

Policy Meetings 2022

For a detailed schedule for 2022, visit wfanet.org/events.
Note: Non-exhaustive list of meetings, other 2022 dates are still being confirmed. Any questions? events@wfanet.org

Working groups	Who attends...	Example areas of focus...	Frequency in 2022
PAG (EU Policy Action Group) wfanet.org/PAG	European-based policy leads of companies and representatives of national advertiser associations	EU regulatory files incl. AVMS, ePrivacy, DSA, Green Deal, etc.	Quarterly
RAC (Responsible Advertising and Children) responsibleadvertising.org	Global or regional policy leads from companies with a stake in marketing and children	Marketing to children, food marketing, privacy regulation, etc.	Quarterly
DGX (Digital Governance Exchange) wfanet.org/DGX	Marketing, policy and legal professionals with global or regional responsibilities for data governance	Privacy regulation, data ethics, digital governance, etc.	Quarterly
RMP (Responsible Marketing Pact) the-rmp.eu	Members of RMP (leading producers of beer, wine and spirits in the EU)	Alcohol marketing self-regulation and regulation in Europe	Quarterly
EU Pledge eu-pledge.eu	Members of EU Pledge (leading food and beverage companies in the EU)	Food marketing self-regulation and regulation in Europe	Quarterly
IFBA (International Food & Beverage Alliance) ifballiance.org	Members of IFBA (leading global food and beverage companies)	Food marketing self-regulation and regulation globally	Monthly
EU Task Forces			
Audiovisual Media Services Directive (AVMSD)	Corporate technical experts with a strategic stake in these specific dossiers	Advocacy and outreach on the EU AVMS Directive	Monthly (tbc)
Digital Services Act & Digital Markets Act		Advocacy and outreach on the upcoming EU Digital Services Act	Monthly
ePrivacy		Advocacy and outreach on the upcoming EU ePrivacy Regulation	Monthly (tbc)
Green Claims		Advocacy and outreach on the upcoming EU proposals on greenwashing and the substantiation of green claims	Monthly (tbc)
Transparency in Political Advertising		Advocacy and outreach on the upcoming proposal on transparency and targeting of political advertising	Monthly (tbc)
Webinars	Webinars open to all WFA members	Variety of topics from members and partners including food marketing regulation, data protection & privacy, etc.	Up to two a month

Policy Calendar 2022

January	February	March	April	May	June
11 IFBA M2K	1 IFBA M2K	1 IFBA M2K	6 Policy Forum at Global	3 IFBA M2K	7 IFBA M2K
13 Nielsen session with IFBA	9 TPA Task Force	10 DGX	Marketer Week in Athens	17 RMP	
14 Nielsen session with IARD	10 Green Claims Task Force			18 EU Pledge	
20 IARD DGPs webinar	14 EU Pledge			24 PAG	
25 DSA/DMA Task Force	22 PAG			25 RAC	
	23 RAC				
	23 RMP				
July	August	September	October	November	December
5 IFBA M2K		6 IFBA M2K	4 IFBA M2K	15 RMP	6 IFBA M2K
		8 DGX		15 EU Pledge	8 DGX
		13 RMP		22 PAG	
		14 EU Pledge		23 RAC	
		20 PAG			
		21 RAC			