



Inventory Alcohol Marketing Regulations

With this form STAP, the Dutch Institute for Alcohol Policy, would like to ask you to fill out information regarding alcohol marketing regulations in your country.

First, we will ask you to give an overview of the different alcohol marketing regulations that exist in your country. Next, some general questions about time bans and the monitoring system in your country will follow. Finally, we will ask you to fill out more specific questions per regulation. We have included separate Regulation Forms for this part of the questionnaire. For each alcohol marketing regulation that exists, please fill out a separate Regulation Form (please let the number of the form correspond with the number in the table on page 1 of this questionnaire, where you summarized all existing regulations).

Thank you very much for participating and providing the data!

Organization:	Kännikapina (Booze Rebellion)/Raittiuden Ystävät ry (Friends of Temperance)
Country:	Finland
Date:	14.8.2009

1. Overview Alcohol Marketing Regulations

Below, please fill out all regulations on alcohol advertisement and alcohol sponsorship and promotion that exist in your country.

**With Coverage we would like to know which types of alcohol marketing are being covered by the regulation (e.g. cinema, digital media, event sponsoring, outdoor, print, promotional items, radio, tv, sport sponsoring, etc.)*

Alcohol Marketing Regulations Questionnaire

No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
1.	Alkoholilaki	The Alcohol Act	11.5.2007(concerning marketing)	http://www.finlex.fi/fi/laki/ajantasa/1994/19941143	<input checked="" type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input checked="" type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely: marketing on the spot
2.	Marketing communication policy	Carlsberg Group	2009	http://www.carlsberggroup.com/CSR/APPROACH/OUR_POLICES/CONSUMERISSUES/Pages/ResponsibleMarketing.aspx	<input type="checkbox"/> Statutory/ Legal <input checked="" type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input checked="" type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:
3.	Panimoalan alkoholijuomien vastuullisen markkinointiviestinnän ohjeet	Brewing industry`s guidelines for responsible alcohol marketing communications	2008	http://www.panimoliitto.fi/panimoliitto/liitetiedostot/pdf/panimoliitto_ohjeet_tulostettava.pdf	<input type="checkbox"/> Statutory/ Legal <input checked="" type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input checked="" type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely: marketing on the spot, packages

2. Watersheds / Time bans

We would like to know more about time bans or watersheds in your country on alcohol marketing on TV, radio and in the cinema. Also if no alcohol advertising is allowed at all for this type of medium, please indicate.

Time ban on TV?		
1	Is there a watershed (time ban) for alcohol advertising on TV in your country?	<input checked="" type="checkbox"/> Yes, namely: 7-21 <input type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	Alcohol Act
3	Is sponsorship of TV <i>programmes</i> during this watershed still permitted? (e.g. a movie or soap series sponsored by an alcohol producer)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4	Is sponsorship of <i>events</i> that are televised during this watershed still permitted? (e.g. a football match sponsored by an alcohol producer).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
5	Are Corporate Social Responsibility messages of an alcohol producer still permitted on TV during the watershed? (e.g. 'Drink Responsibly' campaigns).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Time ban on radio?		
6	Is there a watershed (time ban) for alcohol advertising on the radio in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	
8	Is sponsorship of radio <i>programmes</i> during this watershed still permitted? (e.g. a radio program sponsored by an alcohol producer)	<input type="checkbox"/> Yes <input type="checkbox"/> No
9	Is sponsorship of <i>events</i> that are broadcast on the radio during this watershed still permitted? (e.g. a football match sponsored by an alcohol producer).	<input type="checkbox"/> Yes <input type="checkbox"/> No
10	Are Corporate Social Responsibility messages of an alcohol producer still permitted on the radio during the watershed? (e.g. 'Drink Responsibly' campaigns).	<input type="checkbox"/> Yes <input type="checkbox"/> No
Time ban in the cinema?		
11	Is there a watershed or ban on alcohol advertising in the cinema in your country?	<input checked="" type="checkbox"/> Yes, namely: alcohol marketing is banned in connection to movies allowed for viewers under 18 years old <input type="checkbox"/> No → go to next part (3)
12	In which regulation is the cinema time ban embedded?	Alcohol Act

3. Monitoring system

We would like to know more about organizations that monitor the adherence to alcohol marketing (regulations) in your country.

