

INTERGOVERNMENTAL ORGANISATION DEVELOPMENTS

Name	Initiative/Activity
<p>OECD Organization for Economic Development and Cooperation</p>	<ul style="list-style-type: none"> ❖ Overview <ul style="list-style-type: none"> The OECD Committee on Consumer Policy (CCP) The overall Business at OECD objective is to support the OECD and policymakers identify policy options so as to fully seize the benefits of digitalisation for innovation & growth while addressing the challenges related to the digital transformation, and to promote sound industry-led regulation that enables consumers to make informed choices without inhibiting growth potential. The OECD work on Consumer Policy focuses predominantly on <i>Product Safety</i> in the age of interconnected devices and smart machines as well as <i>Consumer Protection</i> through industry-led regulation and accurate understanding of the situation of digital consumers. OECD Working Party on Consumer Product Safety (WPCPS) The OECD work on consumer product safety aims to improve co-operation amongst jurisdictions. The focus of its mandate is on improving information sharing and promoting greater co-operation among product safety market surveillance, enforcement, and regulatory authorities worldwide by identifying safety issues early; sharing practices and policy law developments; addressing safety concerns in a consistent way; supporting global and regional fora. Both Committees examine the consumer impact of new digital technologies and business models; develop international consumer product safety policy frameworks in digital markets (WPCPS) and strengthen consumer policy through informed and conscious consumer choices. ○ Joint 104th Committee on Consumer Policy (CCP) session and 25th Working Party on Consumer Product Safety (WPCPS) meeting – 11-14 April 2023 The Joint session discussed dark commercial patterns and featured a joint CCP/Competition Committee workshop which specifically focused on dark commercial patterns and exploitative personalisation practices: how behavioural insights can be used for bad, and what to do about it. Guy Parker, President, International Council for Advertising Self-Regulation, and CEO, Advertising Standards Authority was among the panellists. Also at its April meeting, the two OECD bodies supported a proposal to organise an OECD Consumer Policy Ministerial in Sept/Oct 2024 under the broad theme <i>Consumers at the centre of the digital and green transitions</i>. A draft with comments on the proposal and rationale, prepared by the CCP, will then be transmitted to the OECD Council for discussion and approval in end June/early July. ICC is an observer in the CCP/WPCPS committees.

	<ul style="list-style-type: none"> ❖ Date of next sessions <ul style="list-style-type: none"> - 13 November: WPCPS-only - 14 November: WPCPS/CCP joint sessions • 105th Session: 13-16 November 2023 <ul style="list-style-type: none"> - 15 & 16 November: CCP-only • 106 th Session: 9-12 April 2024 (8-9 April for WPCPS) – TBC • 107 th Session: 7-10 October 2024 (11 October for WPCPS only) – TBC <p>OECD CDEP Ministerial: 10-11 May 2023 The next OECD Committee on Digital Economic Policy convened in May 2023 at HQs in Paris. The meeting focused on the implementation of the acquis in the Declaration in the 38 member states, and on the possibility to extend these principles to non-member states in other policy fora. ICC is actively engaged.</p>
UN United Nations	<ul style="list-style-type: none"> • UNICEF: Playbook on ‘Promoting diversity and inclusion in advertising’ The Playbook has been developed in collaboration with LEGO Group and provides tools for businesses to create guidelines and strategies, along with a multitude of examples of companies that demonstrate diversity and inclusion in their creative content and products for children. It has been endorsed by Licensing International, the association representing global brand licensing industry, as a ‘must have’ resource for licensing executives’ product and content developers and marketing professionals. • UNCTAD upcoming meetings: <ul style="list-style-type: none"> ○ 03 Nov-01 Dec 2023: <u>Working group on measuring e-commerce and the digital economy, fourth meeting</u> (the Working Group aims to advance cooperation on measuring electronic commerce (e-commerce) and the digital economy and enhance the availability, quality, comparability, usability and relevance of statistics on e-commerce and the digital economy, with a view to supporting evidence-based policymaking, in particular in developing countries.) ○ 04-08 Dec: <u>UNCTAD eWeek 2023: Shaping the Future of the Digital Economy</u> (Digital and data divides are widening, increasing the risk of greater inequalities between and within countries. The growing importance of the digital economy is also raising concerns related to privacy and other human rights, environmental sustainability and cybercrime. Against this background, the international community needs to find ways to close the digital divides and create frameworks that enable the digital economy to generate inclusive, equitable and sustainable development.)

