

GERMAN ADVERTISING STANDARDS COUNCIL

WORKING PRINCIPLES OF THE GERMAN ADVERTISING STANDARDS COUNCIL

Version of 2009 as amended

1. The ZAW Presidium has appointed the Deutsche Werberat [the German Advertising Standards Council or advertising standards authority] to implement the voluntary self-regulation of the advertising industry enshrined in § 2 of the ZAW Statutes. Its task is to take appropriate measures to further the development of advertising in terms of content, expression and design, to promote responsible action, to identify and eliminate undesirable developments in advertising and to serve as a permanent referral body for consumer-related advertising problems.
2. Effective self-regulation of advertising takes account of public discourse concerning commercial communication. The German Advertising Standards Council has therefore set up the 'Conference on Advertising and Society'. The main purpose of this forum is to promote dialogue between the advertising industry and civil society. Additional impetus should be provided to the advertising industry. Further details are regulated in the Appendix to these Working Principles of the German Advertising Standards Council.
3. Activities performed by the Deutscher Werberat on behalf of the ZAW Board include, in particular:
 - a. developing self-disciplinary guidelines and drawing up codes of competitive conduct to be adopted by the ZAW Board;
 - b. directions to the executive management of ZAW for implementation of individual organisational measures (information and news service, complaints handling, etc.) designed to promote advertising claims and depictions with regard to their consumer focus and to counter undesirable phenomena and developments in advertising,
 - c. other measures.
4. The Deutscher Werberat is composed as follows:
 - a. Advertisers (four delegates),
 - b. Media (three delegates),
 - c. Advertising agencies (two delegates),
 - d. Advertising professions (one delegate).

The members of the Deutscher Werberat must be members of the ZAW Board. The Deutscher Werberat members, chairman and deputy chairman are elected by the Board. The ZAW Board also can co-opt additional members from the advertising industry. Office terminates on expiry of Board membership.



DEUTSCHER WERBERAT

5. The following may attend meetings of the Deutscher Werberat:
 - a) the remaining members of the ZAW Board;
 - b) chairpersons of ZAW member associations.
6. Deutscher Werberat meetings are held in closed session. They are called by the executive management of ZAW on behalf of the chairperson of the Deutscher Werberat.
7. Representatives of business entities whose interests are affected by the deliberations of the Deutscher Werberat or who are the subject of a complaint may be present at the meeting held to establish the facts. They cannot attend the decision making session.
8. Any minority opinion pertaining to a Deutscher Werberat pronouncement must be made known at the request of the minority concerned.
9. In forming its opinion, the Werberat is free and shall not be bound by any outside authority. It must act in accordance with:
 - a) Statute law;
 - b) ZAW guidelines;
 - c) International codes of conduct, where compatible with German law.
10. The executive management of ZAW manages the everyday business of the Deutscher Werberat and takes part in an advisory capacity in all Deutscher Werberat meetings.

Appendix to section 2 of these Working Principles:

- The "Conference on Advertising and Society" is held at least once a year at the invitation of the German Advertising Standards Council.
- The theme of the conference is determined by the German Advertising Standards Council. It addresses a current development of relevance to advertising or fundamental questions on commercial communication. External proposals are given special consideration in the selection of topics.
- In addition to representatives of the German Advertising Standards Council, participants include, according to the topic, representatives of other groups in society (e.g. consumer-related organisations),
- people who, through their education, professional experience or practical work, are particularly concerned with commercial communication (e.g. from the fields of science, politics and administration),
- representatives of other self-regulatory bodies.