

# Communication on Engagement submitted by the International Center for Alcohol Policies (ICAP)

## A WORD FROM OUR PRESIDENT

We have come a long way since the founding of the International Center for Alcohol Policies (ICAP) in 1995. We set out to promote understanding of the role of alcohol in society and to help reduce harmful drinking worldwide, with the conviction that responsible and focused attention would help deliver the desired results. Our efforts to foster dialogue and partnerships in the alcohol policy field have since been shaped by a strong commitment to finding pragmatic and feasible solutions to reducing harm that can be tailored according to local and cultural considerations and needs.

It is under that guiding premise that we have entered into a number of partnerships ourselves across the globe, and have also encouraged many others to do so, including local governments, civil society organizations, industry, and academia. The following pages will help illustrate some of these partnerships, and there is also a wealth of information in the different websites mentioned therein, including ICAP's website [www.icap.org](http://www.icap.org) and the dedicated website for the Beer, Wine and Spirits Producers' Commitments to Reduce Harmful Drinking [www.producerscommitments.org](http://www.producerscommitments.org).

I am pleased to note that we have engaged with ICAP sponsor companies, many of whom are also UNGC participants, to provide direct feedback on their Communication on Progress (COP) submissions. This is a role recommended by the Global Compact Guidelines for civil society organizations such as ICAP. All COPs reviewed have sections dedicated to Global Reporting Initiative and COP indicators relating to the four issue areas: human rights, labor, environment and anti-corruption, and a measurement of outcomes. A number of them make mention of the social aspects of alcohol, through their Corporate Social Responsibility reports. These documents address each company's own work on issues specific to alcohol, including among others the role of alcohol in society, responsible drinking initiatives, drink driving, underage drinking, self-regulation of marketing, labeling, and retailing.

Going forward, we shall continue to support and advance the work within our sphere of influence, promoting evidence-based policies and programs to reduce harmful drinking as a contribution to economic and social development.

This is our first Communication on Engagement in following the principles of the United Nations Global Compact. It is also a testimony of our ongoing commitment. We look forward to your feedback on its contents, and to staying in touch with you.

Marcus Grant  
President

## Communication on Engagement – ICAP's actions

This Commitment on Engagement has been prepared as a stand-alone document. The International Center for Alcohol Policies (ICAP) welcomes the opportunity to make a clear statement of its commitment to the Compact and its principles. What follows is a description of the practical actions that the organization has taken to support the principles and to engage with the initiative. These actions clearly relate to the specific activities suggested to civil society participants in support of the initiative.

### (A) On joining and/or proposing partnership projects

The mission of ICAP is to promote understanding of the role of alcohol in society and help reduce harmful drinking worldwide. Since its founding in 1995, ICAP has been a thought leader in alcohol policy, contributing reliable and balanced information and insight to the policy debate. Over the years, ICAP has encouraged dialogue among all stakeholders with the firm conviction that complex issues can be better resolved through engagement with all actors. ICAP has consistently called on governments, the public health community, the beverage alcohol industry, and others interested in alcohol policy to pursue partnerships. To this day, ICAP's core activities have sought to build consensus and facilitate such dialogue.

Over the years, the *ICAP Blue Book* has become an important compilation of the organization's knowledge on alcohol. It is a living document, offering a comprehensive guide to the key issues in alcohol policy development and an integrated approach to prevention, drawing upon the best available research and experience from around the world. One of the three pillars on which it is based is partnership building as a means to include the public and private sectors, the community, and civil society as partners in working toward a common goal. The *ICAP Blue Book* is available at <http://www.icap.org/PolicyTools/ICAPBlueBook/>.