<p>FTC Federal Trade Commission</p>	<p>❖ Overview</p> <ul style="list-style-type: none"> <p>FTC OPEN COMMISSION MEETING – 16th March 2023 The Federal Trade Commission has published the agenda of its next Open Commission Meeting. Point 6(b) of the agenda concerned Deceptive Advertising on Social Media. The commission examined the companies’ ad review practices and what, if any, measures they have taken to detect, prevent, and reduce deceptive advertising on their platforms, including advertising related to fraudulent health-care products, financial scams, and fake goods.</p> <p>FTC ‘Click to Cancel’ Provision – 23 March 2023 The Federal Trade Commission (FTC) has proposed a “click to cancel” provision requiring sellers to make it as easy for consumers to cancel their enrollment as it was to sign up. The new click-to-cancel provision, along with other proposals, would go a long way toward ensuring that consumers are not trapped in unwanted subscriptions and recurring payments. Many companies turn their cancelation mechanisms into arduous tasks that require many steps.</p> <p>FTC Green Guides Consultation – 24 April 2023 The Federal Trade Commission has extended the deadline for public comment to discuss updates to their Guides for the Use of Environmental Marketing Claims (“Green Guides”) to 24 April 2023. ICC submitted its comments back in April and encouraged the FTC to also consider ICC’s Framework for Responsible Environmental Marketing Communications (the ICC Environmental Framework), last updated in November 2021, in its own proposed Green Guides revision.</p> <p>FTC Workshop on ‘Recyclable’ Claims – 23rd May 2023 / Public record open until 13 June, 2023 The Federal Trade Commission hosted a workshop in Washington DC to examine “recyclable” advertising claims as part of its recently announced review of the Guides for the Use of Environmental Marketing Claims. The half-day event covered topics including: the current state of recycling practices and recycling-related advertising in the United States, consumer perception of current and emerging recycling-related claims, and the need for any updates or other changes to the Green Guides related to recycling claims. The FTC is leaving the public record open until June 13, 2023 so contributors can offer their insights into the topics discussed at the workshop.</p> <p>FTC Seeks Comment on Business Practices of Cloud Computing Providers that Could Impact Competition and Data Security – Deadline for public comment is June 21, 2023 In a Request for Information, FTC staff are seeking information about the competitive dynamics of cloud computing, the extent to which certain segments of the economy are reliant on cloud service providers, and the security risks associated with the industry’s business practices. In addition to the potential impact on competition and data security, FTC staff are also interested in the impact of cloud computing on specific industries including healthcare, finance, transportation, e-commerce, and defense.</p>
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<p>EC European Commission,</p> <p>EP European Parliament,</p> <p>European Council</p>	<p>❖ Overview</p> <ul style="list-style-type: none"> <p>Environmental Claims – Empowering Consumers</p> <p>In November 2020, the European Commission presented The New Consumer Agenda, to empower European consumers to play an active role in the green and digital transitions – the agenda puts forward EU consumer policy actions for the next five years on five key areas: the green transition; the digital transformation; redress and enforcement of consumer rights; specific needs of certain consumer groups; and international cooperation.</p> <p><i>Proposal for a directive on empowering consumers in the green transition – Q1 2022</i></p> <p>On 30 March 2020, the Commission presented a proposal for a Directive to empower consumers for the green transition that will also provide better protection against greenwashing. The initiative mainly aims to ensure that consumers obtain reliable and useful information on products; prevent overstated environmental information ('greenwashing') and sale of products with a covertly shortened lifespan; set minimum requirements for sustainability logos & labels. The first trilogue (negotiation round between the two co-legislators, with the support of the Commission) on the proposed Directive has taken place on 1st June. The next one is expected on the 26th June, and a debrief by the rapporteur by the lead committee IMCO on 27-28th June.</p> <p>The European Parliament's text includes certain developments, as compared to the European Commission's proposal and to the earlier versions of the IMCO draft report and amendments. The "explicit claims" definition, which has been removed, is likely to be reinserted in trilogues, for coherence with the other legislative (Green Claims, see below). The prohibition of generic claims without recognised excellent environmental performance remains mostly untouched, apart from the fact that the trader should provide evidence of the recognised excellent environmental performance. In the list of "generic claims" examples in Recital 9, some newly added terms appear, whereas others are removed.</p> <p>As for the carbon offsetting schemes, claims relying on such offsetting schemes would be prohibited. Provisions to prohibit certain dark patterns were introduced in the proposal, along with a ban on marketing for dual quality goods. Claims that cannot be substantiated in accordance with EU law would not be allowed, in a clear reference to the new proposal for a Directive on substantiating green claims. Various new prohibitions to omit informing the consumer, are also added, along with prohibitions to market certain specific products. The provisions on the certifications schemes include much more details than in the Commission's version. Deleted from the draft, are the ban on future environmental performance claims, prohibitions regarding claims by highly polluting industries, and provision on social claims (working conditions).</p> <p>Green Claims Directive – March 2023</p> <p>The European Commission has tabled a proposal for a Directive regarding Environmental Claims on 22 March. Opportunity for engagement for our Commission was posted on the Commission's Have Your Say Portal, and will remain open until 21st July. More communication regarding this will follow from the Secretariat, once again ensuring consistency between our ICC</p>
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[Framework for Responsible Environmental Marketing Communications](#) and our envisioned submission to the FTC consultation on Green Guides.

