



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:	Estonian Temperance Union
Country:	Estonia
Date:	25.07.2009

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.	Reklaamiseadus	Advertising Act	1.01.2009	https://www.riigiteataja.ee/ert/act.jsp?id=13061981	<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 type="checkbox"/> Other, namely:
2.	Õlletootjate eneseregulatsioon i koodeks	Ethics Code of the Estonian Breweries	30.06.2005	http://www.eestiolu.ee/alam.php?cat=lmenu&page=6&parent=4	<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 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 type="checkbox"/> Other, namely:

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: 7:00 - 21:00 <input type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	Advertising Act
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: 7:00 - 21:00 <input type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	Advertising Act
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: Complete ban <input type="checkbox"/> No → go to next part (3)
12	In which regulation is the cinema time ban embedded?	Advertising Act

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:*
The Estonian Consumer Protection Board	Statutory	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input checked="" type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:			
Working group of the Estonian Temperance Union	All	<input checked="" type="checkbox"/> Yes <input 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"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input type="checkbox"/> Government <input type="checkbox"/> Own inventarisation <input checked="" type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:



Regulation Form No. 1

Organization:	Estonian Temperance Union
Country:	ESTONIA
Date:	25.07.2009

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:	Advertising Act
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: "advertising" means information which is made public in any generally perceived form for a charge or without charge for the purpose of the provision of a service, increasing the sale of goods, promoting an event or directing the conduct of a person in public interests. Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 1 contain?	13

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).*

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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
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<p>28/1</p>	<p><input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:</p>	<p>Original text: (1) Alkoholi reklaam on keelatud: 1) koolieelse lasteasutuse, algkooli, põhikooli, gümnaasiumi, kutseõppeasutuse, huvikooli, noorte- ja projektlaagri kasutuses olevas ehitises, ehitisel, territooriumil ning nende vahetus läheduses, välja arvatud õppe- ja kasvatustöövälisel ajal, millal seal toimub üritus täisealistele; 2) sportimiseks ettenähtud ehitises ja ehitisel, välja arvatud alkohoolse joogi müügikohas; 3) tervishoiu- ja hoolekandenasutuse ehitises, ehitisel ja territooriumil; 4) kaitseväe, Kaitseliidu ja piirivalve ehitises, ehitisel ja territooriumil; 5) kinnipidamisasutuse ehitises, ehitisel ja territooriumil; 6) kino, muuseumi ja etendusasutuse ehitises, ehitisel ja territooriumil, välja arvatud alkohoolse joogi müügikohas; 7) trükises, mis on suunatud peamiselt lastele, ja trükise leheküljel, kus avaldatakse peamiselt lastele suunatud teavet; 8) peamiselt lastele suunatud ürituse toimumise kohas ja ajal ning sellise ürituse pääsmel; 9) ringhäälingus kella 7.00-st kuni 21.00-ni; 10) jaekaubanduses müügiks pakutaval või teeninduses laenutataval videokassetil, DVD-l, laserplaadil või mõnel muul andmekandjal ja selle pakendil; 11) ajalehe ja ajakirja esi- ja tagaküljel; 12) välireklaamina, välja arvatud vähese etanoolisisaldusega alkohoolse joogi välireklaam.</p> <p>English translation: (1) Advertising of alcohol is prohibited: 1) in and on the buildings and territories in the use of pre-school child care institutions, primary schools, basic schools, upper secondary schools, vocational educational institutions, hobby schools, youth or project camps and in close proximity thereof, except outside schooling and education period if an event for adults takes place on such premises; 2) in and on the buildings intended for sports, except on the sales premises of alcoholic beverages; 3) in and on the buildings and territories of healthcare and social welfare institutions; 4) in and on the buildings and territories of the Defence Forces, the National Defence League and Border Guard; 5) in and on the buildings and territories of custodial institutions; 6) in and on the buildings and territories of cinemas, museums and performing arts institutions, except on the sales premises of alcoholic beverages; 7) in printed publications which are directed principally at children or on printed matter containing information published principally for children; 8) at the location of events for children and during the time of such events and on the tickets of such events; 9) in broadcasting from 7.00 to 21.00; 10) on video tapes, DVD-s, compact discs or in any other data medium or on the packaging thereof offered for sale on a retail basis; 11) on the front or back cover of newspapers or magazines; 12) as outdoor advertising, except outdoor advertising of low-ethanol alcoholic beverages.</p>
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Article (paragraph)	Type of restriction	Text article
28/3	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (3) Alkoholi reklaam ei tohi:</p> <ol style="list-style-type: none"> 1) sisaldada otsest üleskutset alkoholi osta ega tarbida; 2) sisaldada joonis- ja nukufilmi ning lastekirjanduse tegelaste kujutisi; 3) esitada teavet, sündmusi ja tegevust viisil, mis võib jätta mulje, et alkoholi tarbimine suurendab sotsiaalset ja seksuaalset edukust, parandab füüsilist võimekust või on tähtis mõnel elualal heade tulemuste saavutamiseks; 4) seostada alkoholi tarbimist sõidukijuhtimisega; 5) sisaldada väidet, et alkoholil on ergutav, rahustav või vastuolude lahendamist soodustav toime; 6) kujutada karskust ega mõõdukust alkoholi tarbimisel negatiivses valguses; 7) rõhutada suurt etanoolisisaldust kui alkoholi positiivset omadust; 8) sisaldada teavet, et alkoholi ostmisel saab või on võimalik saada tasuta või tavapärasest väiksema tasu eest kaupa või teenust. <p>English translation: (3) Advertising of alcohol shall not:</p> <ol style="list-style-type: none"> 1) contain a direct appeal to buy or consume alcohol; 2) contain characters from cartoon animation, three-dimensional animation or children's literature; 3) present information, events or activities in a manner which may suggest that the consumption of alcohol contributes towards social or sexual success, enhances physical performance or is important for achieving positive results in certain fields; 4) link the consumption of alcohol to driving; 5) claim that alcohol is a stimulant, a sedative or a means of resolving conflicts; 6) present abstinence or moderation in consumption of alcohol in a negative light; 7) place emphasis on high ethanol content as being a positive quality of beverages; 8) suggest that by purchasing alcohol goods or services may be obtained for free or at a lower cost than usual.

