



Inventory Alcohol Marketing Regulations

With this form STAP, the Dutch Institute for Alcohol Policy, would like to ask you to fill out information regarding alcohol marketing regulations in your country.

First, we will ask you to give an overview of the different alcohol marketing regulations that exist in your country. Next, some general questions about time bans and the monitoring system in your country will follow. Finally, we will ask you to fill out more specific questions per regulation. We have included separate Regulation Forms for this part of the questionnaire. For each alcohol marketing regulation that exists, please fill out a separate Regulation Form (please let the number of the form correspond with the number in the table on page 1 of this questionnaire, where you summarized all existing regulations).

Thank you very much for participating and providing the data!

Organization:	Institute for Research and Development "Utrip"
Country:	Slovenia
Date:	01/08/2009

1. Overview Alcohol Marketing Regulations

Below, please fill out all regulations on alcohol advertisement and alcohol sponsorship and promotion that exist in your country.

**With Coverage we would like to know which types of alcohol marketing are being covered by the regulation (e.g. cinema, digital media, event sponsoring, outdoor, print, promotional items, radio, tv, sport sponsoring, etc.)*

Alcohol Marketing Regulations Questionnaire

No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
1.	Zakon o zdravstveni ustreznosti živil in izdelkov ter snovi, ki prihajajo v stik z žvili (ZZUZIS)	Law on Health and Hygiene Safety of Foods, and of Materials and Articles Intended to Come into Contact with Foods (ZZUSIS)	April 2002 (changes adopted in the National Assembly)	http://www.uradni-list.si/1/content?id=36363	<input checked="" type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input checked="" type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely: All
2.	Zakon o medijih (ZMed)	Law on Media (ZMed)	May 2006 (changes adopted in the National Assembly)	http://www.uradni-list.si/1/content?id=76040 (official updated version)	<input checked="" type="checkbox"/> Statutory/ Legal <input type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input checked="" type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely: all but not valid
3.	Slovenski oglaševalski kodeks (SOK)	Slovenian Advertising Code (SOK)	September 1999 (changes adopted by the Slovenian Advertising Chamber)	http://www.soz.si/oglasevalsko_razsodisce/slovenski_oglasevalski_kodeks/	<input type="checkbox"/> Statutory/ Legal <input checked="" type="checkbox"/> Non-statutory/ Self regulation <input type="checkbox"/> Co-regulation	<input checked="" type="checkbox"/> Tv <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Sponsoring <input checked="" type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input checked="" type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely: all

2. Watersheds / Time bans

We would like to know more about time bans or watersheds in your country on alcohol marketing on TV, radio and in the cinema. Also if no alcohol advertising is allowed at all for this type of medium, please indicate.

Time ban on TV?		
1	Is there a watershed (time ban) for alcohol advertising on TV in your country?	<input checked="" type="checkbox"/> Yes, namely: It is forbidden to advertise alcoholic beverages on TV between 7 a.m. and 9.30 p.m. <input type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	Law on Health and Hygiene Safety of Foods, and of Materials and Articles Intended to Come into Contact with Foods (ZZUSIS)
3	Is sponsorship of TV <i>programmes</i> during this watershed still permitted? (e.g. a movie or soap series sponsored by an alcohol producer)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
4	Is sponsorship of <i>events</i> that are televised during this watershed still permitted? (e.g. a football match sponsored by an alcohol producer).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
5	Are Corporate Social Responsibility messages of an alcohol producer still permitted on TV during the watershed? (e.g. 'Drink Responsibly' campaigns).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Time ban on radio?		
6	Is there a watershed (time ban) for alcohol advertising on the radio in your country?	<input checked="" type="checkbox"/> Yes, namely: It is forbidden to advertise alcoholic beverages on radio between 7 a.m. and 9.30 p.m. <input type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	Law on Health and Hygiene Safety of Foods, and of Materials and Articles Intended to Come into Contact with Foods (ZZUSIS)
8	Is sponsorship of radio <i>programmes</i> during this watershed still permitted? (e.g. a radio program sponsored by an alcohol producer)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
9	Is sponsorship of <i>events</i> that are broadcast on the radio during this watershed still permitted? (e.g. a football match sponsored by an alcohol producer).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
10	Are Corporate Social Responsibility messages of an alcohol producer still permitted on the radio during the watershed? (e.g. 'Drink Responsibly' campaigns).	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Time ban in the cinema?		
11	Is there a watershed or ban on alcohol advertising in the cinema in your country?	<input checked="" type="checkbox"/> Yes, namely: It is forbidden to advertise alcohol beverages in cinemas before 10 p.m. <input type="checkbox"/> No → go to next part (3)
12	In which regulation is the cinema time ban embedded?	Law on Health and Hygiene Safety of Foods, and of Materials and Articles Intended to Come into Contact with Foods (ZZUSIS)

