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Why Self-Regulation Is Better Regulation

Die EU-Kommission hat ihre Strategie für eine bessere zukünftige Rechtsetzung der Europäischen Union vorgestellt und dabei selbstregulative Systeme positiv bewertet. Warum die Selbstregulierung der Werbewirtschaft die deutlich bessere Regulierung ist, erläutert Guy Parker. Er ist Chairman der European Advertising Standards Alliance (EASA) und Chief Executive der Advertising Standards Authority (ASA), der Werbeselbstkontrollenrichtung in Großbritannien.

Jobs. Growth. Investment. Three words at the heart of the political priorities set out by Jean-Claude Juncker, president of the EC. And a key piece of the jigsaw when it comes to delivering those priorities? Step forward the recently launched Better Regulation Agenda.

The Agenda aims to ensure that existing and future regulation is well-designed and evidence-based, that it's fit for purpose, facilitates the growth of the digital single

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market and avoids unnecessary red tape. It encourages well-designed non-regulatory means as part of the policy process.

I believe EASA's model of effective ad self-regulation is a good example of a well-designed non-regulatory means. The industry funds ad self-regulation, not the tax payer. Ad Standards codes complement the legal frameworks in place at European and national level, ensuring a level playing field for businesses, a cut to red tape and helping to drive innovation and competition across the digital single market.

The model works because businesses buy into it, with credibility dependent on them putting their commitment to responsible advertising into practice on a day-to-day basis. Ad standards codes are designed by business practitioners at the national level, where necessary reflecting European law, and are quick to be updated in response to changes in technology and society. That ensures the right balance of sensitivity to

culture and consistency across Europe.

Ad self-regulation protects citizens and consumers and provides a free and user-friendly way for them to voice their concerns, safe in the knowledge that they'll be handled quickly by an impartial jury and backed up by tough sanctions. The more they're able to seek redress through ad self-regulation, the more time is freed up in legislative circuits.

And the model is increasingly recognised by legislators. As well as being referenced in key directives, like the AVMS, ad self-regulation has been recognised by the EC's Community of Practice on Better Self- and Co-Regulation. Further afield, it's been picked out as good practice by APEC and the OECD. Effective ad self-regulation is better regulation. But to continue to strengthen and grow, it's vital that it's recognised as part of the regulatory toolbox. So that's our message to the European Commission: please support us and give us the space to thrive.