



# 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!

<b>Organization:</b>	Federal Office of Public Health
<b>Country:</b>	Switzerland
<b>Date:</b>	26.08.09

## 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.)*

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No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
1.	Ordonnance sur les denrées alimentaires et les objets usuels	Ordinance on Foodstuffs and Utility Articles	23.11.2005	<a href="http://www.admin.ch/ch/f/rs/c817_02.html">http://www.admin.ch/ch/f/rs/c817_02.html</a>	<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.	Loi fédérale sur l'alcool	Federal Act on Alcohol	01.06.2008	<a href="http://www.admin.ch/ch/f/rs/c680.html">http://www.admin.ch/ch/f/rs/c680.html</a>	<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 type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input checked="" type="checkbox"/> Outdoor <input type="checkbox"/> Print <input checked="" type="checkbox"/> Prom. Items <input checked="" type="checkbox"/> Other, namely: Public transports and public buildings, sporting places and events, places where medicine is sold, teenagers' and children's events.  FOR SPIRITS ONLY!
3.	Loi fédérale sur la radio et la télévision	Federal Act on Radio and Television	01.04.2007	<a href="http://www.admin.ch/ch/f/rs/c784_40.html">http://www.admin.ch/ch/f/rs/c784_40.html</a>	<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 type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:

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4.	Ordonnance sur la radio et la télévision	Ordinance on Radio and Television	01.01.2008	<a href="http://www.admin.ch/ch/f/rs/c784_401.html">http://www.admin.ch/ch/f/rs/c784_401.html</a>	<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 type="checkbox"/> Cinema <input type="checkbox"/> Sponsoring <input type="checkbox"/> Internet / digital media <input type="checkbox"/> Outdoor <input type="checkbox"/> Print <input type="checkbox"/> Prom. Items <input type="checkbox"/> Other, namely:
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No.	Name Regulation (original)	Name Regulation (English translation)	Date latest update	Link to original text	Type of Regulation	Coverage*
5.	Ordonnance du DFI du 23 novembre 2005 sur les boissons alcooliques	FDHA Ordinance of 23 November 2005 on Alcoholic Beverages	25.05.2009	<a href="http://www.admin.ch/ch/f/rs/c784_401.html">http://www.admin.ch/ch/f/rs/c784_401.html</a>	<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:

## 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 <b>TV</b> in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to question 6
2	In which regulation is the TV time ban embedded?	
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 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 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 type="checkbox"/> Yes <input type="checkbox"/> No
Time ban on radio?		
6	Is there a watershed (time ban) for alcohol advertising on the <b>radio</b> in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to question 11
7	In which regulation is the radio time ban embedded?	
8	Is sponsorship of radio <i>programmes</i> during this watershed still permitted? (e.g. a radio program sponsored by an alcohol producer)	<input 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 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 type="checkbox"/> Yes <input type="checkbox"/> No
Time ban in the cinema?		
11	Is there a watershed or ban on alcohol advertising in the <b>cinema</b> in your country?	<input type="checkbox"/> Yes, namely: <input checked="" type="checkbox"/> No → go to next part (3)
12	In which regulation is the cinema time ban embedded?	

### 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:*
Federal Office of Public Health	Ordinance on Foodstuffs and Utility Articles (1)  FDHA Ordinance of 23 November 2005 on Alcoholic Beverages (5)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input 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 checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:
Swiss Alcohol Board	Federal Act on Alcohol (2)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input 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 checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:

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Federal Office of Communications	Federal Act on Radio and Television (3) Ordinance on Radio and Television(4)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/> Academic organization <input type="checkbox"/> Advertising sector <input type="checkbox"/> Alcohol industry <input checked="" type="checkbox"/> Government <input checked="" type="checkbox"/> Own inventarisation <input type="checkbox"/> Public health NGO <input type="checkbox"/> Research agency <input type="checkbox"/> Other, namely:
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## Regulation Form No. 1

<b>Organization:</b>	Federal Office of Public Health
<b>Country:</b>	Switzerland
<b>Date:</b>	26.08.09

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).

<b>Name Regulation No. 1:</b>	Ordinance on Foodstuffs and Utility Articles
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: inscriptions in shops, presentation of packaging or wrapping, advertising in the strict sense, any form of advertisement or direct publicity.  Alcohol Marketing:
How many articles about alcohol advertising/ marketing does Regulation No. 1 contain?	1

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.