Please fill out in the table below as many organizations you know in your country that monitor whether (part of) the alcohol marketing regulations are being adhered to by the parties that the regulations concern (e.g. alcohol producers, broadcasters, etc).

We are interested in the monitoring of statutory as well as non-statutory regulations or co-regulation.

** In the final column you can indicate which types of data are used by the monitoring organization. Where do the data come from? You can select multiple options if necessary.*

Name organization	Which regulation is/are monitored?	Independent from commercial interests?	Official part of the regulation system?	Monitoring routinely/systematically ?	Includes marketing other than on TV, radio, print or outdoor?	Source data used:*
Valvira	Alkoholilaki / The Alcohol Act	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input checked="" type="checkbox"/> Advertising sector <input checked="" type="checkbox"/> Alcohol industry <input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input checked="" type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input checked="" type="checkbox"/> Other, namely:private persons
State Provincial Offices of Finland (Läänin-hallitukset)	Alkoholilaki / The Alcohol Act	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input checked="" type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input checked="" type="checkbox"/> Other, namely:private persons, bars inform about ads and marketing of their rival bars

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Kännikapina (Boozerebellion)	The Alcohol Act	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input checked="" type="checkbox"/> Other, namely: members of organizations (Friends of Temperance) or the activists of Boozerebellion
Name organization	Which regulation is/are monitored?	Independent from commercial interests?	Official part of the regulation system?	Monitoring routinely/systematically ?	Include marketing other than on TV, radio, print & outdoor?	Source data used:*
Other Finnish public health NGOs	The Alcohol Act	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:



Regulation Form No. 1

Organization:	Boozerebellion/Kännikapina, Raittiuden Ystävät ry/Friends of temperance
Country:	Finland
Date:	5.8.2009

Below, please indicate the name of Regulation No. 1 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 1:	Alkoholilaki/ The Alcohol Act
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	<p>Alcohol Advertising: It is prohibited to advertise, indirectly advertise or otherwise promote the sales of strong alcoholic beverages.</p> <p>Advertising, indirect advertising and other sales promotion of mild alcoholic beverages and beverages containing at least 1.2 percentage by volume of ethyl alcohol, other sales promotion of such alcoholic beverages aimed at consumers and linking it to advertising or sales promotion of another product or service is prohibited if..</p> <p>As indirect advertising shall be considered in particular promotion of the sales of beverages and alcoholic beverages meant in paragraphs 1 and 2 in connection with that of another commodity so that as the distinctive mark of the other product is used, as such or modified so that it can be identified, such a distinctive mark that has been established for the beverage or alcoholic beverage meant in paragraph 1 or 2, or so that it otherwise..</p> <p>Alcohol Marketing:</p>

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How many articles about alcohol advertising/
marketing does Regulation No. 1 contain?

12

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 1. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).

**The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Article (paragraph)*	Type of restriction**	Text article
Section 33 Regulation of advertising	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: Väkevän alkoholijuoman mainonta, epäsuora mainonta ja muu myynninedistämistoiminta on kielletty. English translation: It is prohibited to advertise, indirectly advertise or otherwise promote the sales of strong alcoholic beverages.
Section 33 Regulation of advertising 1)	<input checked="" type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: Miedon alkoholijuoman ja vähintään 1,2 tilavuusprosenttia etyylialkoholia sisältävän juoman mainonta, epäsuora mainonta ja kuluttajiin kohdistuva muu myynninedistämistoiminta sekä sen liittäminen muun tuotteen tai palvelun mainontaan ja myynninedistämistoimintaan on kielletty, jos: 1) se kohdistuu alaikäisiin tai muihin henkilöihin, joille alkoholijuomaa ei 16 §:n mukaan saa myydä, taikka siinä kuvataan tällaisia henkilöitä; English translation: Advertising, indirect advertising and other sales promotion of mild alcoholic beverages and beverages containing at least 1.2 percentage by volume of ethyl alcohol, other sales promotion of such alcoholic beverages aimed at consumers and linking it to advertising or sales promotion of another product or service is prohibited if: 1) it is aimed at minors or other persons to whom according to section 16 no alcoholic beverages may be sold, or if such persons are depicted in it;

