



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:	STAP, Dutch Institute for Alcohol Policy
Country:	The Netherlands
Date:	25-06-2009, update 30-11-2009

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.	Drank- en Horecawet	Alcohol Licensing and Catering Act/Law	01-11-2000	http://wetten.overheid.nl/BWBR0002458/geIdigheidsdatum_11-06-2009	<input checked="" type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input type="checkbox"/> Tv <input type="checkbox"/> Radio <input type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely: article not in force yet, so no media are covered
2.	Media wet 2008	Media Law 2008	29-12-2008	http://www.st-ab.nl/wetten/1107_Mediawet_2008.htm	<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 type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:
3.	Reclamecode voor Alcoholhoudende dranken (RVA)	Advertising Code for Alcoholic Beverages	01-10-2009	http://alcoholcode.nl/alcoholcode/de_code	<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:
4.	Richtlijn Horecapromoties	Guidelines Catering Promotions	01-07-2008	http://www.horeca.org/smartsite.dws?id=4372 and also link under Regulation No 2	<input type="checkbox"/> Statutory/ Legal <input checked="" type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input type="checkbox"/> Tv <input type="checkbox"/> Radio <input type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely: catering promotions (e.g. price, number of drinks, etc.)

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: between 6.00-21.00h <input type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	Regulation 2: Media Law 2008
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 checked="" type="checkbox"/> Yes <input 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 checked="" type="checkbox"/> Yes, namely: between 6.00-21.00h <input type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	Regulation 2: Media Law 2008
8	Is sponsorship of radio <i>programmes</i> during this watershed still permitted? (e.g. a radio program sponsored by an alcohol producer)	<input checked="" 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 checked="" 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 checked="" 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 type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to next part (3)
12	In which regulation is the cinema time ban embedded?	

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:*
STIVA (Stichting Verantwoord Alcoholgebruik or Foundation for Responsible Drinking)	Regulation 3 and 4 (self-regulation)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<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 type="checkbox"/> Academic organization <input checked="" type="checkbox"/> Advertising sector <input checked="" type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisatie <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:
CVDM (Commissariaat voor de Media or Commissariaat for the Media)	Regulation 2 (Media Law)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<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 type="checkbox"/> Academic organization <input checked="" type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input type="checkbox"/> Own inventarisatie <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely: broadcasters
STAP (Dutch Institute for Alcohol Policy)	Regulation 2, 3, 4	<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 checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" 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 inventarisatie <input checked="" type="checkbox"/> Public health NGO <input checked="" type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:



Regulation Form No. 1

Organization:	STAP
Country:	The Netherlands
Date:	25-06-2009

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:	Drank-en Horecawet (Alcohol Licensing and Catering Act)
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:

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).**

Article (paragraph)*	Type of restriction**	Text article
2	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: article 2 is not in force yet	<p>Original text:</p> <p>1. Bij algemene maatregel van bestuur kunnen in het belang van de volksgezondheid regels worden gesteld met betrekking tot de inhoud van reclame voor alcoholhoudende drank, de doelgroepen waarop zodanige reclame is gericht, alsmede de tijd en wijze waarop en de plaats waar reclame wordt gemaakt. Deze regels kunnen verboden, beperkingen van en voorschriften ten aanzien van reclameuitingen bevatten. In de maatregel wordt een overgangsregeling getroffen ten aanzien van reclameuitingen die reeds waren geopenbaard op het tijdstip van inwerkingtreding van die maatregel.</p> <p>2. Het is verboden voor alcoholhoudende drank reclame te maken, welke niet voldoet aan de krachtens het eerste lid gestelde regels.</p> <p>3. Het in het tweede lid genoemde verbod geldt niet ten aanzien van reclame-uitingen voor alcoholhoudende drank, waarin met betrekking tot die drank slechts aanduidingen voorkomen betreffende merk, soort en prijs alsmede de plaats waar die drank wordt verstrekt.</p> <p>4. Een krachtens het eerste lid vastgestelde algemene maatregel van bestuur treedt niet eerder in werking dan acht weken na de datum van uitgifte van het Staatsblad waarin hij is geplaatst. Van de plaatsing wordt onverwijld mededeling gedaan aan de beide kamers der Staten-Generaal.</p> <p>English translation:</p> <p>1. Regulations on the content of advertisements for alcoholic beverages, the target group at which such advertising is aimed, and the time, manner and place at which and in which advertising takes place may be laid down by Order in Council in the interest of public health. These regulations may include prohibitions, restrictions and requirements in respect of advertisements. The Order will include transitional arrangements in respect of advertisements already published when the measure comes into force.</p> <p>2. It is forbidden to make advertising for alcoholic beverages that does not comply with the regulations laid down pursuant to (1).</p> <p>3. The prohibition in (2) does not apply to advertisements for alcoholic beverages that merely contain details of the brand, type and price of the beverage in question together with the place where that beverage is sold.</p> <p>4. An Order in Council determined pursuant to (1) will come into force no less than eight weeks after the publication date of the Bulletin of Acts, Orders and Decrees in which it is published. Both Houses of the States General will be notified of its publication without delay.</p>

Alcohol Marketing Regulations Questionnaire

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 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 checked="" type="checkbox"/> Yes, namely: article 2 not in force yet, so no media are covered. <input type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input 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 type="checkbox"/> Marketers/Advertising agency <input checked="" type="checkbox"/> Other, namely: article not in force yet, so does not apply on any stakeholder.