Article (paragraph)*	Type of restriction**	Text article
11	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text:</p> <p>1 Les boissons alcooliques ne doivent pas être remises aux enfants ni aux jeunes de moins de 16 ans. Les dispositions de la législation sur l'alcool sont réservées.</p> <p>2 Les boissons alcooliques doivent être présentées à la vente de telle manière qu'on puisse clairement les distinguer des boissons sans alcool. Le point de vente doit être muni d'un écriteau bien visible sur lequel figure de façon clairement lisible que la remise de boissons alcooliques est interdite aux enfants et aux jeunes. Cet écriteau doit indiquer les âges seuils de remise prescrits à l'al. 1 et par la législation sur l'alcool.</p> <p>3 Toute publicité sur les boissons alcooliques s'adressant spécialement aux jeunes de moins de 18 ans est interdite. Elle est notamment interdite:</p> <ul style="list-style-type: none"> <li>a. dans les lieux et lors des manifestations fréquentés principalement par les jeunes;</li> <li>b. dans les publications qui s'adressent principalement aux jeunes;</li> <li>c. sur les objets utilisés principalement par les jeunes, et</li> <li>d. sur les objets distribués à titre gratuit aux jeunes.</li> </ul> <p>4 Le DFI édicte des dispositions complémentaires en la matière.</p> <p>English translation:</p> <p>1 Alcoholic beverages must not be handed over to children or to young people under 16 years of age. The provisions of the legislation on alcohol are reserved.</p> <p>2 Alcoholic beverages must be presented for sale in such a way that they can be clearly distinguished from drinks without alcohol. The point of sale must have a sign that is clearly visible, stating in a clearly legible way that it is forbidden to hand over alcoholic beverages to children and young people. This sign must indicate the age thresholds for handing over prescribed in para. 1 and by the legislation on alcohol.</p> <p>3 Any advertising on alcoholic beverages specifically for young people under 18 years is prohibited. In particular it is forbidden:</p> <ul style="list-style-type: none"> <li>a. in places and during events attended mainly by young people;</li> <li>b. in publications that are directed mainly towards young people;</li> <li>c. on objects used primarily by young people, and</li> <li>d. on objects distributed free of charge to young people.</li> </ul> <p>4 The FDHA shall enact additional provisions on this matter.</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:

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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 checked="" type="checkbox"/> Yes, see www. Cantonal authorities (26) or <a href="http://www.bger.ch/fr/index.htm">http://www.bger.ch/fr/index.htm</a> <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:
<b>Pre-screening procedure</b>		
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:
<b>Complaint system</b>		
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:





## Regulation Form No. 2

<b>Organization:</b>	Federal Office of Public Health
<b>Country:</b>	Switzerland
<b>Date:</b>	22.07.09

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).

<b>Name Regulation No. 2:</b>	Federal Act on Alcohol
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?	2

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.*

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Article (paragraph)*	Type of restriction**	Text article
42b	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: VI. Limitation de la publicité</p> <p>English translation: VI. Limitation of advertising</p> <p>1 Advertising for distilled beverages, whether it comprises text, images or sound, must only contain indications or representations directly related to the product and its properties.</p> <p>2 It is prohibited to carry out price comparisons or promise gifts or other benefits.</p> <p>3 Advertising of distilled beverages is prohibited:</p> <ul style="list-style-type: none"> <li>a. on the radio and television;</li> <li>b. in and on buildings or parts of buildings intended for public use and on the area dependent on it;</li> <li>c. in and on public transport facilities and vehicles;</li> <li>d. on sports grounds and at sports events;</li> <li>e. during events mainly involving children and adolescents or which are organised mainly for them;</li> <li>f. in shops or establishments that sell pharmaceutical products or whose activity consists mainly of protecting health;</li> <li>g. on packaging and utility articles that do not contain distilled beverages or have no connection with them.</li> </ul> <p>4 It is prohibited to organise competitions that act as advertising for distilled beverages or involve acquiring or distributing such beverages.</p>