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<p>Section 33 Regulation of advertising 1 a)</p>	<p><input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:</p>	<p>Original text: 1 a) se toteutetaan televisio- ja radiotoiminnasta annetun lain (744/1998) mukaisessa televisiotoiminnassa kello 7–21 tai kuvaohjelmien tarkastamisesta annetun lain (775/2000) mukaisesti 18 vuotta nuoremmille esitettäväksi sallitun kuvaohjelman elokuvateatterissa tapahtuvan julkisen esittämisen yhteydessä; (11.5.2007/588)</p> <p>English translation: 1 a) it is implemented in TV-broadcasting between 7- 21 which is compatible to the law given of the Television and Radio Operations(744/1998) or in accordance with Act on the Classification of Audiovisual Programmes (775/2000) in connection with a movie allowed under 18 years old showed in a movie theatre (11.5.2007/588)</p>
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Article (paragraph)	Type of restriction	Text article
Section 33 Regulation of advertising 2)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 2) siinä yhdistetään alkoholin käyttö ajoneuvolla ajamiseen;</p> <p>English translation: 2) consumption of alcohol is there linked to driving a vehicle;</p>
Section 33 Regulation of advertising 3)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 3) siinä korostetaan alkoholiuoman alkoholipitoisuutta myönteisenä ominaisuutena;</p> <p>English translation: 3) the alcohol content of an alcoholic beverage is there emphasized as a positive quality;</p>
Section 33 Regulation of advertising 4)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 4) siinä kuvataan alkoholin runsasta käyttöä myönteisesti taikka raittius tai alkoholin kohtuukäyttö kielteisesti;</p> <p>English translation: 4) an abundant consumption of alcohol is described there in positive terms, or temperance or moderate consumption of alcohol in negative terms;</p>
Section 33 Regulation of advertising 5)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 5) siinä luodaan kuva, että alkoholin käyttö lisää suorituskykyä taikka edistää sosiaalista tai seksuaalista menestystä;</p> <p>English translation: 5) it gives an idea that alcohol increases the functional capacity or makes one socially or sexually more successful;</p>
Section 33 Regulation of advertising 6)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 6) siinä luodaan kuva, että alkoholilla on lääkinnällisiä tai terapeuttisia ominaisuuksia tai että se piristää, rauhoittaa tai on keino ristiriitojen ratkaisemiseksi; sekä</p> <p>English translation: 6) it gives an idea that alcohol has medical or therapeutic properties or that is refreshes, calms or is a means to settle conflicts; and if</p>
Section 33 Regulation of advertising 7)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 7) se on hyvän tavan vastaista, siinä käytetään kuluttajan kannalta sopimatonta menettelyä taikka annetaan muutoin alkoholista, sen käytöstä, vaikutuksista tai muista ominaisuuksista totuuden vastaista taikka harhaanjohtavaa tietoa.</p> <p>English translation: 7) it is contrary to good manners, it uses methods that are inappropriate from the viewpoint of the consumer or otherwise gives untruthful or misleading information about alcohol, its use, effects or other properties.</p>

