FORM 4: NEW WORK ITEM PROPOSAL (NP)

| Circulation date       | Reference number: 
<table>
<thead>
<tr>
<th></th>
<th>(to be given by ISO Central Secretariat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021-04-24</td>
<td>ISO/TC /SC</td>
</tr>
<tr>
<td>Closing date for voting</td>
<td>☒ Proposal for a new PC</td>
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<tr>
<td>2021-07-17</td>
<td>N</td>
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<tr>
<td>Proposer</td>
<td>☐ ISO member body:</td>
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<tr>
<td></td>
<td>☒ Committee, liaison or other¹:</td>
</tr>
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<td>COPOLCO</td>
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<tr>
<td>Secretariat</td>
<td>JISC</td>
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</tbody>
</table>

A proposal for a new work item within the scope of an existing committee shall be submitted to the secretariat of that committee.

¹ The proposer of a new work item may be a member body of ISO, the secretariat itself, another technical committee or subcommittee, an organization in liaison, the Technical Management Board or one of the advisory groups, or the Secretary-General. See ISO/IEC Directives Part 1, Clause 2.3.2.

The proposer(s) of the new work item proposal shall:
- make every effort to provide a first working draft for discussion, or at least an outline of a working draft;
- nominate a project leader;
- discuss the proposal with the committee leadership prior to submitting the appropriate form, to decide on an appropriate development track (based on market needs) and draft a project plan including key milestones and the proposed date of the first meeting.

The proposal will be circulated to the P-members of the technical committee or subcommittee for voting, and to the O-members for information.

**IMPORTANT NOTE**
Proposals without adequate justification risk rejection or referral to originator.

Guidelines for proposing and justifying a new work item are contained in Annex C of the ISO/IEC Directives, Part 1.

☐ The proposer has considered the guidance given in the Annex C during the preparation of the NP.

Resource availability:
☐ There are resources available to allow the development of the project to start immediately after project approval* (i.e. project leader, related WG or committee work programme).

* if not, it is recommended that the project be first registered as a preliminary work item (a Form 4 is not required for this) and, when the development can start, Form 4 should be completed to initiate the NP ballot.
Proposal (to be completed by the proposer, following discussion with the committee leadership)

<table>
<thead>
<tr>
<th><strong>Title of the proposed deliverable</strong></th>
</tr>
</thead>
</table>
| **English title**  
Guidance for advertising and marketing affecting children |

**French title (if available)**

(In the case of an amendment, revision or a new part of an existing document, include the reference number and current title)

<table>
<thead>
<tr>
<th><strong>Scope of the proposed deliverable</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>The proposed standard will provide principles and best practice guidelines for advertising and marketing to protect children at different ages and stages of development from harm and to promote their healthy physical and psychological growth. It is proposed to include a variety of media such as television, publications, social media and other digital platforms (podcasts, YouTube), embedded advertising into television shows, movies and games that have a direct impact on children globally including. It is also proposed to include ‘influencers’ (i.e. children being the influencers and getting paid to advertise on social media)</td>
</tr>
</tbody>
</table>
A. Purpose and justification of the proposal

To protect all children under 18 years of age as defined in the UN Convention of the Rights of the Child from adverse impacts of all forms of advertising and marketing, and to promote their healthy physical and psychological growth, a comprehensive, international and practical set of principles that effectively complements existing guidelines is urgently needed because of the reasons stated below:

1) Great diversity and efficiency of communication channels

Direct and indirect marketing and advertising are available to children on various platforms, where children are vulnerable to serious adverse impacts, including misleading claims, unfair transactions, privacy violations, and expressions of discrimination and violence. Television commercials, publications, and the recent rise of digital platforms have a direct, cross-border impact on children. Marketing and advertising targeting children use a variety of techniques for attracting children, such as social media and other digital platforms, embedding advertising into television shows, movies, games etc. Marketing and advertising affecting children include a variety of products such as food and beverages, toys, games and applications, study materials, fashion goods and cosmetics.

2) Children’s vulnerability

Children are inexperienced consumers, with different capacities to interpret advertisements and commercials depending on their age, maturity and ability to make informed choices which make them particularly vulnerable to all forms of advertising and marketing. Children have limited ability to understand the nature of marketing and advertising activities and make appropriate judgments/choices; and to protect themselves. Advertising and marketing which takes advantage of children’s vulnerability may negatively impact children’s development; especially health, value judgement development and perceptions, and relationships with parents, custodians and friends.

