



## OUR COMMITMENTS

# Responsible marketing to children





## - Voluntary regional and national pledge programmes

### Regional / National Marketing Pledges Implemented

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.



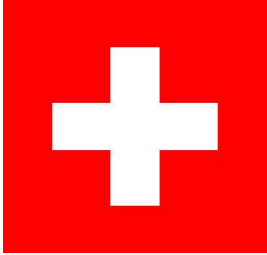

Year	Region / Country	Description
2006	 EU	<a href="#"><u>The Union of European Beverages Association (UNESDA) Pledge</u></a>  <i>Expanded and strengthened in 2008 and 2010</i>
	 Australia	<a href="#"><u>Australian Beverage Industry</u></a>

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	 <p>USA</p>	<p><a href="#"><u>U.S. Children’s Food and Beverage Advertising Initiative</u></a></p> <p>(18 companies, representing about 80 % of child-directed TV food advertising)</p> <p><i>Expanded and strengthened in 2010, 2014 and 2018; <a href="#"><u>Children’s Confection Advertising Initiative</u></a> launched in 2016</i></p>
2007	 <p>Canada</p>	<p><a href="#"><u>The Canadian Children’s Food and Beverage Advertising Initiative</u></a></p> <p>(18 companies)</p> <p><i>Expanded and strengthened in 2010 and 2014</i></p>
	 <p>EU</p>	<p><a href="#"><u>The EU Pledge</u></a></p> <p>(22 companies, representing more than 80% of food and beverage advertising spend)</p> <p><i>Expanded and strengthened in 2011, 2012 and 2015</i></p>
2008	 <p>Thailand</p>	<p><a href="#"><u>Thailand Children’s Food and Beverage Advertising Initiative</u></a></p> <p>(7 companies)</p>

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2009	 <b>Australia</b>	<p style="text-align: center;"><a href="#"><u>Australian Responsible Children’s Marketing Initiative</u></a></p> <p style="text-align: center;">(18 companies) <i>Expanded and strengthened in 2010</i></p> <p style="text-align: center;"><a href="#"><u>Quick Service Restaurant Initiative for Responsible Advertising and Marketing to Children</u></a></p> <p style="text-align: center;">(7 companies)</p>
	 <b>South Africa</b>	<p style="text-align: center;"><a href="#"><u>South Africa Pledge on Marketing to Children</u></a></p> <p style="text-align: center;">(31 companies)</p>
	 <b>Brazil</b>	<p style="text-align: center;"><a href="#"><u>Brazil Public Commitment on Food and Beverage Advertising to Children</u></a></p> <p style="text-align: center;">(11 companies) <i>Expanded and strengthened in 2016</i> <i>Brazil Pledge Nutrition Criteria</i></p>
	 <b>Russia</b>	<p style="text-align: center;"><a href="#"><u>Russian Pledge on Limitation of Advertising to Children</u></a></p> <p style="text-align: center;">(9 companies)</p>

2010	 <p>Mexico</p>	<p><a href="#"><u>Mexican Marketing to Children Pledge</u></a></p> <p>(14 companies)</p> <p><i>Expanded and strengthened in 2017</i></p>
	 <p>India</p>	<p><a href="#"><u>The India Pledge</u></a></p> <p>(8 companies)</p> <p><i>Expanded and strengthened in 2016</i></p>
	 <p>Switzerland</p>	<p><a href="#"><u>The Switzerland Pledge</u></a></p> <p>(11 companies)</p>
	 <p>Turkey</p>	<p><a href="#"><u>The Turkey Pledge</u></a></p> <p>(6 companies, representing majority of food and beverage advertising spend)</p> <p><i>Expanded and strengthened in 2017</i></p>

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2011	 Philippines	<p><a href="#"><u>Philippines Responsible Advertising to Children Initiative</u></a></p> <p>(6 companies)</p>
	 Peru	<p><a href="#"><u>The Peruvian Advertising Commitment</u></a></p> <p>(16 companies)</p>
2012	 Singapore	<p><a href="#"><u>The Singapore Responsible Advertising to Children Initiative</u></a></p> <p>(13 companies)</p> <p><i>Expanded and strengthened in 2014</i></p>
	 Malaysia	<p><a href="#"><u>Malaysian Food and Beverage Industry's Responsible Advertising to Children Initiative</u></a></p> <p>(15 companies)</p>

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<p>2015</p>	 <p>Colombia</p>	<p><a href="#"><u>Publicidad de Alimentos Acciones Responsables Frente a Los Niños Colombianos</u></a> (15 companies)</p> <p><a href="#"><u>Publicidad de Bebidas Acciones Responsables Frente a Los Niños Colombianos</u></a></p>
<p>2018</p>	 <p>GCC</p>	<p><a href="#"><u>The GCC Food &amp; Beverage Alliance Pledge</u></a> <a href="#"><u>Enhanced commitment on marketing to children</u></a> <a href="#"><u>Enhance commitment on labelling</u></a> (8 companies)</p>
	 <p>Argentina</p>	<p><a href="#"><u>Compromiso de Autorregulación Publicitaria de Alimentos y Bebidas Dirigida a Niños</u></a> (13 companies representing 80% of food marketing spend)</p>

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