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Article (paragraph)	Type of restriction	Text article
Section 33 Regulation of advertising	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Epäsuorana mainontana pidetään erityisesti 1 ja 2 momentissa tarkoitetun juoman ja alkoholijuoman myynnin edistämistä muun hyödykkeen mainonnan yhteydessä siten, että muun hyödykkeen tunnuksena käytetään sellaisenaan tai tunnistettavasti muunnettuna 1 tai 2 momentissa tarkoitetulle juomalle tai alkoholijuomalle vakiintunutta tunnusta tai että siitä muutoin välittyy mielikuva tietyistä 1 tai 2 momentissa tarkoitetusta juomasta tai alkoholijuomasta.</p> <p>English translation: As indirect advertising shall be considered in particular promotion of the sales of beverages and alcoholic beverages meant in paragraphs 1 and 2 in connection with that of another commodity so that as the distinctive mark of the other product is used, as such or modified so that it can be identified, such a distinctive mark that has been established for the beverage or alcoholic beverage meant in paragraph 1 or 2, or so that it otherwise</p>
Section 33 Regulation of advertising 1)	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Sen estämättä, mitä 1 momentissa säädetään, väkevän alkoholijuoman mainontaa ja muuta myyninedistämistoimintaa voidaan harjoittaa siten kuin sosiaali- ja terveysministeriö siitä tarkemmin määrää:</p> <p>1) tuotevalvontakeskuksen hyväksymässä majoitus- ja ravitsemisalan tai vähittäismyynnin ammattijulkaisussa tai muussa alkoholijuomien myyntiin osallistuville levitettävässä painokirjoituksessa, jonka levikki ja levitystapa ovat sosiaali- ja terveysministeriön antamien määräysten mukaisia; sekä</p> <p>2) alkoholijuomien anniskelupaikoissa, vähittäismyyntipaikoissa ja valmistuspaikoissa.</p> <p>English translation: Without prejudice to the provisions of paragraph 1, it is allowed to advertise or promote the sales of strong alcoholic beverages as prescribed in greater detail by the Ministry of Social Affairs and Health:</p> <p>1) in a trade journal of the hotel or catering business or retail trade approved by the Product Control Agency, or in another printed matter distributed to those participating in the sales of alcoholic beverages whose circulation and manner of circulation is in compliance with the regulations issued by the Ministry of Social Affairs and Health; and</p> <p>2) on licensed</p>
33 a Pricing and announcing price	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Kahden tai useamman alkoholijuomapakkauksen tai -annoksen tarjoaminen alennettuun yhteishintaan vähittäismyynnissä tai anniskelussa on kielletty.</p> <p>Alle kahden kuukauden ajaksi rajatun tarjoushinnan ilmoittaminen alkoholijuomapakkaukselle tai -annokselle vähittäismyynti- tai anniskelupaikan ulkopuolella on kielletty.</p> <p>English translation: It is forbidden to offer two or more alcoholic drinks or packages in a lower price in retail or premise.</p> <p>Advertising a sale price for an alcoholic drink or package that lasts less than two months is banned outside the retail or premise.</p>

Next, we have some general questions about Regulation No. 1.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input type="checkbox"/> No <input checked="" type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input checked="" type="checkbox"/> Alcohol producers <input checked="" type="checkbox"/> Retailers <input checked="" type="checkbox"/> Catering & Hospitality service <input checked="" type="checkbox"/> Alcohol distributors/Wholesalers <input checked="" type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast /published.*

How publicly available?		
4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

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6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: i <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: i <input type="checkbox"/> Other, namely:
Pre-screening procedure		
8	Is there a pre-screening procedure for the ads available? **	<input checked="" type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
Complaint system		
11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

