



## WHO WE ARE

The ICC Commission on Marketing and Advertising examines major marketing and advertising related policy issues of interest to world business and brings together top experts on self-regulation and ethical best practices in advertising and marketing communications. ICC has been the major rule-setter in international advertising self-regulation since 1937, when the Commission issued the first ICC code on Advertising Practice - one of the most successful examples of business self-regulation ever developed.

The Commission's mandate is to promote high ethical standards in marketing through ICC international marketing codes for self-regulation. The Commission also advances world business positions and initiatives to address government actions that affect marketing and consumer protection. This includes monitoring marketing issues in industry and determining appropriate guidance, tools or codes to help business address these issues.

The ICC Commission on Marketing and Advertising works cooperatively with many organizations, including the UN and its agencies, the Organisation for Economic Co-operation and Development (OECD), as well as with APEC. It partners with self-regulatory organizations (SROs) and their networks such as the European Advertising Standards Alliance (EASA), the International Advertising Association (IAA), the World Federation of Advertisers (WFA), and many other local, regional and sectoral associations to advocate policies and promote responsible marketing practice.

## CURRENT PRIORITIES

- Participate in APEC Committee on Trade and Investment project on common advertising standards, by contributing to capacity-building activities that improve understanding of responsible marketing and the ICC marketing codes, which are the foundation of most national programmes.
- Develop adapted policy material to help companies and policymakers interpret broad code principles as they might apply to sensitive or rapidly evolving issues such as native advertising, mobile marketing, advertising to children, social media and big data, liaising with other relevant commissions where appropriate.
- Contribute global business perspectives and advocate awareness of the Consolidated ICC Code of Advertising and Marketing Communications Practice as a global self-regulatory instrument to United Nations Conference on Trade and Development (UNCTAD) and UN member states through the revision of the UN Guidelines on Consumer Protection.
- Advance work on misplacement of ads to ensure the integrity of marketing and consumer confidence, including the development of a catalogue of initiatives that have been undertaken in national markets, and together with any efforts to monitor the initiatives to assess their effectiveness.
- Undertake a targeted advocacy effort with governments where broad regulatory restrictions are being considered on products that abridge freedom of commercial speech and risk having detrimental effects on consumer choice, intellectual property protection and cross-border trade; and encourage governments to consider the trade implications while also demonstrating examples of robust self-regulatory efforts that have served as an effective policy alternative.

### CONTACT

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## RECENT ACHIEVEMENTS & PUBLICATIONS

[The Consolidated ICC Code of Advertising and Marketing Communications Practice](#)

[Other ICC Guides](#) :

- ICC Resource Guide for Self-Regulation of Online Behavioural Advertising (OBA)
- ICC Framework for Responsible Food and Beverage Marketing Communications
- ICC Framework for Responsible Environmental Marketing Communications
- ICC Framework for Responsible Marketing Communications of Alcohol
- ICC International Code of Direct Selling

## CURRENT LEADERSHIP

### Chair

Brent Sanders, Assistant General Counsel, Microsoft, Redmond, United States

### Vice-Chair

Eve Magnant, VP, Corporate Social Responsibility Director, Publicis Group, Paris, France  
Anders Stenlund, Director, Federation of Swedish Industries, Sweden  
Sheila Millar, Partner, Keller and Heckman LLP, Washington DC, United States  
Ximena Tapias Delporte, President, Commission on Advertising Self-Regulation, CONARP, Colombia

## HOW TO BECOME A MEMBER

ICC, as the foremost business rule-maker for international trade, sets voluntary rules that companies from all parts of the world apply to millions of transactions every year.

Commission members have a hand in setting and updating the global best practice rules that shape national self-regulation in most countries where it exists. They gain influence at the national level through the ICC global network of national committees and at the international level through the ICC's privileged links with major international organizational partners together from across sectors.

Joining the ICC makes good business sense and is simple to do in two ways:

By affiliation through an ICC National Committee or Group in your country. [Click here.](#)

By direct membership through ICC International Secretariat when a National Committee/Group has not yet been established in your country/territory.