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Article (paragraph)	Type of restriction	Text article
28/4	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (4) Alkoholi reklaamis ei tohi matkida ega kasutada üldtuntud näitlejat, sportlast, muusikut, meelelahutustegelast või teisi üldtuntud isikuid, samuti nende pilti, häält, kujutist või viiteid nendele isikutele. Näitlejat võib alkoholi reklaamis kasutada, kui näitleja ei reklaami alkoholi läbi oma isikliku eeskuju, vaid kehastab tegelaskuju.</p> <p>English translation: (4) Well-known actors, sportsmen, musicians, entertainers or any other well-known persons shall not be imitated or used or a picture, voice, image thereof or references to such persons shall not be used in advertising of alcohol. An actor or actress may be used in advertising of alcohol if the actor or actress does not advertise his or her personal example but plays the role of a character.</p>
28/5	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (5) Alkoholi reklaamis ei tohi kujutada rolli ega tegelast, kes on tuntud peamiselt lastele suunatud filmi, televisiooni-, muusika- ja meelelahutussaate või ürituse kaudu.</p> <p>English translation: (5) Roles or characters known mainly from films, TV, music or entertainment programmes or events intended principally for children shall not be depicted in advertising of alcohol.</p>

Article (paragraph)	Type of restriction	Text article
28/6	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (6) Keelatud reklaamina käsitatakse: 1) alkoholiga seotud eseme või trükise tasuta jagamist lastele; 2) alkoholi esitlust väljaspool alkoholi müügikohta, välja arvatud vastavaid tooteid tutvustaval messil, laadal või muul samalaadisel üritusel; 3) alkoholi tasuta kaasaandmist kauba või teenuse müügiks pakkumisel ja müügil, välja arvatud toitlustusettevõttes kohapeal tarbimiseks; 4) alkohoolse joogi saamise võimalust kauba või teenuse müügi suurendamise eesmärgil läbiviidava müügiedenduskampaania või muu tegevuse auhinna, võidu, kingituse või muu hüvena.</p> <p>English translation: (6) The following shall be deemed to be prohibited advertising: 1) distribution free of charge to children of a product or printed matter related to alcohol; 2) presentation of alcohol in areas where alcohol is not sold, except at exhibitions, fairs or other similar events where the relevant products are introduced; 3) giving alcohol to take along for free upon offer for sale and sale of goods or services, except in catering establishments for consumption on the premises; 4) the possibility to obtain alcoholic beverages as an award, prize, gift or other benefit of a sales promotion campaign organised for the purpose of increasing the sale of goods or services.</p>
28/7	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (7) Alkoholi reklaam peab sisaldama hoiatavat teksti: «Tähelepanu! Tegemist on alkoholiga. Alkohol võib kahjustada teie tervist.» Hoiatus peab tavalise tähelepanu juures olema märgatav, arusaadav ja selgelt eristatav muust teabest.</p> <p>English translation: (7) Advertising of alcohol shall include the warning: "Attention! This is an alcoholic beverage. Alcohol may cause damage to health." The warning shall, given ordinary attention, be noticeable, understandable and distinguishable from other information.</p>
28/8	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (8) Alkoholi tähistamiseks kasutatavat kaubamärki, mis ei väljenda sõnas ega kujuta pildis alkoholi või selle tarbimist ning millega tähistatakse lisaks alkoholile ka teisi kaupu ja teenuseid, võib kasutada nende kaupade ja teenuste reklaami eesmärgil.</p> <p>English translation: (8) A trade mark used for the designation of alcohol which does not express alcohol or the consumption thereof in words or depict it in picture and which designates also other goods or services in addition to alcohol may be used for the purpose of advertising such goods or services.</p>

