Union of Belgian Advertisers

EuroPCom 2019
Today in Belgium

Facts:

• **Race**: 20% of the Belgian population have an external Belgium background
• **Age**: Age pyramid is slightly reversing
• **Orientation**: LGBTQI+ Community is growing
• **Gender**: the share of highly skilled women is gradually exceeding the share of men
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What do we see?

• **White**
• **25-40**
• **Heterosexual**
• **Male**
What is UBA doing

- **WW Initiative**: Relaying the WFA around the Unstereotype
- **Self-Regulation**: Support of the Conseil de la Publicité and the JEP for a more Responsible Communication Ecosystem
- **Regulation**: Support of the CSA in their Unstereotype Study conducted (2018)
- **Local initiatives:**
  - Ethno Marketing Initiative Support (2017)
  - UBA trends Day with Inclusion as major topic (2018)
  - Executive Forum about “How unstereotype advertising can help brands” (2018)
  - UBA Responsible Communication Charter (2018)
  - UBA Unstereotype Communication Charter (2019)
- **UN-Women Unstereotype Alliance (2019)**
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Why are we doing this?

- Advertising has a social role to play
- Multiculturality, gender equality, silver is the new gold etc... are real
- Being inclusive in Marketing & Communication means business uplift
Today in Belgium

Nevertheless...
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Hopefully...
Conclusion

There is still a lot to do...

• Keep on working on a better Advertising Ecosystem
• Education
• Monitoring
• Conciliation
• Sanction
Thank you