

6 Estonia (ET)

6.1 Introduction

No introduction available.

Regulation		Statutory / Non-statutory
1	Advertising Act (Reklaamiseadus)	Statutory
2	Brewers Code of Ethics	Non-Statutory

6.2 Advertising Act

Name of regulation:

Advertising Act

Is this statutory or non-statutory regulation?

Statutory

Who made the text of this regulation?

Ministry of Economic Affairs and Communications

Which types of marketing are controlled by in this regulation?

All kinds of marketing

Which alcoholic beverages are subject to this regulation? (in VOL.)

Alcoholic beverages > 0,5% vol

Whom is this regulation directed at or who has to adhere to it?

Industry, retailers, HORECA, consumers.

6.2.1 Bans

Any bans on alcohol marketing practices in this regulation or code regarding the following marketing or advertising aspects are indicated with 'yes' in the following table. If a ban regarding this aspect is absent it is indicated with 'no'.

BANS						
	Location	Time	Media-channel	Type of product	Target-group*	Advertiser
Yes or No	Yes	Yes	Yes	Yes	No	No

* other than young people

6.2.2 Elements of Council Recommendation

Any elements of the Council Recommendation that are forbidden by this regulation or code (either literally or formulated in other words) are indicated with 'yes' in the following table. If an element is not forbidden at all, it is indicated with 'no'.

ELEMENTS											
	A Production	B Styles	C Children	D Drugs	E Violence	F Succes	G Encouragement	H Events	I Media	J Free	K Other
Yes or No	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No	No

Remarks on elements

- C § 11 Advertising of alcoholic beverages must not be aimed specifically at minors (under the age of 21).
- D § 17. Advertising of illegal drugs is forbidden.
- F § 12 Alcohol ads may not portray information, activity or anything else that would send a message that in order to be successful you should drink this product.
- G § 11 Alcohol advertising must not propagate to start drinking.
- H § 12 Alcohol advertising is banned in cinemas, theaters or concert halls and at events that are specifically targeted to minors.
- I § 13 Alcohol advertising is banned in TV and radio from 7-20 o'clock.

6.2.3 Procedures connected to the regulation

It is indicated whether the following procedures are ('yes' or 'no') connected to the regulation.

PROCEDURES						
	Pre-launch advice	Systematically searching for violations	Possibility to complain and to start a procedure	System of appeal	Sanctions in case of violators	Results published or publically announced
Yes or No	No	Yes	Yes	Yes	Yes	No

The search for violations is performed by the Estonian Consumers Union. Complaints can be made to the Estonian Consumers Union or to the local government. During a procedure a marketing practice can still be used. The possibility of complaining is made known to the public by law and media. Sanctions, where appropriate, are imposed by the Estonian Consumers Union and can be fines from 18 000 Estonian chronos (EEK) to 50 000 EEK.

6.3 Brewers Code of Ethics

Name of regulation:

Brewers Code of Ethics

Is this statutory or non-statutory regulation?

Non-statutory

Who made the text of this regulation?

Union of Estonian Brewers

Which types of marketing are controlled by in this regulation?

Beer marketing

Which alcoholic beverages are subject to this regulation? (in VOL.)

Beer up to 12% vol

Whom is this regulation directed at or who has to adhere to it?

Brewers

6.3.1 Bans

Any bans on alcohol marketing practices in this regulation or code regarding the following marketing or advertising aspects are indicated with 'yes' in the following table. If a ban regarding this aspect is absent it is indicated with 'no'.

BANS						
	Location	Time	Media-channel	Type of product	Target-group*	Advertiser
Yes or No	No	No	No	Yes	Yes	No

* other than young people

6.3.2 Elements of Council Recommendation

Any elements of the Council Recommendation that are forbidden by this regulation or code (either literally or formulated in other words) are indicated with 'yes' in the following table. If an element is not forbidden at all, it is indicated with 'no'.

ELEMENTS											
	A Production	B Styles	C Children	D Drugs	E Violence	F Success	G Encouragement	H Events	I Media	J Free	K Other
Yes or No	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	Yes

Remarks on elements

- A Brewers will not produce beer over 10% vol.
- C Ads should not be directed at children or mainly at under 21 year-olds.
- E Industry should not advertise beer in connection with violence.
- F Ads should not claim that drinking beer success in social life or in sports.
- G Ads should not encourage irresponsible drinking.
- K
 - Industry should not disparage being sober.
 - In ad campaigns the prize can't be beer.
 - Ads should not be directed at pregnant women or be in context of parenthood.
 - Ads should not link alcohol to religion or any religious groups.

6.3.3 Procedures connected to the regulation

It is indicated whether the following procedures are ('yes' or 'no') connected to the regulation.

PROCEDURES						
	Pre-launch advice	Systematically searching for violations	Possibility to complain and to start a procedure	System of appeal	Sanctions in case of violators	Results published or publically announced
Yes or No	No	No	Yes	Yes	Yes	Yes

Complaints can be made to the special committee that is established by the Union Of Estonian Brewers.

During a procedure a marketing practice can [Yes/No] still be used.

The possibility of complaining is made known to the public through a website.

Sanctions, where appropriate, include fines or reprimand.

The results of procedures are publicly announced by the Union of Estonian Brewers (on their website).