Article (paragraph)	Type of restriction	Text article
41	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: IV. Commerce de détail .</p> <p>English translation: IV. Retail</p> <p>1. Prohibition of retail trade            1 It is forbidden to carry out retail trade of distilled beverages in the following forms:</p> <ul style="list-style-type: none"> <li>a. walking around selling;</li> <li>b. sale on ways and places accessible to the public unless the cantonal licence provides for exemption for consumption near to hotel and restaurant establishments;</li> <li>c. peddling;</li> <li>d. taking and carrying out joint orders;</li> <li>e. visits to consumers, without them have requested that, for the purpose of taking orders;</li> <li>f. sale through automatic vending machines accessible to the public;</li> <li>g. sale at prices that do not cover the costs, except for realisation of assets, ordered by the authority;</li> <li>h. sale involving gifts or other benefits to seduce the consumer;</li> <li>i. handing over to children and adolescents under the age of 18;</li> <li>k. free distribution of distilled beverages, for advertising purposes, to an undetermined number of persons, especially in the form of distribution of samples or the organisation of tastings.</li> </ul> <p>2 The competent authority may grant derogations for supplying distilled beverages in the following forms:</p> <ul style="list-style-type: none"> <li>a. sale on ways and places accessible to the public at events;</li> <li>b. sale at prices that do not cover the costs in the case of giving up commercial activity or for other important reasons;</li> <li>c. handing over free of charge, for advertising purposes, to an undetermined number of persons, at fairs or exhibitions involving the food trade.</li> </ul>

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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 checked="" type="checkbox"/> Yes, namely: all but on TV, radio, outdoor <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 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:



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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 checked="" type="checkbox"/> Yes, see <a href="http://www.bundesverwaltungsgericht.ch/fr/index.htm/">www.bundesverwaltungsgericht.ch/fr/index.htm/</a> <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:
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12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Régie fédérale des alcools (RFA) English translation: Swiss alcohol board
13	What is the composition of the 'evaluating committee'?	The director of the RFA
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: The Federal Council Committee appointed by: The Federal Council
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 0 and 25000 euro <input checked="" type="checkbox"/> Other, namely: administrative sanctions



## Regulation Form No. 3

<b>Organization:</b>	Federal Office of Public Health
<b>Country:</b>	Switzerland
<b>Date:</b>	12.08.2009

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).

<b>Name Regulation No. 3:</b>	Federal Act on Radio and Television
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: any public announcement to promote the conclusion of a legal transaction concerning goods or services, to promote a cause or idea, or to produce any other effect desired by the advertiser or the distributor in exchange for remuneration or of a similar compensation, or in with the aim of self-promotion.  Alcohol Marketing:
How many articles about alcohol advertising/ marketing does Regulation No. 3 contain?	2

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
10	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1 Est interdite la publicité pour:</p> <p>a. les produits du tabac;</p> <p>b. les boissons alcoolisées régies par la loi fédérale du 21 juin 1932 sur l'alcool; la publicité pour les autres boissons alcoolisées, qu'elle soit faite par le texte, l'image ou le son, ne doit contenir que des indications ou des représentations ayant directement trait au produit et à ses propriétés; le Conseil fédéral édicte d'autres dispositions visant à protéger la santé et la jeunesse;</p> <p>c. toutes les boissons alcoolisées dans les programmes de télévision des diffuseurs nationaux et étrangers, dans la mesure où ces programmes sont diffusés en Suisse à l'échelon national ou régional-linguistique et s'adressent spécifiquement au public suisse;</p> <p>d. les partis politiques, les personnes occupant des fonctions officielles ou candidates à des fonctions officielles et les objets des votations populaires;</p> <p>e. une appartenance religieuse ainsi que les institutions et les personnes qui la représentent.</p> <p>English translation: 1 Advertising is prohibited for:</p> <p>a. tobacco products;</p> <p>b. alcoholic beverages governed by the Federal Act of 21 June 1932 on Alcohol; advertising of other alcoholic beverages, whether it be done as text, images or sound, must not contain indications or representations other than those directly related to the product and its properties; the Federal Council shall enact other provisions to protect health and young people;</p> <p>c. all alcoholic beverages in television programmes from national and foreign broadcasters, if these programmes are broadcast in Switzerland nationally or at the level of a linguistic region and are addressed specifically to the Swiss public;</p> <p>d. political parties, persons occupying official functions or candidates for official functions and objects of popular referenda;</p> <p>e. a religious affiliation and the institutions and people who represent it.</p>
14 para. 2	<input checked="" type="checkbox"/> Volume <input type="checkbox"/> Content <input type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 2 La publicité pour les boissons alcoolisées est interdite dans les programmes de la SSR. Les entreprises actives dans ce domaine ne peuvent pas parrainer d'émissions.</p> <p>English translation: 2 Advertising of alcoholic beverages is prohibited in SRG-SSR programmes. Companies active in this area may not sponsor programmes.</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 <a href="http://www..ubi.admin.ch/fr/index.htm">www..ubi.admin.ch/fr/index.htm</a> <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:

Alcohol Marketing Regulations Questionnaire

6	Are the decisions of the 'evaluating committee' publicly available? *	<input checked="" type="checkbox"/> Yes, see <a href="http://www.ubi.admin.ch/fr/index.htm">www.ubi.admin.ch/fr/index.htm</a> <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 <a href="http://www.bundesverwaltungsgericht.ch/fr/index.htm/">www.bundesverwaltungsgericht.ch/fr/index.htm/</a> <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:
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12	Which organisation is responsible for processing the complaints? <i>(please provide name in your own language and in English)</i>	Original name: Autorité indépendante d'examen des plaintes en matière de radio-télévision ou Office fédéral de la communication (pour les procédure pénales) English translation: The Independent Complaints Authority for Radio and Television or The Federal Office of Communications (for criminal procedure)
13	What is the composition of the 'evaluating committee'?	9 independent members
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: The federal council Committee appointed by: The federal council
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 0 and 60000 euro <input checked="" type="checkbox"/> Other, namely: administrative sanctions

**Comments on Regulation No. 3:** The ordinances of the regulations forms No.1 and 5 belong both under the law on Foodstuffs and Utility Articles ([http://www.admin.ch/ch/f/rs/817\\_0/index.html](http://www.admin.ch/ch/f/rs/817_0/index.html)). The general questions are settled in this law and not in the ordinances. This explains why the answers are identical for both forms.



## Regulation Form No. 4

<b>Organization:</b>	Federal Office of Public Health
<b>Country:</b>	Switzerland
<b>Date:</b>	12.08.2009

Below, please indicate the name of Regulation No. 4 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

<b>Name Regulation No. 4:</b>	Ordinance of 9 March 2007 on Radio and Television (ORTV)
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. 4 contain?	1

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 4. 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

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Article (paragraph)*	Type of restriction**	Text article
16	<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:</p> <p>1 advertising of alcoholic beverages must not:</p> <ol style="list-style-type: none"> <li>a. be addressed specifically to minors;</li> <li>b. associate a person with the appearance of a minor to the consumption of alcoholic beverages;</li> <li>c. associate the consumption of alcoholic beverages with physical performance or driving vehicles;</li> <li>d. suggest that alcoholic beverages have therapeutic, stimulant or sedative properties, or that they can resolve personal problems;</li> <li>e. encourage immoderate consumption of alcohol or give a negative image of abstinence or sobriety;</li> <li>f. emphasize the alcohol content.</li> </ol> <p>2 No advertising for alcoholic beverages may be broadcast before, during or after programmes directed to children or young people.</p> <p>3 Offers for the sale of alcoholic beverages are prohibited.</p> <p>4 In programmes subject to a ban on advertising for alcoholic beverages, advertising for a product without alcohol shall not have any effect of advertising alcoholic drinks. In particular the scenario, references to the product and to the manufacturer, the characteristic visual elements, the background and persons must be distinct from those used by the same manufacture in its communications advertising alcoholic beverages. The product mentioned in the advertising must be available on the market.</p>

Next, we have some general questions about Regulation No. 4.