3) Divergent frameworks

Various countries provide guidelines to advertisers and broadcasters regarding marketing to children. Some guidelines are supported by regulations while others are in the form of self-regulated codes of conduct. Also, there are advertising standards councils in many countries. Many consumer-relevant organizations have expressed their concerns about different countries having different frameworks to address advertising targeting children. While children in countries where there are no protective guidelines are extremely vulnerable to the negative impacts, concerns have also been expressed in countries which do have regulations about the lack of their effective implementation. It is proposed the standard will provide guidance for advertisers and governments wishing to introduce voluntary or mandatory advertising codes and help improve existing voluntary or mandatory advertising codes. An internationally agreed guidance and international collaboration between national advertising standards councils will help create good harmonization of existing gaps between countries.

4) Fulfilling the global sustainability agenda

Since the adoption of the 2030 Agenda for Sustainable Development and the SDGs in 2015 by all UN member states, governments are required to promote the global sustainability agenda with the overarching goal to build a sustainable future for generations to come. Everything today’s children experience will impact their lives for the future. Children are a third of the world’s population and 100% of the future.

In recent years, the international community such as
- United Nations (UN),
- World Health Organization (WHO),
- Organization for Economic Co-operation and Development (OECD),
- Consumers International (CI),
- United Nations Children's Fund (UNICEF),
- UN Global Compact,
- Save the Children

has expressed the urgent need to prevent adverse impacts and protect children from harm, recognizing the recent marketing and advertising trends mentioned above. Among them, CI, UNICEF, UN Global Compact and Save the Children have highlighted the need to protect and promote children’s rights in the Children's Rights and Business Principles, where Principle 6 states “All business should use marketing and advertising that respect and support children’s rights”. The 2030 Agenda for Sustainable Development and the SDGs which is vital for all governments and corporations to work with also underlines the need to ensure that businesses act in both environmentally and socially sustainable ways, minimizing negative climate footprints and enhancing social footprints, through their core business operations. By addressing the best interests of children through responsible advertising and marketing, the wellbeing of children can be enhanced and contribute to the implementation of the SDGs and ESG agendas.
For example, a recent Consumers International report highlighted the negative impact of marketing to children. The report states:

- Self-regulation in the food industry has not been effective and it may be time to push for stronger regulation, standards, guidelines and political action. Regardless of where they live, consumers should have affordable access to a nutritious diet.
- We need to advocate for stronger regulation on marketing to children and hold governments accountable.
- A relatively new perspective is to use a Human Rights-based approach to what obligations States have to protect, promote and fulfil children’s rights as defined in the Convention on the Rights of the Child, including the right to health. We should demand guidelines to prevent conflict of interests in policy development.
- Alliances must be built among civil society, academia and other organizations with strong networks to tackle obesity and nutrition.

5) Societal benefit
The safe and healthy development of children benefits the whole of society. Children are inexperienced consumers and are particularly vulnerable to all forms of advertising and marketing. Children have limited ability to understand the nature of marketing and advertising activities and inappropriate advertising may negatively impact children’s development and health. Children’s vulnerability as consumers is also addressed in ISO/PC 311 in its ongoing process. Many advertisers and marketers do seek to behave responsibly in relation to children especially under the digital age but can sometimes lack guidance on what is acceptable or expected to address children’s best interests. The proposed document will provide comprehensive guidance for the expectations of those advertisers and marketers and contribute to societal benefits.

B. It is proposed that in developing this International Standard consideration will be given to:

1) Children’s needs
All children under 18 years of age, as defined in Article 1 of the UN Convention on the Rights of the Child, need to be considered in developing the standard, according to their stages of development and ability to understand the nature of marketing and advertising activities. Children under 4-5 can be easily manipulated as they cannot distinguish fantasy from reality. Children under 7-8 are not capable of understanding the purpose of advertisements (American Psychological Association, 2004). Teenagers, who use digital devices independently from their parents and custodians to a higher degree than younger children, are also vulnerable and it is therefore important to protect their sense of worth, self-esteem and right to privacy and integrity. No international, comprehensive guidelines have been published with a perspective to protect all children under 18.