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Article (paragraph)	Type of restriction	Text article
28/9	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: (9) Käesoleva seaduse § 2 lõike 2 punktides 2–4 ja punktis 6 nimetatud juhtudel ei tohi kasutada alkoholi tähistamiseks kasutatavat kaubamärki, mis väljendab sõnas või kujutab pildis alkoholi või selle tarbimist.</p> <p>English translation: (9) A trade mark used to designate alcohol which expresses an alcohol or the consumption thereof in words or depicts it in picture shall not be used in the cases specified in clause 2 (2) 2 – 4) and 6) of this Act.</p>
30/1	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: Who is responsible for supervision	<p>Original text: (1) Käesoleva seaduse ja selle alusel kehtestatud nõuete, välja arvatud käesoleva seaduse §-des 14 ja 15 sätestatud nõuete järgimise üle teostab järelevalvet Tarbijakaitseamet.</p> <p>English translation: The Consumer Protection Board shall exercise supervision over compliance with this Act and the requirements established on the basis thereof, except with the requirements provided for in §§ 14 and 15 of this Act.</p>

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Article (paragraph)	Type of restriction	Text article
33	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely:Liability	<p>Original text: (1) Käesoleva seadusega sätestatud reklaami üldnõudeid rikkuva reklaami tellimise, teostamise või avalikustamise eest – karistatakse rahatrahviga kuni 300 trahviühikut. (2) Sama teo eest, kui selle on toime pannud juriidiline isik, – karistatakse rahatrahviga kuni 50 000 krooni.</p> <p>English translation: (1) Commissioning, producing or publishing of advertising violating the general requirements for advertising provided by this Act is punishable by a fine of up to 300 fine units.</p> <p>(2) The same act, if committed by a legal person, is punishable by a fine of up to 50,000 kroons.</p>
34	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely:Liability	<p>Original text: (1) Käesoleva seadusega sätestatud kaupade ja teenuste reklaami keeldu eirava reklaami tellimise, teostamise või avalikustamise eest – karistatakse rahatrahviga kuni 300 trahviühikut. (2) Sama teo eest, kui selle on toime pannud juriidiline isik, – karistatakse rahatrahviga kuni 50 000 krooni.</p> <p>English translation: (1) Commissioning, producing or publishing of advertising ignoring the prohibition on advertising of goods and services provided by this Act is punishable by a fine of up to 300 fine units.</p> <p>(2) The same act, if committed by a legal person, is punishable by a fine of up to 50,000 kroons.</p>
35	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely:Liability	<p>Original text: (1) Reklaami tellimise, teostamise või avalikustamise eest, millega rikutakse käesoleva seadusega sätestatud kaupade ja teenuste reklaami piirangut või nõuet, – karistatakse rahatrahviga kuni 300 trahviühikut. (2) Sama teo eest, kui selle on toime pannud juriidiline isik, – karistatakse rahatrahviga kuni 50 000 krooni.</p> <p>English translation: (1) Commissioning, producing or publishing of advertising violating the restrictions on and requirements for advertising of goods and services is punishable by a fine of up to 300 fine units.</p> <p>(2) The same act, if committed by a legal person, is punishable by a fine of up to 50,000 kroons.</p>

