

NOTE: Background to Code on Environmental Claims In Commercial Communications (2009)

ES: http://www.gregsregs.com/downloads/SPSelf_RegCode_EnvironmentalClaimsES.pdf

EN: <http://www.gregsregs.com/downloads/SPAutocontrolCodeEnvironC.pdf>

In 2009, the Ministry of Environment and Rural and Marine Affairs (now Ministry of Agriculture and Fisheries, Food and Environment – abbrev. MAPAMA), Autocontrol and 19 companies from the energy (6) and automotive (12) sectors signed an agreement on the use of environmental claims in advertising.

The agreed Code of Good Practice establishes a set of rules that guide companies in the development, execution and dissemination of advertising messages that include environmental claims and has become a reference for advertisers, marketers and associations working on environmental protection, consumption and communication.

The Spanish Association of Advertising Communication Agencies AEACP <https://www.agenciasaeacp.es/> signed a collaboration agreement on 7th Feb 2011 with the Ministry of Environment and Rural and Marine Affairs to apply good practices in the use of environmental claims in advertising. Through this agreement, the AEACP committed to collaborate with the Ministry in the dissemination among its associated agencies (30 in total - <https://www.agenciasaeacp.es/agencias-asociadas/>) of the self-regulatory code.