The Directive is to apply to business-to-consumer commercial practices, including advertising. Interestingly, its scope is limited to “explicit environmental claims”, defined as claims in textual forms or labels. As described in the Recitals, the proposal’s objective is to establish a clear and harmonised regime for environmental claims, able to strengthen the market for more sustainable products and traders by avoiding diverging national approaches and setting a benchmark to drive the global transition. The Directive will complement other regulatory frameworks, such as the draft Empowering Consumers initiative. Strikingly, the proposal does not build on the Product and Organisation Environmental Footprint methods (PEF/OEF), which are only mentioned in the Recitals – in stark contrast with previous preparatory documents.

The substantiation and communication of any explicit environmental claim, and any label scheme, would have to be certified through a pre-approval procedure. Such procedures, to be set up by the Member States, would lead to the issuance of a certificate of conformity of the claim or label.

The Directive lays down in its Article 3 all the requirements that need to be met for adequate substantiation of an explicit environmental claim. These include, among others, providing widely recognised scientific evidence, documenting the significance from a life-cycle perspective and any potential negative side-effects. However, the requirements also cover a great number of issues already tackled by the Empowering Consumers initiative (e.g. cases of ambiguity about what the claim applies to, claims similar to a requirement by law, claims on common practice, carbon offsetting). Article 5, which is about the communication of claims, relies on the requirements of Article 3, while also adding a number of other requirements for specific cases. It also requires information about the trader or the product to be made available via a QR code, weblink, or equivalent.

Any labelling scheme would have to be approved ex-ante and would have to comply with several requirements. The proposal would prohibit the setting up of any new public national or regional voluntary labelling schemes from the date of transposition. Private labelling schemes would only be allowed if they provide added value in terms of their environmental ambition, compared to existing schemes.

In the coming weeks and months, the European Parliament and the Council will be working on the file, bring amendments to it and finally come up with their respective positions. This will be followed by interinstitutional negotiations, likely to take place after the 2024 European elections, considering the packed agenda of the EU institutions until then.

