



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:	IDT
Country:	Portugal
Date:	24-11-09

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.)*

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No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
1.	Código da Publicidade Português	Portuguese Advertising Code National Code	26/03/2008	http://www.gmcs.pt/index.php?op=cont&cid=79&sid=1078 http://www.idt.pt/PT/Legislacao/Paginas/LegislacaoTemaDetalhe.aspx?id=28	<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 type="checkbox"/> Other, namely:
2.	Código de Conduta do ICAP	ICAP's Code of Conduct	05/11/2003	http://www.icap.pt/icapv2/images/memos/Codigo%20Conduta_ICAP.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 type="checkbox"/> Other, namely:
3.	Acordo de Auto-Regulação em matéria de "Colocação de Produto" e "Ajudas à produção e/ou prémios"	Self-regulation Agreement concerning the "product placement" and "production props and/or prizes"	06/02/2009	http://www.icap.pt/icapv2/icap_docs/not_noticias/acordo_pp_final.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 type="checkbox"/> Radio <input type="checkbox"/> Cinema <input checked="" 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:
4.	Código de Auto-regulação dos Cervejeiros Portugueses para a Comunicação Comercial APCV	All Portuguese brewers are APCV members and therefore, ALL are committed to strictly follow the SR rules.- regulation PORTUGUESE BREWERS' COMMERCIAL COMMUNICATION SELFREGULATION CODE	both in the webpage of APCV and in the webletter of APCV news about the self-regulation	http://www.apcv.pt/asp/	<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: All beer advertisements

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No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
5.	Código de Boas Práticas na Comunicação Comercial das Bebidas Alcoólicas	SELF DISCIPLINATORY CODE IN COMMERCIAL COMMUNICATION OF ALCOHOLIC BEVERAGES Wine - ViniPortugal Spirits - ANEBE, APAN - Portuguese Association of announcers APAP Portuguese Association of Commercial Communication and Advertisement		Código de Boas Práticas que vincula, em Portugal, a ANEBE, APAN, APAP e ViniPortugal. http://efrd.org/efrdinaction/docs/EFRD%20CommStand-09-PT_v2.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: All advertisements for wine and spirits

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 7h00 am to 10h30 pm <input type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	Advertising Portuguese Code
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 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 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 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 7h00 am to 10h30 pm <input type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	Advertising Portuguese Code
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 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:*
ICAP - Instituto Civil da Autodisciplina da Comunicação Comercial	new ads of alcohol beers for tv	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input 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 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:	National Portuguese Code -
Country:	Portugal
Date:	22.10.2009

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:	Portuguese Advertising Code
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:
How many articles about alcohol advertising/ marketing does Regulation No. 1 contain?	2

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.

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Article (paragraph)*	Type of restriction**	Text article
17º - 1. a)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1. A publicidade a bebidas alcoólicas, independentemente do suporte utilizado para a sua difusão, só é consentida quando:</p> <p>a) Não se dirija especificamente a menores e, em particular, não os apresente a consumir tais bebidas;</p> <p>English translation: 1. Alcoholic beverages advertising, despite of the media support, is only consented when:</p> <p>a) Do not address specifically to minors and, in particular, do not present them consuming these beverages;</p>
17º - 1. b)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1. A publicidade a bebidas alcoólicas, independentemente do suporte utilizado para a sua difusão, só é consentida quando:</p> <p>b) Não encoraje consumos excessivos</p> <p>English translation: 1. Alcoholic beverages advertising, despite of the media support, is only consented when:</p> <p>b) Do not encourage excessive consumption</p>
17º - 1. c)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1. A publicidade a bebidas alcoólicas, independentemente do suporte utilizado para a sua difusão, só é consentida quando:</p> <p>c) Não menospreze os não consumidores;</p> <p>English translation: 1. Alcoholic beverages advertising, despite of the media support, is only consented when:</p> <p>c) Do not underestimate the non-consumers;</p>

