### **ICC GLOBAL MARKETING AND ADVERTISING COMMISSION**

### **Commission Priorities 2024-2025**

**FOR FEEDBACK BY WEDNESDAY, 4 SEPTEMBER 2024**

**This document is an internal ICC working document intended for ICC global Commission members and National Committees. It should not be shared, published or promoted before the 19 September 2024 global Marketing and Advertising Commission meeting.**

**Note to ICC Commission members/National Committees:** This document aims to collect member feedback regarding upcoming 2024/2025 priorities (*beyond the Code communication and promotion global campaign*) and workstreams to focus on post-Code launch. Please rate each topic on the criteria from 1 to 3 based on your assessment. Please provide explicit comments and arguments in the designated column to justify your ratings or provide additional insights.

**Criteria definitions:**

* **Urgency (1-3):** rate how immediately the topic needs to be addressed (1 = not urgent, 3 = extremely urgent).
* **Impact (1-3):** rate the potential effect or significance of addressing the topic (1 = low impact, 3 = high impact).

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| **Topic** | **Description / Rationale** | **Urgency****(1-3)** | **Importance****(1-3)** | **Provide explicit comments and arguments** |
| **Conduct substantive vs technical revision of the existing sectoral Frameworks**  |
| [Framework for Responsible Alcohol Marketing Communications](https://iccwbo.org/news-publications/policies-reports/icc-framework-for-responsible-alcohol-marketing-communications/) | Last technical revision in 2019 – is a technical (light) or a more substantive revision needed? |  |  |  |
| [Framework for Responsible Food and Beverage Marketing Communication](https://iccwbo.org/news-publications/policies-reports/framework-for-responsible-food-and-beverage-marketing-communications/) | Last technical revision in 2019 – is a technical (light) or a more substantive revision needed? |  |  |  |
| [Framework for Responsible Environmental Marketing Communications](https://iccwbo.org/news-publications/policies-reports/icc-framework-for-responsible-environmental-marketing-communications-2/) | Last revised in 2021 – a technical (light) revison is needed  |  |  |  |
| [ICC Toolkit: Marketing and Advertising to Children](https://iccwbo.org/news-publications/policies-reports/icc-toolkit-marketing-advertising-children/)  | Last updated in 2017 – is a technical (light) or a more substantive revision needed? |  |  |  |
| [ICC/ESOMAR International Code on Market and Social Research](https://iccwbo.org/news-publications/policies-reports/iccesomar-international-code-on-market-and-social-research/) | Last updated in 2016 – revision is in progress. Finalise the revision and support 2025 communication and promotion campaign  |  |  |  |
| [ICC International Code of Direct Selling](https://iccwbo.org/news-publications/policies-reports/icc-international-code-of-direct-selling/) | Last updated in 2013 and developed in collaboration with the World Federation of Direct Selling Associations (WFDSA) – how urgent a substantive revision is? |  |  |  |
| **Promote best practices & trainings** |
| ***Please list your suggested topic(s) here* or in the comments section****(e.g. AI/Children)** **(e.g. ICC Environmental Marketing course)** | Promote industry standards and education and more actively showcase the commitment of advertisers and platforms to responsible practices |  |  |  |
| ***Policy & Advocacy: (i) increase active engagement and participation in relevant IGO space (UN/OECD/EU/APEC) and build strategic alliances with other organisations and (ii) i*ncrease participation in IGO public consultations** |
| ***Please list what would be the most strategic stakeholders for ICC to engage with in the mid to long term. What would be the high-priority policy topics?***  | Increase ICC’s Global Marketing and Advertising Commission’s influence and visibility with global stakeholders by actively participating in various IOs workstreams.  |  |  |  |
| **The Commission’s response to IGO public consultations** **(i.e.EU’s Green Claims Directive)** ***Please list which public consultations should be considered as priorities in the next 6 to 12 months*** | Make the case for marketing and avertising self-regulation and standards and advocate to public authorities and international organisations for their recognition as an effective legal framework.  |  |  |  |
| **Other & new topics to be addressed** |
| ***Please list your suggested new topic(s) here* or in the comments section****(e.g. Responsible use of AI in advertising)** | Identify and establish new substantive workstreams core to the industry for the coming years |  |  |  |
| ***Please express your views on additional marketing and advertising areas you want included in the Marketing and Advertising Commission work program*** | Ensure comprehensive coverage of relevant marketing and advertising issues and enhance ICC Commission work program's effectiveness |  |  |  |