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12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	<p>Original name: Valvira, Sosiaali- ja terveystieteiden tutkimuskeskus ja valvontavirasto</p> <p>Local marketing: Lääninhallitukset</p> <p>English translation: National marketing: Valvira, National Supervising Authority for Welfare and Health</p> <p>Local marketing; State provincial offices of Finland</p>
13	What is the composition of the 'evaluating committee'?	<p>Valvira: One fulltime officer (who also has other responsibilities). The head of the unit or the director of Valvira can give his/her statements concerning the ads while they are processed in Valvira.</p> <p>State provincial offices in Finland: There is no committee. The head of the unit is the deciding and responsible person. Also the alcohol inspectors of the state provincial offices make decisions on alcohol marketing when they do controlling visits to bars or retail places.</p>
14	Who is responsible for the composition of the 'evaluating committee'?	<p>Committee elected by:</p> <p>Committee appointed by: The director of Valvira decides who in the organisation is responsible of what duties. The head of units appoint employees to the matters they view important.</p>
15	Do young people have a vote in the adjudication process?	<p><input type="checkbox"/> Yes</p> <p><input checked="" type="checkbox"/> No</p> <p><input type="checkbox"/> I was not able to find this. I searched in the following sources:</p> <p><input type="checkbox"/> Other, namely:</p>
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<p><input checked="" type="checkbox"/> Recommendation</p> <p><input type="checkbox"/> Public shaming (e.g. press release)</p> <p><input checked="" type="checkbox"/> Restriction broadcasting rights</p> <p><input checked="" type="checkbox"/> Financial penalty between and euro</p> <p><input type="checkbox"/> Other, namely:</p>

Comments on Regulation No. 1: In addition to the Alcohol Act, the National Product Control Agency for Welfare and Health (now known as Valvira) has published a guide booklet about alcohol marketing (Sosiaali- ja terveydenhuollon tuotevalvontakeskuksen ohje alkoholimainonnasta). It includes guidelines about alcohol marketing for the State Provincial Offices. The booklet can also be handed out to the business sector in order to inform them about alcohol marketing. The booklet includes examples of alcohol ads which are allowed/banned according to the Alcohol Act.

The rules and guidelines in this booklet are not binding. The purpose of the booklet is to create common principals and policies for the supervision of alcohol marketing.

#6: The decisions on complaints are not publicly available but can be obtained by request.

#16: Valvira informed that the most common sanction for an ad is a ban, that can be given with a threat fine. The amount of the threat fine is relative to the costs of the removal/fixing/changing the ad (the threat fine must be greater than the cost of obeying the instructions.)

If a large outdoor ad is asked to be removed, the costs can be from ten to a hundred thousand Euros. There is no fixed threat fine.

Valvira can also give instructions to change or remove some parts of the ad with a time limit to fulfil this change.

State Provincial Office told that their most common sanction is an instructional letter. They can also ban an ad or a marketing method or give a written notice or a warning. So far no fine has been given, since the instructional letters of the State Provincial Office have been obeyed.

The State Provincial Office inspects routinely retail and service places. During these inspections they also inspect that the marketing is legal.

The information concerning State Provincial Offices was asked from the State Provincial Office of Southern Finland. There are six different State Offices in Finland. According to the information from the Office of Southern Finland, in principal the practices of monitoring alcohol marketing should be similar in all of the State Offices.



Regulation Form No. 2

Organization:	Boozerebellion/Kännikapina Raittiuden Ystävät/Friends of Temperance
Country:	Finland
Date:	8.8.2009

Below, please indicate the name of Regulation No. 2 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 2:	Marketing communication, Carlsberg Group
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: The Policy applies, without exception, to all points of contact with consumers in all media, including: broadcast, print, cinema, outdoor advertising and billboards, internet and other new media, point of sale material and merchandising, labelling, product names, packaging, consumer promotions, events, sampling, sponsorship Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 2 contain?	15

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Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 2. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

** To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).*

***The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).*

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Article (paragraph)*	Type of restriction**	Text article
1.0 Social responsibility and moderate consumption	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: Only available in English English translation: 1.1 Our marketing communications should always be ethical, with respect for human dignity and generally prevailing standards of taste and decency.
1.0 Social responsibility and moderate consumption	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: English translation: 1.2 We should never: condone or encourage excessive or irresponsible consumption; present abstinence or moderation in a negative way; trivialise drunkenness or suggest that it is normal or acceptable to be intoxicated.
1.0 Social responsibility and moderate consumption	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: English translation: 1.3 We should always avoid: any association with violent, aggressive, dangerous or anti-social behaviour; this includes inherently violent sports (e.g. boxing, martial arts); any association with drugs or drug culture