The *ICAP Toolkit for Working Together* is another publication that encourages partnerships. With practical guidance based on research and best practices, this resource aims to foster cooperation with a wide array of stakeholders in pursuit of a common goal to reduce harmful drinking. It can also serve as a generic tool that can be applied in a number of circumstances by groups looking to forge alliances and partnerships. The *Toolkit* explains some of the basic principles of working together. It identifies possible pitfalls and how to avoid them through a better understanding of some of the ideological, methodological, and cultural issues that may arise. It offers a practical, step-by-step initiation to working together and explores in some detail the opportunities and challenges posed by various partnerships. The *Toolkit* can be accessed through the ICAP website, at <http://www.icap.org/PolicyTools/Toolkits/ToolkitforWorkingTogether/>.

*Working Together to Reduce Harmful Drinking*, published by Routledge, is another example of an ICAP publication intended to recognize the importance of building and strengthening relationships among governments, nongovernmental organizations, the private sector, and others to address complex social issues. These require more varied collaborations, including public–private partnerships, multi-agency coalitions, and harm-reduction responses. The book presents different models for working together, including identifying and sharing best practice, providing resources that others can use to develop and implement programs, and collaborating with stakeholders to develop and implement programs together. The book also discusses the highest level of working together—termed “partnership”—an experience which can be truly transformational.

ICAP's interest in working together reaches beyond theory and into practice. The organization seeks to work in collaboration with others in multiple ways. For example, as a founding member of the Global Road Safety Partnership (GRSP), ICAP has dedicated efforts to increasing road safety. Our staff contributed to the development of *Drinking and Driving: A Road Safety Manual for Decision-makers and Practitioners*, produced by the GRSP in 2007 under the UN Road Safety Collaboration. More recently, GRSP has produced a manual which focuses on practical ways to develop and implement coordinated and integrated programs to reduce drinking and driving within a country. It follows from the recommendations made in the April 2004 *World Report on Road Traffic Injury Prevention*, issued jointly by the World Health Organization and the World Bank. The GRSP manual is available at <http://www.icap.org/PolicyTools/Toolkits/GRSPRoadSafetyManual/>.

Another example of collaboration is the process which led ICAP to the publication of *Human Total: A Violence Prevention Learning Resource*. After examining specific contexts where violence and harmful alcohol consumption were

known to interact, ICAP took a more integrated approach to this dynamic issue. In early 2008, it published *Alcohol and Violence: Exploring Patterns and Responses*, a collection of papers bringing together research, experience, and creative thinking from experts working around the world in the fields of anthropology, mental health, law enforcement, alcohol policy, gender, human rights, and violence prevention. After reviewing the findings in these papers and meeting with the experts who prepared them, ICAP sponsored the creation of a cross-cultural learning resource adaptable to the needs of a broad spectrum of communities and contexts. *Human Total* was published in 2013 and incorporated recommendations from specialists in the above-referenced fields as well as from experts in education. The efforts to work in partnership were taken a step further, as ICAP partnered with the Advanced Life Skills Centre in Kenya and the Quetzalcoatl Foundation in El Salvador to pilot *Human Total* in a variety of settings (rural, urban, and semi-urban; community and classroom) and contexts (famine, displacement, the aftermath of ethnic conflict, extreme poverty, and spreading gang violence). The experience produced a wealth of relevant comments regarding the methodology, its implementation, its impact on all involved, and how it could be enhanced. ICAP relied on these valuable insights to improve the resource. *Human Total* can be accessed through the ICAP website, via <http://www.icap.org/Publications/ViolencePreventionLearningResource/>.

ICAP has also helped facilitate partnerships that work together on a daily and ongoing basis. ICAP was the lead implementing organization for Global Actions on Harmful Drinking, a consortium of initiatives dedicated to helping reduce the harmful use of alcohol, from 2010 to 2012. This work resulted from a collective commitment by the chief executives of major international beverage alcohol producers to make a significant effort to address harmful drinking through a combination of global and local actions, with an emphasis on low- and middle-income countries. The areas of focus included drink driving, self-regulation, and unrecorded alcohol. These three areas of focus provided many opportunities for working together with academia, civil society organizations, and governments. Examples of this work are included at the end of this section. Additional information has been available at [www.global-actions.org](http://www.global-actions.org) and will continue to be available at [www.producerscommitments.org](http://www.producerscommitments.org).

