

Guidelines for Advertising and Marketing that Affect Children



FAIR MARKETING For children



Save the Children



Global Compact
Network Japan

On completion of the Guidelines for Advertising and Marketing that Affect Children

Save the Children Japan was established in 1986 as a member of Save the Children, an international non-governmental organization established in 1919 and specialized in child support, and since then has implemented child support activities in various countries and regions throughout the world including Japan.

Movements and activities to respect human rights has increased in recent years, and subsequent to adoption of the UN Guiding Principles on Business and Human Rights, more and more attention is paid to corporate responsibility in the society. It is within this context that the United Nations Global Compact, Save the Children and United Nations Children's Fund (UNICEF) developed Children's Rights and Business Principles (10 principles in total) in March 2012, based on recognition that a framework clearly defining corporate responsibility in the area of child's rights was lacking. In May 2014, Save the Children Japan launched these principles in Japan together with Global Compact Network Japan and Japan Committee for UNICEF.

Following this launch, Save the Children Japan organized study groups convening interested business enterprises and specialists to discuss and exchange views on initiatives and challenges related to implementation of the Principles. It was pointed out in one of these study groups that concrete actions were necessary to put into practice Principle 6 (All business should use advertising and marketing that respect and support children's rights). Thus Children's Rights and Advertising/Marketing Review Committee consisting of NGOs, business enterprises, specialists and related organizations was formed in September 2015 (chair: Tsuneo Matsumoto, President, National Consumer Affairs Center of Japan), and developed the Guidelines for Advertising and Marketing that Affect Children with the purpose of protecting child's rights in advertising and marketing of business enterprises and promoting these entities' contribution to healthy growth of children across various industries..

These guidelines do not hold coercive power, rather they were developed with the aim to serve as a guide for advertising and marketing by business enterprises and related organizations. It is my sincere hope that all business enterprises and related organizations involved in advertising and marketing review their practices from the perspective of their impact on children and take concrete actions to respect and promote child's rights.

Lastly I would like to extend my deepest gratitude to Mr. Tsuneo Matsumoto and the Committee members for their dedication and contribution.

Kunio Senga
 Managing Director of the Board, Chief Executive Officer
 Save the Children Japan

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Introduction

Initiatives to support the healthy growth and development of children are essential to the realization of a sustainable society. Childhood is a crucial period in terms of physical, psychological, emotional, and intellectual development. In 1989, the General Assembly of the United Nations adopted the Convention on the Rights of the Child (CRC). This Convention set forth four basic rights that applies to children everywhere, namely the right to life, the right to protection, the right to grow and develop, and the right to participation. Japan ratified the Convention in 1994.

It is the responsibility of governments to fulfil their obligations under the CRC. This includes the legislature, the administration, and the judiciary. To protect and respect the rights of children, governments have an obligation to enact legislation, strengthen supervisory bodies, and educate businesses about the rights of children.

On the other hand, the responsibilities not only of governments, but of business have become the increasing focus of attention in recent times. The UN Global Compact, which was proposed by then Secretary General of the United Nations, Kofi Annan, at the World Economic Forum in 1999, calls on businesses to uphold and implement ten principles in the areas of human rights, labor, the environment and anti-corruption.

“Protect, Respect, and Remedy: a Framework for Business and Human Rights” in 2008, and the UN Guiding Principles on Business and Human Rights in 2011, both presented by Professor John Ruggie, UN Secretary-General’s Special Representative for Business and Human Rights, have been endorsed by the Human Rights Council. ISO26000, the International Standards Organization’s Guidance Standard on Social Responsibility, the international standard for social responsibility for organizations released in 2010, sets out seven core subjects, including human rights and consumer issues.

Amidst this growing consciousness of business and human rights, the UN Global Compact, UNICEF, and Save the Children joined forces in 2012 to develop the Children’s Rights and

Business Principles (CRBP) as a guide for businesses to respect and support children’s rights. The CRBP consists of ten principles for activities in the workplace, marketplace and community (see References for details). Business Principle 6, which comes under the marketplace area, states that “all business should use marketing and advertising that respect and support children’s rights,” including “ensuring that communications and marketing do not have an adverse impact on children’s rights,” “complying with the standards of business conduct in World Health Assembly instruments related to marketing and health,” and “using marketing that raises awareness of and promotes children’s rights, positive self-esteem, healthy lifestyles and non-violent values.”

Fair marketing and the provision of unbiased, fact-based information are extremely important factors in consumers’ purchasing decisions. The United Nations Guidelines for Consumer Protection, which were revised in 2015, state that promotional marketing and sales practices should be guided by the principle of fair treatment of consumers.

Consumers International (CI), the world federation of consumer groups, sees marketing to children, particularly food marketing, as a priority area of its work. Children lead lives as consumers under their parents and caregivers, but their level of experience of consumer behavior and their ability to assess advertising and marketing are less mature than those of adults. Therefore, from the perspective of protecting children as “consumers,” businesses are required to engage in responsible advertising and marketing that respects and supports children’s rights. In this respect, ISO26000 calls on business to first consider the best interest of socially vulnerable groups, including children, and not to engage in activities that would harm the interests of those vulnerable groups.

The Guidelines for Advertising and Marketing that Affect Children (“these Guidelines”) provide a basic philosophy on advertising and marketing that impacts on children, as well as propose specific and practical concepts that

all business should uphold. In the development of these Guidelines, we referred to several international guidelines concerning advertising and marketing that are conscious of children. We also took into consideration the current views on advertising and marketing and industry self-regulation in Japan. In doing so, our aim was to create guidelines that could be applied by all businesses and organizations that provide products and services across all industries.

* See the References at the end of this document for the international guidelines that were referred to in the development of these Guidelines.

It is our hope that these Guidelines will serve as a guide not only in the advertising and marketing of products and services specifically directed to children, but also for all business enterprises to consider avoiding adverse impact on children in all of their advertising and marketing, and thus contribute to children’s healthy growth and development.

Use of These Guidelines

These Guidelines were developed with the aim of being utilized as a guide for advertising and marketing by business enterprises. Not only advertisers but other types of business enterprises and parties are also involved in advertising and marketing. It is hoped that all business enterprises and related organizations involved in these activities will use these Guidelines as the basis for deciding on the contents of their own in-house standards and voluntary regulations, and for deliberating on the systems they will adopt within their organization.

1. Range of Application

These Guidelines apply to advertising and marketing that are directed primarily to children. Even if advertising and marketing is directed to groups other than children, it is possible that children may see that advertising or be involved in the marketing, and there is potential for that advertising or marketing to have an adverse impact on children. A certain level of consideration based on these Guidelines is also required in such cases as well.

2. Definitions

Words used in these Guidelines shall have the following definitions.

2-1 Child/children

Refers to all persons under 18 years of age as defined in Article 1 of the Convention on the Rights of the Child.

2-2 Advertising

Refers to all types of communications that a business enterprise (referring to all organizations, both for-profit and not-for-profit) directs towards consumers and society for the purposes of promoting sales and increasing recognition of its products, services and organization.

Note

- Specifically, this includes mass media advertising, such as television, radio, newspaper and magazine advertising, advertising on online media such as websites, social media, applications, videos, e-mail, and games, advertising in movie theaters, print inserts, transit advertising (including advertisements and digital signage on and inside buses and trains, and advertising in railway stations), out-of-home advertising such as billboards, posters, flyers, direct mail, pamphlets, free papers and magazines, POP advertising, and displayed and distributed items (in-store advertising to sell products and/or provide services). It also includes communication in which the product itself acts as the medium (product naming, packaging, advertisements and labeling on packaging, etc.) and product catalogs. Here, "website" not only refers to websites produced and published by the enterprise itself, but also includes advertisements provided by web management businesses.

2-3 Marketing

Marketing refers to the various activities undertaken by an enterprise directed to the marketplace with the objectives of creating, maintaining and expanding a market (demand) and building and maintaining relationships with consumers.

Note

- Specifically, this includes market research aimed at understanding consumer needs, the planning and development of products and services to meet those needs, setting prices, sales promotions focused on advertising and other communication activities, and the establishment of distribution channels.

3. Basic Principles

3-1 Advertising and Marketing that is Conscious of the Development and Characteristics of Children

Children go through different developmental processes at different ages, and have different characteristics at different stages of their development. Characteristics of early childhood include difficulty distinguishing between fantasy and reality, credulity (readily believing what they see and hear), curiosity, and an inclination to imitation (and experimentation). When purchasing and consuming products or services, children usually have limited knowledge, experience, and capacity to understand and evaluate information. Because of this, children are seen as being prone to believing the information contained in advertisements and as being easily influenced by advertising and marketing.

Advertising and marketing that are produced without regard to children's development and characteristics have the potential to violate children's rights, hinder their healthy development, or threaten their health and safety. It is for this reason that special consideration towards children is needed when producing advertising and implementing marketing.

Note

- It is believed that children of four or five years of age or younger have not achieved sufficient cognitive development to distinguish between program and advertising, and that children of up to seven or eight years of age are not able to understand the persuasive intent of advertising (to stimulate a desire to buy the product or service) (APA 2004). Based on these developmental characteristics of children of these ages, statutory and voluntary regulations exist to protect children from advertising and marketing. For example, in Sweden and Norway, it is prohibited by law to advertise to children younger than 12 years of age. The International Chamber of Commerce and other industry organizations also have voluntary regulations and other guidelines (see References for details).
- Children's knowledge and experience about transactions is limited and they lack the capacity to assess or pay for them. So that children are not disadvantaged by the impact of advertising and marketing, consideration needs to be given to the developmental characteristics, not just of small children, but all children under 18 years of age.

3-1-1 Ensure the accuracy and credibility of information

The display, language and presentation methods used for the information that is communicated in advertising and marketing should be easy for children to understand, and business enterprises should work to ensure the accuracy and credibility of that information to ensure that the children that the advertising and marketing are directed to will not misunderstand.

3-1-2 Avoid unreasonable, unfair and deceptive advertising and marketing

Business enterprises must give ample consideration to whether their advertising and marketing contain any elements that are unreasonable, unfair or deceptive in light of children's development and characteristics. Further, even advertising or marketing that would not ordinarily be considered unreasonable, unfair or deceptive can potentially have an adverse impact on children, so advertisers need to take particular care from this perspective as well.

3-1-3 Ensure safety

Advertising and marketing must not threaten children's lives or health.

3-1-4 Respect for diversity

Advertisers should give ample consideration to ensuring that advertising and marketing respect diversity, and that they do not encourage various types of discrimination or prejudice, nor force or imply various fixed notions.

3-1-5 Avoid advertising and marketing that is harmful or infringes on human rights

Advertising and marketing must not have any adverse impact on children, such as infringing on their human rights or rights as consumers, or hindering their healthy development. In particular, presentations of violence or excessive sexual presentations can have an adverse impact on children, depending on their age and stage of development, so due caution should be exercised in this regard.

3-1-6 Protection of children's personal information or their privacy

Advertising and marketing must not infringe on children's personal information or privacy. Children's personal information must be handled as carefully as, if not more so than, that of adults. It should be noted that children have difficulty understanding how their personal information will be used or the gravity of the risks of such information being leaked, so when obtaining personal information, advertisers should exercise due care, such as obtaining permission from the child's parents or caregivers.

3-1-7 Consideration of sustainable consumption

Children are in the process of developing their ability as healthy consumers, and it is the responsibility of adults to teach them properly about appropriate sustainable consumption so they may mature into healthy consumers. Business enterprises, in particular, must take care not to encourage excessive consumption by children in their advertising and marketing.

3-1-8 Business enterprises' constructive contribution to the relationship between children and their parents and caregivers

The protection, supervision and guidance of children is fundamentally the responsibility of their parents and caregivers, nevertheless it is desirable that business enterprises contribute to the relationship between those parents and caregivers and their children in a constructive manner. Accordingly, it is preferable that, when business enterprises consider their advertising and marketing, they also do so from the viewpoint that parents and caregivers may be led to believe that such advertising and marketing would be detrimental to their children's education or that they would not want their children to see it.

3-2 Respect for children's human rights in the context of freedom of expression

Freedom of expression and freedom of speech are guaranteed for advertising and marketing under the Constitution, and creativity in this regard should be respected. However, the protection of children's human rights (including children's rights as consumers) takes precedence over these freedoms. Business enterprises should conduct their advertising and marketing on the basis of this principle.

3-3 Compliance with legislation and domestic and international guidelines

If legislations or treaties that apply in Japan include provisions concerning advertising and marketing to children, the relevant business enterprises must comply with them. The same shall apply for guidelines and codes of conduct established by international organizations and the like, and to voluntary standards set by industry bodies, self-regulatory organizations, and other relevant agencies.

4. Considerations regarding advertising presentations and methods

4-1 Considerations regarding advertising presentations

4-1-1 Imposition of advertising, persistent recommendation of products and services

- 1 Advertisers must not excessively recommend products and/or services through such methods as forcing children to look at advertisements or repeatedly showing them.
- 2 Presentations should not encourage the rushed purchase of products or services or unduly emphasize their rarity (for example, expressions such as "one-time only offer," "not available anywhere else," and "limited quantities/time") as they have a major impact on children's decision-making and purchasing behavior.

4-1-2 Encouraging pestering

Advertisers should avoid presentations that urge children to ask their parents or caregivers or other adults to purchase a product or service or that encourage children to pester those adults until they agree to buy the product or service.

4-1-3 Exaggeration or emphasis of benefits or features

- 1 Presentations and claims regarding the benefits or performance gained from the use of a product or service must be based on objective facts. Also, if there is no expectation that those benefits or performance would be gained equally by all purchasers (users), or if the benefits or performance are limited, this must be expressly indicated using clear presentations that a child could easily understand. The same applies for cases in which there are particular conditions that must be met to achieve those benefits or performance.
- 2 Presenting those benefits or performance in a manner that exaggerates them or emphasizes certain parts, or presents them in such a way that something that is not certain is made to seem definite will cause children to hold excessive expectations or misconceptions about the product or service, so care should be exercised.

4-1-4 Exaggeration or emphasis of pricing, or lack of clear indication of what is not included in price

- 1 Advertisers should take care to ensure that advertising presentations that exaggerate or emphasize that the price of a product or service is much lower than usual, or that it is a bargain, do not make it difficult for children to understand or mislead them into believing that the price is markedly lower than it actually is. Also, indications of discount percentages or amounts should be given accurately as a comparison to the usual price, in accordance with the rules on price indications in the Act on Unjustifiable Premiums and Misleading Representations.
- 2 For anything that is not included in the initial price of the product or service being advertised (e.g., a case or bag that is sold separately, batteries, recharger, accessories, etc.), it must be clearly indicated that such items must be purchased separately.

4-1-5 Presentations that cause fear or anxiety

- 1 Violent presentations, psychotic presentations, and mock-threatening presentations may cause fear or anxiety in children, so due care should be exercised.
- 2 Advertising presentations that, even if created without such an intent, cause an association with psychotic or violent incidents or incidents that infringe on children's rights have the potential to provoke strong feelings of fear and anxiety in children. If such presentations have been used, advertisers are recommended to review the presentations themselves or to consider the advertising medium used or timeslot in which the advertisement is aired.
- 3 If a child sees advertisements for products and services that are not primarily directed to children, it may frighten or cause anxiety in him/her. If presentations of this nature have been used, advertisers are recommended to review the presentations themselves or to consider the advertising medium used or timeslot in which the advertisement is aired.

4-1-6 Presentations that are suggestive of discrimination, ostracism or bullying

- 1 Advertisers must not employ presentations that appear to condone any kind of discrimination for reasons of ethnicity, culture, religion, sex, occupation or social vulnerability, or presentations that are suggestive of bullying.
- 2 Presentations that suggest or imply that not buying or using a product or service will cause problems with friendships or result in less acceptance by peers may cause emotional instability in children or provoke rifts between friends, so advertisers should exercise care regarding such presentation.

4-1-7 Presentations that force fixed notions

Advertisers should exercise care regarding presentation that force or imply fixed notions of gender roles, family values or the like.

4-1-8 Presentations that are excessively sexual

- 1 Advertisers should exercise due care regarding presentations that unnecessarily encourage interest in sex, or excessively stimulate sexual desire, or provide a feeling of discomfort or emotional distress, in immature and highly sensitive children.
- 2 If a child sees advertisements for products and services that are not primarily directed to children, there is still a possibility that such advertisements could excessively stimulate interest in sex or sexual desire in that child. If such presentations have been used, advertisers are recommended to review the presentation themselves or to consider the advertising medium used or timeslot in which the advertisement is aired.

4-1-9 Acts or presentations that could be imitated

Children often imitate acts and presentations that they see in advertisements either consciously or unconsciously. In light of that possibility, when including acts or presentations in advertisements that have the potential to be imitated by children, advertisers should take care that such acts or presentations will not have an adverse impact on children.

4-1-10 Presentations that could provoke danger or misuse

- 1 Advertisers should take care to ensure that presentations in advertising do not cause children to use the product or service in a dangerous or incorrect manner.

- 2 Depending on the characteristics of the product or service, to avoid various dangers, there must be a clear indication in the product's or service's advertising that the use of safety equipment (e.g., helmet, knee/elbow guards, safety harness, etc.) is required.
- 3 Where necessary, advertisements should clearly indicate the target age of the product or service being advertised.
- 4 If the method of use, length of time of use, or quantity per use of a product or service is explained, the physical health and safety of children should be taken into consideration and care taken to ensure that children's sound lifestyle habits are not impeded.

4-1-11 Presentations that condone or implicitly encourage smoking and drinking of alcohol by children

Advertisers must not employ presentations that condone or implicitly encourage smoking and drinking by children.

4-1-12 Presentations that undermine children's healthy food habits

Given the important role that diet plays in a child's healthy development, advertising of food (all types of food products including health food products and beverages including soft drinks) should promote children's healthy, regular food habits. For this purpose advertisers should take care to ensure that they do not employ presentations that contravene public dietary guidelines. Particular caution should be exercised regarding the following:

- ▶ Refrain from presentations that promote excessive intake of food containing harmful ingredients that may have adverse impact on child health, and diets that are imbalanced in nutrition.
- ▶ Refrain from presentations that promote eating too quickly or in large quantities, or that accept and encourage picky eating.
- ▶ If an advertisement depicts people eating or drinking, refrain from presenting quantity of food or drink that would be considered over-eating or unreasonable dieting in children of the target age group.

4-2 Considerations regarding advertising methods, etc.

4-2-1 Excessive use of premiums and giveaways

If conducting giveaways such as gifts of the product or service or a premium, advertisers should ensure that the presentations employed do not excessively stimulate a desire to gamble or inclination to buy in children. Particular caution should be exercised regarding the following:

- ▶ Ensure that a parent's or guardian's permission is obtained using proper methods when children enter the giveaway.
- ▶ Clearly indicate in the advertisement the minimum terms and conditions for the giveaway, including the period that entries will be accepted, how many entries will win, and how and when winners will be announced.
- ▶ If detailed information about the giveaway, including terms and conditions, is to be published, clearly indicate the medium or media on which such information will be published, when it will be published, and other necessary details.

- ▶ If certain particular conditions must be met to be eligible to enter the giveaway, such as having to purchase multiple products, indicate this clearly in a manner that children will understand prior to purchase.
- ▶ If the announcement of winners and other results are to be made public, take care that children's privacy is not infringed by the publication of personal information.
- ▶ If entering the giveaway has the potential to impose a financial burden, indicate this clearly in a manner that children will understand.
- ▶ Take care to avoid presentations that would mislead children that receipt of the product or service giveaway or prize is a certainty or that the chances of receiving it are higher than they actually are.

4-2-2 Excessive inducement to join membership clubs

If making children's membership in a club a condition of purchase of a product or service, advertisers should ensure that the presentations employed do not excessively stimulate a desire to gamble or inclination to buy in children. Particular caution should be exercised regarding the following:

- ▶ Ensure that a parent's or caregiver's permission is obtained using proper methods when children join the club.
- ▶ Clearly indicate in advertising, in a manner that children will understand, the purpose for which membership details will be used.
- ▶ If joining the club has the potential to impose a financial burden, indicate this clearly in a manner that children will understand.

4-2-3 Unrealistic presentations using special techniques

Given today's circumstances, in which various special techniques to enhance the effectiveness of advertising are being developed every day, if such techniques are to be used in advertising directed to children, consideration must be given to the developmental characteristics of children, namely that they are easily influenced by advertising, easily believe things they see and hear, and are highly sensitive. Caution must be exercised when using special techniques to ensure that they do not cause children to assume fantasy worlds to be reality and that they do not stimulate children's unrealistic expectations of the product or service.

4-2-4 Clear distinction between program/editorial content and advertising

If advertising exploits the fact that small children have not achieved sufficient cognitive development to distinguish between program/editorial content and advertising to make them think that the advertisement is part of or an extension of the program or editorial content, it has the potential to mislead them. For this reason, advertisers need to strive to make children understand that their advertisements are separate from the program or editorial content. Further, regarding techniques in which a particular product is placed in the program or article for endorsement, care should be taken with the presentation and composition of that placement to ensure that children can understand that the endorsement of the product is separate from the program or editorial content.

4-2-5 Precautions when using characters, experts, or celebrities to endorse a product or service

When doctors, teachers, experts in the related field, or other persons that children would recognize as being qualified, or popular celebrities or characters appear in advertisements and endorse a product or service, care should be taken that this does not stimulate children's excessive expectations or misconceptions about the features and/or quality of the product or service.

4-2-6 Precautions when using children in advertisements

- ① When using children in advertising, advertisers should take care not to infringe on the human rights of the child. Also, the health and safety of children should take top priority in the production of the advertisement, including filming, and safety should be ensured.
- ② Advertisers should keep the following points in mind regarding the impact on children of seeing advertisements containing children.
 - ▶ Exercise caution regarding presentations that may invoke an excessive desire to purchase in children seeing the advertisement or that may have an adverse impact on children if they were to imitate the acts they see in the advertisement.
 - ▶ Even in cases where children appear in advertisements for and endorse products and services that are not primarily directed to children and that children would not normally buy or use, take care that the advertisement would not have an adverse impact on children seeing the advertisement.

4-2-7 Precautions for advertising and marketing in places where children receive education and on their school commuting route

Business enterprises should take care to avoid advertising or marketing of products and services that would hinder the healthy development of children in schools and other places where children receive education and on their routes to and from school. The same also applies to acts resembling sales promotions of products and services through educational programs and various social contribution activities.

5. Preferred attitude of business enterprises towards advertising and marketing directed to children

5-1 Efforts to conduct advertising and marketing that will not have an adverse impact on children

Gaining the trust of consumers through advertising and marketing is an issue of extreme importance for business enterprises. In particular, in terms of the relationship between children and advertising, by not conducting inappropriate advertising that would have an adverse impact on children, business enterprises can indicate their stance of respecting the rights of children.

It is important that businesses endeavor to identify likely problems and potential challenges prior to conducting advertising and marketing, and to resolve those problems and challenges. If a problem arises as a result of an advertisement, businesses should take appropriate action, such as immediately canceling or correcting the advertisement or marketing.

5-2 Establishing a division for dealing with complaints, understanding and analyzing complaints, and making continuous improvements

Complaints and opinions from consumers (including children) concerning advertising and marketing are an important source of information about how those advertising and marketing are being perceived by society. Businesses need to accept complaints, understand and analyze complaints and opinions expressed by consumers who are concerned about advertising or marketing hindering children's healthy development or having an adverse impact on children, and strive to make continuous improvements to their advertising and marketing by establishing a division for handling complaints and opinions from consumers (customer service office, etc.) or using an outside organization.

Further, advertising- and marketing-related divisions should proactively coordinate with the complaints handling division and, where necessary, incorporate the views of consumers in advertising production and marketing, as well as strive to avoid the recurrence of inappropriate advertising presentations. Businesses are asked to refer to the JIS standard on responses to consumer complaints (JIS Q10002) (see References for details).

5-3 Collection and effective use of information from related external organizations and groups

Consumer complaints and opinions about advertising are made not only to the consumer service divisions of businesses, but also to a variety of external related organizations and groups. These include industry organizations, advertising review bodies, government agencies, consumer affairs centers, consumer groups, and media companies. Businesses need to proactively collect such external information and, if it is determined that there have been inappropriate presentations or other problems, take sincere action in response, while at the same time using that information in its efforts to make continuous improvements.

Effective means of achieving this include placing monitoring requests with consumer groups and conducting hearings of related external organizations and groups. Another method worth considering is to obtain advice from a specialist perspective, by seeking the opinion of advertising review bodies prior to launching advertising or marketing, and consulting with experts in children's development and psychology.

References

International Guidelines, Standards, Documents, etc. Related to These Guidelines

- UNICEF, UN Global Compact, Save the Children: Children's Rights and Business Principles (CRBP): 2012

- Principle 1** All business should meet their responsibility to respect children's rights and commit to supporting the human rights of children
- Principle 2** All business should contribute towards the elimination of child labor, including in all business activities and business relationships
- Principle 3** All business should provide decent work for young workers, parents and caregivers
- Principle 4** All business should ensure the protection and safety of children in all business activities and facilities
- Principle 5** All business should ensure that products and services are safe, and seek to support children's rights through them
- Principle 6** All business should use advertising and marketing that respect and support children's rights
- Principle 7** All business should respect and support children's rights in relation to the environment and to land acquisition and use
- Principle 8** All business should respect and support children's rights in security arrangements
- Principle 9** All business should help protect children affected by emergencies
- Principle 10** All business should reinforce community and government efforts to protect and fulfil children's rights

- International Chamber of Commerce (ICC) Consolidated Code of Marketing and Advertising Communications Practice 2011 revision
- World Health Organization (WHO) A Framework for Implementing the Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children: 2012 Set of Recommendations on the Marketing of Foods and Non-Alcoholic Beverages to Children: 2010
- ISO26000 (International Standards Organization's Guidance on Social Responsibility): 2010
- United Nations Guidelines on Consumer Protection 2015 revision

- Children's Advertising Review Unit (CARU)
Self-Regulatory Program for Children's Advertising: 2014
- ISO 10002:2004 (JIS Q10002:2005; Quality management – Customer satisfaction – Guidelines for complaints handling in organizations)
- American Psychological Association (APA)
Report of the APA Task Force on Advertising and Children: 2004

List of Members

Children's Rights and Advertising/Marketing Review Committee

Position	Name	Affiliation
Chair	Tsuneo Matsumoto	National Consumer Affairs Center of Japan, President
Deputy Chair	Hidemi Tomita	Lloyd's Register Quality Assurance Limited, Senior Project Principal
Leader	Isao Hayashi	Ad Legal Office Chief (Former Deputy Secretary-General of Japan Advertising Review Organization)
Member	Emiko Amano	Kanto Gakuin University Faculty of Business Administration, Associate Professor
Member	Naoko Imaizumi	Japan Advertising Review Organization, General Management Committee
Member	Keiichi Ujiie	Ushio Inc., Executive General Headquarters Personnel and Administration Strategy Division, Risk Management Office, CSR Manager
Member	Keisuke Ota	Global Compact Network Japan, General Manager
Member	Emi Kato	Parent and Child Consumer Education Support Center, Director
Member	Tsuneyuki Kobayashi	International Chamber of Commerce Japan Committee, Secretary-General
Member	Kiyomi Shimizu	Association of Experts on Consumer Affairs, Executive Director
Member	Mitsu Shippee	Sony Corporation, CSR Section, Corporate Communications and CSR Department Senior Manager
Member	Mariko Tokoro	Japan Society of Child Science, Trustee
Member	Youzou Nakao	Ajinomoto Co., Inc., CSR Department General Manager
Member	Yukiko Furuya	Consumer Conference for Sustainability, President
Member	Hidekazu Hosokawa	Lee Japan Co., LTD., Director
Member	Hideki Matsuoka	Asia-Pacific Human Rights Information Center (Hurights Osaka), Researcher
Member	Kunio Senga	Save the Children Japan, Managing Director of the Board, Chief Executive Officer

* Note that Committee Members' positions are as of the time of issuance of the Guidelines – October, 2016

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Cooperation : Global Compact Network Japan

Contact : Save the Children Japan
Corporate Partnership Department
<http://www.savechildren.or.jp>

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