eur01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.noeasywins.eu%2F&data=04%7C01%7Craelene.martin%40iccwbo.org%7C50c1d39c69d84985eff808d9b42c5166%7Cc541a3c6520b49ce82202228ac7c3626%7C0%7C0%7C637738924759097162%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=U%2FEvw4epLq2Moy505KcL5v%2FlOhk2Q%2BCzB%2BcVCe3DWcI%3D&reserved=0), highlighting how a ban on targeted advertising would be an ‘own goal’ for digital Europe with clearly foreseeable negative consequences for consumers, small businesses, and small publishers alike. Amidst advancing negotiations on the Digital Services Act (DSA) package in the European Parliament, the campaign aimed to correct some of the untruths originating in some political circles in Brussels. While doing so, it builds on a wealth of existing evidence about the value of targeted advertising. The campaign features short videos asking viewers to consider who really loses out when access to highly effective, low-cost tools is taken away from businesses. The videos are available on a dedicated landing page here and will be shared extensively online.   Full information: [https://iabeurope.eu/all-news/iab-europe-launches-new-campaign-on-targeted-advertising-at-crunch-time-for-the-digital-services-act-dsa/](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fiabeurope.eu%2Fall-news%2Fiab-europe-launches-new-campaign-on-targeted-advertising-at-crunch-time-for-the-digital-services-act-dsa%2F&data=04%7C01%7Craelene.martin%40iccwbo.org%7C50c1d39c69d84985eff808d9b42c5166%7Cc541a3c6520b49ce82202228ac7c3626%7C0%7C0%7C637738924759107120%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=ENkgBA1HQFGgotwsOWod3bdxl4Y66ZvkI2Ucdr8INC4%3D&reserved=0)   * **Release of a new research finding that a ban on targeted ads will deepen digital divide in Europe**   In September 2021, a paper ‘[The wider socio-economic and cultural value of targeted advertising in Europe](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fiabeurope.eu%2Fwp-content%2Fuploads%2F2021%2F09%2FThe-Wider-Socio-Econmic-and-Cultural-Value-of-Targeted-Advertising-in-Europe-Sept-2021.pdf&data=04%7C01%7Craelene.martin%40iccwbo.org%7C50c1d39c69d84985eff808d9b42c5166%7Cc541a3c6520b49ce82202228ac7c3626%7C0%7C0%7C637738924759087206%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=cgo9ass8QM3JqhMLitnSH%2Fd1j%2BfBzBX0hIRDR2bKM5A%3D&reserved=0)’ was released, demonstrating that a blanket ban – as proposed by some Members of the European Parliament in context of the Digital Services Act (DSA) package negotiations – would damage Europe’s media, SMEs, culture, and global position. Authored by Dr. Daniel Knapp, Chief Economist for IAB Europe, the study highlights how advertising is a critical pillar of a free and open internet and that in order for online content and service providers to grow advertising revenue, targeting is essential. The analysis also shows that targeted advertising is particularly important for Europe’s SMEs, many of whom were forced to shift to digital-only marketing strategies by COVID-19 restrictions, and who simply don’t have the budgets to pay for ads geared to general audiences, rather than tailored to those who are most likely to be interested in their products and services.  Full information: [https://iabeurope.eu/all-news/iab-europe-news/new-report-finds-ban-on-targeted-advertising-will-deepen-digital-divide-in-europe/](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fiabeurope.eu%2Fall-news%2Fiab-europe-news%2Fnew-report-finds-ban-on-targeted-advertising-will-deepen-digital-divide-in-europe%2F&data=04%7C01%7Craelene.martin%40iccwbo.org%7C50c1d39c69d84985eff808d9b42c5166%7Cc541a3c6520b49ce82202228ac7c3626%7C0%7C0%7C637738924759097162%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=ZZRiNxEmL07K9rQkZ1WcDRtZ40K0PpJnLvTO4OyLIkA%3D&reserved=0) |
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