As a contribution to support WHO's Global Strategy to Reduce the Harmful Use of Alcohol, producers of beer, wine, and spirits have committed to further actions in the areas of reducing underage drinking, strengthening and expanding marketing codes of practice, providing consumer information and responsible product innovation, reducing drinking and driving, and enlisting the support of retailers. In many ways, the Beer, Wine and Spirits Producers' Commitments to Reduce Harmful Drinking came into being as a result of the Global Actions and the experience gained from them.

The Commitments are being implemented over a five-year period, beginning in 2013, and are being audited by third-party groups. The full text of the Beer, Wine and Spirits Producers' Commitments is presented in Annex I. It can also be accessed via <http://www.producerscommitments.org/commitments.aspx>.

## Global Actions to Reduce Harmful Drinking: Drink Driving Initiative

*(Text extracted from the 2013 report on Global Actions delivered by Channel Research, an independent global evaluation consultancy)*

The initiative comprises six programs, in place since 2010, in China, Vietnam, Colombia, Mexico, Russia, and Nigeria. Each country has a dedicated coordinator building local engagement and reporting progress and lessons learned that help to inform future efforts. In all cases, the implementation plan followed a staged approach that has demonstrated merits:

### (I) SITUATION ASSESSMENT

Every program began with an assessment to look at the current drink-driving situation in the country. The assessments were conducted by local consultants and were based on guidelines developed for ICAP by a global road safety expert. Many of these country assessments were published in the academic journal *Traffic Injury Prevention* in March 2012 (volume 13, issue 2).

### (II) STAKEHOLDER IDENTIFICATION AND ENGAGEMENT

Considerable local time and effort went into finding the right stakeholders and gaining pledges of their support.

### (III) CAPACITY BUILDING, PLANNING, AND PROJECT DEVELOPMENT

Capacity building is imperative to the program's success: it builds local expertise, leading to a sustainable network of local players who can institutionalize the capacity and manage future interventions. In 2013, each of the Global Actions countries held capacity-building workshops to provide both technical and practical knowledge and skills to local practitioners with immediate feedback from leading experts.

### (IV) DEFINING INTERVENTIONS

Following the capacity building, local stakeholders created intervention programs to adapt global best practices to the needs of their communities. This flexibility is the model's strength. Some of the intervention themes included public awareness campaigns, law enforcement interventions, and targeting specific drivers.

### (V) SUSTAINABLE PROJECT MANAGEMENT

Monitoring and evaluation is critical. Building and maintaining an evidence base not only helps monitor the success level of various interventions, but informs year-over-year program improvements. Every country team monitors and evaluates its local projects. The drink driving initiative is also being independently evaluated by a global evaluation consultancy.

The Global Actions model has been designed for long-term empowerment of local officials to carry on the work independently. Country projects are already showing signs of this transition to local ownership.

## Global Actions success by the numbers

### China

- 150-PLUS ATTENDEES at capacity-building workshops
- The Jiangsu CDC and Traffic Management Bureau organized workshops in SEVEN CITIES OF JIANGSU PROVINCE in 2013

### Colombia

- MORE THAN 500 government officials and law enforcement officers were trained through the initiative
- 2013 surveys conducted in Chía showed a 75% RETAINED-KNOWLEDGE RATE among attendees of a workshop in 2012

### Mexico

- More than 100 POLICE OFFICERS attended workshops
- New trainers conducted more than 350 WORKSHOPS attended by more than 11,000 ATTENDEES

### Nigeria

- TWO CAPACITY-BUILDING WORKSHOPS were held, in Lagos and Abuja, training more than 50 OFFICIALS
- 1.4% of tanker drivers tested positive for alcohol and 0.8% of drivers were over the legal limit—down significantly from 11% and 5%, respectively, in 2012

### Russia

- 20 DRIVING SCHOOLS have been chosen for 2014 student training

### Vietnam

- 3,000 MEMBERS of the armed forces participated in two local actions to promote “Don't Drink and Drive”
- ICAP operated in SEVEN CITIES AND PROVINCES: Hanoi, Thanh Hoa, Nghe An, Da Nang, Khanh Hoa, Dac Lac, and HCMC