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
2.0 Health and safety	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: English translation: 2.1 Our marketing communications should never associate consumption with driving any kind of vehicle or with operating machinery.
2.0 Health and safety	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: English translation: 2.2 Our marketing communications should never associate consumption with potentially hazardous activities or inappropriate situations.
2.0 Health and safety	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: English translation: 2.3 Our marketing communications should not claim that alcohol can prevent, treat or cure any human disease, or refer to such properties. Messages about health which are specifically authorized by the law of the country concerned, e.g. references to government-issued 'sensible drinking' guidelines, are permissible.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
3.0. Children and young people	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: 3.1 Our marketing communications are addressed only to adults. We never target minors, i.e. people below the legal drinking age under national law.</p>
3.0. Children and young people	<input checked="" type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: 3.2 We should never: address marketing communications specifically to minors; show minors consuming alcoholic beverages; promote brands in media, events or programmes where more than 30% of the audience is known to be minors; allow sampling of alcoholic beverages by minors.</p>
3.0. Children and young people	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: 3.3 Anyone appearing in our marketing communications should be, and appear to be, at least 25 years old.</p>
3.0. Children and young people	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: 3.4 We should avoid: using themes or treatments with particular appeal to minors; featuring celebrities with particular appeal to minors, or likely to be regarded by them as role models.</p>
4. The Effects of alcohol	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: 4.1 Our marketing communications should never: obscure the nature or the strength of an alcoholic beverage; place undue emphasis on the strength of an alcoholic beverage or suggest that it is to be preferred because of its superior strength.</p>
4. The Effects of alcohol	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: 4.2 Consuming our product can be presented as an enjoyable part of social activity, but we should not suggest that it can contribute to individual social success or acceptance, or to personal popularity. We should avoid suggesting that the success of a social occasion is wholly dependent on the consumption of alcoholic beverages.</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
4. The Effects of alcohol	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: English translation: 4.3 We should never: present our product as an aid to remove personal inhibitions; suggest that it can contribute to sexual success or enhance a person's sexual attractiveness.
4. The Effects of alcohol	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: English translation: 4.4 We should avoid: linking consumption with mood change; suggesting that consumption can help solve personal problems.
4. The Effects of alcohol	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: English translation: 4.5 Our marketing communications should never create the impression that alcoholic beverages can enhance mental ability or improve physical performance. If sports are featured, it should be clearly established that consumption takes place after the sporting activity has ended.

Next, we have some general questions about Regulation No. 2.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input checked="" type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast / published.*

How publicly available?		
4	Is the text of the regulation publicly available?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

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6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Pre-screening procedure

8	Is there a pre-screening procedure for the ads available?	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Alcohol Marketing Regulations Questionnaire

Complaint system		
11	Can everybody file a complaint or point out a possible violation of the regulation?	<input type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: www.sinebrychoff.fi www.carlsberggoup.com <input type="checkbox"/> Other, namely:
12	Which organisation is responsible for processing the complaints? (<i>please provide name in your own language and in English</i>)	Original name: English translation:
13	What is the composition of the 'evaluating committee'?	
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Committee appointed by:
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? (<i>multiple answers are possible</i>):	<input type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input type="checkbox"/> Restriction broadcasting rights <input type="checkbox"/> Financial penalty between and euro <input type="checkbox"/> Other, namely:

Comments on Regulation No. 2: Finnish brewery Sinebrykoff is part of the Carlsberg Group. On the internet pages of Sinebrykoff it the following is written under title "Responsibility/Children and marketing": "We do not target alcohol marketing to minors. In addition to law and guidance of the public authority we obey the "Carlsberg Group's Code of Marketing Practice"- handbook and "Brewering industry's instruction of responsible alcohol marketing communication". "

(Lapset ja markkinointi: Alkoholin markkinointia emme suuntaa alaikäisille. Lakien ja viranomaisohjeiden lisäksi noudatamme sekä Carlsberg-konsernin Code of Marketing Practice -käsikirjaa että Panimoliiton alkoholijuomien vastuullisen markkinointiviestinnän ohjeita.)