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 type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input checked="" type="checkbox"/> Other, namely: not relevant, not in force

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

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 type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input checked="" type="checkbox"/> Other, namely: not relevant
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 checked="" type="checkbox"/> Other, namely: not relevant
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 checked="" type="checkbox"/> Other, namely: not relevant

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 type="checkbox"/> I was not able to find this. I searched in the following sources: <input checked="" type="checkbox"/> Other, namely: not relevant
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Regulation Form No. 2

Organization:	STAP
Country:	the Netherlands
Date:	25-06-2009

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:	Media Law 2008
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:

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).

Article (paragraph)*	Type of restriction**	Text article
Chapter 2 (Public media services), Section 2.5.2 Advertising and Teleshopping, Article 2.94 c	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: Niet toegestaan zijn reclame en telewinkelboodschappen voor alcoholhoudende dranken tussen 06.00 uur en 21.00 uur. English translation: Not allowed are advertising and teleshopping messages for alcoholic beverages between 06.00h and 21.00h.
Chapter 3 (Commercial broadcasters) ,Section 3.2.2 Advertising and Teleshopping, Article 3.7, subsection 2c	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: Niet toegestaan zijn reclame en telewinkelboodschappen voor alcoholhoudende dranken tussen 06.00 uur en 21.00 uur. English translation: Not allowed are advertising and teleshopping messages for alcoholic beverages between 06.00h and 21.00h.
Chapter 3 (Commercial Broadcasters) , Section 3.2.3 Advertising and Teleshopping, Article 3.16, subsection 4	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: not a restriction: sponsoring is still allowed on the commercial channels	Original text: In afwijking van het tweede lid, onderdeel a, geschiedt tussen 6.00 uur en 21.00 uur de vermelding van sponsors die zich bezighouden met de productie of verkoop van alcoholhoudende dranken door neutrale vermelding of vertoning van naam en (beeld)merk. English translation: In deviation of the second subsection, part a, the portrayal of sponsors between 6.00h-21.00h that deal with the production or sales of alcoholic beverages has to be in the form of a neutral announcement of name, brand or logo.

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 checked="" type="checkbox"/> Yes, namely: Broadcasters from Luxembourg that broadcast in the Netherlands (e.g. RTL) have voluntarily agreed to follow the Dutch Media Law but they are not obliged to do this. <input 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 checked="" type="checkbox"/> Yes, namely: everything except for radio and TV <input 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 checked="" type="checkbox"/> Broadcasters/Publishers <input 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:
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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 checked="" type="checkbox"/> Yes, see www.cvdm.nl/content.jsp?objectid=6871 <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input checked="" type="checkbox"/> Other, namely: Not all decisions are made public, but upon request the Commissariat for the Media can provide more specific decisions.
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:

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:
12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Commissariaat voor de Media English translation: Commissariat for the Media
13	What is the composition of the 'evaluating committee'?	The Commissariat is composed of one president/chairman and 2 or 4 other members. The current Commissariat consists of people who are familiar with media monitoring and can be considered to be independent
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: The members are nominated by royal decree and recommended by the minister. Committee appointed by:
15	Do young people have a vote in the adjudication process?	<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: <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 checked="" type="checkbox"/> Financial penalty between and euro <input type="checkbox"/> Other, namely:



Regulation Form No. 3

Organization:	STAP
Country:	The Netherlands
Date:	26-06-2009, update 30-11-2009

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:	Advertising Code for Alcoholic Beverages
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: any public recommendation of alcoholic beverages and of non-alcoholic beverages in so far as the latter is recommended for use in combination with alcoholic beverages, regardless of the medium used (including print, radio, TV, labels, packaging, the Internet) and including consumer promotion campaigns, direct mail, merchandising and 'point-of sale' material.</p> <p>Alcohol Marketing:</p>

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).**

Article (paragraph)*	Type of restriction**	Text article
1	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Aangezien onverantwoorde consumptie van alcoholhoudende drank problemen met zich mee kan brengen, is terughoudendheid in alle reclame voor deze drank geboden. Reclame voor alcoholhoudende drank mag geen overmatige of anderszins onverantwoorde consumptie tonen, suggereren of stimuleren.</p> <p>English translation: As the irresponsible consumption of alcoholic beverages can cause problems, restraint shall be exercised in all advertising messages for such beverages. Advertisements of alcoholic beverages shall not show, suggest, nor stimulate any excessive or otherwise irresponsible consumption.</p>
2	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag onthouding van alcoholconsumptie of matige alcoholconsumptie niet op een negatieve manier uitbeelden, noch mag reclame voor alcoholhoudende drank zich afzetten tegen enige niet-alcoholhoudende drank.</p> <p>English translation: Advertising messages for alcoholic beverages shall not negatively depict abstinence or the moderate use of alcoholic beverages, nor shall advertising present alcoholic beverages favourably compared to any non-alcoholic beverage.</p>
3	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: lid 1 Reclame voor alcoholhoudende drank mag geen verwarring wekken over het alcoholhoudende karakter en het alcoholpercentage van de drank. lid 2 Reclame voor een alcoholhoudende drank, met inbegrip van de merknaam, de soortnaam en de verpakking, mag niet de indruk wekken dat er sprake is van frisdrank, limonade of andere niet-alcoholhoudende drank.</p> <p>English translation: Par. 1 Advertising messages for alcoholic beverages can not cause confusion about the alcohol percentage of alcohol in the beverage. Par. 2 Advertising messages for alcoholic beverages, including brand name, type name and packaging shall not create the impression that the beverage in question is a soft drink, lemonade or another non-alcoholic beverage.</p>

