

Full title of law or regulation	IAP's Regulation governing marketing communication for food products and beverages to protect children and ensure healthy eating This from a February 2021 announcement; the link above goes to the Regulations section of the IAP website. This regulation recognises amendments to the AVMS Directive provided by the Directive 2018/1808 . The translation is by IAP. The original Italian version is available here: https://www.iap.it/codice-e-altre-fonti/regolamenti-autodisciplinari/regolamento-alimentari-bevande-bambini/
Title of relevant section	All
1. Purpose and scope	1.1 This Regulation governs marketing communication for food products and beverages directed to children or to which they might be exposed. 1.2 One of the aims is to ensure that, while performing an extremely useful role in the economy, marketing communication is carried out as a service to the public. Given the influence such marketing communication has on children and their eating habits, the Code of Self-Regulation for marketing communication places great importance on protecting them through specific provisions – Article 11 – and this Regulation.
2. Definitions	For the purposes of this Regulation, the term “marketing communication” shall refer to advertising and all other forms of communication to promote the sale of food products and beverages regardless of the modalities used. This not only includes advertising but also, for example, promotions, sponsorships, direct marketing, and online marketing messages. The term “child” includes any natural person up to the age of 12. The term “message” refers to any form of public presentation and therefore includes the outer packaging, wrapping, labelling and so on.
3. Fairness principle	Marketing communication for food products and beverages directed to children, or to which they might be exposed, must be honest, truthful and correct. Such communication must avoid any material that could cause psychological, moral or physical harm, and must not exploit their natural credulity, inexperience or sense of loyalty.
4. Presentation of food products and beverages	Marketing communication for food products and beverages directed to children or to which they might be exposed must avoid statements or representations that could mislead children, including omissions, ambiguity or exaggerations that are not obviously hyperbolic, particularly regarding the nutritional characteristics and effects of the product, prices, free offers, conditions of sale, distribution, the identity of persons depicted, prizes or awards. Such marketing communication must not suggest that failure to consume the product might mean either their own inferiority or a failure by their parents or educators to fulfil their duties. It must not belittle the role of parents and other educators in providing good dietary advice. It must not suggest adopting poor eating habits or neglecting the need for a healthy lifestyle. Educational messages promoting a healthy and balanced diet, and physical exercise are encouraged.
5. Audiovisual marketing communication for food products and beverages containing fats, trans-fatty acids, sugars, sodium or salt	Audiovisual marketing communication directed to children, or to which they might be exposed, must not emphasise the positive nutritional qualities of food products or beverages high in fats, trans-fatty acids, sugars, sodium or salt as the excessive intake of these substances is not recommended as part of an overall diet; however, it is possible to highlight those nutritional aspects linked to substances other than those indicated above. Highlighting the presence, absence, reduction or replacement of one or more ingredients or their components within the limits of current regulations is permitted.
6. Identification	Marketing communication for food products and beverages directed to children, or to which

they might be exposed, must be clearly distinguishable as such. When a medium presents information and other content together with marketing communication, appropriate measures must be adopted to ensure the marketing communication is readily distinguishable as such.

When characters, marks or drawings familiar to minors are used, it must be clear it is a marketing communication so that it is not confused with the related editorial content.

7. Additional provisions

In addition to the preceding provisions and those in article 11 of the Self-Regulation Code, marketing communication for food products and beverages directed to children must comply with the following rules:

7.1 Any performance claims must have adequate scientific grounds and must reflect the claimed characteristics and properties of the product.

7.2 Approvals, references, recommendations or statements of a medical nature that give products health properties must not be used, beyond what is allowed by current regulations.

7.3 Under no circumstances is it acceptable to show situations suggesting excessive or unbalanced consumption that contrasts with correct eating habits.

7.4 Adults must not be shown endorsing incorrect eating habits.

7.5 Correct eating habits must not be ridiculed potentially resulting in such habits not being followed or incorrect eating habits being adopted.

7.6 Visual depictions that might suggest not consuming the product could lead to rejection by friends or exclusion from a peer group or community are forbidden.

7.7 Communications that could suggest an incorrect lifestyle or belittle the importance of an active lifestyle must not be disseminated.

7.8 Messages containing a direct exhortation to children to purchase or consume must not be disseminated.

7.9 Messages containing a direct exhortation to children to suggest to parents, other adults or other children to purchase the promoted product must not be disseminated.

7.10 Scenes must not be shown in which children consume food alone in front of a screen, thus encouraging a particularly inactive lifestyle.