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Article (paragraph)	Type of restriction	Text article
17º - 1. d)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1. A publicidade a bebidas alcoólicas, independentemente do suporte utilizado para a sua difusão, só é consentida quando: d) Não sugira sucesso, êxito social ou especiais aptidões por efeito do consumo;</p> <p>English translation: 1. Alcoholic beverages advertising, despite of the media support, is only consented when: d) Do not suggest success, social success or special skills by consuming;</p>
17º - 1. e)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1. A publicidade a bebidas alcoólicas, independentemente do suporte utilizado para a sua difusão, só é consentida quando: e) Não sugira a existência, nas bebidas alcoólicas, de propriedades terapêuticas ou de efeitos estimulantes ou sedativos;</p> <p>English translation: 1. Alcoholic beverages advertising, despite of the media support, is only consented when: e) Do not suggest the presence of therapeutic properties or of stimulants or sedatives effects in alcoholic beverages;</p>
17º - 1. f)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1. A publicidade a bebidas alcoólicas, independentemente do suporte utilizado para a sua difusão, só é consentida quando: f) Não associe o consumo dessas bebidas ao exercício físico ou à condução de veículos;</p> <p>English translation: 1. Alcoholic beverages advertising, despite of the media support, is only consented when: f) Do not associate the consumption of alcoholic beverages to exercise or to driving;</p>

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Article (paragraph)	Type of restriction	Text article
17º - 1. g)	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1. A publicidade a bebidas alcoólicas, independentemente do suporte utilizado para a sua difusão, só é consentida quando: g) Não sublinhe o teor de álcool das bebidas como qualidade positiva.</p> <p>English translation: 1. Alcoholic beverages advertising, despite of the media support, is only consented when: g) Do not highlight the content of alcohol beverages as a positive quality.</p>
17º - 2.	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 2 - É proibida a publicidade a bebidas alcoólicas, na televisão e na rádio, entre as 7 horas e as 22 horas e 30 minutos.</p> <p>English translation: 2 - Is forbidden alcoholic beverages advertising on television and radio between 7h00 a.m. to 10h30 p.m.</p>
17º - 3.	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: Addition to 17º - 2.	<p>Original text: 3 - Para efeitos do disposto no número anterior é considerada a hora oficial do local de origem da emissão.</p> <p>English translation: 3 - For the purposes of the preceding number is considered the official time of the broadcast local.</p>
17º - 4	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 4 - Sem prejuízo do disposto na alínea a) do n.º 2 do artigo 7.º, é proibido associar a publicidade de bebidas alcoólicas aos símbolos nacionais, consagrados no artigo 11.º da Constituição da República Portuguesa.</p> <p>English translation: 4 - Is forbidden to associate alcohol advertising to national symbols, as enshrined in Article 11. of the Portuguese Republic Constitution.</p>
17º - 5	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 5 - As comunicações comerciais e a publicidade de quaisquer eventos em que participem menores, designadamente actividades desportivas, culturais, recreativas ou outras, não devem exibir ou fazer qualquer menção, implícita ou explícita, a marca ou marcas de bebidas alcoólicas.</p> <p>English translation: 5 - Marketing communications and advertising of any events involving minors, including sport activities, cultural, recreational or others, should not exhibit or make any endorsement, express or implied, to brand or brands of alcoholic beverages.</p>
17º - 6	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 6 - Nos locais onde decorram os eventos referidos no número anterior não podem ser exibidas ou de alguma forma publicitadas marcas de bebidas alcoólicas.</p> <p>English translation: 6 - In places where the events arising in the previous number can not be exhibited or advertised alcoholic beverages brands.</p>

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Article (paragraph)	Type of restriction	Text article
20º	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Publicidade em estabelecimentos de ensino ou destinada a menores:</p> <p>É proibida a publicidade a bebidas alcoólicas, ao tabaco ou a qualquer tipo de material pornográfico em estabelecimentos de ensino, bem como em quaisquer publicações, programas ou actividades especialmente destinados a menores.</p> <p>English translation: Advertising in schools or adressed to minors</p> <p>Is forbidden alcoholic beverages advertising, tobacco or any type of pornographic material in schools, as well as any publications, programs and activities especially adressed to minors.</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 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 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 checked="" type="checkbox"/> Other, namely: Everyone responsible for alcoholic beverages advertising

