

<p>OLD: SUSTAINABLE DEVELOPMENT CODE OCTOBER 2009</p> <p><a href="https://www.arpp.org/wp-content/uploads/2016/09/Sustainable_Development.pdf">https://www.arpp.org/wp-content/uploads/2016/09/Sustainable_Development.pdf</a></p>	<p>NEW: SUSTAINABLE DEVELOPMENT CODE V3 APRIL 2020</p> <p><a href="https://www.arpp.org/nous-consulter/regles/regles-de-deontologie/sustainable-development-code/">https://www.arpp.org/nous-consulter/regles/regles-de-deontologie/sustainable-development-code/</a></p>
<p>9. Eco-responsibility</p> <p>The advertisement must be placed in a context of social responsibility taking into account the sensitivities of society at the time the ad is released as well as the context of ad dissemination.</p> <p>Without reference to the concept of sustainable development or any of its components, an advertisement must avoid conveying a message contrary to the common principles of sustainable development. To this end:</p> <p>9.1 Advertising should avoid any representation likely to trivialise, or even enhance, practices and ideas contrary to the objectives of sustainable development. For example:</p> <p>a. Advertising must not portray or make reference to behaviour that shows disregard for environmental protection and the preservation of natural resources (e.g. damaging or wasting natural resources, damaging biodiversity, polluting air, water or soil, contributing to climate change, etc.) except for the purpose of exposing such conduct.</p> <p>b. Advertising must not explicitly or implicitly encourage excessive consumption patterns or wastage of energy and/or natural resources. It must not appear to approve or endorse conducts that are manifestly inappropriate or irresponsible.</p> <p>c. Arguments used in advertising must not minimise the consequences of consuming products and services that may have a negative impact on the environment.</p> <p>d. Advertising must not portray or suggest behaviour that is contrary to the objectives of product recycling or the specific methods for waste content recovery.</p> <p>e. The representation, in any form whatsoever, of motor vehicles in a natural environment should clearly position them on roads open to traffic</p>	<p>1. Eco-citizen impacts</p> <p>Advertising must take place in a context of social responsibility by taking into account, in particular, the sensitivity of the social community at a given time and the context in which the advertising is disseminated.</p> <p>Without referring to the concept of sustainable development or any of its components, an advertisement must avoid conveying a message contrary to the commonly accepted principles of sustainable development. In this spirit:</p> <p>1.1 Advertising must prohibit any representation likely to trivialize or promote practices or ideas contrary to the objectives of sustainable development. By way of example:</p> <p>a/ Advertising must ban any evocation or representation of behaviour contrary to the protection of the environment and the preservation of natural resources (waste or degradation of natural resources, damage to biodiversity, air, water or soil pollution, climate change, etc.), except in the case of denunciation.</p> <p>b/ Advertising may not directly or indirectly incite excessive consumption patterns or patterns contrary to the principles of the circular economy. In this respect, it must not encourage waste through the scrapping of a product or its degradation while it is still working and/or remains consumable, without taking into account – where possible – its durability, reuse, second life or recycling.</p> <p>c/ Advertising must avoid, in its discourse, minimizing the consequences of the consumption of products that may affect the environment.</p> <p>d/ Advertising must prohibit any representation or evocation of behaviour contrary to the recycling of products or their specific method of treatment.</p>

f. Advertising must not be seen to approve working conditions that are contrary to social and human rights. Thus for example, advertisements that would endorse child labour, any form of discrimination, harassment or working conditions that fail to meet health, safety and environmental standards are unacceptable.

g. Advertisements must not contain any statement or visual representation likely to create irrational or unfounded fears among the public.

9.2 Advertisements must not discredit the principles and objectives, neither the advice nor the solutions, commonly accepted for sustainable development. Advertisements should not use and distort known environmental messaging for commercial purposes.

e/ The representation of a motor vehicle on a natural area is prohibited. On the other hand, its representation on a public or private road or area open to traffic, recognizable as such and clearly distinguished from the natural area is permitted.

f/ advertising must not appear to endorse working conditions which are contrary to social and human rights. For this reason, advertisements which appear to condone child labour, any form of discrimination, moral harassment, insufficient health and safety conditions are excluded.

g/ Advertising must prohibit all statements or visual representations likely to generate irrational or unfounded fears.

1.2 Advertising must not discredit the principles and objectives, as well as advice or solutions, commonly accepted with regard to sustainable development. Advertising shall not detract from the purpose of environmental protection messages or measures taken in this area.