Article (paragraph)	Type of restriction	Text article
4	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet suggereren dat de hoogte van het alcoholpercentage op zich een positieve eigenschap is. Ook mag niet worden gesuggereerd dat risico's verdwijnen naarmate het alcoholpercentage lager is.</p> <p>English translation: Advertising messages for alcoholic beverages shall not suggest that the percentage of alcohol in itself is a favourable quality. Nor shall the suggestion be made that a lower percentage means that any risks are diminished.</p>
5	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet in strijd zijn met de goede smaak en het fatsoen, of afbreuk doen aan de menselijke waardigheid en integriteit.</p> <p>English translation: Advertising messages for alcoholic beverages shall not be in defiance of the requirements of good taste and decency, or cause harm to the human dignity and integrity.</p>
6	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet:</p> <p>lid 1 wijzen op de ontremmende werking van alcoholhoudende drank, zoals het verminderen of verdwijnen van angstgevoelens en innerlijke of sociale conflicten.</p> <p>lid 2 verwijzen naar mogelijke voor de gezondheid gunstige effecten van het nuttigen van alcoholhoudende drank.</p> <p>lid 3 suggereren dat consumptie van alcoholhoudende drank lichamelijke of geestelijke prestaties verbetert.</p> <p>lid 4 suggereren dat consumptie van alcoholhoudende drank de sportprestatie positief beïnvloedt.</p> <p>English translation: Advertising messages for alcoholic beverages:</p> <p>Par.1 shall not refer to the inhibiting effect of alcoholic beverages such as the reduction or disappearance of feelings of anxiety, inner conflicts or feelings of social inadequacy.</p> <p>Par. 2 shall make no reference to possible health benefits as a result from the consumption of alcoholic beverages.</p> <p>Par. 3 shall in no way suggest that the consumption of alcoholic beverages improves physical or mental performance.</p> <p>Par. 4 shall in no way suggest that the consumption of alcoholic beverages enhances sporting performance.</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
7	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet suggereren dat consumptie van alcoholhoudende drank de beroepsuitoefening positief beïnvloedt.</p> <p>English translation: Advertising messages for alcoholic beverages shall in no way suggest that the consumption of alcoholic beverages favourably affects the professional performance.</p>
8	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet de indruk wekken dat er een causaal verband ligt tussen de consumptie van alcoholhoudende drank en het hebben van sociaal en seksueel succes. Die indruk dat dit causale verband bestaat kan ook ontstaan door middel van de suggestie dat alcohol wordt geconsumeerd zonder dat de alcohol(consumptie) daadwerkelijk in beeld komt. Meer in het bijzonder zijn de uitingen als omschreven in de toelichting bij art. 8 niet toegestaan (deze opsomming is niet limitatief):</p> <p>English translation: Advertisements for alcoholic beverages may not give the impression that there is a causal relation between consumption of the alcoholic beverage and social or sexual success. The impression of this causal relation can also be invoked though the suggestion of alcohol being consumed without the actual consumption of alcohol being displayed. More precisely the expressions as mentioned in article 8 are not permitted (this enumeration is not limiting):</p>
9	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet in het bijzonder gericht zijn op zwangere vrouwen.</p> <p>English translation: Advertising messages for alcoholic beverages shall not be aimed specifically at pregnant women.</p>

Article (paragraph)	Type of restriction	Text article
10	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag zich niet specifiek richten tot minderjarigen. Meer in het bijzonder zijn de uitingen als omschreven in de toelichting bij artikel 10 niet toegestaan.</p> <p>Toelichting artikel 10 Verboden reclame-uitingen in het kader van artikel 10 van de Reclamecode voor Alcoholhoudende Dranken zijn in ieder geval (deze opsomming is niet limitatief):</p> <ul style="list-style-type: none"> - uitingen waarbij gebruik wordt gemaakt van tieneridolen; - uitingen/acties waarbij gebruik wordt gemaakt van premiums die specifiek gericht zijn op minderjarigen zoals poppetjes, knuffels, speelgoedauto's, spelletjes, stickers, buttons, strandspeelgoed of schoolgerelateerde artikelen; - gratis te downloaden ringtones of muziek, die specifiek gericht zijn op tieners; - uitingen die gebruik maken van jongerentaal; - uitingen die gebruik maken van situaties die refereren aan tienergedrag: puberen, tienerverliefdheid, schoolfeesten, examens; - uitingen die gebruik maken van muziek die specifiek gericht is op tieners; - uitingen die gebruik maken van vormgeving die op het moment van gebruik populair is onder minderjarigen. <p>English translation: Advertising messages for alcoholic beverages shall not be aimed specifically at minors. Specific messages which are not permitted are described in the explanation of article 10.</p> <p>Explanation of article 10 The following advertising messages within the scope of article 10 of the Advertising Code for Alcoholic Beverages are particularly forbidden (this list is not exhaustive or exclusive):</p> <ul style="list-style-type: none"> - messages in which teenage idols are used; - messages/actions in which premiums are used, which are pecifically targeted at minors, such little dolls, cuddly toys, toy cars, games, stickers, buttons, beach toys, or schoolrelated articles; - ring tones or music, specifically aimed at teenagers; - messages in which the specific language of young people is used; - messages which present situations that refer to teenage behaviour, adolescentinfatuations, school parties, school examinations; - messages in which music is used that is specifically aimed at adolescents; - messages that make use of any style that at that moment is fashionable amongst minors;
11	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag geen personen tonen die jonger zijn of jonger lijken dan 25 jaar en die alcoholhoudende drank drinken of tot het drinken van alcoholhoudende drank aanzetten.</p> <p>English translation: Advertising messages for alcoholic beverages shall not show persons who are younger or appear younger than the age of twenty-five who drink alcoholic beverages or who encourage the consumption of alcoholic beverages.</p>