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 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: Only by request
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: Only by request
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: Only by request
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: Existem várias entidades com competência nesta matéria English translation: There are several public entities with authority in this matter
13	What is the composition of the 'evaluating committee'?	Can't answer
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Can't answer Committee appointed by: Can't answer
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: <input checked="" type="checkbox"/> Other, namely: Can't answer
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 checked="" type="checkbox"/> Other, namely: Can't answer



Regulation Form No. 2

Organization:	ICAP - Instituto Civil da Autodisciplina da Comunicação Comercial
Country:	Portugal
Date:	19/10/2009

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:	Conduct Code of ICAP - Part III
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:
How many articles about alcohol advertising/marketing does Regulation No. 2 contain?	20

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.

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Article (paragraph)*	Type of restriction**	Text article
Art. 1º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade deve proscriver qualquer apelo ao consumo irresponsável de bebidas alcoólicas.</p> <p>English translation: Advertisement must proscribe any form of appeal to an irresponsible consumption of alcoholic beverages.</p>
Art. 2º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade deve proscriver quaisquer situações nas quais a impressão dominante seja o consumo irresponsável de bebidas alcoólicas.</p> <p>English translation: Advertisement must proscribe any situations in which the dominant impression is irresponsible consumption of alcoholic beverages.</p>
Art. 3º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve menosprezar ou por qualquer forma ridicularizar o consumo das bebidas não alcoólicas.</p> <p>English translation: Advertisement must not undermine in any way the consumption of non alcoholic beverages.</p>
Art. 4º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade deve proscriver qualquer afirmação ou sugestão de crítica à abstinência e/ou ao consumo responsável de bebidas alcoólicas.</p> <p>English translation: Advertisement must proscribe any statement or suggestion of criticism of abstinence and/or of a responsible consumption of alcoholic beverages.</p>
Art. 5º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve sugerir que o sucesso, êxito social ou especiais aptidões, são resultado do consumo de bebidas alcoólicas.</p> <p>English translation: Advertisement must not suggest that either success, social achievement or special skills are result of the consumption of alcoholic beverages.</p>
Art. 6º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve associar o consumo irresponsável de bebidas alcoólicas com a saúde.</p> <p>English translation: Advertisement must not associate irresponsible consumption of alcoholic beverages with health issues.</p>

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Article (paragraph) *	Type of restriction**	Text article
Art. 7º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve aludir à existência de propriedades terapêuticas ou de efeitos estimulantes, sedativos ou benéficos como resultado do consumo de bebidas alcoólicas.</p> <p>English translation: Advertisement must not allude to the existence of therapeutic properties or stimulant effects, sedatives or benefits as a result of the consumption of alcoholic beverages.</p>
Art. 8º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve veicular recomendações ou sugestões feitas por profissionais da saúde, ou outras personagens vestidas com roupas características dessas profissões, salvo se com efeitos pedagógicos.</p> <p>English translation: Advertisement must not reveal recommendations or suggestions made by health professionals, nor by any other characters dressed in uniforms typical of those jobs, unless for pedagogic purposes.</p>
Art. 9º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade deve ter em especial atenção os grupos vulneráveis, nomeadamente as mulheres grávidas, os menores, os idosos e os deficientes.</p> <p>English translation: Advertisement must have special attention to vulnerable groups, in particularly, pregnant women, minors, elderly and people with special needs.</p>
Art. 10º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve ser dirigida especialmente a mulheres grávidas.</p> <p>English translation: Advertisement must not be directly addressed to pregnant women</p>
Art. 11º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve ser especialmente dirigida a menores.</p> <p>English translation: Advertisement must not be specifically addressed to minors.</p>
Art. 12º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve apresentar menores, ou pessoas que possam ser confundidas com menores, bebendo ou encorajando o consumo de bebidas alcoólicas.</p> <p>English translation: Advertisement should not present minors, or persons that may be confused to minors, drinking or encouraging the consumption of alcoholic beverages.</p>

