

EUROPEAN REGULATIONS

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A regulation is a legal act of the European Union that becomes immediately enforceable as law in all member states simultaneously. There are now more than 40,000 legal acts in the EU. There are also 15,000 Court verdicts and 62,000 international standards, all of which must be respected and obeyed by citizens and companies in the EU. Currently there are 28 members in the European Union. The main office of the European Union is located in Brussel, a city in Belgium.



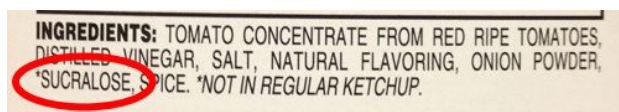
Laws

Law is a system of rules that are created and shared through the government or social institutions to regulate behavior.

Picture: Ssolbergj



The history of law links closely to the development of civilization. Ancient Egyptian law, dating as far back as 3000 BC, contained a civil code that was probably broken into twelve books. Every country has different laws about the influence of misleading advertisements. Belgium has no single Law on Advertising. That is a really big problem because that way the companies can advertise however they want. Italy has some laws on the subject. For example Trade Promotion & Advertising. The law states that novel foods and food ingredients must not present a danger for the consumer or mislead him and should not differ from the ingredients that they are intended to replace to such an extent that normal consumption would represent a nutritional disadvantage for the consumer. Many countries have laws designed to protect children from marketing ploys. Sweden has gone so far as to prohibit all advertising that is deemed to be aimed at children under 12. False advertising is banned everywhere in the European Union. A good example of this is companies saying that a product does not have any sugar put into it while at the same time it has been replaced with artificial sweeteners.



Picture: Tony Schober



Erasmus+ HowCanWe Feed OurGenes?

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Advertising to children

Because the younger children are easier to manipulate the companies use things like cartoon characters and games to promote the product to the smaller generation. Advertisements reach out to little children, who then tell their parents what it is they want, and with repeat viewing they continue to remind their parents. This is called "pester power", which means that little children pester their parents to buy things for them that they desire. Advertising to children is the act of marketing or advertising products or services to children as defined by national



Picture: Paul V

legislation and advertising standards. It is often the subject of debate, relating to the alleged influence on little children's consumption. Laws concerning such advertisements have largely evolved in recent years such as the Children's Online Privacy Protection Act (COPPA) in the United States. In most countries, advertising to small children is framed by a mix of legislation and advertising self-regulation.

Conclusion of the law enrollment

Big companies used to be free to advertise their products as they wished but now that there are strict regulations on the topic the consumers are being less and less tricked into buying products because of false claims. The most countries do not have very strict laws in the subject but thankfully there are activists who have made no government organizations who fight against the misleading advertisement from big companies. More countries should take Sweden as an example because of the laws that they have about advertisement.



Seen on JustElite.net

Picture: Gorn Gerald

