



## 2016 HIGHLIGHTS

### ***Joint Task Force on Labelling and Packaging***

A cross-disciplinary Task Force was created to develop an issues paper that provides information on global legislative initiatives, analyze their impact on intellectual property rights, marketing, consumer protection, and competition as well as possibly other areas such as trade and innovation. Following an extensive process of information gathering and discussion to achieve consensus, a draft was circulated for input for members and discussed at the Commission meeting in December.

### ***ICC Statement on Code Interpretation and Reference Guide on Advertising to Children***

ICC unveiled its Statement on Code Interpretation which aims to clarify the age of “children” and “young people” for the purposes of the ICC Code. The Reference Guide outlines existing provisions in the ICC Code and provides information on child development research. [Read more.](#)

### ***ICC Guide for Responsible Mobile Marketing Communications***

The ICC Working Group on Digital Media developed an ICC Guide for Responsible Marketing Communications that has been circulated to members and National Committees for input. The Guide is scheduled for ICC Executive Board approval in early 2017, followed by the Guide’s promotion and implementation through our global network of partners.

### ***ICC/ESOMAR Code on Market, Opinion and Social Research and Data Analytics***

Following three rounds of consultation, the revised ICC/ESOMAR Code was adopted by the ICC Executive Board and approved by ESOMAR members. This revision allows for new and traditional players to share the same principles and for data to be collected in new ways beyond traditional surveys. [Read more.](#)

## Strengthening Ties in Latin America

ICC reaffirmed its commitment to bolster advertising self-regulation in Latin America and co-ordinate efforts to strengthen ties in the region. [Read more.](#)

### ***Visit to ICC Colombia***

During its visit, ICC discussed the importance of marketing self-regulation, the ICC Code and the relevance of ICC work for Colombia.

### ***Cartagena Inspira Conference***

ICC participated on two panels:

- “International Regulatory Trends and Risks of Restrictions on the Use of Trademarks”;
- “Unresolved Issues with Respect to Big Data”.

## Partnerships



### ***APEC – Asia Pacific Economic Cooperation***

- On 22 and 23 August 2016, the [Asia-Pacific Economic Cooperation](#) (APEC) held its third workshop on advertising standards in Lima, Peru. The Seminar on Sharing Good Practices and Experiences on Advertising Self-Regulation among APEC economies brought together government and advertising industry participants from APEC economies to advance the APEC Action Agenda on Advertising Standards and Practice Development and share on strategies in advertising self-regulation. [Read more.](#)

## Looking Ahead



- Projects for 2017: Communications strategy rollout for 80<sup>th</sup> Anniversary of ICC Code; Kick off Code revision process; Advocacy of Children’s Statement and Issues Paper on Labelling and Packaging.