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Article (paragraph) *	Type of restriction**	Text article
Art. 13º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve sugerir que o consumo de bebidas alcoólicas seja um sinal de maturidade e o não consumo sinal de imaturidade.</p> <p>English translation: Advertisement must not suggest that the consumption of alcoholic beverages is a maturity sign and the non-consumption is immaturity.</p>
Art. 14º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve apresentar situações nas quais a segurança possa ser posta em causa como resultado do consumo de bebidas alcoólicas.</p> <p>English translation: Advertisement must not portray situations where safety is put into jeopardy as a result of the consumption of alcoholic beverages.</p>
Art. 15º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve associar o consumo de bebidas alcoólicas à condução de veículos.</p> <p>English translation: Advertisement must not associate driving with the consumption of alcoholic beverages</p>
Art. 16º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve sugerir que o consumo de bebidas alcoólicas tem efeito positivo na capacidade de trabalho.</p> <p>English translation: Advertisement must not suggest that the consumption of alcoholic beverages has a positive effect on the work capacity.</p>
Art. 17º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: A publicidade não deve sugerir que o consumo irresponsável de bebidas alcoólicas tenha efeito positivo na condição física.</p> <p>English translation: Advertisement must not suggest that an irresponsible consumption of alcoholic beverages has a positive effect on the general physical condition.</p>
Art. 18º - 1	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Para motivar ao consumidor a adoção de uma atitude responsável e dada a visibilidade da televisão, da imprensa e da publicidade exterior, as mensagens publicitárias veiculadas por estes meios devem conter a referência educacional "SEJA RESPONSÁVEL. BEBA COM MODERAÇÃO", inscrita de forma claramente legível.</p> <p>English translation: In order to motivate the consumer to adopt a responsible behaviour and considering visibility of television, press and outdoor, the advertisement messages in these supports should include the educational message: "BE RESPONSIBLE. DRINK MODERATELY"</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
Art. 18º - 2	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: As mensagens publicitárias transmitidas através de um filme ou vídeo em cinemas, teatros, discotecas ou ainda em circuitos fechados de televisão devem conter a mesma mensagem educacional.</p> <p>English translation: The advertisements messages broadcast through a film or video in cinemas, theatres, clubs or in cctv must contain the above-mentioned message.</p>
Art. 19º	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: As mensagens publicitárias a bebidas alcoólicas não devem ser usadas, mostradas ou transmitidas, nos seguintes casos:</p> <ol style="list-style-type: none"> 1. em material impresso dirigido especialmente a menores ou em páginas contendo artigos destinados a menores. 2. em cinemas ou teatros imediatamente antes, durante as interrupções ou imediatamente após as sessões para menores. 3. em estabelecimentos de ensino que sejam principalmente frequentados por menores. 4. na rádio e na televisão imediatamente antes, durante as interrupções ou imediatamente após os programas dirigidos, ouvidos ou vistos principalmente por menores. <p>English translation: Alcoholic beverages advertisements must not be used, shown or broadcasted in the following situations:</p> <ol style="list-style-type: none"> 1. on printed material specifically addressed to minors or in pages containing articles directed to minors; 2. in cinemas or theatres, immediately before, during the breaks or immediately after the sessions addressed to minors; 3. in schools which are mainly frequented by minors 4. on radio and TV immediately before, during the breaks or immediately after the programmes aimed to, heard and seen mostly by minors.
Art. 20º	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Nos estabelecimentos de ensino cuja frequência seja maioritariamente de menores, não devem ser colocados painéis publicitários de bebidas alcoólicas em cartazes, posters, colunas ou outros locais.</p> <p>English translation: In schools whose frequency is mostly minors, there should not be alcoholic beverages advertisement on billboards, posters or other locations.</p>

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 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 checked="" type="checkbox"/> Other, namely: All the entities members of ICAP and with responsibility of alcoholic beverages advertising

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:

