

NOTE

An unofficial and non-binding translation of Commitment No. 3 related to environmental claims and in the context of ARPP's '5 commitments'

From the ARPP website: <https://www.arpp.org/nous-consulter/conseildd/> (FR)

Context

In order to improve advertising regulation with regard to the proposals made by the Citizen's Convention for Climate as well as by the report on advertising and environmental transition by Messrs. Libaert and Guibert ([here](#), FR) and by the Minister for Environmental Transition Barbara Pompili, ARPP, together with all the inter-industry organisations it represents, have made [5 significant, firm and robust commitments](#) to further strengthen the efficiency of regulation of the advertising sector and the operation of the industry regulation mechanisms for advertising in tandem with civil society.

Via its [commitment No. 3](#), ARPP has enriched its scope by strengthening control before distribution of major national campaigns comprising an environmental claim defined in the scope of [the ARPP's "Sustainable Development" Recommendation](#) (FR), regardless of the medium deployed.

Which advertising messages are in scope?

- What is meant by 'major national campaigns' ?
A national campaign is a campaign that has national targeting and distribution. It can use local media but mainly deploys national media.
- What is meant by 'including an environmental claim'?
The claim constitutes an environmental claim within the meaning of the [ARPP Sustainable Development trans-sector recommendation](#) (FR) EN [here](#): any claim, indication or presentation, in any form whatsoever, whether used as principal or subsidiary, establishing a link between the brand(s), product(s), service(s) or action(s) of an advertiser, and respect for the environment.

How to consult with ARPP?

- If you are a member of the ARPP
The submission to council of any version of the project can be carried out at any stage of development on the [ARPP.PRO](#) platform
- If you are not a member of the ARPP
The request for sustainable development advice takes the form of an 'exceptional advice' at the price of €450 excluding tax. Such a request provides the right for review of a maximum of 5 projects. Please contact customer support: support@arpp.org

ARPP 's sustainable development advice will be issued within a maximum of 72 working hours.

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