3. Monitoring system

We would like to know more about organizations that monitor the adherence to alcohol marketing (regulations) in your country.

Please fill out in the table below as many organizations you know in your country that monitor whether (part of) the alcohol marketing regulations are being adhered to by the parties that the regulations concern (e.g. alcohol producers, broadcasters, etc).

We are interested in the monitoring of statutory as well as non-statutory regulations or co-regulation.

** In the final column you can indicate which types of data are used by the monitoring organization. Where do the data come from? You can select multiple options if necessary.*

Name organization	Which regulation is/are monitored?	Independent from commercial interests?	Official part of the regulation system?	Monitoring routinely/systematically ?	Includes marketing other than on TV, radio, print or outdoor?	Source data used:*
Market Inspectorate of the Republic of Slovenia	Law on Health and Hygiene Safety of Foods, and of Materials and Articles Intended to Come into Contact with Foods (ZZUSIS)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Academic organization <input checked="" type="checkbox"/> Advertising sector <input checked="" type="checkbox"/> Alcohol industry <input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input checked="" type="checkbox"/> Public health NGO <input checked="" type="checkbox"/> Research agency <input checked="" type="checkbox"/> Other, namely: Citizens			
Slovenian Advertising Chamber (SOZ) (Advertising Arbitration Court)	Slovenian Advertising Code (SOK)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Academic organization <input checked="" type="checkbox"/> Advertising sector <input checked="" type="checkbox"/> Alcohol industry <input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input checked="" type="checkbox"/> Public health NGO <input checked="" type="checkbox"/> Research agency <input checked="" type="checkbox"/> Other, namely: Citizens



Regulation Form No. 1

Organization:	Institute for Research and Development "Utrip"
Country:	Slovenia
Date:	01/08/2009

Below, please indicate the name of Regulation No. 1 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 1:	Zakon o zdravstveni ustreznosti živil in izdelkov ter snovi, ki prihajajo v stik z živilo (ZZUZIS)
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 1 contain?	3 (Article 15, Article 15a and Article 15b)

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 1. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).

**The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)*	Type of restriction**	Text article
Article 15	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Oglaševanje alkoholih pijač, ki vsebujejo več kot 15 volumenskih odstotkov alkohola, je prepovedano.</p> <p>Alkoholne pijače, ki vsebujejo 15 in manj volumenskih odstotkov alkohola, se lahko oglašujejo na nosilcih, kot so bilteni, katalogi, letaki in prospekti, ki so namenjeni oglaševanju in poslovnemu komuniciranju in drugih nosilcih objavljanja informacij, razen ob cestah na plakatih, tablah, panojih in svetlobnih napisih.</p> <p>Alkoholne pijače iz prejšnjega odstavka se lahko oglašujejo v časopisih in revijah, radiu in televiziji, elektronskih publikacijah, teletekstu ter drugih oblikah dnevnega in periodičnega objavljanja uredniško oblikovanih programskih vsebin s prenosom zapisa glasu, zvoka ali slike na način, ki je dostopen javnosti.</p> <p>Objavljanje podatkov o kakovosti in drugih lastnostih alkoholnih pijač ter podatkov o prejetih nagradah in priznanjih v strokovnih revijah in drugih oblikah poslovnega komuniciranja, ki niso namenjene končnemu potrošniku, se ne šteje za oglaševanje.“</p> <p>English translation: The advertising of alcoholic beverages, containing more than 15 % of alcohol by volume, is prohibited.</p> <p>Alcoholic beverages containing 15 % or less alcohol by volume may be advertised in printed matter such as bulletins, catalogues, leaflets and brochures, intended for advertising and business communication, as well as in other conveyers of information, except on posters, signboards, hoarding and illuminated advertising signs on roadsides.</p> <p>Alcoholic beverages as referred to in the aforementioned paragraph may be advertised in newspapers and magazines, on radio and television, in electronic publications, teletext and other forms of daily and periodical publishing of editorial programming by transmission of voice, sound or picture, available to the public.</p> <p>Publication of information on the quality and other characteristics of alcoholic beverages, as well as information on received awards and prizes in professional magazines and other means of business communication, which are not intended for the end consumer, shall not be deemed as advertising.“</p>

