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Dear colleagues,

2024 has truly been a landmark year for the ICC global Marketing and Advertising Commission, one where we all pledged to [#standforstandards](#)! Thank you for an incredible journey together. We have so much to be proud of and celebrate!

Here's a quick recap of the year, highlighting our achievements and essential updates to help everyone catch up easily. Let's carry this momentum into the new year!



Five highlights for 2024

1. Setting the benchmark: The updated ICC Advertising and Marketing Communications Code

Since its introduction in 1937, the [ICC Advertising and Marketing Communications Code](#) (ICC Code) has set the gold standard for ethical advertising practices. Fast forward 88 years, and the ICC Code remains the international benchmark for self-regulatory advertising.

The 11th edition of the ICC Code, launched in September 2024, brings the most significant updates of the last decade. It includes new provisions for AI and algorithms,

emphasises diversity and avoids harmful stereotypes, and offers clearer guidelines on claims, influencers, and sustainability. It also strengthens rules for marketing to children and teens and combats hate speech and misinformation.

In addition to a comprehensive substantive revision, the Code now boasts fresh designs and an unparalleled dynamic communication campaign. Here's a sneak peek at what's available:

- [A new, engaging web experience](#)
- A refreshed look for the Code: currently, it's offered in English, with [translations](#) in Chinese, French, Spanish, Swedish, and Thai. Arabic, Dutch, Finnish, Japanese, Portuguese, Russian and Ukrainian will be coming in 2025.
- A short, entertaining video that tells the Code's story, available to watch on [the ICC website](#) and via our [ICC YouTube channel](#)
- Updated presentation materials and quick guides: [the Basics of the ICC Code](#) / [ICC Code Checklist](#) / the generic [Master Presentation](#) / the [Code's Playbook](#).
- [Social media assets](#) for you to use. In doing so, please make sure to tag @International Chamber of Commerce and use our campaign hashtag #StandForStandards in your posts.

National [launch events](#) have been organised in several countries, highlighting the ICC Code's importance as the global reference for advertising self-regulation. The Code and its additional guidance have also enjoyed extensive [media coverage](#) throughout the year.

2. New statement on the use of AI in Advertising

In March 2024, we unveiled a new statement on the [Use of AI in Advertising and Marketing Communications](#). It guides marketers on the ethical use of AI, algorithms, and automated technologies, emphasising that the ICC Code applies to all current and future media and technologies. Marketers are urged to align their communications with the Code's principles of legality, decency, honesty, and truthfulness, maintaining oversight and care in their practices.

3. ISO Digital Marketing standard: ongoing ICC advocacy efforts

Last year, the International Organization for Standardization (ISO) considered a proposal from the Chinese Standards Association (SAC) to create a new digital marketing standard, which raised serious concerns due to existing frameworks like the ICC Code. Thanks to the collective efforts, we successfully demonstrated that the new standard would duplicate existing frameworks. In an intermediary ballot at the end December, the ISO Technical Management Board (TMB) overwhelmingly rejected the proposal, with only three out of 15 countries voting in favour. The issue will be revisited at the next ISO TMB meeting in March. While the TMB decision is not expected to be reversed, we remain cautiously optimistic. Stay tuned for updates!

4. Our stand on the Green Claims Directive

In 2024, we advocated for the EU Green Claims Directive, supporting its goals but raising concerns about the burdens of pre-verification. We called for recognition of

self-regulation in advertising and opposed the ex-ante verification process due to its potential costs and complexity, which could deter environmental claims and innovation. Instead, we suggested stronger enforcement of existing rules and self-regulatory measures.

In May 2024, our working group issued a new [position paper](#), which was shared with key EU contacts. With the new EU institutional leadership now in place, we plan to re-engage early this year to ensure our voices are heard and our concerns are addressed. Please feel free to reach out with any ideas or questions at any time.

5. Introducing the ICC Certificate in Responsible Green Marketing Communications

Starting 2024 on a high note, we proudly introduced the [ICC Certificate in Responsible Green Marketing Communications](#) (RGMC). Developed by the ICC Academy with significant input from members of our Global Marketing and Advertising Commission, this 3-hour online program is grounded in the widely accepted ICC Code and the [ICC Framework for Responsible Environmental Marketing Communications](#). The RGMC is designed to help professionals clearly distinguish between well-substantiated environmental claims and misleading statements that could lead to accusations of "greenwashing."

For more information about the RGMC and potential partnership opportunities with ICC, [please contact the ICC Secretariat](#) at your convenience

Leadership changes and tribute

In 2024, we welcomed three new Vice-Chairs to our global Marketing and Advertising Commission for a three-year term: **Fayola Ferdinand**, Director of Global Policy and Sustainability at Coca Cola (United States), **Karolina Gutiez**, Corporate Communications Senior Manager at Schneider Electric (Brazil) and **Alice Himsworth**, Senior Counsel at Google (United States). Their expertise and fresh perspectives will undoubtedly strengthen our Commission and drive innovative initiatives forward.

We also honoured the memory of Lucas Boudet, a remarkable leader and Vice Chair of our global Commission, by dedicating the 11th edition of the ICC Code to him.

Expect no less in 2025!

The 2025 work agenda for the global ICC Marketing and Advertising Commission is set to be just as thrilling. We are launching new workstreams for fresh policy papers and advocacy campaigns, while simultaneously revising existing products and releasing exciting new ones. Here's a sneak peek at what's coming:

- A new policy product on the responsible use of AI in advertising (new workstream led by Microsoft & Google)
- A revision of the [ICC Toolkit: Marketing and Advertising to Children](#) along with a new policy paper related to responsible advertising/marketing to children and teens (workstream led by Lego / Keller & Heckman law firm)
- Updates to the [ICC Framework for Responsible Environmental Marketing Communications](#) (led by Keller & Heckman law firm)
- Revisions to the [ICC Framework for Responsible Food and Beverage Marketing Communications](#) (led by World Federation of Advertisers (WFA))

- Revisions to the [ICC Framework for Responsible Alcohol Marketing Communications](#) (led by World Federation of Advertisers (WFA) & International Alliance for Responsible Drinking (IARD))
- The finalisation and launch of the revised [ICC/ESOMAR International Code on Market, Opinion and Social Research and Data Analytics](#)

If you are interested in joining any of these exciting workstreams, please reach out to the ICC Secretariat.

Mark your calendars

- **30 January:** [Join](#) ICC Netherlands for the launch of the ICC Code webinar on responsible advertising.
- **23 April:** Don't miss the spring global ICC Advertising and Marketing Commission meeting at ICC Headquarters in Paris. [Register now](#) to secure your spot.

We would love to hear your ideas for engagement opportunities, upcoming events where the Code and our Commission's work could be highlighted, or suggestions for key platforms and stakeholders to focus our outreach.

Thank you for being an active part of our community in 2024 and let's make 2025 a year of meaningful progress and impactful initiatives!