## A close look at Global Actions in Nigeria – Targeting the drivers who drive the country's economy

In Nigeria, approximately 80% of freight moves by road, making truck driving a critical part of the Nigerian economy. Results from the situation assessment found that many commercial drivers consumed alcohol and other psychoactive substances before embarking on their journeys. Given those realities, the 2013 agenda focused on educating and influencing these high-risk drivers in two prominent locations. Working in close conjunction with the Federal Road Safety Corps (FRSC), two high-risk areas were identified: the Apapa region of Lagos and the Abuja–Lokoja road. An intervention in the port of Apapa afforded the opportunity to intercept and influence truck drivers whose tankers carry refined oil products destined for every part of the country. The second locale, the road between the capital city of Abuja and the city of Lokoja, was chosen for its high volume of traffic with a density of vehicles that strains the road infrastructure.

In order to reach and influence commercial drivers, it was crucial to assemble and activate the right stakeholders. In Apapa, Global Actions aligned with the Strap and Safe Child Initiative (SSCI), an NGO founded in April 2009 that addresses many critical issues in road safety, and the National Union of Petroleum and Natural Gas Workers (NUPENG). Together, a three-week education initiative was executed that centered on changing behavior and attitudes regarding drink driving by distributing educational materials about its dangers. NUPENG provided key insights on location and times to conduct outreach, while SSCI made use of volunteers who provided information, education, and communication materials to drivers in petroleum depots and tanker rest stops across Apapa. In Abuja, a broad coalition was assembled to reach fleet bus drivers who use the Abuja–Lokoja road. The group included FRSC, the National Union of Road Transport Workers, and the NGOs Save the Accident Victims of Kogi State (SAVIKS) and Prompt Assistance to Victims of Road Traffic Accidents (PATVORA). The effort kicked off with a two-day workshop attended by 25 officials, including the Abuja Sector Command of FRSC. Law-enforcement sessions followed, including field checkpoints along the Abuja–Lokoja road with donated breathalyzers. The checkpoints allowed FRSC to evaluate alcohol consumption among drivers, while volunteers from PATVORA conducted surveys.

Momentum is building. Early survey results show fewer drivers with alcohol in their systems. The right stakeholders are in place and committed to the plan. There are plans to expand the initiative, and partners will continue to be encouraged to design, implement, and evaluate their own programs to reduce drinking and driving.

### Nigeria by the numbers

- TWO CAPACITY-BUILDING WORKSHOPS held in both Lagos and Abuja, training more than 50 OFFICIALS
- FOUR ENFORCEMENT SESSIONS followed by four checkpoints, training more than 40 FRSC OFFICIALS
- FOUR BREATHALYZERS recalibrated and donated to the FRSC
- 1.4% of tanker drivers tested positive for alcohol and 0.8% of drivers were over the legal limit—down significantly from 11% and 5%, respectively, in 2012

All of the efforts described in this section, from developing resources to implementing programs, are but a few examples of the many ways in which ICAP encourages working across sectors to deliver transformative impact in different geographies, addressing both public and private objectives. ICAP will continue to support and advance this work within its sphere of influence.

## (B) On providing commentary to companies on Communications on Progress

ICAP is a not-for-profit organization supported by major international producers of beverage alcohol. Throughout 2013 ICAP has engaged with sponsoring companies, many of whom are also UNGC participants, to provide direct feedback on their Communication on Progress (COP) submissions.

Given the wealth and range of topics across operational sites and countries for a given company or group of companies, ICAP has invited sponsor companies to consider incorporating an annex to their Communication on Progress/Corporate Social Responsibility report instruments to refer to actions dedicated to address responsible

alcohol consumption and reduce harmful drinking. ICAP has suggested this annex could be linked to the World Health Organization Global Strategy areas (as per the toolkit prepared by ICAP in 2010 and available on the Global Actions website) and/or coordinated with reporting on the Global Commitments. While the table below provides an example of what might be envisaged, companies should consider which reporting mechanisms would be most useful in communicating what matters most to them and their stakeholders.