Article (paragraph)	Type of restriction	Text article
---------------------	---------------------	--------------

Alcohol Marketing Regulations Questionnaire

<p>Article 15a</p>	<p><input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:</p>	<p>Original text: Alkoholne pijače je na radiu in televiziji prepovedano oglaševati med 7. uro in 21.30.</p> <p>Alkoholne pijače je prepovedano oglaševati v kinematografih pred 22. uro.</p> <p>English translation: It is forbidden to advertise alcoholic beverages on radio and television between 7 a.m. and 9.30 p.m.</p> <p>It is forbidden to advertise alcoholic beverages in cinemas before 10 p.m.</p>
<p>Article 15b</p>	<p><input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:</p>	<p>Original text: Oglaševalsko sporočilo mora izpolnjevati naslednje pogoje:</p> <ul style="list-style-type: none"> - ne sme spodbujati čezmerne porabe alkohola ali prikazovati pozitivne vzročne zveze med pitjem alkohola in uspehom v življenju, - ne sme biti namenjeno mladim in prikazovati oseb, ki uživajo alkohol, - ne sme prikazovati oseb, mlajših od 25 let, - ne sme povezovati uživanja alkohola s povečano telesno zmogljivostjo ali z vožnjo v prometu, - ne sme ustvarjati videza, da uživanje alkohola prispeva k uspehom v družbenem in spolnem življenju, - ne sme poudarjati, da ima alkohol zdravilne učinke, ali da je poživilo, pomirjevalo ali sredstvo za reševanje osebnih težav, - ne sme prikazovati abstince ali zmernega pitja v negativni luči, - ne sme poudarjati visoke vsebnosti alkohola kot posebne kakovosti alkoholnega izdelka, - ne sme se pojavljati v in na stavbah, objektih in pripadajočih zemljiščih, kjer se opravlja zdravstvena dejavnost ter dejavnost vzgoje, športa ter izobraževanja, - ne sme se pojavljati na panojih, tablah, plakatih ali svetlobnih napisih, ki so od vrtcev in šol oddaljeni manj kot 300 metrov, - ne sme se pojavljati na prireditvah, ki so v prvi vrsti namenjene mladoletnim osebam, in na športnih prireditvah, - ne sme vključevati simbolov, podob, junakov iz risanih filmov in drugih mladinskih oddaj, - vsebovati mora opozorilo: "Minister za zdravje opozarja: Uživanje alkohola lahko škoduje zdravju!" ali "Minister za zdravje opozarja: Prekomerno pitje alkohola škoduje zdravju!". <p>Opozorilo iz zadnje alineje prejšnjega odstavka je, razen na radiu, pisno. Dobro se mora ločiti od podlage in mora biti napisano s takšno velikostjo črk, da je brez težav berljivo. Oglaševalsko sporočilo na filmskem platnu in televiziji mora prikazovati opozorilo najmanj 5 sekund. V primeru, ko je oglaševalsko sporočilo krajše, mora opozorilo trajati ves čas oglaševalskega sporočila. Črke opozorila morajo biti velike najmanj toliko, kot so velike črke pri podnapisih. Črke opozorila drugih oglaševalskih sporočil morajo biti tako velike, da površina, ki jo zavzemajo, predstavlja najmanj 10% velikosti površine prostora, ki ga obsega celotno oglaševalsko sporočilo. Določba trinajste alineje prvega odstavka tega člena ne velja za nosilce, kot so bilteni, katalogi, letaki in prospekti, ki so namenjeni poslovnemu komuniciranju, ter za druge nosilce objavljanja informacij v prodajalnah, kadar gre za obveščanje potrošnikov o cenah in drugih pogojih, ki se nanašajo na prodajo alkoholnih pijač."</p> <p>English translation:</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
Article 15b	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation: The advertising message shall comply with the following conditions: it</p> <ul style="list-style-type: none"> - shall not encourage excessive consumption of alcohol or imply that alcohol consumption is essential to success in life; - shall not be directed at young and shall not contain scenes in which alcohol is consumed; - shall not portray persons under 25 years of age; - shall not associate alcohol consumption with increased physical strength or with the operation of any vehicle in traffic; - shall not imply that success in social and sexual life may be acquired through consumption of alcohol; - shall not attempt to establish alcohol as a healing remedy, as a stimulant, sedative or as an escape from life's problems; - shall not portray an abstinence or moderate consumption in a negative way; - shall not contain inducements to prefer an alcoholic beverage because of its high alcohol content; - shall not be displayed in or on buildings, premises and adjacent grounds, where health services and educational and sport activities are being carried out; - shall not be displayed on hoardings, signboards, posters or illuminated advertising signs which are less than 300 metres away from kindergartens and schools; - shall not be displayed at manifestations and sports events where the audience or the participants are primarily underage persons; - shall not contain any symbols, images, characters from cartoons and other youth programmes; - shall contain the warning: "The Minister responsible for health warns that alcohol consumption may cause health problems", or "Warning from the Minister of Health: Excessive alcohol consumption causes health problems". <p>The warning from the last indent in the previous paragraph shall, unless broadcast on radio, be in writing. It shall be clearly distinguished from the background and shall have letters of such size as to be clearly visible.</p> <p>The advertising message on the cinema screen and on television shall display the warning for at least 5 seconds. If the advertisement is short, the warning shall last for the duration of the advertisement. The lettering of the warning shall be at least the size of the subtitles. The lettering of the warning in other advertising messages shall be of such size that the area the letters occupy represents at least 10 % of the area covered by the whole advertising message.</p> <p>The provision of the thirteenth indent of the first paragraph of this Article does not apply to information conveyers, such as bulletins, catalogues, leaflets and brochures intended for business communication, as well as for other information conveyers in shops provided that they inform consumers on prices and other conditions related to sales of alcoholic beverages. "</p>

