

Full title of law or regulation	ARPP Sustainable Development Code: http://www.arpp.org/wp-content/uploads/2016/09/Sustainable_Development.pdf
Context	JDP adjudications (the JDP is the equivalent of the ASA council in the UK, "a body of independent experts recruited on the basis of their competence and integrity").
Example A Dacia	A. Advertisement: http://www.jdp-pub.org/IMG/jpg/Plainte_DACIA_v2.jpg (Dacia) Decision: August 2014. http://www.jdp-pub.org/DACIA-Internet.html . The JDP concluded that the advertisement contravened article 9/1 (see above) of the ARPP's Sustainable Development Recommendation
Example B Renault	B. Advertisement: http://www.jdp-pub.org/IMG/pdf/Visuel_Renault_Zoe.pdf (Renault Zoe) Decision: June 2014. http://www.jdp-pub.org/RENAULT-ZOE-PUBLICIS-Presse.html . The JDP concluded that the advertisement contravened articles 3/6 (any argumentation about a decrease of a negative impact or an increase of efficiency must be precise and accompanied by detailed figures, indicating the basis for the comparison), 6/3 (Where it would be impossible to justify general formulations (e.g., ecological, green, ethical, accountable, to preserve, fair, sustainable, etc.), advertising must make these claims relative by using formulations such as "helps to..."). and 9 of the ARPP's Sustainable Development Recommendation
Example C BMW	C. Advertisement: http://www.jdp-pub.org/IMG/png/Visuel_BMW.png (BMW i3) Decision: November 2013: http://www.jdp-pub.org/BMW-Internet.html . The jury decided that the complaint was unfounded, principally because the advertiser did not "unduly suggest a total lack of negative impact" (article 2/3b)
Example D Mitsubishi	D. Advertisement: http://www.jdp-pub.org/IMG/png/MITSUBISHI.png (Mitsubishi I-MIEV) Decision: October 2013. http://www.jdp-pub.org/MITSUBISHI-Internet.html . The jury concluded that the ad. Contravened the ARPP Sustainable Development Recommendation on a number of grounds: <i>1/1 The advertisement must not mislead the public about the actual actions of the advertiser or the properties of its products in terms of sustainable development</i> <i>2/1 The advertisement must accurately express the action of the advertiser or the properties of its products, in line with the available evidence. The reality of these actions or properties may be assessed in light of the different pillars of sustainable development, the different types of impacts and the various stages of a product's life cycle</i> <i>2-3b The commercial should not unduly suggest a total lack of negative impact</i> <i>6/1 The terms used must not mislead the public about the nature and scope of product properties or the advertiser's actions in terms of sustainable development</i> <i>6/3 Where it would be impossible to justify general formulations (e.g., ecological, green, ethical, accountable, to preserve, fair, sustainable, etc.), advertising must make these claims relative by using formulations such as "helps to..."</i>
Example D Mitsubishi	E. Advertisement: http://www.jdp-pub.org/Ford-Kuga-Ogilvy-Mather-Affichage.html Ford Kuga. The ad in question is a video shown at Orly airport; a reference to it is not published on the JDP website. The commercial showed the car in what was not sufficiently clearly (because of snow) a car park. The judgement of December 2011 was that the communication contravened the Sustainable Development Recommendation, appearing to be a motor vehicle in the natural environment