2) Need for broad, consensus-based principles
Multistakeholder participation gathering views from all relevant stakeholders, such as international organizations, governments, industry, advertising review organizations, consumer organizations, NGOs, researchers, etc. is important to ensure effectiveness, adaptability, flexibility and transparency.

3) Broad applicability
It should be recognized that this standard could serve as the basis and a supportive document to various practices, laws, industry self-regulatory codes, and global initiatives and frameworks, and serve as a practical tool to support and leverage business actors to implement their actions in a responsible manner with the best interest of the child as paramount.

4) Principle supported by practical examples
It is proposed that the standard will provide principles and best practice guidelines supported by practical examples to provide a clear understanding in real-world circumstances to promote effective implementation.

5) Collaborative efforts
Productive cooperation and close relationship with international organizations are necessary to successfully and meaningfully contribute to advancing global initiatives in this area, and ensure effective implementation at the global level, ISO will be requested to interact actively with other international organizations.

C. Potential benefits of the International Standard:
1) Advertising and marketing now extend across national borders and across many platforms and an international standard will enable protection and promotion of the best interests of children globally. The standard will also contribute to ongoing efforts to protect children from adverse impacts of all forms of advertising and marketing. The standard will also contribute to ongoing, relevant efforts for children in a proactive manner.

2) The proposed standard could be used globally by public and private, for-profit and non-profit organizations across all sectors in all countries.

3) Basis for national legislation: Countries wishing to establish national rules for advertising to children can use it as practical guidelines in setting their own rules, and other countries with existing advertising rules can improve where necessary, which can lead to an overall improvement in the quality of regulation of advertising to children across nations.

4) Basis for good business practice: the standard can provide relevant business organizations such as advertisers, advertising agencies, advertising platform providers and advertising regulatory bodies with detailed guidance on what to consider when developing advertising strategies. It will contribute to encouraging self-regulatory efforts by businesses by promoting responsible business conducts and a corporate responsibility to respect children’s rights. By adopting such conduct and promoting the acceptance of such responsibility, businesses can increase their corporate value and image, and contribute to the achievement of the SDGs.

5) Common basis for understanding: this standard's development will greatly contribute to enhancing discussion and facilitating global coordination among various international organizations with similar initiatives in an increasingly digital world.

Consider the following:
Is there a verified market need for the proposal?
What problem does this document solve?
What value will the document bring to end-users?

See Annex C of the ISO/IEC Directives, Part 1 for more information.

See the following guidance on justification statements in the brochure ‘Guidance on New work’: https://www.iso.org/publication/PUB100438.html
Please select any UN Sustainable Development Goals (SDGs) that this document will support. For more information on SDGs, please visit our website at www.iso.org/SDGs.

☐ GOAL 1: No Poverty
☒ GOAL 2: Zero Hunger
☒ GOAL 3: Good Health and Well-being
☒ GOAL 4: Quality Education
☒ GOAL 5: Gender Equality
☐ GOAL 6: Clean Water and Sanitation
☐ GOAL 7: Affordable and Clean Energy
☐ GOAL 8: Decent Work and Economic Growth
☐ GOAL 9: Industry, Innovation and Infrastructure
☐ GOAL 10: Reduced Inequality
☐ GOAL 11: Sustainable Cities and Communities
☒ GOAL 12: Responsible Consumption and Production
☐ GOAL 13: Climate Action
☐ GOAL 14: Life Below Water
☐ GOAL 15: Life on Land
☒ GOAL 16: Peace and Justice Strong Institutions
N/A GOAL 17: Partnerships to achieve the Goal

Preparatory work
(An outline should be included with the proposal)

☐ A draft is attached
☐ An outline is attached
☒ An existing document will serve as the initial basis

The proposer or the proposer's organization is prepared to undertake the preparatory work required: ☒ Yes ☐ No

If a draft is attached to this proposal

Please select from one of the following options (note that if no option is selected, the default will be the first option):
☒ Draft document can be registered at Working Draft stage (WD – stage 20.00)
☐ Draft document can be registered at Committee Draft stage (CD – stage 30.00)
☐ Draft document can be registered at Draft International Standard stage (DIS – stage 40.00)

☒ If the attached document is copyrighted or includes copyrighted content, the proposer confirms that copyright permission has been granted for ISO to use this content in compliance with clause 2.13 of the ISO/IEC Directives, Part 1 (see also the Declaration on copyright).

Is this a Management Systems Standard (MSS)?

