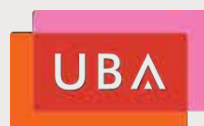




Influencer Certificate.





What's the issue?

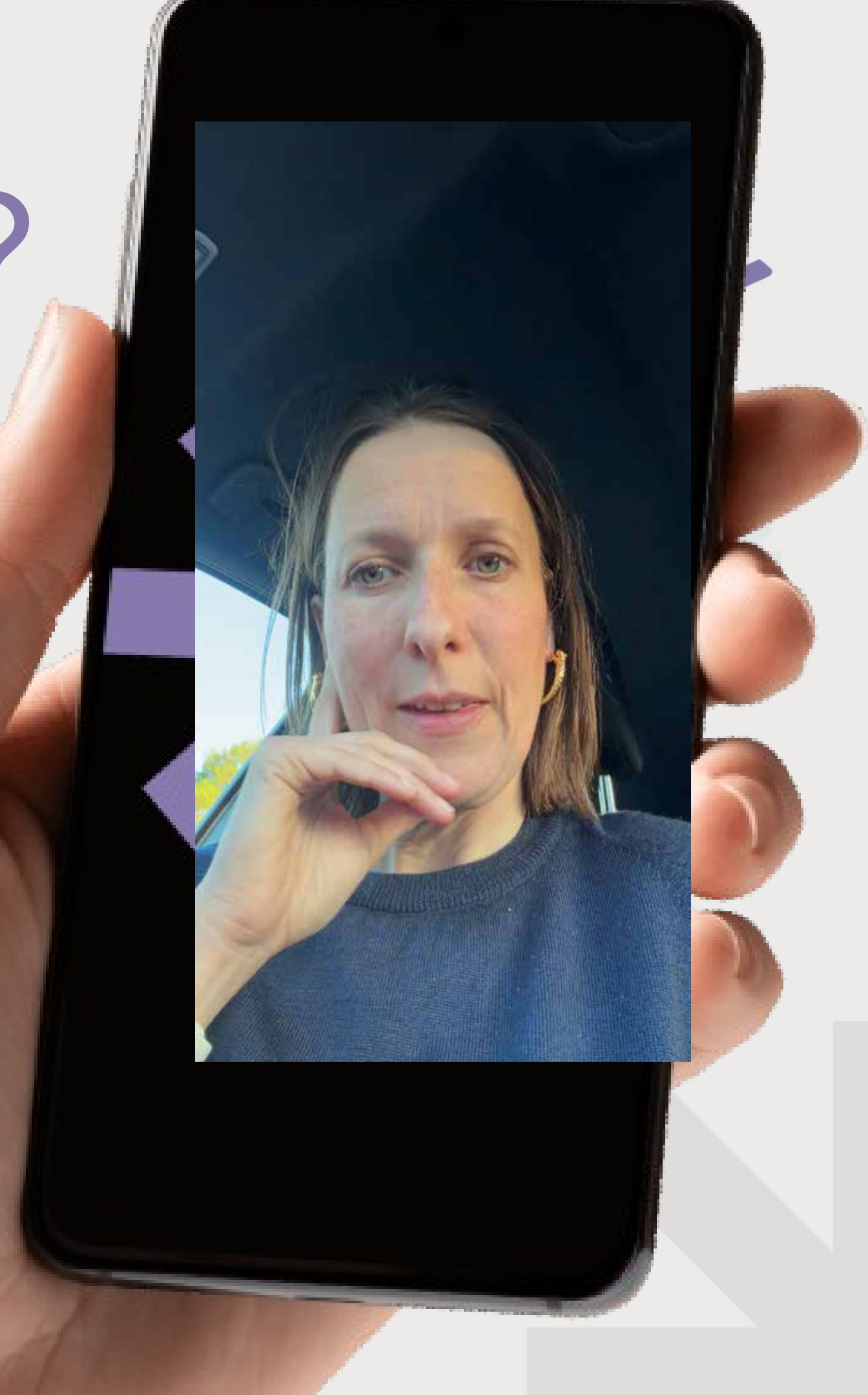


David Dieu @dav_dieu 452K followers
TikTok
First Belgian Certified Influencer



The Solution?

Anne Cornut
@mamavanvijf
35K followers
Instagram
Certified Influencer





The Impact?



Sven Naudts
@dikkesvekke
Certified Influencer
13K followers
Twitch



Why a winner?

An-Katrien Casselman
@ankatrien
Certified Influencer
245K followers
Instagram



Powered by the whole ecosystem



Raad voor Reclame
Conseil de la Publicité

Marc Frederix

Ethical advertising isn't optional —it's the backbone of consumer trust. This award validates our work with the sector in training influencers to communicate responsibly as a new channel. We're grateful for this recognition and for the opportunity to keep pushing the boundaries of our mission.



Patrick Marck

This Certification isn't just about compliance, it's about raising the bar for the whole sector and creating a healthier, more professional ecosystem for both creators and brands



Nicolas Robeet

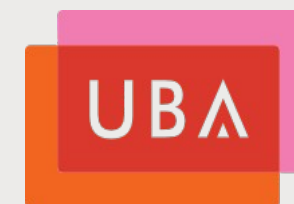
At UMA, our core mission is to connect brands with their audiences via trusted and effective channels. The Belgian Influencer Certificate is a game-changer because it provides a vital benchmark for professionalism and ethical practice. It empowers us to confidently recommend influencer marketing as a channel with certified Belgian influencers, ensuring our clients invest in credible voices that truly resonate with Belgian audiences. This isn't just about vetting; it's about elevating the entire influencer marketing ecosystem.

Powered by the whole ecosystem



Petra De Roos

As ACC believes the Influencer Certificate as a strong step in aligning all parties on building trusted brands, empowering influencers as credible voices and positioning agencies as reliable partners. It helps in raising standards across the industry by selfregulation.



Grégory Marchandise

UBA actively supports the influencer certification program among advertisers as a key lever to strengthen brand trust. By partnering with certified influencers, brands benefit from greater transparency, compliance, and credibility. This ensures that influencer marketing campaigns are grounded in ethical practices and aligned with both regulatory and self-regulatory frameworks, ultimately safeguarding brand reputation and fostering authentic engagement.



Fleur Parnet

The launch of the Influencer Certificate, is a key step to act in emerging channels and communicate ethically and responsibly for a better consumers protection. By recognizing the importance of training, regulation, and self-regulation, we ensure that our marketing community upholds the highest standards of integrity and professionalism as a new media channel.

Een sterke troef

 Let's learn

De certificering van de Influencer Marketing Alliance en de Raad voor Reclame is dé manier voor Belgische influencers om te tonen dat ze alle regels rond influencer marketing kennen én toepassen. Volg de e-learning, haal je certificaat en bewijs dat jij het goed aanpakt.

[Behaal het certificaat voor influencers](#)

[Volg de training voor adverteerders en agencies](#)

