



## Voluntary regional & national pledge programmes

In an effort to encourage regional and local food companies who are not members of IFBA to improve the food and beverage products marketed to children, IFBA has introduced regional and national pledge programmes based on the core tenets of the IFBA Global Policy on Marketing Communications to Children. Pledges were first introduced in 2006 and now cover 53 countries.

### Regional and national marketing pledges

2006

**The Union of European Beverages Association (UNESDA) Pledge**

Expanded and strengthened in 2008 and 2010

[Learn more](#)

2006

**Responsible Marketing Commitment of the Australian Beverages Council**

[Learn more](#)

2006

**U.S. Children's Food and Beverage Advertising Initiative**

(19 companies, representing about 70-80 % of child-directed TV food advertising)

Expanded and strengthened in 2010, 2014, 2018, 2020 and 2021

[Learn more](#)

2021

**The Canadian Code for the Responsible Advertising of Food and Beverage Products to Children**

(16 companies)

Expanded and strengthened in 2010 and 2014

[Learn more](#)

2007

**The EU Pledge**

(23 companies, representing more than 80% of food and beverage advertising spend)

Expanded and strengthened in 2012, 2014 and 2015

[Learn more](#)

2008

**Thailand Children's Food and Beverage Advertising Initiative**

(7 companies)

[Learn more](#)

2009

**Australian Responsible Children's Marketing Initiative**

Expanded and strenghtened in 2010

[Learn more](#)

2009

**Quick Service Restaurant Initiative for Responsible Advertising and Marketing to Children**

(7 companies)

[Learn more](#)

2009

**South Africa Pledge on Marketing to Children**

(31 companies)

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2009

**Brazil Public Commitment on Food and Beverage Advertising to Children**

(11 companies)

Expanded and strengthened in 2016 Brazil Pledge Nutrition Criteria

[Learn more](#)

2009

**Russian Pledge on Limitation of Advertising to Children**

(9 companies)

[Learn more](#)

2010

**Mexican Marketing to Children Pledge**

(14 companies)

Expanded and strengthened in 2017

[Learn more](#)

2010

**The India Pledge**

(8 companies)

Expanded and strengthened in 2016

[Learn more](#)

2010

**The Swiss Pledge**

(11 companies)

[Learn more](#)

2010

**The Turkey Pledge**

(6 companies, representing majority of food and beverage advertising spend)

Expanded and strengthened in 2017

[Learn more](#)

2011

**Philippines Responsible Advertising to Children Initiative**

(6 companies)

[Learn more](#)

2011

**The Peruvian Advertising Commitment**

(16 companies)

[Learn more](#)

2011

**The Singapore Responsible Advertising to Children Initiative**

(13 companies)

Expanded and strengthened in 2014

[Learn more](#)

2011

**Malaysian Food and Beverage Industry's Responsible Advertising to Children Initiative**

(15 companies)

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2015

**Publicidad de Alimentos: Acciones Responsables Frente a Los Niños Colombianos**

(15 companies)

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2015

**Publicidad de Bebidas: Acciones Responsables Frente a Los Niños Colombianos**

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2016

**U.S. Children's Confection Advertising Initiative**

(8 companies)

[Learn more](#)

2018

**The GCC Food & Beverage Alliance Pledge on Responsible Marketing and Advertising to Children**

(8 companies)

Expanded and strengthened in 2016 and 2018

[Learn more](#)

2018

**Compromiso de Autorregulación Publicitaria de Alimentos y Bebidas Dirigida a Niños**

(13 companies representing 80% of food marketing spend)

[Learn more](#)

2021

**Australian Association of National Advertisers Food & Beverages Advertising Code**

[Learn more](#)