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Article (paragraph)	Type of restriction	Text article
12	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet suggereren dat de consumptie van alcoholhoudende drank een teken van volwassenheid is en onthouding van alcoholconsumptie een teken van onvolwassenheid.</p> <p>English translation: Advertising messages for alcoholic beverages shall not suggest that the consumption of alcoholic beverages is a sign of maturity and that abstinence is a sign of immaturity.</p>
13	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Het gratis of voor minder dan de helft van de normale verkoopprijs (doen) aanbieden van voorwerpen voorzien van reclame voor alcoholhoudende drank aan personen die de wettelijke leeftijdsgrens voor het kopen van de betreffende alcoholhoudende drank nog niet hebben bereikt, is niet toegestaan.</p> <p>English translation: Offering of objects bearing advertising messages for alcoholic beverages free of charge or at less than half the normal retail price to persons, who have not yet reached the legal age for purchasing the alcoholic beverage concerned, is not permitted.</p>
14	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag geen situaties weergeven die aanzetten tot risicovol gedrag.</p> <p>English translation: Advertising messages for alcoholic beverages shall not depict situations that encourage dangerous behaviour.</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
15	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank in het kader van evenementen is niet toegestaan, indien redelijkerwijs moet worden vermoed dat daardoor verstoring van de openbare orde en/of verstoring van het betreffende evenement in de hand wordt gewerkt.</p> <p>English translation: The advertising of alcoholic beverages at events is not permitted if it can be reasonably assumed that it will facilitate disruption of the public order and/or the disruption of the event.</p>
16	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank in het kader van evenementen is niet toegestaan, indien redelijkerwijs te verwachten valt dat daardoor risico ontstaat op lichamelijk letsel voor deelnemers en/of toeschouwers.</p> <p>English translation: The advertising of alcoholic beverages at events is not permitted if the risk of physical injury to participants and/or spectators can be reasonably expected.</p>
17	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag geen verband leggen tussen consumptie van alcoholhoudende drank en actieve verkeersdeelname met welk vervoermiddel dan ook. Wanneer op een vervoermiddel een aanprijzing voor alcoholhoudende drank getoond wordt, dient het vervoermiddel ook een duidelijk leesbare waarschuwing tegen actieve verkeersdeelname na gebruik van alcohol te tonen. Vervoermiddelen die gebruikt worden voor het vervoer van alcoholhoudende drank, zoals vrachtwagens, voertuigen van de tapwacht en horeca technische service, hoeven geen waarschuwing tegen actieve verkeersdeelname na gebruik van alcohol te tonen.</p> <p>English translation: Advertising messages for alcoholic beverages shall not associate the consumption of alcoholic beverages and active participation in traffic using a vehicle of any kind. If a recommendation of alcoholic beverages is readable on a vehicle, then the vehicle shall also bear a warning against operating a vehicle after drinking alcoholic beverages. Vehicles used for the transportation of alcoholic beverages, such as trucks and vehicles for technical services of the hospitality and catering industry do not have to bear a warning against operating a vehicle after drinking alcoholic beverages.</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
18	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Collectieve reclame voor soorten alcoholhoudende drank is niet toegestaan. Toegestaan is slechts reclame voor alcoholhoudende drank onder aanduiding van de merkof handelsnaam, en bij wijn tevens onder aanduiding van de plaats of streek van herkomst.</p> <p>English translation: Collective advertising for various types of alcoholic beverages is not permitted. Advertising for alcoholic beverages is only permitted with designation of the brand or trade name, and in the case of wine, also with designation of the place or region of origin.</p>
19	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: volume aspect, but not a restriction, rather an indication of what is still allowed.	<p>Original text: Het verbinden van een merknaam van een alcoholhoudende drank aan een evenement is toegestaan. In geval van sport- en evenementensponsoring zijn alle regels van deze Code van toepassing.</p> <p>English translation: The linkage of the brand name of an alcoholic beverage to an event is permitted. All the rules of this Code apply to sport and event sponsorship.</p>
20	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Behoudens bij proeverijen is reclame waarbij alcoholhoudende drank door een lid van de branche of met actieve medewerking van een lid van de branche gratis of tegen minder dan de helft van de normale verkoopprijs van de alcoholhoudende drank aan particulieren wordt aangeboden niet toegestaan.</p> <p>English translation: Unless at tasting sessions, advertising involving an alcoholic beverage being offered by a member of the sector or with the active participation of a member of the sector to private persons free of charge or for less than half the normal retail price, is not permitted.</p>