Alcohol Marketing Regulations Questionnaire

5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input checked="" type="checkbox"/> Yes, see www.icap.pt <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:
6	Are the decisions of the 'evaluating committee' publicly available? *	<input checked="" type="checkbox"/> Yes, see www.icap.pt <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.icap.pt <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 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: ICAP - Instituto Civil da Autodisciplina da Comunicação Comercial English translation: ICAP - Portuguese Institute of Commercial Communication Selfdiscipline (SelfRegulation)
13	What is the composition of the 'evaluating committee'?	Advertising Experts
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: ICAP's Board Committee appointed by: ICAP's Board
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 checked="" type="checkbox"/> Restriction broadcasting rights <input type="checkbox"/> Financial penalty between and euro <input type="checkbox"/> Other, namely:



Regulation Form No. 3

Organization:	ICAP - Instituto Civil da Autodisciplina da Publicidade
Country:	Portugal
Date:	20/10/2009

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:	Self-regulation Agreement concerning the "product placement" and "production props and/or prizes"
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 3 contain?	1

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.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)*	Type of restriction**	Text article
Art. 7º	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	Original text: Bebidas Alcoólicas Não será permitida a “colocação de produto” e “ajudas à produção e/ou prémios” que incentive ao consumo imoderado de bebidas alcoólicas, independentemente do destinatário, salvo por razões pedagógicas. English translation: Alcoholic Beverages The “product placement” and “production props and/or prizes” that encourage immoderate consumption of alcoholic beverages will not be allowed, regardless of the receiver, except for educational reasons.

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 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 checked="" type="checkbox"/> Yes, namely: This Self Regulation agreement i's only for Television <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 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 checked="" type="checkbox"/> Yes, see www.icap.pt <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:

Alcohol Marketing Regulations Questionnaire

6	Are the decisions of the 'evaluating committee' publicly available? *	<input checked="" 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 type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input checked="" 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 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:
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Alcohol Marketing Regulations Questionnaire

12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: ICAP - Instituto Civil da Autodisciplina da Comunicação Comercial English translation: ICAP - Portuguese Institute of Comercial Communication Selfdiscipline (SelfRegulation)
13	What is the composition of the 'evaluating committee'?	Advertising Experts
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: ICAP's Board Committee appointed by: ICAP's Board
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 checked="" type="checkbox"/> Restriction broadcasting rights <input type="checkbox"/> Financial penalty between and euro <input checked="" type="checkbox"/> Other, namely: In case of a very serious sanction, the comitee can suspend the program for 3 days in its normal broadcast schedule



Regulation Form No. 4

Organization:	ICAP - Instituto Civil da Autodisciplina da Comunicação Comercial
Country:	Portugal
Date:	19/10/2009

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:	PORTUGUESE BREWERS' COMMERCIAL COMMUNICATION SELFREGULATION CODE (APCV)
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:
How many articles about alcohol advertising/marketing does Regulation No. 4 contain?	5

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).*

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

Alcohol Marketing Regulations Questionnaire

Article (paragraph)*	Type of restriction**	Text article
3. Definitions, Principles and Scope	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: The present Code is intent on self-regulating commercial communication of beer brands so that:</p> <p>1. These have true ethical principles based on commercial good-will in order to avoid:</p> <ul style="list-style-type: none"> • Innuendo of social-, sexual- and sports-success; • Allusions and imagery relating to drug and tobacco consumption; • The use of underage children or people resembling to be underage, drinking or encouraging drinking at parties; • The use of images or any other form of communication that may be mistaken as targeting children and youngsters. <p>2. It has the Social Responsibility to avoid:</p> <ul style="list-style-type: none"> • Encouraging consumption by youths; • Association to violent or anti-social behaviour; • Sponsorship or advertising in sports, cultural or other events with a high focus on youths. • Free distribution of alcoholic drinks to youths, as well as the sale or free distribution as part of promotions targeting youths and children audiences; Promotions that encourage irresponsible or anti-social behaviour or alcohol abuse, in particular the excessive consumption of beer; • Any type of association between beer brands and automobiles (sports or otherwise). <p>3. There is a supervisory committee that guarantees consumers will have:</p> <ul style="list-style-type: none"> • An effective follow-up to any complaint concerning any practical situation of commercial communication that may be subject to detailed supervision, within the scope of this Code.
5. Beer and road safety	<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: The Portuguese brewing industry, represented by the Associação Portuguesa dos Produtores de Cerveja, commits to:</p> <ul style="list-style-type: none"> • Not suggest, in any commercial communication directed at drivers that there exists a "safe limit" to the consumption of beer, or that there are products that may disguise the effects of alcohol, deceiving breathalyzer tests; • Not connecting the consumer to the act of driving in any commercial communication on beer.