Article (paragraph)	Type of restriction	Text article
36	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: Procedure	<p>Original text: (1) Käesoleva seaduse §-des 33–35 sätestatud väärteo korral kohaldatakse karistusseadustiku üldosa ja väärteomenetluse seadustiku sätteid.</p> <p>(2) Käesoleva seaduse §-des 33–35 sätestatud väärteo kohtuvälised menetlejad on Tarbijakaitseamet ja vastavalt oma pädevusele järgmised haldusorganid:</p> <p>1) Ravimiamet käesoleva seaduse 2. peatükis ning §-s 18 sätestatud nõuete rikkumise korral meditsiiniseadme ja ravimi reklaami osas;</p> <p>2) Tervishoiuamet käesoleva seaduse 2. peatükis ja §-s 22 sätestatud nõuete rikkumise korral tervishoiuteenuse reklaami osas;</p> <p>3) Taimetoodangu Inspeksioon käesoleva seaduse 2. peatükis ja §-s 26 sätestatud nõuete rikkumise korral taimekaitsevahendi reklaami osas;</p> <p>4) Finantsinspeksioon käesoleva seaduse 2. peatükis ja §-s 29 sätestatud nõuete rikkumise korral Finantsinspeksiooni seaduses nimetatud finantsjärelevalve subjektide poolt klientidele osutatavate finantsteenuste reklaami osas;</p> <p>5) valla- või linnavalitsus oma haldusterritooriumil välireklaami nõuete rikkumise korral.</p> <p>English translation: (1) The provisions of the General Part of the Penal Code and the Code of Misdemeanour Procedure apply in the case of misdemeanours provided for in §§ 33-35 of this Act.</p> <p>(2) Extra-judicial proceedings concerning the misdemeanours provided for in §§ 33-35 of this Act shall be conducted by the Consumer Protection Board and the following administrative authorities according to their competence:</p> <p>1) the State Agency of Medicines in the case of violation of the requirements provided for in Chapter 2 and § 18 of this Act with regard to advertising of medical devices and medicinal products;</p> <p>2) the Health Care Board in the case of violation of the requirements provided for in Chapter 2 and § 22 of this Act with regard to advertising of health care services;</p> <p>3) the Plant Production Inspectorate in the case of violation of the requirements provided for in Chapter 2 and § 26 of this Act with regard to advertising of plant protection products;</p> <p>4) the Financial Supervision Authority in the case of violation of the requirements provided for in Chapter 2 and § 29 of this Act with regard to advertising of financial services provided to customers by the subjects of financial supervision specified in the Financial Supervision Authority Act;</p> <p>5) the rural municipality or city government within its administrative territory in the case of violation of the requirements for outdoor advertising.</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 checked="" type="checkbox"/> Yes, namely: Advertising Act deals only with advertising as it is defined in the act. <input 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 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:
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5	Are complaints or notifications/indications of possible violations of the regulation publicly available?	<input checked="" type="checkbox"/> Yes, see www.http://tka.riik.ee/index.php?id=1111 <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://tka.riik.ee/index.php?id=12299 <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://tka.riik.ee/index.php?id=12242 <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:
12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Tarbijakaitseamet English translation: The Estonian Consumer Protection Board
13	What is the composition of the 'evaluating committee'?	The Consumer Complaints Committee is an independent institution. The Consumer Complaints Committee consists of a chairman of the committee and members in the form of representatives appointed by business organizations, professional associations, the Consumer Protection Board and the consumer associations or the federation of consumer associations. In order to hear a complaint, there must be at least three members in the composition of the committee. One of them must necessarily be the representative of the professional association from the same field of activity, what kind of goods or services are dealt with. This unconditional requirement forms up the restriction, which makes possible to hear complaints only about certain goods and services, for what the specific professional association exists in Estonia.
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: Committee appointed by: business organizations, professional associations, the Consumer Protection Board and the consumer associations or the federation of consumer associations.
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? (multiple answers are possible):	<input checked="" type="checkbox"/> Recommendation <input checked="" type="checkbox"/> Public shaming (e.g. press release) <input checked="" type="checkbox"/> Restriction broadcasting rights <input checked="" type="checkbox"/> Financial penalty between See article 33-35 and euro <input type="checkbox"/> Other, namely:
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Comments on Regulation No. 1: Working group of the Estonian Temperance Union has worked since February 2009. We have made about 50 complaints so far and most of these concern the text that all alcohol ads have to add since November 2008. Consumer Protection Board acknowledges that the law is a bit ambiguous saying that the health "The warning shall, given ordinary attention, be noticeable, understandable and distinguishable from other information." What does that mean? Nobody is quite sure. We are planning to raise the issue this september in the Parliaments commission that is responsible also for the advertising act. Consumer Protection Board is doing a fairly good job, considering that they are poorly staffed and that according to the law their reaction time has to be no more than 30 days.