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Article (paragraph)	Type of restriction	Text article
21	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank in welke vorm dan ook mag geen publiek bereiken dat voor meer dan vijftwintig procent (25%) bestaat uit minderjarigen. Voor reclame-uitingen geldt als maatstaf voor het bereik het algemeen in de markt geaccepteerd bereiksonderzoek. Voor evenementen gelden de bezoekcijfers als maat voor het bereik. De bewijslast ter zake van het bereik rust op de adverteerder, die zich daarbij moet baseren op algemeen in de markt geaccepteerde kijk- of luistercijfers. Voor websites moet het gebruikersprofiel aannemelijk worden gemaakt.</p> <p>English translation: Advertising messages for alcoholic beverages of any type shall not reach an audience which consists of twenty-five percent (25%) or more of minors. For advertising messages the measurement of the range is considered to be the generally accepted research of the range. For events, the attendance figures shall apply as the range of the reached audience. The burden of proof in this matter lies with the advertiser, who must use the generally accepted listening and viewing figures. For websites the users' profile shall be made plausible.</p>
22	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet worden uitgezonden op radio en televisie direct voorafgaand aan, tijdens, of direct volgend op programma's die volgens algemeen in de markt geaccepteerde luister- of kijkcijfers voor meer dan vijftwintig procent (25%) worden gehoord respectievelijk bekeken door minderjarigen.</p> <p>English translation: Advertising messages for alcoholic beverages shall not be broadcasted on radio or television immediately before, during or immediately after programmes that, according to generally accepted listening or viewing figures, reaches an audience which consists of twenty-five percent (25%) minors or more.</p>
23	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Lid 1: Op jongerenzenders mag geen reclame voor alcoholhoudende drank worden gemaakt. Lid 2: In tijdschriften die zich specifiek richten op minderjarigen mag geen reclame voor alcoholhoudende drank worden gemaakt. Lid 3: Op websites die zich specifiek richten op minderjarigen mag geen reclame voor alcoholhoudende drank worden gemaakt.</p> <p>English translation: Par 1: Broadcasting stations intended for youngsters shall not advertise alcoholic beverages. Par 2: No advertisements for alcoholic beverages are allowed in magazines that are specifically targetted at minors Par 3: No advertisements for alcoholic beverages are allowed on websites specifically targetted at minors.</p>

Article (paragraph)	Type of restriction	Text article
24	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet geschieden in de vorm van het gevraagd of ongevraagd sturen van ringtones of mobiele telefoongames. Voorts mag reclame voor alcoholhoudende drank niet geschieden in de vorm van SMS-berichten. Reclame voor alcoholhoudende drank mag ook niet geschieden in de vorm van games voor internet of andere computergames die specifiek gericht zijn op minderjarigen. Reclame of product placement in de hier genoemde games door de branche is niet toegestaan.</p> <p>English translation: Publicity for alcoholic beverages may not occur in the form of ringtones or mobile phone games, whether these services were demanded or not. Additionally, advertisements for alcoholic beverages are not allowed in the form of text messages.</p> <p>Advertisements for alcoholic beverages are also not allowed in the form of online games or other types of computer games specifically aimed at minors. Publicity or product placement in the games mentioned above, is also not permitted.</p>
25	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Bij websites waarvan de merknaam van de alcoholhoudende drank ook deel uitmaakt van de domeinnaam moet op de homepage of voorafgaand aan de eerste pagina van de website die bezocht wordt, aan de bezoekers van de website gevraagd worden, middels een agecheck, of zij 18 jaar of ouder zijn. De agecheck moet minimaal bestaan uit het invullen dan wel aanklikken van de geboortedatum (dag/maand/jaar) van de bezoeker. Toegang tot de website mag alleen verschaft worden wanneer door de bezoeker wordt aangegeven dat deze op het moment van de agecheck meerderjarig is.</p> <p>English translation: Websites of which the brand name of the alcoholic beverage is incorporated in the domain name must preclude a mandatory age check to verify that visitors are at least 18 years of age before continuing to the homepage. This age check needs to at least include the filling in or clicking of the date of birth (day/month/year) of the visitor. Entrance to the website may only be given when the visitor declares himself to be adult at the time of the age check.</p>

Article (paragraph)	Type of restriction	Text article
26	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: lid 1 Het aanprijzen van alcoholhoudende drank door horeca-promotieteams mag niet zijn gericht op minderjarigen. Deze wijze van aanprijzing is niet toegestaan op plaatsen waar het publiek op dat moment voor meer dan vijftwintig procent (25%) bestaat uit minderjarigen.</p> <p>lid 2 Tijdens horecapromoties is het niet toegestaan alcoholhoudende drank gratis aan te bieden.</p> <p>lid 3 Tijdens horecapromoties is het niet toegestaan om alcoholhoudende drank te verkopen tegen minder dan de helft van de normale verkoopprijs. Bovendien mag er per promotie niet meer dan één consumptie per klant met korting aangeboden worden.</p> <p>lid 4 Tijdens horecapromoties is het niet toegestaan om gelijktijdig een consumptie met korting én een premium weg te geven.</p> <p>Lid 5 Tijdens horecapromoties is het toegestaan om een proeverij te organiseren.</p> <p>English translation: Par 1 The commandment of alcoholic beverages by promotional teams of the hotel and catering industry may not be aimed at minors. This manner of commandment is not allowed at locations where the public at that moment consists of more than twenty five percent (25%) of minors.</p> <p>Par 2 During promotions of the hotel and catering industry it is not permitted to offer free alcoholic beverages.</p> <p>Par 3 During promotions of the hotel and catering industry it is not permitted to sell alcoholic beverages with a price discount of more than fifty percent. Additionally it is not permitted during promotions to offer one customer more than one consumption with a discount.</p> <p>Par 4 During promotions of the hotel and catering industry it is not permitted to simultaneously give out a discounted consumption AND a premium.</p> <p>Par 5 During promotions of the hotel and catering industry it is permitted to organise a tasting meeting.</p>
28	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet worden gevoerd op een individuele sporter of sportploeg en op attributen die door de sporter gebruikt worden bij actieve sportbeoefening. Noch op vervoermiddelen die door de sporter of sportploeg bij het beoefenen van snelheidssporten worden gebruikt.</p> <p>English translation: Advertisements for alcoholic beverages may not be carried by an individual sports person or sports team or on attributes that the sports person uses in the active sports practice. Nor on the transportation used by sports persons of teams in the practice of speed sports.</p>