- **Consumer protection**

Fitness Check on EU Consumer law (UCP)

The European Commission has launched on 17 May 2022 a [Fitness Check on digital fairness in the EU consumer law](#). This in-depth evaluation, which was first announced in the 2020 New Consumer Agenda, will only be completed in 2024. The

objective of the fitness check is to assess the adequacy of the existing EU legal framework in dealing with consumer protection issues. The Fitness Check may lead to a new legislative proposal revising the UCPD, or to other measures for enhanced implementation and enforcement. Several consultation round have already taken place. This Commission is working to meaningfully contribute on behalf of our members.

The Commission published on 12 April its summary report of the consultation on the fitness check on EU consumer law for Digital fairness, available for download on the [consultation webpage](#).

Among issues most encountered by consumers listed in the summary report, ad-related ones include influencers' lack of disclosure (ranking second), dark patterns (third and fourth), and data misused for personalisation practices (fifth). Most consumers (87.7%) did not take any action to solve the problems they encountered. Among those who did, 59.4% complained to the service provider, 25% to consumer protection authorities, whereas a few respondents turned instead to a consumer association, a European Consumer Centre, or an Alternative Dispute Resolution body. 42% managed to solve the problem, partially or entirely, but 44.5% were not able to solve the problem at all.

The summary shows a quasi consensus that a strong legal framework is required to protect consumer interest in the digital environment, and that a uniform legislation is needed across the EU. 64.2% of respondents considered that there is some scope for simplification and burden reduction in existing EU consumer laws, and a short majority also considered that there are some legal gaps or uncertainties current EU consumer legislation.

The impact of existing EU consumer law on the protection of consumers against unfair commercial practices was assessed as positive by respondents (71% positive, 10,4% negative), as was also its impact on the protection of vulnerable consumers and on information to consumers. The assessment of enforcement against cross-border infringements by EU coordination mechanisms (CPC network) received 42% positive assessment and 11% negative ones.

While the top-four selected suggested improvements to consumer law are not related to ad or SR, the fifth states that bots dealing with consumer complaints should be accompanied by a possibility to turn to a human interlocutor upon request. Number 8 calls for stronger protection against dark patterns, while solutions such as the clarification of the average consumer concept also receive support, to a lesser extent.

The Commission is now going to conduct targeted surveys on the fitness check via a contractor.

Enforcement of Consumer Protection

The European Commission is currently working on two topics related to consumer protection enforcement: strengthening consumer protection cooperation on enforcement through targeted updates to the Consumer Protection Cooperation Regulation, and an update of the Alternative Dispute Resolution (ADR) framework. This so-called “consumer enforcement package” is not expected to be tabled before September.

The CPC network brings together the national Consumer Protection authorities, coordinated by the European Commission, with the aim to effectively address non-compliant business cross-border practices. The ADR Directive aims to ensure access to redress for consumers without them having to go to court. ADR legislation will be updated to improve its relevance in the context of digital markets, and to work towards faster and simpler redress mechanisms. This initiative will modernise the ADR legislative framework in view of online intermediaries, pre-contractual information, and non-EU traders. It will also aim to incentivise specialised bodies to provide cross-border ADR structures and clarifying the rules for their certification. Therefore, the upcoming update may represent an opportunity for advertising SROs that would be willing to obtain such a status.

Media Regulation

In early May, the report on the implementation of the Audiovisual Media Services Directive (AVMSD) was adopted in the European Parliament’s plenary session. The report “points out the possibilities offered by Art. 4a of the AVMSD and that codes of conduct can have an important role in this regard [cross-border cooperation and the protection of minors] taking into account the fast evolution of marketing techniques”. The report also reminds of the legal obligation for the Commission to draft a report on the implementation of the AVMSD – in theory, by 19 December 2022. The Commission is currently working on this report, which is not open for consultation beyond the Member States’ representatives.