Next, we have some general questions about Regulation No. 1.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input checked="" type="checkbox"/> Alcohol producers <input checked="" type="checkbox"/> Retailers <input checked="" type="checkbox"/> Catering & Hospitality service <input checked="" type="checkbox"/> Alcohol distributors/Wholesalers <input checked="" type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast /published.*

How publicly available?		
4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Alcohol Marketing Regulations Questionnaire

6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
Pre-screening procedure		
8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
Complaint system		
11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Alcohol Marketing Regulations Questionnaire

12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Tržni inšpektorat Republike Slovenije English translation: Market Inspectorate of the Republic of Slovenia
13	What is the composition of the 'evaluating committee'?	No committee, only responsible inspectors
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Committee appointed by:
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input type="checkbox"/> Restriction broadcasting rights <input checked="" type="checkbox"/> Financial penalty between 2086 and 33383 euro <input checked="" type="checkbox"/> Other, namely: Financial penalty for responsible person - between 417 and 1043 euro; and person engaged in the independent provision of activities between 835 and 12519 euro.



Regulation Form No. 2

Organization:	Institute for Research and Development "Utrip"
Country:	Slovenia
Date:	01/08/2009

Below, please indicate the name of Regulation No. 2 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 2:	Law on Media (ZMed)
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 2 contain?	1

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 2. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).