Article (paragraph)	Type of restriction	Text article
27	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: lid 1 Reclame voor alcoholhoudende drank is niet toegestaan op billboards, swanks, abri's en mupi's die zijn geplaatst in het zicht van ontwenningssklinieken of onderwijsinstellingen die in meerderheid door minderjarigen worden bezocht, noch wanneer deze zijn geplaatst langs snelwegen of langs overige wegen buiten de bebouwde kom.</p> <p>lid 2 Reclame voor alcoholhoudende drank mag niet worden vertoond in bioscoopzalen voorafgaand aan kinderfilms, in het Nederlands nagesynchroniseerde familiefilms en films die vertoond worden in de kindermatinee of in schoolvoorstellingen. Voor overige films geldt dat daarbij slechts alcoholreclame mag worden vertoond als het publiek voor niet meer dan 25% uit minderjarigen bestaat.</p> <p>English translation: Par. 1 Advertising for alcoholic beverages is not permitted on billboards, posters, bus shelters or boarding that are in view of alcohol rehabilitation centres or educational centres that are attended primarily by minors, or along motorways or roads outside built-up areas.</p> <p>Par. 2 Advertising messages shall not be broadcasted in cinemas before children's films, family films dubbed in Dutch, or before children's matinee films or school film programmes. As to other films, advertisements for alcoholic beverages may only be broadcasted if minors make up no more than twenty-five percent (25%) of the audience.</p>
29	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: not a restriction, more an indication of what is still allowed.	<p>Original text: Tijdens een beurs is het toegestaan voor exposanten om een proeverij te organiseren.</p> <p>Toelichting artikel 29: Indien een proeverij wordt georganiseerd tijdens en op een beurs gelden daarvoor de in de toelichting bij artikel 26 genoemde voorwaarden.</p> <p>English translation: During an exposition it is permitted for exhibitors to organise a tasting meeting.</p> <p>Clarification article 29: Provided that a tasting meeting is organised during and at an exposition, the conditions apply of the clarification of article 26.</p>
30	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Het is de leden van de branche niet toegestaan gratis of tegen een symbolische vergoeding professionele tapinstallaties ter beschikking te stellen bij manifestaties, evenementen en festiviteiten.</p> <p>English translation: Members of the sector are not permitted to provide professional draught systems free of charge or for a symbolic amount at demonstrations, events and festivities.</p>

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Article (paragraph)	Type of restriction	Text article
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<p>31</p>	<p> <input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: not a restriction as such, a slogan is being added to the advertisements. </p>	<p>Original text: lid 1 Voor reclame voor alcoholhoudende drank die wordt uitgezonden op televisie, in bioscopen, theaters en besloten tv-circuits geldt dat iedere uiting in ieder geval dient te zijn voorzien van één van de onder het tweede lid vermelde – duidelijk zichtbare – educatieve slogans.</p> <p>lid 2 Voor reclames voor sterke drank geldt de slogan 'Geniet, maar drink met mate'. Voor zwakalcoholhoudende dranken geldt de slogan 'Alcohol onder de 16, natuurlijk niet'.</p> <p>lid 3 Voor alle printreclame alsmede voor commercials voor alcoholhoudende drank op websites waarvan de merknaam van de alcoholhoudende drank deel uitmaakt van de domeinnaam geldt dat iedere uiting dient te zijn voorzien van één van de twee educatieve slogans zoals deze zijn genoemd in lid 2. Uitsluitend voor actiereclame in het detailhandelskanaal kan er een andere dan de in lid 2 genoemde educatieve slogans worden gebruikt. Vóór het eerste gebruik van een andere slogan dient toestemming te worden verkregen van de Code Contactpersoon van de Detailhandel en STIVA.</p> <p>lid 4 Voor alle in dit artikel genoemde vormen van reclame zijn in de toelichting bij artikel 31 richtlijnen voor het tonen van de educatieve slogan opgenomen.</p> <p>Toelichting artikel 31: Het tonen van de educatieve slogans 'Geniet, maar drink met mate' en 'Alcohol onder de 16, natuurlijk niet' is verplicht voor reclame voor alcoholhoudende dranken op televisie, bioscoop, print en in commercials voor alcoholhoudende dranken op internet. Hiervoor gelden de volgende richtlijnen:</p> <p>English translation: Par 1 For advertisements for alcoholic beverages that are broadcasted on television, in theaters, cinemas and closed tv-circuits it pertains that every expression at least be fitted with one of the educational slogans clearly visible, as mentioned in Par 2.</p> <p>Par 2 For advertisements for spirits it is pertained that the slogan is used: 'Enjoy, but drink with measure' as well as 'Alcohol under 16, of course not'.</p> <p>Par 3 For all print advertisements as well as commercials for alcoholic beverages on websites of which the name of the alcoholic beverage is incorporated in the domain name it pertains that every expression at least be fitted with one of the educational slogans, as mentioned in Par 2. Exclusively for discount advertisements in retail trading may there be used another slogan than those educational slogans mentioned in Par 2. For the first use of another slogan permission must be asked of the Code Contactpersoon van de Detailhandel en STIVA.</p> <p>Par 4 For all the forms of advertising mentioned in this article there are guidelines for the display of educational slogans in the clarification of article 31.</p> <p>Clarification Article 31: The display of educational slogans 'Enjoy, but drink with measure' as well as 'Alcohol under 16, of course not' is mandatory for alcohol advertisements on television, cinemas, print and for alcohol advertisements on the internet. Therefore apply the following guidelines.</p>
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Alcohol Marketing Regulations Questionnaire