☐ Yes ☒ No

NOTE: if Yes, the NP along with the Justification study (see Annex SL of the Consolidated ISO Supplement) must be sent to the MSS Task Force secretariat (tmb@iso.org) for approval before the NP ballot can be launched.
### Indication of the preferred type to be developed

- ☒ International Standard
- ☐ Technical Specification
- ☐ Publicly Available Specification

### Proposed Standard Development Track (SDT)

To be discussed between proposer and committee manager considering, for example, when the market (the users) needs the document to be available, the maturity of the subject etc.

- ☐ 18 months*
- ☐ 24 months
- ☒ 36 months

* Projects using SDT 18 are eligible for the ‘Direct publication process’ offered by ISO /CS which reduces publication processing time by approximately 1 month.

### Draft project plan (as discussed with committee leadership)

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Proposed date for first meeting</td>
<td>2021-10-01</td>
</tr>
<tr>
<td>Circulation of 1st Working Draft (if any) to experts</td>
<td>2021-08-01</td>
</tr>
<tr>
<td>Committee Draft ballot (if any)</td>
<td>2022-04-01</td>
</tr>
<tr>
<td>DIS submission*</td>
<td>2023-08-01</td>
</tr>
<tr>
<td>Publication*</td>
<td>2024-08-01</td>
</tr>
</tbody>
</table>

* Target Dates for DIS submission and Publication should preferably be set a few weeks ahead of the limit dates (automatically given by the selected SDT).

For guidance and support on project management, descriptions of the key milestones and to help you define your project plan and select the appropriate development track, see: go.iso.org/projectmanagement

**NOTE:** The draft project plan is later used to create a detailed project plan, when the project is approved.

### Known patented items (see ISO/IEC Directives, Part 1, clause 2.14 for important guidance)

<table>
<thead>
<tr>
<th>Item</th>
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<tbody>
<tr>
<td>☐ Yes</td>
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<tr>
<td>☒ No</td>
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</table>

If "Yes", provide full information as annex

### Co-ordination of work

To the best of your knowledge, has this or a similar proposal been submitted to another standards development organization?

- ☐ Yes
- ☒ No

If “Yes”, please specify which one(s):
A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing ISO and IEC deliverables. The proposer should explain how the work differs from apparently similar work, or explain how duplication and conflict will be minimized.

This document will provide a broadly-based, consensus driven and widely applicable set of principles to complement national legislative frameworks and voluntary codes, for use by any type of organization. The item complements long-standing codes of conduct developed and used by industry associations. These codes should be considered in developing this new work item.
A listing of relevant existing documents at the international, regional and national levels

< international>
◆ UN Convention on the Rights of the Child, Article 17
◆ UN CRC General Comment 16, pgs.14,58,59,60 and 61
https://www.who.int/dietphysicalactivity/framework_marketing_food_to_children/en/
- Acting on Childhood Obesity
https://apps.who.int/iris/bitstream/handle/10665/274792/WHO-NMH-PND-ECHO-18.1eng.pdf?ua=1
◆ OECD - Consumer Protection in E-commerce: OECD Recommendation
https://www.consumersinternational.org/media/293344/summit-highlights-report.pdf,
◆ UNICEF,UN Global Compact, Save the Children's Rights and Business Principles:2012
◆ EASA - https://www.easa-alliance.org/
Regional documents and references
◆ Europe - Protection of minors | Audio-visual Media Services Directive
https://www.beuc.eu/food-marketing-children-game-over-0,
https://www.beuc.eu/blog/theres-no-right-season-to-market-unhealthy-food-to-children/
◆ Marketing online to kids in the age of GDPR poses new challenges
https://martechtoday.com/marketing-kids-age-gdpr-209028
◆ EU Pledge - https://eu-pledge.eu/
<Regional>

