



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)

[Learn more](#)

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)

[Learn more](#)

2015

Publicidad de Alimentos: Acciones Responsables Frente a Los Niños Colombianos

(15 companies)

[Learn more](#)

2015

Publicidad de Bebidas: Acciones Responsables Frente a Los Niños Colombianos

[Learn more](#)

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](#)