<i>Areas of Industry Activity</i>	<i>WHO Strategy Area</i>	<i>Corresponding Global Commitment</i>	<i>Page of this report</i>
<b>Responsible consumption</b>	1, 8		6
<b>Selling responsibly/ Implementing responsible retail initiatives</b>	3, 5, 8	5	6
<b>Preventing drink driving</b>	4	4	6
<b>At-risk groups: underage, young people, pregnant women</b>	1, 3, 5	1	6
<b>Brand responsibility</b>	1, 8	3	7
<b>Group or company voluntary standards and codes</b>	1, 6, 7	2	7
<b>Balanced information about alcohol consumption to consumers</b>	1	3	7
<b>Enumeration of company embraced</b>	1, 10		7
<b>Stakeholder research/ materiality and impact/ issue prioritization</b>	1, 10		7

Of those ICAP sponsoring companies with COP submissions, all documents reviewed have sections dedicated to the Global Reporting Initiative and COP indicators relating to the four issue areas with a measurement of outcomes. A number of them make mention of the social aspects of alcohol by annexing their Corporate Social Responsibility reports. These documents address each company's work on issues specific to alcohol. The areas of concern include some of those listed under the subheadings that follow.

### ***Responsible consumption***

ICAP sponsor companies wish to honor the trust consumers place in them by continuing to discourage inappropriate drinking behaviors, while promoting moderate and responsible drinking. This is a key priority which in most cases has led to the formulation of company guidelines and alcohol policies for employees that are included in orientation programs for new hires.

### ***Selling responsibly / implementing responsible retail initiatives***

Sponsor companies have developed training materials and interventions aimed at bartenders, waiters, grocery store clerks, and others who serve and sell alcohol. From ICAP's published resources, *Blue Book* Chapter 4 is dedicated to responsible hospitality.

### ***Preventing drink driving***

In addition to supporting the Global Actions initiatives described above in this COE, companies have designed many types of task-force interventions to increase awareness of the importance of using a designated driver or getting a safe ride home. *ICAP Blue Book* Chapter 15 is dedicated to drinking and driving.

### ***At-risk groups: underage, young people, pregnant women***

ICAP sponsor companies encourage independent research and the publication of results that help raise awareness of the different aspects of drinking and their consequences, in particular to those subpopulations at increased risk of harm. Numerous companies have had educational materials and programs developed by subject-matter experts to help parents talk with their children about underage drinking. Many have crafted mechanisms to have identification documents easily checked at points of sale to help off-premise retailers stop sales to minors.

A number of *Blue Book* chapters cover these topics: Chapter 8, on at-risk populations; Chapter 9, on women and alcohol; Chapter 10, on drinking and pregnancy; Chapter 11, on young people and alcohol; and Chapter 23, on alcohol and the elderly.

### ***Brand responsibility***

Companies seek to integrate corporate social responsibility into all aspects of their operations through the implementation of policies, guidelines, and related projects. For most, this encompasses working with marketing managers to create responsible campaigns as well as engaging seriously with those who sell and serve their brands.

### ***Group or company voluntary standards and codes***

Companies have developed a wealth of standards, codes, and policies, including ones on marketing, ethics, and employee policies, and they report on compliance with these.

There are many codes of practice for the self-regulation of marketing communications for beverage alcohol. They operate at company and sector levels and as part of national self-regulatory codes, which also apply to other products and services. Marketing codes of practice vary according to country and product to reflect local cultures, lifestyles, traditions, and national contexts. However, they have at their core a number of near-universal provisions regarding social responsibility, fairness, and decency. The recently developed *Guiding Principles on Self-Regulation of Marketing Communications for Beverage Alcohol* were intended to provide guidance to countries seeking to establish or enhance marketing self-regulation codes of practice for alcohol beverages by helping to define these common core principles.