You can find the Finnish Breweries booklet on the website of Sinebrykoff. However, the guidance book from Carlsberg is not available. I mailed a marketing person from Sinebrykoff who after one day's searching was able to give the internet address to the Marketing communication policy -booklet. However, on Sinebrykoff's internet site they still talk about Carlsberg Code of Marketing practice - handbook (even though this handbook seems not to be in use in the Carlsberg group any more).

In the Marketing Communication policy booklet there is no other mention of the monitoring system than the following on the last page of the booklet: "Compliance with the Policy will be regularly monitored and any necessary corrective action identified and implemented



Regulation Form No. 3

Organization:	Boozerebellion/Kännikapina Friends of the Temperance
Country:	Finland
Date:	7.8.2009

Below, please indicate the name of Regulation No. 3 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 3:	Panimoalan alkoholijuomien vastuullisen markkinointiviestinnän ohjeet
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: The ethical instructions must be obeyed in all marketing communication and in all media: radio and tv-advertising, print advertising, movie advertising, internet, public events, outdoor advertising, packages, on the spot and promotional material, sponsorship Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 3 contain?	12

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 3. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

** To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).*

***The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to*

display social/sexual success).

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Article (paragraph)*	Type of restriction**	Text article
4. Vastuullinen alkoholinkäyttö 4. Responsible use of alcohol	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Vastuullinen alkoholinkäyttö Panimoiden markkinoitviestintä ei saa olla missään tilanteessa epäeettistä eikä yleisesti vallitsevien, hyvää makua ja hyvää tapaa koskevien säännösten vastaista. Seuraavat asiat ovat ehdottomasti kiellettyjä panimoiden omassa alkoholijuomien markkinoitviestinnässä: • alkoholijuomien liiallisen käytön tai siihen yllyttämisen kuvaaminen,</p> <p>English translation: Responsible use of alcohol: Breweries' marketing communication must not in any situation be unethical or against regulations concerning common good taste and manners. The following are absolutely forbidden in breweries' own marketing communication: - depicting or encouraging abundant use of alcohol</p>
4. Vastuullinen alkoholinkäyttö 4. Responsible alcohol use	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: alkoholista pidättäytymisen tai kohtuukäytön kuvaaminen kielteisessä valossa,</p> <p>English translation: depicting temperance or moderate consumption of alcohol in a negative manner</p>
4. Vastuullinen alkoholinkäyttö 4. Responsible alcohol use	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: tuotteiden yhdistäminen väkivaltaiseen, aggressiiviseen tai vaaralliseen käytökseen tai näitä sisältäviin urheilulajeihin,</p> <p>English translation: connecting products to violent, aggressive or dangerous sports or behavior</p>
4. Vastuullinen alkoholinkäyttö 4. Responsible alcohol use	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: tuotteiden yhdistäminen huumeidenkäyttöön tai huume kulttuuriin</p> <p>English translation: connecting products to using drugs or to drug culture</p>
4. Vastuullinen alkoholinkäyttö 4. Responsible alcohol use	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: tuotteiden esittäminen henkilön sosiaalista suosiota, menestystä tai hyväksyntää lisäävänä (tuotteita voidaan kyllä kuvata miellyttävänä, sosiaalsiin tilanteisiin liittyvinä juomina)</p> <p>English translation: depicting products as increasing one's social popularity, success or acceptance (even though products themselves can be depicted as pleasant and relating to social situations)</p>

