

STATEMENT OF PRINCIPLES AND SELF-REGULATION CONCERNING THE ADVERTISING OF ALCOHOLIC BEVERAGES AND THE INFORMATION OF CONSUMERS

The non-profit Association of Drinks Companies, the representatives of the media and the advertisers in co-operation with the Ministry of Health and Social Solidarity and the Interministerial Parliamentary Committee for the study and management of the drug issue, accept the fact of the serious medical and social consequences that result from the irresponsible consumption of alcoholic beverages, in particular when it has to do with young people. Public opinion polls, medical data and scientific findings, as well as legal experience have led us to the conclusion that the promotion of alcoholic beverages requires particularly careful handling, a regulatory framework and social sensibility. And, of course, this need is a pressing one when it concerns these particular age groups that are more susceptible to the misuse of alcohol.

Taking into consideration:

1. the current legislation of the European Union and in particular the provisions of the Directive 89/552/EEC, as this was modified by the Directive 97/36/EC;
2. the provisions of Law 2251/94 article 9;
3. the provisions of the P.D. 100/2000;
4. the provisions of Law 2863/2000 article 9;
5. the establishment of the Council of Europe of 5 June 2001 regarding the consumption of alcohol by children and teenagers;
6. the declaration of the World Health Organization during the Interministerial Conference on the subject of "Young people and Alcohol", Stockholm 19-21 February 2001;
7. the "Proposals of the Committee that was established by virtue of the DY1D/GP 42709/23-4-2002 decision of the Minister of Health and Social Welfare for the handling of Alcoholism", December 2002;
8. the decision of the European Parliament (23/9/2000) concerning the "European Community Action in the Sector of Public Health (2003-2008)" Official Journal of the European Union C62/34(15/3/2003), 3.4.3;
9. the provisions of the "Code of Ethics concerning Advertisements, Telemarketing Programs and Sponsorships of Radio-Television Programs" of the National Radio-Television Council, September 2004;
10. the provisions of the "Advertising Practice Code" of the International Chamber of Commerce (ICC), (July 2004);
11. the fundamental principles regarding Self-Regulation issues, as these have been determined by the non-profit organization for advertising issues "European Advertising Standards Alliance (EASA)", Brussels;
12. the "Greek Advertising - Communication Code" of the Communication Control Council (Greek Government Gazette A 262/29.11.2000);
13. the importance of the commitment of the media and the professionals associated with the production and promotion of alcoholic beverages, as partners in actions, which aim at discouraging the abuse of alcoholic beverages;
14. the constantly increasing inquietude and concern that is rising regarding the negative consequences of the irresponsible consumption of alcohol by young people;
15. the need for a concerted action of all the bodies involved in the advertising of alcoholic beverages in cooperation with the Government;
16. that for the purposes of the present Declaration, the term minors means any individual that has not yet reached the age of 18;
17. the example of the majority of the member states of the European Union, where a Code of Self-regulation Principles applies for matters relevant to advertising and communication.

We agree to work on the following:

- the prohibition of advertisements for alcoholic beverages that are addressed directly and in particular to minors, exploiting the expression codes and the aesthetic choices of their age;
- the prohibition of children and teenagers from participating in the promotional campaigns of alcoholic beverages along with celebrities who exert a particular influence on young people;
- the exclusion of work places, as a setting for alcohol advertisements;
- the dissociation of advertisements for alcoholic beverage consumption from any sexual, social or professional success;
- the discouragement of excessive consumption of alcohol in advertisements, particularly in conditions where special attention is required, such as driving;
- the prohibition of advertisements for alcoholic beverages during the broadcasting of sports events organized for minors;
- the prohibition of sponsorships of sports events organized for minors by natural or legal persons whose main activity is the production or trading of alcoholic beverages;

- the avoidance of setting up advertising signs, banners, posters and every form of outdoor advertisements for alcoholic beverages in sports venues during the conduction of sports events organized exclusively for minors;
- the prohibition of advertisements for alcoholic beverages before, during and immediately after a radio-television broadcast addressed to minors;
- the prohibition of advertisements for alcoholic beverages in cinemas before, during and immediately after the screening of a film exclusively addressed to minors;
- the prohibition of sponsoring television programs for children by natural or legal persons, whose main activity is the production or trading of alcoholic beverages;
- the prohibition of the remote sale of alcoholic beverages to minors without the consent of their parents or legal guardians;
- the planning, organization and promotion of common actions, such as information and awareness campaigns for citizens and in particular minors concerning the consequences of alcoholic beverage abuse;
- the organization and function of an organization, that will control the observance of the Self-regulation principles, and will work on proposals depending on the current conditions and will draft an annual report regarding the commercial communications issues of the sector, within the framework of the Self-regulation Principles, which will be submitted before the Standing Parliamentary Committee "for the Study and Management of the Drug Issue".

Minister of Health and Social Solidarity
Mr. Nikitas Kaklamanis

Chairman of the Standing Parliamentary Committee
for the Study and Management of the Drug Issue
Mr. Constantinos Kiltidis

President of the Board of
Directors of the Association of Drinks Companies
Mr. Isidore Revah