- Australia - Lifting the Game: Summary of the Benchmark Survey of Consumer Issues in New South Wales, Department of Fair Trading, Australia, 1997:5
- Canada - The Broadcast Code for Advertising to children
  https://www.cab-acr.ca/english/social/advertisingchildren/default.shtm
- France - Que Choisir from 2018,
- Finland - Consumer Competition and Consumer Authority-The consumer ombudsman’s guidelines
- Norway - the Norwegian authority on marketing:
  https://www.forbrukertilsynet.no/english/e-commerce.
The Norwegian guidelines for marketing food and beverages to children and youth (Updated June 2009)
- Japan / Guidelines for advertising and marketing that affect children
  https://www.savechildren.or.jp/partnership/crbp/pdf/fair-marketing_eng.pdf
- Singapore - ASAS Advisory on Children’s Code for Advertising Food and Beverage Products
  https://asas.org.sg/About/Childrens-Code
- UK - Child Obesity Plan
  https://consultations.dh.gov.uk/hfss/40bb3b72/,
  https://www.bbc.co.uk/newsround/45110055
- USA - GEORGETOWN LAW FACULTY PUBLICATION AND OTHER WORKS
  https://scholarship.law.georgetown.edu/facpub/1945/
    - Interview / Susan Linn
    - Report / American Psychological Association
      https://www.apa.org/pubs/info/reports/advertising-children
  https://www.apa.org/monitor/jun04/protecting
  Self-Regulatory Program for Children’s Advertising / USA
  https://bbbprograms.org/programs/caru/

Please fill out the relevant parts of the table below to identify relevant affected stakeholder categories and how they will each benefit from or be impacted by the proposed deliverable

<table>
<thead>
<tr>
<th>Industry and commerce – large industry</th>
<th>Benefits/impacts</th>
<th>Examples of organizations/companies to be contacted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethical advertising practices in accordance with the international guidance that takes vulnerable consumers such as children into consideration would improve customer trust and satisfaction and contribute to continuous business development.</td>
<td>Advertisers</td>
<td></td>
</tr>
</tbody>
</table>

| Industry and commerce – SMEs | As shown above | As shown above |
| **Government** | The guidance standard would assist countries to improve their existing advertising rules where necessary. Also, countries wishing to establish national rules for advertising to children can use it as practical guidelines in setting their own rules, which can lead to an overall improvement of the quality of regulation of children’s advertising across nations. | Advertising agencies |
| **Consumers** | * The protection of children and supporting children's healthy development (safety, health and ethics) * The protection of consumers from deceiving and misleading marketing practices * Personal information and privacy protection | Consumer organizations |
| **Labour** | | |
| **Academic and research bodies** | Evaluation criteria on advertising and marketing can be improved | Advertising review bodies, members organizations who are knowledgeable in corporate evaluations (e.g. PRI: Principles for Responsible Investment), child development psychologists |
| **Standards application businesses** | The guidance standard would assist advertising standards organizations and advertising self-regulatory groups to improve their existing rules or codes of practice where necessary. | e.g. advertising standards authority, voluntary advertising review organization, advertising self-regulatory groups in each country. Some examples of National advertising standards bodies are ASA (UK), Ad Standards Australia, Advertising standards NZ. |
| **Non-governmental organizations** | Contribution to developing widely available implementation tools for protecting children’s rights. | Organizations addressing children’s rights (e.g. Save the Children) |
| **Other (please specify)** | | |
### Liaisons
A listing of relevant external international organizations or internal parties (other ISO and/or IEC committees) to be engaged as liaisons in the development of the deliverable.

- Save the children
- Consumers International
- International Chamber of Commerce (ICC)
- European Advertising Standards Alliance (EASA)
- International Council for Ad Self-Regulation (ICAS)
- ISO/PC 311 – Vulnerable consumers
- ISO/TC 181 – Safety of toys
- ISO/TC 217 – Cosmetics
- ISO/TC 310 – Child care articles

### Joint/parallel work

#### Possible joint/parallel work with

- ☐ IEC (please specify committee ID)
- ☐ CEN (please specify committee ID)
- ☐ Other (please specify)

### A listing of relevant countries which are not already P-members of the committee

Sweden, UK, Australia, Canada, Singapore and Korea

**NOTE:** The committee manager shall distribute this NP to the ISO members of the countries listed above to ask if they wish to participate in this work

### Proposed Project Leader
(name and e-mail address)

- Mrs. Malin Dahlberg Markstedt
  Manager
  Child Rights & Business Department
  Save the Children Sweden
  mdmarkstedt@gmail.com

### Name of the Proposer
(include contact information)

- Ms. Amy Kato
  Chief Director
  Consumer Rights Japan
  amy.k@consumers.jp

*Under consent of Save the Children Sweden, SIS and JISC

### This proposal will be developed by

- ☐ An existing Working Group (please specify which one: )
- ☐ A new Working Group (title: )
  (Note: establishment of a new WG must be approved by committee resolution)
- ☐ The TC/SC directly
- ☒ To be determined
### Supplementary information relating to the proposal

- ☑  This proposal relates to a new ISO document;

- ☐  This proposal relates to the adoption as an active project of an item currently registered as a Preliminary Work Item;

- ☐  This proposal relates to the re-establishment of a cancelled project as an active project.