**The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Alcohol Marketing Regulations Questionnaire

Article (paragraph)*	Type of restriction**	Text article
Article 47, paragraph 4	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Oglaševanje alkoholnih pijač prek medijev in na nosilcih iz tretjega odstavka 2. člena tega zakona je prepovedano, razen če je z zakonom določeno drugače.</p> <p>English translation: Advertising of alcohol beverages through media and other conveyers defined in the Article 2 of this Law is forbidden, except if it is defined differently by the law.</p> <p>Comments: It is defined differently in ZZUZIS (see Regulation no. 1). The Law on Media including Article 47 was adopted in the National Assembly in April 2001, but the changes of ZZUZIS including alcohol advertising regulations (see Regulation no. 1) were adopted in the National Assembly in April 2002. So, Slovenia has one year of experience of total alcohol advertising ban.</p> <p>This regulation is still valid, although it is entirely irrelevant after the adoption of changes of ZZUZIS.</p>

Next, we have some general questions about Regulation No. 2.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input checked="" type="checkbox"/> Broadcasters/Publishers <input type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast / published.*

How publicly available?		
4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Alcohol Marketing Regulations Questionnaire

6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input type="checkbox"/> Yes, see www. <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Pre-screening procedure

8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Complaint system

11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
----	---	---

Alcohol Marketing Regulations Questionnaire

12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Tržni inšpektorat Republike Slovenije English translation: Market Inspectorate of the Republic of Slovenia
13	What is the composition of the 'evaluating committee'?	No committee, only responsible inspectors
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Committee appointed by:
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input type="checkbox"/> Recommendation <input type="checkbox"/> Public shaming (e.g. press release) <input type="checkbox"/> Restriction broadcasting rights <input checked="" type="checkbox"/> Financial penalty between 1043 and 62594 euro <input checked="" type="checkbox"/> Other, namely: Financial penalty for individual publisher - 334 euros



Regulation Form No. 3

Organization:	Institute for Research and Development "Utrip"
Country:	Slovenia
Date:	01/08/2009

Below, please indicate the name of Regulation No. 3 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

Name Regulation No. 3:	Slovenian Advertising Code (SOK)
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 3 contain?	1 (together with tobacco products)

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 3. For each article we would like to ask you to fill out the original text (in your own language) as well as the English translation of the article.

* To describe more than one article within the regulation please fill out the desired number of rows in the table. The table is spread over multiple pages. Use as many rows as are necessary (you can leave the rest open).

**The type of restriction can be on the volume of alcohol advertising (e.g. the advertising is not allowed to reach an audience consisting of > 25% minors) or it can be a content-related article (e.g. the ad is not allowed to display social/sexual success).

After filling out the separate articles, please pay attention to the final questions about this regulation at the end of the Regulation Form.