### ***Balanced information about alcohol consumption to consumers***

ICAP sponsor companies understand their role and responsibility in providing useful information to consumers. Their dedicated efforts include empowering their own employees as prime ambassadors, when consuming or serving, and developing responsible drinking reminders for above-the-line marketing. Commitment #3 has set out further plans and actions, including the creation of a dedicated website with additional information, details of which will be available on the packaging of products.

### ***Enumeration of company-embraced goals and targets***

Companies have embraced both quantitative and qualitative targets. The former may include different parameters, such as the percentage of operating companies implementing responsible drinking initiatives and the percentage of employees trained on responsible marketing. Qualitative achievements are usually depicted via numerous local examples. Not only does this add credibility to what is being reported, but it also allows the sharing of best practice in multiple ways, by providing information on the intervention, the selection of partners, and the opportunities for evaluation.

### ***Stakeholder research / materiality and impact / issue prioritization***

ICAP sponsor companies recognize the need to connect with their stakeholders and seek their feedback to inform the assessment of the issues that are most critical to them. The feedback also provides suggested areas for improvement, and companies make these known in their CSR reports. These reports may also share the materiality matrices that allow the prioritization of themes requiring attention. Responsible marketing, which includes responsible commercial communications, marketing, advertising and product promotion; responsible drinking, which includes action to promote responsible drinking and address alcohol-related harm; and product responsibility, which includes product quality and product labeling, usually rank high for both stakeholders and companies.

## **(C) On participating in Local Networks**

ICAP is a proud member of the U.S. Local Network and was honored to be invited to nominate a candidate to the Board of Directors.

The Network, set to create opportunities for multi-stakeholder engagement and collective action to advance the UNGC and its principles, has helped deepen ICAP's understanding of others' experiences as participants. The Network provides a space in which to review and compare progress, identify best practices, and adopt recommendations to enhance the effectiveness of participants' actions.

### (D) On participating in global, regional, and local events

ICAP's ongoing relationship with the United Nations—with the Global Compact (UNGC) since 2001 and with UN Economic and Social Council (ECOSOC) since 2011—has provided many opportunities to engage with UN bodies. Involvement in UN events has increased over time, reaching a high point in 2013/2014. ICAP has put forward statements with its position on various matters and has participated in a number of events and initiatives, as detailed below from the year 2013 to date.

<i>UN Entity</i>	<i>Date</i>	<i>Activity</i>
"The World We Want," Post-2015 Sustainable Development Goals	January 2013	Submission of a statement on the harmful consumption of alcohol, noncommunicable diseases, and how they should be incorporated into the 2015 development agenda.
Commission on the Status of Women (CSW)	March 2013	Circulation of a written statement at and participation in the 57th session of the CSW, with the theme, "Elimination and prevention of all forms of violence against women and girls." This also provided the opportunity to soft-launch the ICAP toolkit <i>Human Total: A Violence Prevention Learning Resource</i> .
UN Economic Commission for Europe (UNECE)	May 2013	Co-host with UNECE of the international symposium "Regional Perspectives on Drinking and Driving," on alcohol-related impacts on vulnerable road users, to mark the beginning of the UN Global Road Safety Week.
"The World We Want," Post-2015 Sustainable Development Goals	July 2013	Comments on two UN papers on the Post-2015 Sustainable Development agenda posted.
UNECE	September 2013	Launch of e-book on alcohol and road safety, entitled <i>Regional Perspectives on Preventing Alcohol Related Road Crashes Involving Vulnerable Road Users</i> .
UN General Assembly	September 2013	Participation in the high-level event on the Millennium Development Goals and Post-2015 Development Agenda and in related side events at the opening of the General Assembly.
Commission on the Status of Women (CSW)	March 2014	Circulation of a written statement at and participation in the 58th session of the CSW, with the theme, "Challenges and achievements in the implementation of the Millennium Development Goals for women and girls."
High-Level Meeting of the UN General Assembly on Prevention and Control of NCDs	July 2014	ICAP President made a statement at the Civil Society Interactive Hearing

### (E) On measurement of outcomes

ICAP works within well-defined year plans, fundamentally structured around what it considers strategic objectives. These plans spell out operational objectives and supporting activities, as well as projected time frames and resources needed to achieve the desired targets. Key performance indicators (KPI) accompany each statement in order to help track progress.

