

G-Regs™

Italy – 2001 Framework Law



Full title:	Framework Law on alcohol and alcohol-related problems. Law No. 125 of 30th March 2001.
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Title of relevant section:	Chapter I – General Provisions. Article 1 – Definitions; Chapter III – Article 13 – Provisions relating to advertising
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Chapter:	Chapter 1. General Provisions
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Article 1	Definitions <p>1. This Law contains regulations aimed at the prevention, care and social reintegration of alcoholics, in accordance with the European Parliament Resolution of 12 March 1982 on alcohol-related problems in the States of the Community, the Resolution of the Council and government representatives of the Member States in a meeting of the Council of 29 May 1986 concerning alcohol abuse and the instructions of the World Health Organisation, with particular reference to the European Alcohol Action Plan referred to in the Resolution of 17 September 1992, adopted in Copenhagen by the Regional Committee for Europe of the Organisation itself, and the European Charter on Alcohol, adopted in Paris in 1995.</p> <p>2. For the purposes of this Act, the term alcoholic beverage means any product containing potable alcohol with an alcoholic strength greater than 1.2% ABV, while the term Spirit refers to any product with an alcohol content greater than 21% ABV.</p>
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Chapter:	Chapter III Provisions on Advertising and on the consumption of alcoholic beverages and safety at work.
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Article 13	Provisions on advertising <p>1. Within six months from the date of entry into force of this Law, public and private broadcasting stations (TV/Radio) and advertising agencies, together with production representatives, bearing in mind also the requirement to develop typical products (traditional produce) with a registered designation of origin, shall adopt a self-regulatory code on the terms and content of advertising messages relating to alcoholic beverages and spirits.</p> <p>2. Advertising of alcoholic beverages and spirits shall be prohibited which:</p> <ul style="list-style-type: none">a) Is broadcast during programmes (TV/Radio) targeted at minors and during the 15 minutes preceding and following the broadcasting of such programmes;b) Attribute therapeutic properties or effectiveness not expressly recognised by the Ministry of Health;c) Transmits images of minors consuming alcohol or depicts the consumption of alcoholic beverages or spirits in a positive manner.
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3. Direct or indirect advertising of alcoholic beverages or spirits in places frequented by minors under 18 years of age shall be prohibited.
 4. The advertising of spirits on television/radio shall be prohibited between 4pm & 7 pm.
 5. Furthermore, the advertising of spirits shall be prohibited in any form:
 - a) In the daily & periodic press targeted at minors (*i.e. newspapers & magazines*);
 - b) In cinemas during the projection of films aimed mainly at minors.
 6. A breach of the provisions referred to in paragraphs 2, 3 and 4 shall be punishable by an administrative sanction involving the payment of a fine of 5 million to 20 million lire. The fine shall be doubled for any further transgression.
 7. Furthermore, the sanction referred to in paragraph 6 shall apply to the production industries and persons responsible for the television broadcasts, managers of the press organisations as well as owners of cinemas.
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