- ☐  Other:

### Maintenance agencies (MA) and registration authorities (RA)

- ☐  This proposal requires the service of a maintenance agency.  
  If yes, please identify the potential candidate:

- ☐  This proposal requires the service of a registration authority.  
  If yes, please identify the potential candidate:

**NOTE:** Selection and appointment of the MA or RA is subject to the procedure outlined in the ISO/IEC Directives, Annex G and Annex H, and the RA policy in the ISO Supplement, Annex SN.

- ☑  Annex(es) are included with this proposal (provide details)

### New Suggestions for ISO/COPOLCO Activity

### Additional information/questions
## Guidelines (ISO) | ICC
---|---
**Foreword** |  
**Contents** |  
**Introduction** |  
**Use of these guidelines** |  
1. **Range of application** |  
2. **Definitions** |  
*Child / children* |  
*Advertising* |  
*Marketing* |  
---|---
3. **General Principles** | 18.1 General Principles

Special care should be taken in marketing communications directed to or featuring children or teens.

- Such communications should not undermine positive social behaviour, lifestyles and attitudes.
- Products which are illegal for children or teens to purchase or are unsuitable for them should not be advertised in media targeted to them.
- Marketing communications directed to children or teens should not be inserted in media where the editorial matter is unsuitable for them.
- For rules on data protection relating specifically to children’s personal data see article 19.
- For other specific rules on marketing communications with regard to children: with respect to direct marketing and digital marketing communications see chapter C, article C7.
- Within the context of food and non-alcoholic beverages see the ICC Framework for responsible food and beverage marketing communications.

3-1 Advertising and Marketing that is Conscious of the Development and Characteristics of Children | 18.2 Inexperience and credulity of children

Marketing communications should not exploit inexperience or credulity of children, with particular regard to the following areas:

1. When demonstrating a product’s performance and use, marketing communications should not:
   a. minimise the degree of skill or understate the age level generally required for a child to assemble or operate products
   b. exaggerate the true size, value, nature, durability and performance of the product
   c. fail to disclose data about the need for additional purchases, such as accessories, or individual items in a collection or series, required to produce the result shown or described
2. While the use of fantasy is appropriate for younger as well as older children, it should not make it difficult for them to distinguish between reality and fantasy.
3. Marketing communications directed to children should be clearly distinguishable to them as such.

3-1-1 Ensure the accuracy and credibility of information |  
3-1-2 Avoid unreasonable, unfair and deceptive advertising and marketing |  
3-1-3 Ensure safety | 18.3 Avoidance of harm

Marketing communications should not contain any statement or visual treatment that could have the effect of harming children or teens mentally, morally or physically. Children and teens should not be portrayed in unsafe situations or engaging in actions harmful to themselves or others, or be encouraged to engage in potentially hazardous activities or inappropriate behaviour in light of the expected physical and mental capabilities of the target demographic.

3-1-4 Respect for diversity |  
3-1-5 Avoid advertising and marketing that is harmful or infringes on human rights |
When personal data is collected from individuals known or reasonably believed to be children, guidance should be provided to parents or legal guardians about protecting children’s privacy if feasible.  
- Children should be encouraged to obtain a parent’s or responsible adult’s consent before providing personal data via digital interactive media, and reasonable steps should be taken to check that such permission has been given.  
- Only as much personal data should be collected as is necessary to enable the child to engage in the featured activity. A parent or legal guardian should be notified and consent obtained where required. 
- Personal data collected from children should not be used to address marketing communications to them, the children’s parents or other family members without the consent of the parent. 
- Personal data about individuals known or reasonably believed to be children should only be disclosed to third parties after obtaining consent from a parent or legal guardian or where disclosure is authorised by law. Third parties do not include agents or others who provide technical or operational support to the marketer and who do not use or disclose children’s personal data for any other purpose. 
- For additional rules specific to marketing communications to children using digital interactive media, see chapter C, article C7.

