

16 Norway (NO)

16.1 Introduction

Norway has one statutory law with regulations: The Alcohol Act, Chapter 9 “Prohibition against advertising of alcoholic beverages” and the supplementary Regulations in Chapter 14. This is a statutory law administrated by the Ministry of Health and Care Services. The Directorate for Health and Social Affairs supervises and imposes sanctions when the laws and regulations have been violated. Complaints and evaluations regarding the law and regulations may take place when there is a hearing regarding the law and the regulations. Norway has no marketing practices of alcohol because of prohibition against advertising of alcoholic beverages in Norway. Non alcohol marketing practises have been presented for Pre-launch-advice. (Low/non-alcoholic products (less than 2,5% alc) have been presented for a pre launch-advice).

Complaints about advertisements can be filed by anyone (citizens and organisations etc) to the Directorate for Health and Social Affairs. There has generally been a rise in the amount of complaints during the last six years. Usually The Directorate for Health and Social Affairs requests the illegal marketing to cease. However, if the illegal marketing continues sanctions will be imposed. The size and character of the sanctions will vary from case to case, and depends on the income of the business.

The changes in the law and regulations during the last five years have taken place in order to clarify the regulations and to include further details and to specify the law. The most important change in the law has been that the Directorate for Health and Social Affairs, which is responsible for the supervision, is able to give overrun penalties when the national law has been violated (a specific fine is decided but it will not be brought into effect unless the violation is repeated). Another change is how the Directorate is able to instruct the violator to remove the illegal marketing and to impose sanctions. This has made it easier to enforce the law and its regulations.

Regulation		Statutory / Non-statutory
1	Advertisement of alcoholic beverages	Statutory
2	Prohibition against advertising	Statutory

16.2 Advertisement of alcoholic beverages

Name of regulation:

I Advertisement of alcoholic beverages

Is this statutory or non-statutory regulation?

Statutory

Who made the text of this regulation?

Departement of Labour and Social Affairs

Which types of marketing are controlled by in this regulation?

All advertising of alcoholic beverages over 2,5 % by volume

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

Alcoholic beverages > 2,5% VOL.

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

Everybody who sells alcoholic beverages

16.2.1 Bans

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

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

* other than young people

16.2.2 Elements of Council Recommendation

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

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

Remarks on elements

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16.2.3 Procedures connected to the regulation

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

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

The search for violations is performed by Health and Care services, and the municipality is by law (§9-3 and §1-9) responsible for supervision in Norway. The police is (by regulation §14-4) also responsible for supervision.

Complaints can be made to Health and Care Services.

The possibility of complaining is announced through websites. The case/judgement will be published for the media, alcohol industry and the public.

Sanctions, where appropriate, are imposed by Health and Care Services and the municipality, and can be a fine depending on case or losing the license for selling alcoholic beverages.

The results of procedures are publicly announced. Newspapers write about these things, and it is published on the Health and Care Services' and the Market Councils website.

When the licence for retailing alcoholic beverages is suspended this is announced on the website of the municipality/country governor.

The minimum and maximum amount of time the procedure officially takes depends on the case.

16.3 Prohibition against advertising

Name of regulation:

2 Prohibition against advertising

Is this statutory or non-statutory regulation?

Statutory

Who made the text of this regulation?

Department of Labour and Social Affairs

Which types of marketing are controlled by in this regulation?

All advertising of alcoholic beverages over 2,5 % by volume

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

Alcoholic beverages > 2,5% VOL.

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

Everybody that sells and produces alcoholic beverages, producers of magazines, and media.

16.3.1 Bans

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

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

* other than young people

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Remarks on elements

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16.3.3 Procedures connected to the regulation

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

The search for violations is performed by the Directorate for Health and Social Affairs, and the municipality is by law (§9-3 and §1-9) responsible for supervision in Norway. The police is (by regulation §14-4) also responsible for supervision. Complaints can be made to the Directorate for Health and Social Affairs. Marketing practices can be continued as long as legal proceedings are ongoing.

The possibility of complaining is announced through web sites and media. The case/judgement is published for the media, alcohol industry and the public.

Sanctions, where appropriate, are imposed by the Directorate for Health and Social Affairs, the Market Council and the municipality and can be a fine, depending on the case (different amounts) or losing their license to sell alcoholic beverages for a certain period.

The results of procedures are publicly announced. The media is writing about these things, it is published on the the Directorate for Health and Social Affairs' and the Market Councils website. When the licence for retailing alcoholic beverages is suspended it will be announced on the website of the municipality/ county governor.

The minimum and maximum amount of time the procedure officially takes depends on the case.