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 <a href="http://www..ubi.admin.ch/fr/index.htm">www..ubi.admin.ch/fr/index.htm</a> <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 <a href="http://www.ubi.admin.ch/fr/index.htm">www.ubi.admin.ch/fr/index.htm</a> <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 <a href="http://www.bundesverwaltungsgericht.ch/fr/index.htm/">www.bundesverwaltungsgericht.ch/fr/index.htm/</a> <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:
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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: Autorité indépendante d'examen des plaintes en matière de radio-télévision ou Office fédéral de la communication (pour les procédure pénales) English translation: The Independent Complaints Authority for Radio and Television or The Federal Office of Communications (for criminal procedure)
13	What is the composition of the 'evaluating committee'?	9 independent members
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: The federal council Committee appointed by: The federal council
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 0 and 60000 euro <input checked="" type="checkbox"/> Other, namely: administrative sanctions

**Comments on Regulation No. 4:** The ordinance of 9 March 2007 on Radio and Television (ORTV) belongs under the Federal Act on Radio and Television. This explains why the answers are identical for both forms under the general questions.



## Regulation Form No. 5

<b>Organization:</b>	Federal Office of Public Health
<b>Country:</b>	Switzerland
<b>Date:</b>	12.08.2009

Below, please indicate the name of Regulation No. 5 and provide the definition of alcohol advertising/alcohol marketing according to this regulation (if there is one).

<b>Name Regulation No. 5:</b>	FDHA Ordinance on Alcoholic Beverages
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. 5 contain?	1

Please describe all the relevant articles on alcohol advertisement or sponsorships/promotion of Regulation No. 5. 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
	<input type="checkbox"/> Volume <input type="checkbox"/> Content <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other, namely:	<p>Original text: 1 Est interdite toute publicité visant à promouvoir les boissons alcooliques spécialement auprès des jeunes de moins de 18 ans. Une telle publicité est notamment interdite:</p> <ul style="list-style-type: none"> <li>a. dans les lieux fréquentés principalement par les jeunes;</li> <li>b. dans les journaux, périodiques et autres publications destinés principalement aux jeunes;</li> <li>c. sur le matériel scolaire (cartables, trousse, stylos, etc.);</li> <li>d. sur les articles publicitaires distribués gratuitement aux jeunes (t-shirts, casquettes, fanions, ballons de plage, etc.);</li> <li>e. sur les jouets;</li> <li>f. sous forme de distribution gratuite de boissons alcooliques aux jeunes;</li> <li>g. lors de manifestations culturelles, sportives ou autres, principalement fréquentées par les jeunes.</li> </ul> <p>2 Les boissons alcooliques et leur présentation ne doivent porter aucune mention ni représentation graphique s'adressant spécialement aux jeunes âgés de moins de 18 ans</p> <p>English translation: 1 Any advertising aimed at promoting alcoholic beverages especially among young people under 18 years is prohibited. Such advertising is particularly forbidden:</p> <ul style="list-style-type: none"> <li>a. in places frequented mainly by young people;</li> <li>b. in newspapers, periodicals and other publications intended mainly for young people;</li> <li>c. on school equipment (satchels, pencil cases, pens, etc.);</li> <li>d. on advertising items distributed free to young people (t-shirts, caps, pennants, beach balls, etc.);</li> <li>e. on toys;</li> <li>f. in the form of alcoholic beverages distributed free of charge to young people;</li> <li>g. in cultural, sporting or other events mainly frequented by young people.</li> </ul> <p>2 Alcoholic beverages and their presentation must not bear any mention or graphic representation specifically for young people under the age of 18.</p>

Next, we have some general questions about Regulation No. 5.

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 checked="" type="checkbox"/> Yes, see www. Cantonal authorities (26) or <a href="http://www.bger.ch/fr/index.htm">http://www.bger.ch/fr/index.htm</a> <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:

<b>Pre-screening procedure</b>		
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: Les cantons English translation: The cantons
13	What is the composition of the 'evaluating committee'?	The cantonal chemist
14	Who is responsible for the composition of the 'evaluating committee'?	Committee elected by: the cantonal executives Committee appointed by: the cantonal executives
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 type="checkbox"/> Financial penalty between and euro <input checked="" type="checkbox"/> Other, namely: administrative sanctions

**Comments on Regulation No. 5:** The ordinances of the regulations forms No.1 and 5 belong both under the law on Foodstuffs and Utility Articles ([http://www.admin.ch/ch/f/rs/817\\_0/index.html](http://www.admin.ch/ch/f/rs/817_0/index.html)). The general questions are settled in this law and not in the ordinances. This explains why the answers are identical for both forms.