



## **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

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2006

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

[Learn more](#)

2006

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

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

Expanded and strengthened in 2010, 2014 and 2018

[Learn more](#)

2007

**The Canadian Children’s Food and Beverage Advertising Initiative**

(18 companies)

Expanded and strengthened in 2010 and 2014

[Learn more](#)

2007

**The EU Pledge**

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

Expanded and strengthened in 2011, 2012 and 2015

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2008

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

(7 companies)

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2009

**Australian Responsible Children’s Marketing Initiative**

(18 companies)

Expanded and strengthened in 2010

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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

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2009

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

(9 companies)

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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 Switzerland 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)

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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**

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2018

**The GCC Food & Beverage Alliance Pledge**

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2018

**GCC Enhanced commitment on marketing to children**

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2018

**GCC Enhance commitment on labelling**

(8 companies)

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2018

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

(13 companies representing 80% of food marketing spend)

[Learn more](#)