

NOTE

Archived news stories from the International sector

[November 2021 judgement from CJEU](#) re unsolicited 'Inbox advertising' and related article from GALA/Lexology [here](#)

Google's [environmental claims policy](#) October 2021

[Alcohol. October 2021](#)

Advertisers/ agencies should be aware of two significant influences on the horizon that may have an impact on regulation of their business/ advertising. In the context of Europe's '[Beating Cancer Action Plan](#)', there will likely be some impact on self-regulation of alcohol advertising. The second influence is the [WHO consultation](#) on the first draft of the Global Alcohol Action Plan 2022-2030. The action plan will be considered by the 75th World Health Assembly through the Executive Board in 2022. The board has requested of the Director General 'to develop a technical report on the harmful use of alcohol related to cross-border alcohol marketing, advertising and promotional activities, including targeting youth and adolescents, before the 150th session of the WHO Executive Board, which could contribute to the development of the action plan.' [ICAS](#) has highlighted in its submission the econometric and social benefits that effective and meaningful advertising self-regulation can have at national level.

[November 2021 ICC Framework for Responsible Environmental Marketing Communications](#)

[Cookies September 27, 2021](#)

[EDPB establishes cookie banner taskforce](#)

[X-border complaints. September 2021](#)

EASA's latest Cross-Border Complaints Report is out; in 2020, the network handled 337 cross-border complaints. The full report is available [here](#)

[EASA](#)

EASA's September 2021 update on the DSA [here](#)
And on the Better Internet for Children Strategy (BIK strategy) [here](#)
And on environmental claims and the new consumer agenda [here](#)

[Not from the EC](#)

IAB Europe on 16 September published '[The Wider Socio-Economic & Cultural Value of Targeted Advertising In Europe](#)'

'[Diversity, equity and inclusion in global campaigns](#)' from Frankfurt Kurnit Klein & Selz PC March 31, 2021

WFA launched '[Planet Pledge](#)' in April 2021, 'a CMO-led framework designed to galvanise action from marketers within our membership to promote and reinforce attitudes and behaviours which will help the world meet the challenges laid out in the UN sustainable development goals.'

[Promoting diversity and inclusion in advertising](#): a UNICEF playbook published July 2021