Regulation Form No. 2

Organization:	Estonian Temperance Union
Country:	Estonia
Date:	31.7.2009

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:	Ethics Code of the Estonian Breweries
Does the regulation provide a definition of alcohol advertising or alcohol marketing?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
What is the definition of alcohol advertising or alcohol marketing according to this regulation?	Alcohol Advertising: "advertising" means information which is made public in any generally perceived form for a charge or without charge for the purpose of the provision of a service, increasing the sale of goods, promoting an event or directing the conduct of a person in public interests. Alcohol Marketing:
How many articles about alcohol advertising/marketing does Regulation No. 2 contain?	11

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).*

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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
3	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Keelatud on reklaam, mis propageerib alkohoolse joogi kasutamise alustamist või mis sisaldab otsest üleskutset selliste toodete ostmiseks või tarbimiseks või on suunatud peamiselt alla 21 aasta vanustele isikutele.</p> <p>English translation: Ads cannot propagate starting to drink or include a direct invitation to buy alcoholic drink nor be directly directed to young people under the age of 21.</p>
4.1	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Õlle ja muude lahjade alkohoolsete jookide tarbimist ei seostata mootorsõiduki juhtimisega ja osalemisega tee-, vee- või õhuliikluses.</p> <p>English translation: Consumption of beer or other weak alcoholic drinks shouldn't be associated driving motor vehicles (road, air, water).</p>
4.2	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Õlle ja muude lahjade alkohoolsete jookide reklaami ei suunata alaealistele ega kasuta alaealisi õlle ja muude lahjade alkohoolsete jookide reklaamis.</p> <p>English translation: Advertising beer or other weak alcoholic beverages should'nt be directed to minors. Minors cant be used in alcohol ads.</p>
4.3	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Õlle ja muude lahjade alkohoolsete jookide tarbimist ei seostata ohtliku kontekstiga.</p> <p>English translation: Drinking beer should'nt be associated with dangerous context (violent behaviour, agressivness etc).</p>
4.4	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Ei julgustata õlle ja muude lahjade alkohoolsete jookide vastutustundetut tarbimist.</p> <p>English translation: Advertising should'nt encourage irresponsible consumption of alcohol.</p>
4.5	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Ei rõhutata õlle ja muude lahjade alkohoolsete jookide kangust. Tootjad ei reklaami õllemarke, mille etanoolisisaldus on 8 mahuprotsenti või rohkem.</p> <p>English translation: Ads should'nt stress the strenght of the alcoholic beverage. Producers wont advertise stronger beer than 8%.</p>

Article (paragraph)	Type of restriction	Text article
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Alcohol Marketing Regulations Questionnaire

4.6	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Õlut ja muid lahjasid alkohoolseid jooke ei seostata meditsiiniliste omadustega.</p> <p>English translation: Beer or other weak alcoholic drinks should´nt be associated with any medical influence.</p>
4.7	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Õlut ja muid lahjasid alkohoolseid jooke ei seostata sotsiaalse ja sportliku eduga.</p> <p>English translation: Beer or other weak alcoholic drinks should´nt be associated with social or athletic success.</p>
4.8	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Alkohoolsete jookide reklaami ei seostata lapseootel või lapsevanemaks olemisega.</p> <p>English translation: Advertising should´nt be associated with pregnancy or parenthood.</p>
4.9	<input type="checkbox"/> Volume <input checked="" type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: Alkohoolsete jookide reklaami ei seostata religiooni või religioosse rühmitusega.</p> <p>English translation: Advertising should´nt be associated with religion or any religious groups.</p>
5	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input checked="" type="checkbox"/> Other, namely: Preventive activities	<p>Original text: Tootjad kohustuvad ühiselt läbi õlletootjaid koondava ühenduse aitama aasta jooksul läbi viia vähemalt ühe üleriikliku preventiivse alkoholi vastutustundliku tarbimise ja alkoholi kuritarvitamise ennetustööga seotud sotsiaalkampaania.</p> <p>English translation: Producers (all together) are obliged to make one social marketing campaign every year. The campaign should be national and stress responsible consumption.</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 checked="" 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 checked="" type="checkbox"/> Yes, namely: The code deals only with the content of the ads. <input 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 type="checkbox"/> Retailers <input type="checkbox"/> Catering & Hospitality service <input type="checkbox"/> Alcohol distributors/Wholesalers <input 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 checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: http://www.eestiolu.ee/alam.php?cat=Imenu&page=6&parent=4 <input type="checkbox"/> Other, namely:

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6	Are the decisions of the 'evaluating committee' publicly available? *	<input type="checkbox"/> Yes, see www. <input type="checkbox"/> No <input checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: http://www.eestiolu.ee/alam.php?cat=lmenu&page=6&parent=4 <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 checked="" type="checkbox"/> I was not able to find this. I searched in the following sources: http://www.eestiolu.ee/alam.php?cat=lmenu&page=6&parent=4 <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:
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