Article (paragraph)	Type of restriction	Text article
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Alcohol Marketing Regulations Questionnaire

<p>4. General Principles for the responsible consumption of beer</p>	<p> <input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely </p>	<p>Original text:</p> <p>English translation: 1. Commercial communication of any beer brand must be done in a socially responsible manner, in tone, content and format.</p> <p>2. Television ads, as well as all written-word advertising (print press, websites), urban settings, video playback (movie theatres, clubs, CCTVs and theatres), should include the educational message: “Be responsible. Drink with moderation”, demonstrating that moderation is a basic premise towards responsible drinking. This message must be inserted in a clear and visible fashion – meaning the slogan must be readable – preferably horizontal and should take up a minimum of 33 percent of the length of the advertising medium. In case of TV ads, this must show horizontally with a minimum font size of 22. The minimum display time will be no less than 3 seconds in ads running up to 30 seconds and no less than 5 seconds in longer ads.</p> <p>3. There is no requirement to include this educational message on vehicles (trucks, lorries) which provide distribution for the brewing companies, in case the vehicles décor is limited to the company logo, trademark image or each brand’s own packaging. However, if a décor includes brand advertising, the inclusion of said slogan must be presented in at least one of the sides of the vehicle. This inclusion becomes mandatory as soon as these décors are renewed.</p> <p>4. Commercial communication must not encourage excessive or irresponsible beer drinking, nor portray abstinence or moderate consumption in a negative tone.</p> <p>5. Commercial communication must never associate beer consumption as an enabler of irresponsible, violent or anti-social behavior.</p> <p>6. Commercial communication must never associate beer consumption to people who seem to be under the influence of drugs or any other intoxicants.</p> <p>7. Commercial communication must never imply that, due to the fact that beer has a lower alcohol content, its consumption, even in excess, will not lead to alcohol abuse.</p> <p>8. Commercial communication of beer brands must never associate or attribute any preventive or healing effect over any human disease, as a result of consuming that particular brand of beer, except where scientifically proved.</p> <p>9. Commercial communication must never target groups afflicted by a particular type of disease.</p> <p>10. Commercial communication may, however, make informational references of its nutritional aspects, every time this is allowed by law, but only using passing references that may be strictly proven, analytically, about carbohydrates, calories and any other nutrient.</p> <p>11. Commercial communication, even though it may reflect the pleasure of social interaction associated to responsible consumption, must not associate or suggest that consuming beer contributes towards social and sexual advancement, that it helps overcome shyness or that those who do not drink it will be likewise hindered in doing so.</p> <p>12. Commercial communication must never associate beer consumption to any improvement in sporting performance.</p> <p>13. Commercial communication must not target pregnant women, show pregnant women or that appear to be pregnant, nor give the impression that beer consumption will have a therapeutic effect on them.</p> <p>14. Commercial communication must never be used to voice the opinions or as endorsement by health professionals or other characters dressed to resemble those professionals.</p>
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Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
6. Beer and youths	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: The Portuguese brewing industry, represented by the APCV - Associação Portuguesa dos Produtores de Cerveja, commits to:</p> <ul style="list-style-type: none"> • All commercial communication of beer brands may not be directed at minors - or show minors - drinking beer or otherwise associated to the consumption of beer; • Not suggesting in commercial communication, that drinking beer is a sign of early maturity, or that the opposite is a sign of immaturity; • Never promoting free samples of beer, or free distribution of beer, in campaigns or events whose target audience is explicitly the under-16 age group; • Guarantee that commercial communication of beer never happen in: <ul style="list-style-type: none"> o Children's or youth's events; o Television programmes or events where the majority of the audience is expected to be children or youths. • Avoid that commercial communication takes place in: <ul style="list-style-type: none"> o Venues where there are clear visible accesses to K1 through K7 grade schools; o Movie theatres, theatre or similar venues, before, during and after features that are specifically directed at youths. • TV Commercials immediately before, during or after the airing of a TV show specifically directed at audiences of under-16 year-olds.
8. Beer, Merchandising, Point-of-sale Materials and Promotions	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: In the particular case of Promotions, the Portuguese brewing industry, represented by the Associação Portuguesa dos Produtores de Cerveja, commits to:</p> <ol style="list-style-type: none"> 1. Never direct them at youths; 2. Never use in the course of promotional activities, underage hosts(esses); 3. Never use in promotional activities models, actors or other personalities of high public profile that are not of legal age; 4. Never take place in venues where the expected audience is composed mostly of youths; 5. Never react negatively to consumers who do not demonstrate an interest in participating in said promotional activities. 6. The execution of promotional activities relating to beer brands, that involve stands, counters or other out of the ordinary means, that make a direct appeal to consumption, when these take place within the site of an APED associate (Food channel), or ARESP (HORECA channel), shall be devised so that they do not influence youths. They should also include, if possible, the educational message "Be responsible. Drink with moderation".