The table below is included to demonstrate the degree of attention ICAP gives to priority areas. Working together, in collaboration with many dedicated others, is one such aspect. Over the years, ICAP has focused efforts to encourage dialogue among different stakeholders with the firm conviction that complex issues have better chances of being resolved through the work and engagement of all actors, whether working to understand the evidence base, build capability, design interventions, or improve communications and awareness on alcohol policies and issues.

**Extract of the ICAP 2012–2014 Plan, illustrating our focus on partnership development across different objectives**

<b>Operational Objective</b>	<b>Supporting Activity</b>	<b>KPI</b>
Gap analysis research	Build partnerships/collaborations with academics and scientific community	# new collaborators/partners
	Conduct research in collaboration and in-house	# peer review publications
	Hold workshops and seminars with different stakeholder groups	# collaborative projects
Program evaluation	Build partnerships initiatives with evaluation experts	# new collaborators/partners
Develop new relevant training material	Identify and engage with academic institutions and think tanks	# key experts involved
Links with other civil society organizations	Explore and develop alliances	# new collaborators/partners
	Hold seminars to encourage debate	# collaborative projects
National level support for responsibility programs	Engage and develop local partners	# new local partners
	Involve external experts and organizations	# key experts involved
	Establish and maintain networks of stakeholders	% co-funded activities
Best practice around responsible consumption	Incorporate external expert advisors in development and dissemination	# key experts involved
	Strengthen cross-industry self-regulation based on good practice principles	# code reviews
	Develop partnerships with self-regulation organisms and industry associations	# collaborative projects

That conviction has helped drive ICAP's agenda. The period 2008–2012 saw a tremendous increase in new collaborations and partners to fight harmful drinking fundamentally, though not exclusively, through the various Global Actions projects. The Beer, Wine and Spirits Producers' Commitments have built on this momentum and shall continue to do so.

ICAP understands there is room and merit for both qualitative and quantitative measures of progress in its work. As much as ICAP has sought to track progress against indicators, there is value in a narrative strategy, especially at country and local level. By taking into account the numerous interconnected initiatives addressing responsible drinking, it is easier to understand the bigger picture. Such monitoring can contribute to capturing changes in the attitudes of civil servants, researchers, civil society, and private actors, as well as the allocation of public resources. The Channel Research reports on Global Actions have taken these areas into consideration with an evaluation methodology closely related to that used in assessing UN development projects.

Channel Research findings have shown Global Actions projects have started to build momentum, in the form of increased fundamental awareness from the general population, civil society, and government forces. Capacity building has increased through "train the trainer" courses and access to international experts. There is also dedicated focus on the need for more effective enforcement. In some countries, the programs have led to the formation of a task force on drink driving and a public discourse on the dangers of irresponsible drinking. In others, efforts have brought about other local initiatives, such as work to launch a pilot safe taxi program and encourage responsible service in entertainment districts of major cities. As projects progress, with local districts and provinces adopting a self-management model by funding and executing interventions, the potential to expand their outreach is dramatically increased.

The Commitments originated with very similar principles in mind. As these take over from Global Actions, and as more data on completed and ongoing programs becomes available, the foundations are in place to help steer future projects toward meaningful impact and, ultimately, success in helping to reduce harmful drinking across the globe.

## ANNEX I: REDUCING HARMFUL USE OF ALCOHOL: BEER, WINE AND SPIRITS PRODUCERS' COMMITMENTS

### Preamble

Global producers of beer, wine, and spirits recognise that the harmful use of alcohol has a serious effect on public health and is a risk factor for non-communicable diseases. We are concerned about individuals who abuse alcohol and the negative impact this behaviour has on them, their families and on society. We, therefore, support the WHO Global Strategy to Reduce the Harmful Use of Alcohol and are committed to its vision for improved health and social outcomes for individuals, families and communities. We furthermore take seriously the important positive role Member States have identified for producers, distributors, marketers, and sellers of beer, wine, and spirits in enhancing global action on this important issue.