Article (paragraph)*	Type of restriction**	Text article
Article 21	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <ul style="list-style-type: none"> - Oglaševanje alkoholnih pijač ali tobačnih izdelkov ne sme zbudati vtisa, da uživanje alkoholnih pijač ali kajenje lahko poveča psihične ali fizične zmogljivosti. - Oglaševanje ne sme zbudati vtisa, da je uživanje alkoholnih pijač ali kajenje pogoj za družbeni uspeh ali uspeh pri spolnosti. - Oglaševanje alkoholnih pijač ali tobačnih izdelkov ne sme vsebovati trditev, da uživanje alkoholnih pijač ali kajenje lahko izboljša delovne sposobnosti. - Oglaševanje alkoholnih pijač ali tobačnih izdelkov ne sme vsebovati namigov na pozitivno povezavo med uživanjem alkoholnih pijač ali kajenjem in športnim udejstvovanjem. - Oglaševanje alkoholnih pijač ali tobačnih izdelkov ne sme biti usmerjeno na mladoletnike, ne sme jih prikazovati pri uživanju alkoholnih pijač ali kajenju tobačnih izdelkov niti ne spodbujati k uživanju alkoholnih pijač ali kajenju tobačnih izdelkov s prikazovanjem oseb, ki so jim vzorniki. - Oglaševanje alkoholnih pijač ali tobačnih izdelkov ne sme vsebovati simbolov, podob ali junakov, s katerimi se mladoletniki identificirajo. - Sponzoriranje dogodkov ali programov, namenjenih predvsem mladoletnikom, je prepovedano za tista podjetja, za katera je znano, da proizvajajo alkoholne pijače ali tobačne izdelke. - Oglaševanje alkoholnih pijač ali tobačnih izdelkov ne sme biti objavljeno v mediju, ki je pretežno ali specifično namenjen mladoletnikom. - Delitev brezplačnih vzorcev alkoholnih pijač ali tobačnih izdelkov mladoletnikom je prepovedana. - Oglaševanje alkoholnih pijač ne sme vsebovati nobenega spodbujanja čezmernega uživanja alkoholnih pijač. - Oglaševanje alkoholnih pijač ne sme prikazovati uživanja alkoholnih pijač v povezavi z vožnjo vozil oziroma v povezavi z drugimi potencialno nevarnimi dejavnostmi, razen za namene družbenih akcij proti čezmernemu uživanju alkoholnih pijač. - Oglaševanje alkoholnih pijač ne sme pripisovati alkoholnim pijačam atributov, da lahko preprečujejo ali zdravijo človeške bolezni. - Oglaševanje ne sme spodbujati čezmernega ali neodgovornega uživanja alkoholnih pijač in ne prikazovati abstiniranja ali zmernega uživanja alkoholnih pijač v negativni luči. - Oglaševanje ne sme povzročati nejasnosti glede narave alkoholnega izdelka in količine alkohola v oglaševanem izdelku. - Oglaševanje lahko vsebuje informacijo o vsebnosti alkohola v izdelku, ne sme pa poudarjati visoke vsebnosti alkohola v njem kot pozitivne lastnosti. - Oglaševanje ne sme navajati nizke vsebnosti alkohola v oglaševanem izdelku v povezavi z zanikanjem možnosti zlorabe. Lahko pa sporoča podatke o količini alkohola v izdelku z namenom informiranja potrošnikov. - Oglasi za alkoholne pijače se ne smejo objavljati na radiu, TV ali v kinematografih med programom, takoj pred njim ali takoj po njem, če ga poslušajo ali gledajo predvsem mladoletniki. <p>English translation:</p>

Alcohol Marketing Regulations Questionnaire

Article (paragraph)	Type of restriction	Text article
Article 21	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>English translation:</p> <p>Advertising alcohol and tobacco products must not create an impression that the consumption of alcohol or smoking possibly increases physical or psychological fitness.</p> <p>Such advertising must not create an impression that the consumption of alcohol or smoking present a condition for social or sexual successfulness.</p> <p>Advertising alcoholic drinks or tobacco products must not include claims that the consumption of alcohol or smoking can improve working efficiency.</p> <p>Advertising alcoholic drinks or tobacco products must not hint at positive relation between the consumption of alcohol or smoking and practising sports.</p> <p>Advertising alcohol and tobacco products must not be oriented toward young people and must not show them drinking alcohol or smoking tobacco products nor encourage them to do so by showing people who are their role models.</p> <p>Advertising alcohol or tobacco products must not include symbols, images or role models with which young people identify.</p> <p>Sponsoring events or programmes designed mostly for teenagers is prohibited to all companies which produce alcoholic drinks or tobacco products.</p> <p>Advertising alcohol or tobacco products must not be published or broadcast in media which is mostly or specifically aimed at young people.</p> <p>Dealing free samples of alcoholic drinks or tobacco products to young people is prohibited.</p> <p>Advertising alcoholic drinks must not in any way encourage overconsumption of alcoholic drinks.</p> <p>Advertising alcoholic drinks must not present consumption of alcoholic drinks while driving or participating in potentially dangerous activities, unless such presentations are used for the purpose of social campaigns aimed against overconsumption of alcohol.</p> <p>Advertising alcoholic drinks must not create ideas that would encourage consumers to believe that consuming alcoholic drinks can have healing effects to one's health.</p> <p>Such advertising must not encourage overconsumption or reckless consumption of alcoholic drinks nor present abstinence or moderate consumption in a negative way.</p> <p>Advertising must not be unclear about the nature of an alcoholic product and the quantity of alcohol in the product advertised.</p> <p>Advertising can include information about the quantity of alcohol in a product. If so, it must not stress the high quantity of alcohol as a positive quality.</p> <p>Advertising must not allege the small quantity of alcohol in a product advertised as a statement of the product's safety. It can, however, report the quantity of alcohol in a product with the intention to inform consumers.</p> <p>Advertisements for alcoholic drinks must not be broadcast on the radio, TV or in the cinemas during, immediately before or after the programme, if it is listened to or watched by mostly young people.</p>

Next, we have some general questions about Regulation No. 3.

