



CHOCOLATE | PRALINE | BISCUIT | CONFECTIONERY

Responsible advertising aimed at children

By analogy with the [EU Pledge](#), a European scheme that comes in response to the legitimate call for responsible advertising aimed at children, in 2012 the Belgian food industry and distribution sectors launched the Belgian Pledge. A self-regulation initiative sees the food industry shouldering the undertaking to substantially drive down the exposure of children to food marketing and food publicity. Over the years, these undertakings have been repeatedly tightened.

In June 2023, the Belgian Pledge was integrated in the [Advertising Code for Food Products](#), which means the rules apply to all food companies and food traders that run publicity for their food and drink products on the Belgian market.

The substance of the undertakings too has been tightened anew:

1. No advertising aimed at children under the age of 13, except for products that meet strict [nutritional criteria](#).

For biscuits, these specific nutritional criteria are: < 10 g saturated fat, < 35 g sugars, < 450 m sodium and > 3 g of fibres per 100 g and < 200 kcal/portion.

2. No advertising for specific products aimed at children under the age of 13, such as chocolate, sweets, ice cream, crisps, softdrinks and jam.
3. No communications to be conducted in primary schools, except at schools where the school's management team specifically asks for such communications for educational purposes.

Scope of application

The undertakings relate to marketing communications for food and drinks, specifically aimed at audiences that are made up of 30% or more children under the age of 13 across a broad range of media channels.

The Belgian Pledge applies to the following media channels:

TV, radio, newspapers and magazines, cinema, online (including influencer marketing, company websites and company profiles on social media), DVDs, direct marketing, product placement, interactive games, apps, outdoor marketing, mobile and sms marketing.

Packaging, in-store, point-of-sale as well as all forms of marketing communications which the company has no direct control over (such as user-generated content) fall outside of the scope of the Belgian Pledge.



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Independent complaints processing system

The supervision of compliance with the Belgian Pledge has been assigned to the Belgian Ethical Advertising Practices Jury (JEP).

Where complaints are upheld, the JEP will request the company concerned to amend or pull the advertisement. In addition, the JEP will include the complaint along with its ruling in its annual review report, which is published on the [JEP website](#).