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 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 checked="" type="checkbox"/> Yes, namely: new forms such as: buzzmarketing and CSR campaigns <input 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 type="checkbox"/> Broadcasters/Publishers <input 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 checked="" type="checkbox"/> Other, namely: STAP publishes her own complaints about alcohol advertising at www.alcoholreclame.nl

6	Are the decisions of the 'evaluating committee' publicly available? *	<input checked="" type="checkbox"/> Yes, see www.reclamecode.nl/zoekscherms.asp <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:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input checked="" type="checkbox"/> Yes, see www.reclamecode.nl/pagina.asp?paginaID=92 <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:

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 checked="" type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input checked="" type="checkbox"/> Other, namely: It's obligatory for radio and tv commercials. For other ads the pre-screening is voluntary.
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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No, filing complaints is limited to: members (membership (open for everyone) is €250-500 a year) <input type="checkbox"/> I was not able to find this. I searched in the following sources: <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: Stichting Reclame Code (SRC) English translation: Advertising Code Foundation (Advertising Code Committee and College of Appeal)
13	What is the composition of the 'evaluating committee'?	The Committee consists of 5 people: 1 member appointed by advertising organisations, 1 member appointed by communication advice bureau's, 1 member appointed by media organisations, 1 member nominated by consumer members, 1 'independent' member (also president), appointed by the SRC.
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Committee appointed by: the separate organisations mentioned above (advertising, media, communication, consumers, SRC)
15	Do young people have a vote in the adjudication process?	<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: <input type="checkbox"/> Other, namely:

16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input checked="" type="checkbox"/> Recommendation <input checked="" type="checkbox"/> Public shaming (e.g. press release) <input type="checkbox"/> Restriction broadcasting rights <input checked="" type="checkbox"/> Financial penalty between 0 and 50.000 euro <input checked="" type="checkbox"/> Other, namely: a financial penalty is the third option after Recommendation and Press release. It has never been applied thus far. Also, the fine is only possible for STIVA members. Not all advertisers are member of STIVA (e.g. the catering industry).
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Comments on Regulation No. 3: ENG vertaling nog toe te voegen bij art.8, 23, 24, 25, 26, 28, 31 (extra pagina toevoegen vor volledige toelichting)



Regulation Form No. 4

Organization:	STAP
Country:	The Netherlands
Date:	26-06-2009

Below, please indicate the name of Regulation No. 4 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 4:	Guidelines Catering Promotions
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: (same as in Regulation 3): any public recommendation of alcoholic beverages and of non-alcoholic beverages in so far as the latter is recommended for use in combination with alcoholic beverages, regardless of the medium used (including print, radio, TV, labels, packaging, the Internet) and including consumer promotion campaigns, direct mail, merchandising, 'point-of sale' material, and sponsorship</p> <p>Alcohol Marketing:</p>

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 4. 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).**

Article (paragraph)*	Type of restriction**	Text article
1	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Aangezien onverantwoorde consumptie van alcoholhoudende drank problemen met zich mee kan brengen, is terughoudendheid in alle reclame voor deze drank geboden. Reclame voor alcoholhoudende drank mag geen overmatige of anderszins onverantwoorde consumptie tonen, suggereren of stimuleren.</p> <p>English translation: As the irresponsible consumption of alcoholic beverages can cause problems, restraint shall be exercised in all advertising messages for such beverages. Advertisements of alcoholic beverages shall not show, suggest, nor stimulate any excessive or otherwise irresponsible consumption.</p>
2	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag onthouding van alcoholconsumptie of matige alcoholconsumptie niet op een negatieve manier uitbeelden, noch mag reclame voor alcoholhoudende drank zich afzetten tegen enige niet-alcoholhoudende drank.</p> <p>English translation: Advertising messages for alcoholic beverages shall not negatively depict abstinence or the moderate use of alcoholic beverages, nor shall advertising present alcoholic beverages favourably compared to any non-alcoholic beverage.</p>
3	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: lid 1 Reclame voor alcoholhoudende drank mag geen verwarring wekken over het alcoholhoudende karakter en het alcoholpercentage van de drank. lid 2 Reclame voor een alcoholhoudende drank, met inbegrip van de merknaam, de soortnaam en de verpakking, mag niet de indruk wekken dat er sprake is van frisdrank, limonade of andere niet-alcoholhoudende drank.</p> <p>English translation: Par. 1 Advertising messages for alcoholic beverages can not cause confusion about the alcohol percentage of alcohol in the beverage. Par. 2 Advertising messages for alcoholic beverages, including brand name, type name and packaging shall not create the impression that the beverage in question is a soft drink, lemonade or another non-alcoholic beverage.</p>