Marketing communications and children  
- Parents and/or guardians should be encouraged to participate in and/or supervise their children’s interactive activities. 
- Personal data about individuals known to be children should only be disclosed to third parties after obtaining consent from a parent or legal guardian or where disclosure is authorised by law. Third parties do not include agents or others who provide support for operational purposes of the website and who do not use or disclose a child’s personal information for any other purpose. 
- Websites devoted to products that are subject to age restrictions such as alcoholic beverages, gambling and tobacco products should undertake measures, such as age screens, to restrict access to such websites by minors. 
- Marketing communications directed at children in a particular age group should be appropriate and suitable for such children.

Marketing communications should not suggest that possession or use of the promoted product will give a child or teen physical, psychological or social advantages over other children or teens, or that not possessing the product will have the opposite effect.  
Marketing communications should not undermine the authority, responsibility, judgment or tastes of parents, having regard to relevant social and cultural values. 
Marketing communications should not include any direct appeal to children to persuade their parents or other adults to buy products for them. 
Prices should not be presented in such a way as to lead children to an unrealistic perception of the cost or value of the product, for example by minimising them. Marketing communications should not imply that the product being promoted is immediately within the reach of every family budget. 
Marketing communications which invite children and teens to contact the marketer should encourage them to obtain the permission of a parent or other appropriate adult if any cost, including that of a communication, is involved.
### 4-1.9 Acts or presentations that could be imitated

- Presentations that could provoke danger or misuse
- Presentations that condone or implicitly encourage smoking and drinking of alcohol by children
- Presentations that undermine children’s healthy food habits

### 4-2 Considerations regarding advertising methods

- Excessive use of premiums and giveaways
- Excessive inducement to join membership clubs
- Unrealistic presentations using special techniques
- Clear distinction between program/editorial content and advertising
- Precautions when using characters, experts, or celebrities to endorse a product or service
- Precautions when using children in advertisements
- Precautions for advertising and marketing in places where children receive education and on their school commuting route
- Precautions when using digital marketing and children's personal data/privacy

### 5. Preferred attitude of business enterprises towards advertising and marketing directed to children

- Efforts to conduct advertising and marketing that will not have an adverse impact on children
- Establishing a division for dealing with complaints, understanding and analyzing complaints, and making continuous improvements
- Collection and effective use of information from related external organizations and groups

### ANNEX 1
- Lists of relevant information of the international organizations / lists of relevant research and report

### ANNEX 2
- Example of best practices / Example of risky marketing / Check lists for advertising review organizations

### ANNEX 3
- Example of complaint handling / example of external organizations / example of PDCA improvement cycle
Guidelines for Advertising and Marketing that Affect Children

FAIR MARKETING
For children

Save the Children  Global Compact Network Japan
Introduction

Intended to support the building of a healthy and
diverse society, these Guidelines provide guidance on how
businesses may work in a way that respects and supports
children's rights. The CRMP General Principles and
Guidelines for Business and Human Rights are intended to
provide a general framework for businesses to
consider the rights of children in their operations.

These Guidelines are intended to be used as a
complement to the CRMP General Principles and
Guidelines for Business and Human Rights. They are
not intended to be a substitute for these
documents, and their application should be
considered in the context of the specific circumstances
of each business.

Use of These Guidelines

These Guidelines are intended to be used by businesses
when considering how to incorporate the rights of
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1. Range of Application

These Guidelines apply to advertising and marketing that is directed primarily to children. Even if advertising is directed to persons other than children, it is a prudent practice to follow these Guidelines in order to ensure that advertising or marketing is not injurious to children.

2. Definitions

Words and terms used in these Guidelines shall have the following definitions:

**Child**: a person under 18 years of age as defined in Article 1 of the Convention on the Rights of the Child.

**Advertising**: the act of promoting sale or purchase of goods, services, or other matters through the presentation of an advertisement, which includes communicating to the public a message promoting a product, service, activity, or institution.

**Marketing**: the set of business processes involved in planning and executing the facilitation of exchanges between a firm and its customers for the purpose of managing customer relationships, building strong customer relationships, and creating customer value and satisfaction.

**Marketer**: the individual or organization responsible for planning and executing the marketing activities of a company.

**Consumer**: an individual or organization that purchases goods or services for personal, family, or household purposes.

**Advertising message**: any communication that directly or indirectly promotes a product, service, activity, or institution.

