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**Pitfalls of self-regulation in the Netherlands: Lessons we have learned from monitoring**

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In the Netherlands, alcohol marketing is only regulated by self-regulation, or rules developed by the alcohol-industry itself. It's important to monitor to what extent the industry adheres to its own set of rules. In case it seems the self-regulation Code has been violated, STAP files a complaint against the advertising practice with the Advertising Code Committee.

STAP has been monitoring alcohol marketing in the Netherlands for several years now. This has led to a better insight in the workings of self-regulation. In this presentation several pitfalls of self-regulation will be presented, based on examples of advertising practices STAP filed complaints against in the past few years.

One of the main conclusions is that due to the way the rules in the Code are formulated by the industry and interpreted by the Advertising Committee, young people are still exposed to a lot of attractive alcohol advertising. This attractive advertising is often allowed without the Code is being 'officially' violated. Thus, despite the self-regulation Code, young people are still not enough protected against the harmful effects of (exposure to) alcohol advertising. Therefore, regulation fixed by law that decreases the volume of alcohol advertising, is needed.