Article (paragraph)	Type of restriction	Text article
5	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet in strijd zijn met de goede smaak en het fatsoen, of afbreuk doen aan de menselijke waardigheid en integriteit.</p> <p>English translation: Advertising messages for alcoholic beverages shall not be in defiance of the requirements of good taste and decency, or cause harm to the human dignity and integrity.</p>
6.3	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet suggereren dat consumptie van alcoholhoudende drank lichamelijke of geestelijke prestaties verbetert.</p> <p>English translation: Advertising messages for alcoholic beverages shall in no way suggest that the consumption of alcoholic beverages improves physical or mental performance.</p>
8	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag niet de indruk wekken dat er een causaal verband ligt tussen de consumptie van alcoholhoudende drank en het hebben van sociaal en seksueel succes. Dat causale verband kan ook worden gesuggereerd als er in de uiting geen alcoholhoudende drank wordt geconsumeerd.</p> <p>English translation: Advertising messages for alcoholic beverages shall not create the impression that there is a relationship between the consumption of alcoholic beverages and social or sexual success. This causal relationship can even be insinuated when there is no question of alcohol consumption in the message.</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
10	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag zich niet specifiek richten tot minderjarigen. Meer in het bijzonder zijn de uitingen als omschreven in de toelichting bij artikel 10 niet toegestaan.</p> <p>English translation: Advertising messages for alcoholic beverages shall not be aimed specifically at minors. Specific messages which are not permitted are described in the explanation of article 10.</p>
11	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Reclame voor alcoholhoudende drank mag geen personen tonen die jonger zijn of jonger lijken dan 25 jaar en die alcoholhoudende drank drinken of tot het drinken van alcoholhoudende drank aanzetten.</p> <p>English translation: Advertising messages for alcoholic beverages shall not show persons who are younger or appear younger than the age of twenty-five who drink alcoholic beverages or who encourage the consumption of alcoholic beverages.</p>

Article (paragraph)	Type of restriction	Text article
26	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>lid 1 Het aanprijzen van alcoholhoudende drank door horecapromotieteams mag niet zijn gericht op minderjarigen. Deze wijze van aanprijzing is niet toegestaan op plaatsen waar het publiek op dat moment voor meer dan vijftwintig procent (25%) bestaat uit minderjarigen.</p> <p>lid 2 Tijdens horecapromoties is het niet toegestaan alcoholhoudende drank gratis aan te bieden of te verkopen tegen minder dan de helft van de normale verkoopprijs.</p> <p>lid 3 Tijdens horecapromoties is het niet toegestaan om per promotie meer dan één consumptie per klant met korting aan te bieden.</p> <p>lid 4 Tijdens horecapromoties is het niet toegestaan om gelijktijdig een consumptie met korting én een premium weg te geven.</p> <p>English translation:</p> <p>Par. 1 The recommendation of alcoholic beverages by catering industry promotion teams shall not be directed at minors. This form of recommendation is not permitted in places where the audience exists of twenty-five percent (25%) minors or more.</p> <p>Par. 2 During catering industry promotions it is not permitted to offer alcoholic beverages free of charge or to sell them at less than half of the normal retail price.</p> <p>Par. 3 During catering industry promotions no more than one alcoholic beverage per person shall be offered at a reduced price.</p> <p>Par. 4 During catering industry promotions it is not permitted to offer an alcoholic beverage at a reduced price and at the same time give away a 'premium', i.e. a free gift.</p>

Next, we have some general questions about Regulation No. 4.

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 checked="" type="checkbox"/> Yes, namely: buzzmarketing <input 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 checked="" type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input type="checkbox"/> Broadcasters/Publishers <input 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:

Alcohol Marketing Regulations Questionnaire

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 checked="" type="checkbox"/> Other, namely: it concerns catering promotions, where a promotion tem of young people promotes the product in a bar. The members of the team are trained to adhere to the rules of the Guideline.
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:

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 checked="" type="checkbox"/> Other, namely: 1 of 10 catering promotions are being checked by mystery guests from STIVA. they report whether the promotion team adhered to the rules of the Guideline.
12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: STIVA (Stichting Verantwoord Acoholgebruik) en SRC (Stichting Reclame Code) English translation: STIVA (Foundation for Responsible Drinking) and SRC (Advertsing Code Foundation)
13	What is the composition of the 'evaluating committee'?	SRC, see Regulation 3. The STIVA Committee consists of 7 people: a director, members from the beer, wine, spirits industry, a brandconsultant, a professor in social psychology and a marketing director.
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: STIVA Committee is composed by the alcohol producers themselves Committee appointed by:
15	Do young people have a vote in the adjudication process?	<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: <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input checked="" type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input type="checkbox"/> Restriction broadcasting rights <input checked="" type="checkbox"/> Financial penalty between 1500 and 5000 euro <input type="checkbox"/> Other, namely:

Comments on Regulation No. 4: Two comments that were added to the Guidelines:

- The entire branche is obliged to register catering promotions with STIVA. One out of 10 catering promotions are being checked.
- Since May 2005 a new system for financial penalties has been introduced. After a first violation with the code, the producer or importeur receives a warning. Next, a financial penalty of 1500 euro can be given. If another violation is encountered, the fine will be raised up to 5.000 euro.