**Advertising medium**: any means of communicating an advertising message.

**Advertising copy**: the text of an advertising message.

**Advertising image**: any visual representation used in an advertising message.

**Advertising language**: the language used in an advertising message.

**Advertising tone**: the emotional or psychological effect intended by an advertising message.

**Advertising message format**: the physical or digital form in which an advertising message is presented.

**Advertising message content**: the substance of an advertising message.

**Advertising message context**: the environment in which an advertising message is presented.

**Advertising message target**: the specific group or individual who is intended to receive an advertising message.

**Advertising message purpose**: the goal or objective of an advertising message.

**Advertising message impact**: the effect of an advertising message on the audience.

**Advertising message effectiveness**: the extent to which an advertising message achieves its intended purpose.

**Advertising message efficiency**: the cost of producing an advertising message relative to its effectiveness.

**Advertising message creativity**: the originality and innovation of an advertising message.

**Advertising message clarity**: the clarity of an advertising message.

**Advertising message coherence**: the logical consistency of an advertising message.

**Advertising message credibility**: the perceived authenticity and trustworthiness of an advertising message.

**Advertising message persuasiveness**: the ability of an advertising message to convince the audience.

**Advertising message memorability**: the extent to which an advertising message is easily remembered.

**Advertising message adaptability**: the ability of an advertising message to be modified for different audiences.

**Advertising message targeting**: the process of identifying and reaching specific groups or individuals.

**Advertising message segmentation**: the process of dividing a market into groups of consumers with similar characteristics.

**Advertising message positioning**: the process of communicating to the audience the benefits of a product, service, activity, or institution.

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Considerations regarding advertising presentations and methods

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10. Considerations regarding advertising presentations and methods

6. Considerations regarding advertising presentations and methods

5. Considerations regarding advertising presentations and methods

4. Considerations regarding advertising presentations and methods

3. Considerations regarding advertising presentations and methods

2. Considerations regarding advertising presentations and methods

1. Considerations regarding advertising presentations and methods

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If certain particular conditions must not be too stringent to enter the growing keys, such as having to purchase multiple products, indicate clearly in a manner that children will understand prior to purchase.

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5. Preferred attitude of business enterprises towards advertising and marketing directed to children

Efforts to conduct advertising and marketing that will not have an adverse impact on children

2.3 Efforts to conduct advertising and marketing that will not have an adverse impact on children

Greasing the wheels of consumers through advertising and marketing is no less true of extreme importance for business enterprises. In particular, in some of the relationships between children and advertising by and large means inappropriate advertising that would have an adverse impact on children. Business enterprises must therefore be aware of the rights of children.

2.4 Establishing a division for dealing with complaints, understanding and analyzing complaints, and making continuous improvements

Companies and societies from consumers, including children, concerning advertising and marketing are an important source of information about how these advertising and marketing are being perceived by various businesses led to consults, understand and improve and continuous improvements by consumers who are concerned about advertising and marketing (leading children's healthy development) or having an adverse impact on children, and strive to make continuous improvements in their advertising and marketing by establishing a division for handling complaints and options from consumer business service office or any other entity on similar subjects.

2.5 Collection and effective use of information from related external organizations and groups

Consumer complaints and opinions about advertising are made not only to the consumer service division of businesses, but also to a variety of external professional organizations and groups. These include advertising organizations, advertising review bodies, government agencies, consumer affairs centers, consumer groups, and media companies. Businesses need to proactively collect such external information on the impact of advertising and marketing and use it as a basis for continuous improvement, to make sure the advertisement is not misleading or harmful, and to ensure the advertisement is not in violation of any laws or regulations.

More than achieving this goal include placing monitoring requests with consumer groups and conducting surveys of related external organizations and groups. Another method worth considering is to obtain ethics from a specialist's perspective, by visiting the companies on advertising review bodies that are handling advertising or marketing, and interacting with experts to help improve the development and improvement.

References

International Guidelines, Standards, Documents, etc. Related to These Guidelines

- UNICEF Global Compact, Save the Children: Children’s Rights and Business Principles (GAP) 2001
- ICHG, FNSH, ICHG, FNSH, ICHG, FNSH, ICHG, FNSH, ICHG, FNSH, ICHG, FNSH, ICHG, FNSH

List of Members

Children's Rights and Advertising/Marketing Review Committee

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* Note that Committee Members' positions are as of the time of issuance of the Guidelines - October 2014.