Alcohol Marketing Regulations Questionnaire

4. Vastuullinen alkoholinkäyttö	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content	Original text: tuotteiden esittäminen estoja poistavana tai henkilön seksuaalista menestystä tai vetovoimaa lisäävänä
4. Responsible alcohol use	<input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	English translation: depicting products as decreasing inhibitions or as increasing one's sexual success or attraction

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Article (paragraph)	Type of restriction	Text article
5. Alaikäiset ja alkoholi 5. Alcohol and minors	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Alaikäisellä tarkoitetaan henkilöä, joka on alle 18-vuotias, eikä siten ole saavuttanut Suomen lainsäädännön mukaista alkoholinkäytön alaikärajaa.</p> <p>Seuraavat asiat ovat ehdottomasti kiellettyjä panimoiden omassa alkoholijuomien markkinointiviestinnässä:</p> <ul style="list-style-type: none"> • alaikäisille suunnattu markkinointiviestintä ja alaikäisten alkoholinkäytön kuvaaminen, <p>English translation: Under aged means a person, who is under 18 years old and who thus has not reached the legal limit of alcohol use according to the Finnish law. The following are absolutely forbidden in breweries' own marketing communication:</p> <ul style="list-style-type: none"> - marketing communication targeted to minors and depicting alcohol use of minors
5. Alaikäiset ja alkoholi 5. Alcohol and minors	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: sellaisten henkilöiden käyttö mainoksissa, jotka saattavat näyttää alaikäisiltä – mainoksissa käytettävien henkilöiden on oltava vähintään 25 vuotta täyttäneitä</p> <p>English translation: using such persons in the ads who might appear as minors - persons used in the ads must be minimum of 25 years old</p>
5. Alaikäiset ja alkoholi 5. Alcohol and minors	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: markkinointiviestinnän kohdistaminen sellaisiin medioihin, tapahtumiin tai ohjelmiin, joiden yleisöstä valtaosan tiedetään olevan alaikäisiä</p> <p>English translation: targeting marketing communication to such media, events or programmes, of which the majority of audience is known to be minors</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
5. Alaikäiset ja alkoholi 5. Alcohol and minors	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: sellaisten julkkisten tai idoleiden käyttäminen markkinointiviestinnässä, joiden voidaan olettaa vetoavan erityisesti alaikäisiin,</p> <p>English translation: using such celebrities or idols in the marketing communication that can be assumed to appeal especially to minors</p>
5. Alaikäiset ja alkoholi 5. Alcohol and minors	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: sellaisten piirroshahmojen käyttäminen markkinointiviestinnässä, joiden voidaan olettaa vetoavan erityisesti alaikäisiin (esim. joulupukki ja tontut)</p> <p>English translation: using such cartoon characters in the marketing communication that can be assumed to appeal especially to minors (for example Santa Claus and elves)</p>
5. Alaikäiset ja alkoholi 5. Alcohol and minors	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: sellaisten markkinointimateriaalien käyttäminen, jotka pakkauksellaan, muodollaan, kuvituksellaan tai jollain muulla tavalla voidaan olettaa vetoavan erityisesti alaikäisiin (esim. tuotemerkin logolla varustettu pehmolelu)</p> <p>English translation: using such marketing materials which with their packaging material, shape, illustration or in some other way can be assumed to appeal especially to minors (for example a cuddly toy with a brand logo)</p>

Next, we have some general questions about Regulation No. 3.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input type="checkbox"/> No <input checked="" type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input checked="" type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input checked="" type="checkbox"/> Alcohol distributors/Wholesalers <input type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast / published.*

How publicly available?		
4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

6	Are the decisions of the 'evaluating committee' publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: i <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: i <input type="checkbox"/> Other, namely:

Pre-screening procedure		
8	Is there a pre-screening procedure for the ads available?	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: i <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: i <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources: i <input type="checkbox"/> Other, namely:

Complaint system		
11	Can everybody file a complaint or point out a possible violation of the regulation?	<input type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: www.panimoliitto.fi <input type="checkbox"/> Other, namely:

