



European Commission

DG Information Society and Media

2nd

Workshop on audiovisual commercial communications to children regarding foods high in fat, salt and sugar

Monday, 25 October 2010, from 9.30 am to 5.00 pm
Albert Borschette Conference Centre, Salle 0/A
Rue Froissart 36, 1040 Bruxelles

Agenda

9.30 - 10.00 Registration of participants

Morning session: 10:00-12:30

Introduction

- *Robert Madelin, Director General, DG INFSO*

Policy framework - Health and consumer protection perspective

Assessment of the EU Platform for Diet, Physical Activity and Health

- *Despina Spanou, Principal Adviser to Director General, DG SANCO*

- *Philippe Roux, Deputy Head of Health Determinants Unit, DG SANCO*

WHO's survey of the state of play in the Member States

- *Joao Breda, Regional Office for Europe - WHO*

Consumer organisations' point of view

- *Ruth Veale, Head of Food Team, BEUC*

Debate

Implementation of the AVMSD - Initiatives by the Member States

Evaluation of the French Charter

- *Mme Christine Kelly, Member of the Board CSA, France*

Dutch rules on advertising to children of HFSS foods
- *Helga Zeinstra, Dutch Ministry of Education, Culture and Science*

Debate

12.30- 14.00 lunch break

Afternoon session: 14.00- 17.00

Initiatives undertaken by audiovisual media service providers

Initiatives taken by commercial broadcasters
- *Ross Biggam, Director General, ACT*

Actions undertaken by EGTA and its member TF1
- *Laura Sboarina, Head of Regulatory and Public Affairs, EGTA*
- *Didier Angelo, TF1 Publicité*

Best practices by Public Service Broadcasters
- *Nicola Frank, Head of European Affairs, EBU*
- *Jürgen Burggraf, Head of ARD-Liaison Office Brussels*

Debate

Initiatives by the advertising industry

Actions undertaken by the Polish Advertising Council
- *Mr Konrad Drozdowski, Director General of the Advertising Council, Poland*

Code of Conduct of the German Advertising Standards Council on commercial communication for food and beverages
- *Katja Heintschel von Heinegg, German Advertising Standards Council*

Advertising industry commitments
- *Malte Lohan, Director of Public Affairs, WFA*

Debate

Conclusions

- *Jean-Eric de Cockborne, Head of Audiovisual and Media Policies Unit, DG INFSO*