- **Children protection**

On 19th April, the EU-funded initiative [Best-ReMap](#) held a webinar on “Reducing the marketing of unhealthy food to children”. Material corresponding to its tasks 6.1 to 6.4 was made public on the event’s webpage. Another relevant event that recently took place was the Best-ReMap’s [final policy dialogue](#) in Brussels on 25 May. A [closing conference on sustaining the impact of Best-ReMap](#) is expected from 18 to 20 September.

The latest report of Best ReMap’s Work Package 6 (WP6) is assessing and comparing existing monitoring protocols of HFSS ads to children, with a view to building Best-ReMap’s own protocol. It includes several recommendations, the first one of which suggests linking the future protocol to the WHO-Euro protocol. Another – more detailed – recommendation is that all Member States use the WHO-Euro NPM when assessing marketing to facilitate cross-EU comparability.

As a reminder, the Best-ReMap Joint Action runs between 2020 and 2023. Funded by the European Commission and

participating organisations, it seeks to contribute to an improved quality of food supplied to citizens of Europe. Best-ReMap's WP6 is focused on reducing the marketing of unhealthy foods to children and its overall goal is to share and test best practices of implemented actions to reduce unhealthy food marketing to children at the EU level and to develop an implementation and monitoring framework. The final outcome will be an EU Framework for Action consisting of protocols for the implementation of effective policies to reduce unhealthy food marketing to children, meant to be transferred across EU Member States through the EU High Level Group on Nutrition and Physical Activity as guidance for policy implementation measures.

- **Digital Services Act and Digital Market Act (DSA and DMA)**

The European Commission published in 2020 a legislative package comprising two proposals for new regulations - Digital Services Act and Digital Market Act. The DSA will govern responsibilities of digital platforms and will also apply to platforms established outside the EU that target European consumers. The purpose of the DSA is to update intermediary liability and online safety rules for digital platforms and to better protect consumers and their fundamental rights online, with a clear accountability framework for online platforms. The Regulation also addresses certain elements of online advertising, such as online advertising transparency. Following the trilogues held between the European institutions (Commission, Parliament and Council) both the Digital Services Act and the Digital Market Act reached political agreement within the EU.

The DSA has entered into force on 16 November 2022, and it overhauls tech giants' regulation. It forbids online platforms to show ads targeted based on personal data to minors, and to display any ad based on profiling methods using sensitive data (racial or ethnic origin, political opinions, religion, health data, sexual orientation, etc). Likewise, the prohibition of "dark patterns" in the design of interfaces would apply to all platforms. The DSA now requires online platforms to enable consumers to easily identify ads – including influencer marketing – and to provide information such as who is behind the ad, financing it, or why they have been shown an ad. The Regulation makes it compulsory for very large online platforms to set up public databases of all ads published on their websites over the last year. Furthermore, online platforms are required to take steps to remove illegal content on their sites.

Under DSA's Article 44 on standards, which applies to advertising transparency requirements, no definition of "standardisation bodies" will be laid down, therefore not limiting them to a closed list of entities. Furthermore, the Recitals concerning transparency of online advertising and EU-wide codes of conduct clarify that the DSA complement the UCPD and the AVMSD, both of which recognise the value of self-regulation.

The DMA entered into force on 1 November 2022, and the DSA on 16 November 2022. The DSA will be directly applicable across the EU, in full as from 17 February 2024. As regards the obligations for very large online platforms and very large online search engines, the DSA will apply from an earlier date, that is four months after their designation. The European

Commission released in 2022 an implementation document where it outlines how it intends to apply the incoming laws, which may be useful for our ICC members (find it [here](#)). The Commission has recently consulted on a draft delegated regulation specifying the rules for the audits of general online platforms, including one article about the audits of the platforms' compliance with Article 46 (on EU-wide codes of conduct on online advertising).