1	Are there any regulations at the national or European level that are in conflict with this alcohol marketing regulation? (e.g. free trade agreements)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No <input type="checkbox"/> I don't know
2	Are there marketing practises used in your country that are not covered by this regulation? (e.g. buzzmarketing, editorial pieces, Corporate Social Responsibility campaigns, direct marketing etc.)	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No, all marketing practices are covered
3	Which stakeholders are addressed by the (articles about alcohol marketing/advertising of the) regulation?	<input type="checkbox"/> Alcohol producers <input type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input type="checkbox"/> Broadcasters/Publishers <input checked="" type="checkbox"/> Marketers/Advertising agency <input type="checkbox"/> Other, namely:

The final questions concern three topics: the public availability of the 'complaints', the pre-screening procedure and the complaint system.

** The 'evaluating committee' can be an Advertising Committee, but it can also be a judge, an ombudsman, a civil servant or another organization that handles complaints or indications of violations of the regulation.*

*** A pre-screening system offers the possibility or obliges the advertiser to have the ads checked against the rules of the regulation before being broadcast / published.*

How publicly available?		
4	Is the text of the regulation publicly available?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources:
5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input checked="" type="checkbox"/> Yes, see www.http://www.soz.si/oglasevalsko_razsodisce/arhiv_razsodb/ <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

6	Are the decisions of the 'evaluating committee' publicly available? *	<input checked="" type="checkbox"/> Yes, see www.http://www.soz.si/oglasevalsko_razsodisce/arhiv_razsodb/ <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
7	Is data about the compliance (after adjudication/verdict) publicly available?	<input checked="" type="checkbox"/> Yes, see www.http://www.soz.si/oglasevalsko_razsodisce/arhiv_razsodb/ <input type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Pre-screening procedure

8	Is there a pre-screening procedure for the ads available? **	<input type="checkbox"/> Yes, for all media <input type="checkbox"/> Yes, but only available for the following media: <input checked="" type="checkbox"/> No → go to question 11 <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
9	Is the use of the pre-screening procedure voluntary?	<input type="checkbox"/> Yes <input type="checkbox"/> No, it is obligatory <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
10	Is the decision according to the pre-screening binding for the stakeholders?	<input type="checkbox"/> Yes <input type="checkbox"/> No, compliance to the pre-screening decision is voluntary <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:

Complaint system

11	Can everybody file a complaint or point out a possible violation of the regulation?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, filing complaints is limited to: <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
----	---	---

Alcohol Marketing Regulations Questionnaire

12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Ogllaševalsko razsodišče English translation: Advertising Arbitration Court
13	What is the composition of the 'evaluating committee'?	Reputable Advertising and Marketing Professionals
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Slovenian Advertising Chamber Assembly Committee appointed by:
15	Do young people have a vote in the adjudication process?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> I was not able to find this. I searched in the following sources: <input type="checkbox"/> Other, namely:
16	Which sanctions can the 'evaluating committee' apply? <i>(multiple answers are possible):</i>	<input checked="" type="checkbox"/> Recommendation <input checked="" type="checkbox"/> Public shaming (e.g. press release) <input type="checkbox"/> Restriction broadcasting rights <input type="checkbox"/> Financial penalty between and euro <input checked="" type="checkbox"/> Other, namely: Request for corrigendum, public appeal for withdrawal or suspension of campaign, initiative to responsible authorities for further measures

Comments on Regulation No. 3: A new Slovenian Advertising Code was adopted by the Assembly of Slovenian Advertising Chamber in March 2009, but its validation starts on 1st of October 2009. No English translation is available at the moment.