Alcohol Marketing Regulations Questionnaire

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 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 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:
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Alcohol Marketing Regulations Questionnaire

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 checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: PORTUGUESE BREWERS' COMMERCIAL COMMUNICATION SELF-REGULATION CODE & http://www.apcv.pt/asp/ <input type="checkbox"/> Other, namely:
6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: PORTUGUESE BREWERS' COMMERCIAL COMMUNICATION SELF-REGULATION CODE & http://www.apcv.pt/asp/ <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: PORTUGUESE BREWERS' COMMERCIAL COMMUNICATION SELF-REGULATION CODE & http://www.apcv.pt/asp/ <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:



Regulation Form No. 5

Organization:	ICAP - Instituto Civil da Autodisciplina da Comunicação Comercial
Country:	Portugal
Date:	19/10/2009

Below, please indicate the name of Regulation No. 5 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 5:	Regulation Form 5_Wine_Spirits_ Commercial Comm
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:
How many articles about alcohol advertising/marketing does Regulation No. 5 contain?	31

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 5. 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.

Alcohol Marketing Regulations Questionnaire

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:</p> <p>English translation: Advertisements must proscribe any form of appeal to an irresponsible consumption of alcoholic beverages.</p>
2	<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: Advertisements must proscribe any situations in which the domineering impression is of irresponsible consumption of alcoholic beverages.</p>
3	<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: Advertisements must not undermine in any way the consumption of no alcoholic beverages.</p>
4	<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: Advertisements must proscribe any statement or suggestion that may be viewed as a criticism of abstinence or of a responsible consumption of alcoholic beverages.</p>
5	<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: Advertisements must not suggest that success, or social achievement, or interpersonal, or even, special skills are the result of the consumption of alcoholic beverages.</p>
6	<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: Advertisements must not associate irresponsible consumption of alcoholic beverages with health.</p>

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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: Advertisements must not allude to the existence of any therapeutic, stimulant, or sedative effects resulting from the consumption of alcoholic beverages.</p> <p>English translation:</p>
8	<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: Advertisements must not transmit recommendations, or advice made by health professionals, nor by any other characters dressed in uniforms typical of those jobs, unless it is done with a pedagogic aim.</p>
9	<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: Advertisements must considerate in particular of pregnant women, minors, and elderly and of people with special needs.</p>
10	<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: Advertisements must not target pregnant women.</p>
11	<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: Advertisements must not be directly aimed at Minors.</p>
12	<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: Advertisements neither must nor present minors, or persons that may be confused for minors, drinking, or encouraging the consumption of alcoholic beverages. All models used in advertisements must be over 25 years; Advertisements shall not use means, that it's reasonable to expect', more than 30% of its audience are minors.</p>