European Commission published guidelines for Digital Services Act user reporting – 2nd February 2023

The European Commission released [guidance](#) to assist companies in complying with the Digital Services Act's user reporting requirements. The reporting will help determine whether increased DSA obligations for "very large" online platforms and search engines are to be applied. Companies are required to report initial user numbers by Feb. 17 and offer updates at least once every six months thereafter.

- **Political Advertising**

The European Commission has presented a new [proposal for a Regulation on political advertising](#), which aims to “*support the functioning of the single market for advertising services, ensure the source and purpose of advertising is known combat disinformation and interference in democracy in the EU*”. The definition of political advertising in Article 2 leaves much room for interpretation, and it would very likely cover commercial issue-based advertising.

The Council of the EU adopted its position last December, and the European Parliament on 1 February, with significant differences, including certain diverging elements of the political advertisement definition, or on the restriction of the targeting of these advertisements. This timetable may allow for the adoption of the Regulation by the European elections in mid-2024. However, the Commission is calling the co-regulators to be mindful not to rush the process at the expense of the quality of the discussions, so as to enable a balanced and workable outcome.

The co-legislators are now in the midst of difficult trilogues, as [reported in the press](#), confirmed by the postponing of the 5th June political trilogue to end June.

- **European Commission on the impact of developments in digital advertising – 30th January 2023**

The Commission published a [study](#) that analyses how tech development is impacting digital advertising. The report highlights “a strong case to reform digital advertising” as the “status quo is unsustainable for individuals, publishers and advertisers.” The study points to a “need to improve transparency and accountability, increase individuals' control over how their personal data is used for digital advertising and address a number of obstacles that make it harder for advertisers and publishers to ‘know their audience.’” For more info look [here](#).

- **Parliament MPEs push to revitalise the previously ‘dead’ ePrivacy Regulation – 8th March 2023**

Commented [AD1]: I would advise moving this up to the end of the DSA-related part (but this paragraph was not from me originally, so I am leaving that to your appreciation)

	<p>Leading MEP Birgit Sippel (German SPD) has sent a letter to the Swedish Ambassador asking the EU Council presidency holders to accelerate work on a file that seems to be off their priority list. Article 16 of the proposed regulation would ban unsolicited and direct marketing communications</p>
<p>WFA World Federation of Advertisers</p>	<p>❖ Overview</p> <ul style="list-style-type: none"> <p>WFA launches report from the second Diversity, Equity, and Inclusion (DEI) Census – March 2023 In November 2022, WFA organized a launch session of its new report “The Global DEI Census” which focused on diversity, equity and inclusion in the Global Marketing Industry. The report gathers insights from 10,000 in-depth interviews with advertising and marketing professionals in 32 markets around the world with the online survey identifying not just the demographics of participants but also their sense of belonging, experience of discrimination and demeaning behaviour. The research is the result of the efforts put together by WFA in collaboration with agencies associations, EACA and Voxcomm, Cannes Lions, Advertising Week, Effies, GWI, Campaign, IAA and research firm, Kantar. Most common forms of discrimination globally were reported on the basis of age and family status. Women and ethnic minorities in the marketing industry report poorer lived experiences than men and ethnic majorities. Marketing still outperforms many other industries globally on DEI. The first census was commissioned in late-2021.</p> <p>WFA Global Marketer Week 2023 – 25-28 April 2023 The WFA has organizing the Global Marketer Week in Istanbul, from April 25th to 28th 2023. The event included several side events and achieved to bring together some of the global industry’s biggest brands. During the week, participants across a wide range of categories, media channels and regions shared growth-strategies in the fast-changing world and highlighted the importance to integrate public affairs priorities.</p> <p>Global Media Charter 2023 Five years on since it has been first published, advertisers have once again come together, updating the Media Charter with a renewed rallying cry to the industry. This third edition of the Charter addresses serious, complex and intractable issues which will require collaboration and input from all corners of the industry to address.</p> <p>WFA Calendar for early 2023 The Federation has in store multiple events among open and closed just for members on the various topics that the ICC Marketing and Advertising Commission focuses on as well: for instance, there is an enhanced focus on Transparency in Political Advertising (TPA), Responsible Advertising and Children (RAC), Digital Governance Exchange (DGX), and Diversity and Inclusion (D&I). This Commission plans on gearing up engagement and collaboration with the WFA as the ICC Code is reviewed throughout 2023.</p>

<p>EDAA European Interactive Digital Advertising Alliance</p>	<ul style="list-style-type: none"> • EDAA Published the 2022 <u>Activity Report</u> – 13th March 2023 In its 2022 Activity Report, EDAA highlighted the activities and achievements in 2022, together with the EDAA toolkit with all the relevant information on the EDAA programme. ❖ Events • The 2022 EDAA Summit - 15 November 2022 Next EDAA Summit took place in hybrid format on 15 November 2022. It was the first one after the pandemic with an in-person audience as well which stimulated networking and personal and working relations. The program was specifically designed for consumers associations and industries to meet and to give the former greater transparency and some control over their advertising experience online. This event aimed at building trust among the different stakeholders for the betterment of all parties involved.
<p>IAB Europe</p>	<ul style="list-style-type: none"> • IAB EUROPE releases its new ‘<u>State of Readiness – Sustainability in Digital Advertising Report</u>’ 28th March 2023 IAB Europe’s Sustainability Standards Committee developed the State of Readiness – Sustainability in Digital Advertising survey. The survey attracted 256 respondents from across the digital advertising ecosystem with the vast majority coming from Ad Tech, Agency, and Publisher businesses, as well as Advertisers. Key Findings include: 55% of respondents believe that their company has started or made significant progress on its journey towards CO2e reduction. However, 18% have not yet started or thought about it yet. In terms of what those companies are doing, 50% have done or are doing a sustainability audit, 46% have a dedicated sustainability lead and 46% have created a checklist. When asked what the top three challenges were for businesses, sustainability is one of the top 3 challenges, ranking just below cookieless targeting and measurement. The measurement of CO2e was cited as the top action needed to drive CO2e reduction in digital advertising (35% of respondents cited it as the most important focus), closely followed by the creation of consistent standards (33%) and providing tools and solutions that can reduce the CO2 emissions produced by digital ads today (25%). 51% of respondents stated that their companies currently do not measure the emissions produced by the delivery of digital ads. ❖ Events • IAB EUROPE launches The Great Debate: <u>How Can We Advance Sustainability in Digital Advertising?</u> – 28th March 2023 In this virtual event, industry experts came together to discuss the state of readiness of our industry. They explored what is available today to help drive the reduction of carbon emissions produced by the delivery of digital advertising and will dive



into what else needs to be done in order to achieve net zero.

- **IAB EUROPE The Great Debate: The European Retail Media Landscape – 18h April 2023**
In this event, industry experts came together to discuss how the Retail Media market in Europe is developing. They explored how a Retail Media solution can be developed, key measurement principles and how Retail Media investment can provide effective closed loop measurement.
- **IAB EUROPE Virtual Programmatic Day – H1 2023 – 4th May 2023**
The Virtual Programmatic Day (VPD) brought together industry experts and thought leaders to explore the latest trends, drivers, and barriers impacting programmatic trading in Europe. This was the largest virtual event in the programmatic industry, with global leaders and experts coming together for a series of panel discussions and audience Q&As in a fully interactive and engaging experience.
- **IAB EUROPE Interact – Innovation, Sustainability & Growth – 23rd May 2023**
In partnership with IAB Spain, across two-days, the event brought industry experts together to discuss and debate how we become privacy first, tackle sustainability and drive growth through innovation in the digital advertising industry. Key topics on this year's agenda included European Digital Ad Spend, Retail Media, Connected TV, Trust & Transparency, The Attention Economy, Sustainability, Policy & Advocacy.