

BARMA

**Business Action for Responsible
Marketing and Advertising**



International Chamber of Commerce

The world business organization

What is BARMA?

BARMA (Business Action for Responsible Marketing and Advertising) is an ICC-led initiative to facilitate the spread of self-regulation and reinforce its effectiveness. Uniting advertisers, agencies, media and other major stakeholders, to promote greater application and reach of ICC's internationally-agreed codes for advertising and marketing practice, BARMA will also offer current and future practitioners training resources to promote better understanding and code compliance.

Due for revision in 2011, the *Consolidated ICC Code of Advertising and Marketing Practice* sets the bar for responsible marketing practice globally and has been the reference for most nationally-applied self-regulation for over 70 years. This revision incorporates new provisions for the rapidly growing arena of digital media advertising and introduces the first globally-applicable standard for online behavioural advertising. Advancing consumer confidence in digital interactive media practice and avoiding divergent regulatory approaches that create barriers to cross-border practice makes this revised global Code an even timelier, important tool for global business. But, having an up-to-date global code of marketing practice to explain the do's and don'ts to all actors is not enough. Codes can only be truly effective when the principles and guidance are known, accepted and put into practice around the world.

To become a patron of BARMA please contact:

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Why is BARMA necessary?

On studying the effectiveness of self-regulation the ICC Commission on Marketing and Advertising noted unsatisfactory awareness and application of global codes amongst practitioners, both in markets with or without existing self-regulation regimes.

Companies worldwide expressed strong support for actions to improve this as they saw real threats of regulatory restrictions looming. Certain sectors, including alcohol and pharmaceuticals, have already faced challenges and restrictions but pressures are increasingly mounting on food and beverage manufacturers and more recently on the automobile industry. There is also widespread concern about regulations hampering advertising on digital platforms where most future growth is expected. It is imperative that global business takes steps to bolster self-regulation, to demonstrate its effectiveness and the advantages it has over other options.

Objectives

To educate and train the marketing and advertising industry:

BARMA raises awareness and adherence to the ICC Code principles and the importance of ethical practice among current and future practitioners.

To encourage adoption and implementation:

BARMA improves understanding among industry professionals, policymakers and educators not only of the benefits of self-regulation but also its importance in maintaining consumer trust and high standards of ethical practice in marketing.

To play a major role in self-regulation:

BARMA serves as a catalyst for further development of self-regulation in key international markets.

The BARMA module

In conjunction with top-ranked international business school INSEAD, ICC created the BARMA teaching module to educate the next generation of marketers on:

- **Ethical responsibility**
- **The core principles of the ICC Code**
- **The role of self-regulation in preserving business's license to market its products and services.**

The 90-minute module presents international case examples and an explanatory teaching guide in a user-friendly and adaptable PowerPoint format.

Online training tool

Through a partnership with an outside expert in online training, the ICC/INSEAD module will be converted into a programme for in-house corporate training. This tool will allow practitioners to learn from their own computer while providing their companies a means to verify and demonstrate that their staff members have successfully completed the course.

International outreach

BARMA engages in global outreach partnering with local champions in target markets where self-regulation is underdeveloped or at risk. To build greater understanding of how self-regulation can prove most effective, ICC's lends international support to local partners to raise awareness of the ICC Code and to conduct training to engage to industry stakeholders, and the support of their government.

Activities being undertaken in the first half of 2011 include workshops in Nigeria, China and Mexico. Further events will be organized in conjunction with the ICC Code launch starting in September 2011.

Get involved

Under the umbrella of the International Chamber of Commerce (ICC), BARMA brings together companies and associations that share common objectives, concerns, and interest in promoting and improving self-regulation.

Your contributions to BARMA will be used to support the following:

- **Distribution of the ICC/INSEAD educational module.** Issued to professors and educators without charge, for use in university marketing or business courses around the world. This format will also be made available free-of-charge to national self-regulatory organizations for use in their member training programmes. They will be encouraged to support the renewal and updating of the module with more local examples, thus enriching its value and content.
- **Development of an online training programme.** Based on the ICC/INSEAD module for in-company use to train practitioners on the principles of ethical marketing communications and to provide a means of verifying training compliance
- **Development of the online ICC Global Codes Centre.** The Centre will present the new ICC Code in an online interactive format and provide a one-stop resource with links to local language and national self-regulatory codes where available.
- **Global launch of the Consolidated ICC Code of Advertising and Marketing Practice.** A public relations campaign to include the development of support materials, social and traditional media outreach, and other launch activities
- **Responsible marketing practice advocacy.** Achieved through workshops that members prioritize as primary targets, starting with Asia and Latin America.

About ICC

ICC is the world business organization, a representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world. ICC was founded in 1919. Today it groups hundreds of thousands of member companies and associations in over 120 countries.

Business experts drawn from the ICC membership establish the business stance on broad issues of trade and investment policy as well as on a wide range of policy subjects of interest to companies worldwide. National committees convey to their governments the business views formulated by ICC.

The United Nations, the World Trade Organization, the G20 and many other intergovernmental bodies are kept informed of international business views through ICC.

For more information please visit:

www.iccwbo.org



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