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Article (paragraph)	Type of restriction	Text article
13	<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: Advertisements must not suggest that the consumption of alcoholic beverages is a sign of maturity and the non-consumption of immaturity.</p>
14	<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: Advertisements must not portray situations where safety is put into jeopardy as a result of the consumption of alcoholic beverages.</p>
15	<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: Advertisements must not associate driving and consumption of alcoholic beverages.</p>
16	<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: Advertisements must not suggest that the consumption of alcoholic beverages has a positive effect on the work capacity.</p>
17	<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: Advertisements must not suggest that an irresponsible consumption of alcoholic beverages has a positive effect on the general physical condition.</p>
18	<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: In order to motivate the consumer in the adoption of a responsible behaviour and considering the visibility of television, press and outdoor adverts, all alcoholic beverages advertisements will include the educational message: "BE RESPONSIBLE. DRINK MODERATELY"</p> <p>2. The adverts broadcast through a film, or video in cinemas, theatres, discos, or in closed circuit television must contain the above-mentioned message, in a period of time and against a background that makes it more readable.</p>

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Article (paragraph)	Type of restriction	Text article
19	<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: Alcoholic beverages advertisements must not be shown, emitted or broadcasted in the following situations:</p> <input type="checkbox"/> On printed material specifically aimed at minors, or on pages containing articles directed at minors; <input type="checkbox"/> In cinemas, theatres immediately before a presentation aimed at minors, or after it, or also during intermission; <input type="checkbox"/> In schools frequented by minors; <input type="checkbox"/> On radio, or TV immediately before, or after, or also during the intermissions of programmes directed at minors, or mainly viewed by minors.
20	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: In all schools frequented mainly by minors no posters or other advertising material of alcoholic beverages should be posted, distributed, or in general be made available.</p>
22	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: All entities operating in this industry should not offer, or promote the offer, or sell, or promote the sell of alcoholic beverages to minors of age.</p>
23	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: All entities operating in this industry should not offer Promotional Items related to alcoholic beverages to minors of age.</p>
24	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: All entities operating in this industry should not display alcoholic beverages away from their usual point of sale. This restriction does not apply to special events or celebration properly authorised, and provided that they do not aim to minors of age.</p>
25	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: All entities operating in this industry should follow all guidelines of this Code on the events they sponsor.</p>

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Article (paragraph)	Type of restriction	Text article
26	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: All entities operating in this industry should refrain from sponsoring any event where immoderate consumption is promoted.</p>
27	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: All entities operating in this industry should not sponsor TV, Radio, or any program in any media that is predominantly targeted to minors of age.</p>
28	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: All entities operating in this industry should not sponsor any event where the consumption of alcoholic beverages might lead to anti social behaviour.</p>
30	<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: In addition, all entities operating in this industry must Be aware and promote the transference of know-how on the effect of the immoderate consumption of alcoholic beverages, especially in what concerns the introduction of such subject in professional training, in attention to the physical and mental impact caused by irresponsible consumption of alcoholic beverages.</p>
31	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: All the above provisions shall apply to the labelling of alcoholic beverages, including, in particular, the brand and /or packaging.</p>
32	<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: The contents of alcoholic drink should be communicated clearly through his label and shall be conform to the law.</p>
33	<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: The beverages sold by the underwriters of this Code should not use expressions in labels such as "lemonade", "soft" or "juice" to avoid the confusion between soft drinks and beverages containing alcohol.</p>

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Next, we have some general questions about Regulation No. 5.

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 type="checkbox"/> Alcohol distributors/Wholesalers <input type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input checked="" type="checkbox"/> Other, namely: a representative of the Consumer Media

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 type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: Self-Regulation Code _Portugal Wine Spirits etc
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Alcohol Marketing Regulations Questionnaire

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 checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: Self-Regulation Code _Portugal Wine Spirits etc <input type="checkbox"/> Other, namely:
6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: Self-Regulation Code _Portugal Wine Spirits etc <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: Self-Regulation Code _Portugal Wine Spirits etc <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 type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: Self-Regulation Code _Portugal Wine Spirits etc <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: Self-Regulation Code _Portugal Wine Spirits etc <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 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 type="checkbox"/> Financial penalty between and euro <input type="checkbox"/> Other, namely: