

Policy Meetings 2021

Working groups	Who attends...	Example areas of focus...	Frequency in 2021
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.	Every two months
Data Ethics Board wfanet.org/dataethics	Members of WFA's Data Ethics Board	Data ethics	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 (AVMS)	Corporate technical experts with a strategic stake in these specific dossiers	Advocacy and outreach on the EU AVMS Directive	Monthly
Digital Services Act		Advocacy and outreach on the upcoming EU Digital Services Act	Monthly
ePrivacy		Advocacy and outreach on the EU ePrivacy Regulation	Monthly
Webinars	Webinars open to all WFA members	Variety of topics from members and partners including food marketing regulation, data protection & privacy, etc.	Up to three a month

Policy Calendar 2021

January	February	March	April	May	June
12 IFBA M2K	2 IFBA M2K	2 IFBA M2K	6 IFBA M2K	3 DSA Task Force	1 IFBA M2K
12 DSA Task Force	4 Webinar: Future of identity	11 DGX	13 Webinar: Digital tax	4 IFBA M2K	8 Webinar: ePrivacy
19 Data Ethics Board	9 RMP	16 DSA Task Force	27 PAG	5 RMP	15 PAG
22 Webinar: Toy marketing – regulatory trends	10 RAC	23 Data Ethics Board		19 RAC	22 DSA Task Force
	10 EU Pledge			19 EU Pledge	
	16 ePrivacy Task Force			27 DGX	
	23 PAG			31 ePrivacy Task Force	
July	August	September	October	November	December
6 IFBA M2K	3 IFBA M2K	7 IFBA M2K	5 IFBA M2K	2 IFBA M2K	7 IFBA M2K
8 DGX		21 RMP	14 DGX	23 RMP	10 Webinar: Food marketing – regulatory trends
		22 RAC		23 PAG	
		22 EU Pledge		24 RAC	
		29 PAG		24 EU Pledge	