



TRANSNATIONAL PRIVATE REGULATION IN ADVERTISING

Workshop in the framework of the project
Constitutional Foundations and Governance Design

Robert Schuman Centre for Advanced Studies
in partnership with
Hague Institute for the Internationalisation of Law

Villa Schifanoia
Via Boccaccio, 121
50133 Firenze

PROGRAMME

Florence, 19-20 March 2010

FRIDAY, 19 MARCH

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| 11.30-13.00 | <i>Introduction</i>

Fabrizio Cafaggi, European University Institute
<i>Private Transnational Regulation: Constitutional Foundations and Governance Design – Project Description and the Specificity of Advertising</i>

Paul Verbruggen, European University Institute
<i>Provisional Research Results – Emergence and Governance of Transnational Advertising Standards</i>

General Discussion |
| 13.00-14.00 | <i>Lunch</i> |
| 14.00-16.00 | Structured Discussion:
<i>Legitimacy and Effectiveness of Private Advertising Standards</i> |
| 16.00-16.30 | <i>Coffee break</i> |
| 16.30-17.30 | General Discussion:
<i>How to frame the research in Advertising?</i> |

SATURDAY, 20 MARCH

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| 09.30- 11.00 | Structured Discussion:
<i>Enforcement of Private Advertising Standards</i> |
| 11.00- 11.30 | <i>Coffee break</i> |
| 11.30- 13.00 | Proposal and suggestions for further research |

Participants

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