We remain committed to working with local, national and international stakeholders to combat harmful use of alcohol, building on our longstanding and current efforts and based on the following core beliefs:

- We respect the rights of adults to choose to drink alcohol beverages – or to choose not to drink them.
- We believe that all alcohol beverages sold in a society should be appropriately and effectively regulated.
- We believe that alcohol consumption patterns are strongly influenced by cultural and religious factors.
- We believe the most feasible and effective measures to reduce harmful use of alcohol are evidence-based, take into account drinking patterns and target specific problems.
- We believe that governments, producers and other stakeholders need to work together more vigorously to reduce harm associated with “noncommercial” and unrecorded alcohol, given that it accounts for a significant proportion of all alcohol consumed globally, particularly in many low- and middle-income countries.
- We believe that reducing harmful use of alcohol will benefit society and our businesses alike.

## REDUCING HARMFUL USE OF ALCOHOL: BEER, WINE AND SPIRITS PRODUCERS' COMMITMENTS

In response to the call by WHO and Member States, the undersigned companies hereby commit to actions in the following five areas - many of which have been inspired by best practices in various countries - to strengthen and expand existing efforts and contribute to reducing the harmful use of alcohol in our capacity as producers, distributors, marketers, and sellers of beer, wine, and spirits:

- Reducing under-age drinking
- Strengthening and expanding marketing codes of practice
- Providing consumer information and responsible product innovation
- Reducing drinking and driving
- Enlisting the support of retailers to reduce harmful drinking

Recognising that global commitments require local execution (including the co-operation and involvement of local companies and other stakeholders) we will invite other beverage alcohol companies from all parts of the world to join us in implementing these commitments.

**The following commitments will be implemented over a five-year period commencing in 2013**, acknowledging that some will be put in place with almost immediate effect, whilst others will take significant time to implement.

We will **appoint professionally qualified third-party organisations to audit our compliance** with these commitments and place summaries of their findings in the public domain, and where relevant, encourage independent research to gauge the effectiveness of these measures.

We will **report to the international community** on the progress we are making on an annual basis, beginning at the end of 2013.

1. Reducing under-age drinking

We are sensitive to and share concerns about the extent and harmful consequences of under-age drinking as expressed by governments from all parts of the world, the World Health Organization, as well as other international bodies. In most countries, there is a minimum age for purchase and/or consumption of alcohol, yet drinking by those under the minimum age is a concern in many parts of the world and can lead to serious public health consequences.

Under-age drinking is a societal challenge that is only possible to prevent through expanded co-operation among governments, enforcement agencies, retailers, parents, educators and others in the community.

We therefore undertake both through our own enhanced efforts and working together with other interested parties, including retailers, to encourage national governments to set ambitious but realistic and measurable targets **to significantly reduce underage purchase and underage consumption of alcohol beverages by 2018.**

- Recognising that our efforts alone will not be sufficient, we commit to **actively seek enforcement of government regulation of under-age purchase and consumption** in all countries where we are commercially active and where a minimum purchase and/or consumption age has been set. In countries where no such limits exist, we will (either alone or with others who share this objective) encourage **governments to introduce a minimum purchase age and to enforce it.**

In addition, and in connection with the above, we will take other significant and important measures to help reduce the incidence of under-age drinking:

- We commit to strengthening our work with other interested stakeholders, including NGOs and IGOs, to **develop, promote and disseminate educational materials and programmes designed to prevent and reduce underage purchase and consumption**, which either address young people themselves or those known to have a strong influence over their behaviour. This will include consulting experts on the development of best practice educational materials for use by parents, schools and community groups and in social media.

2. Strengthening and Expanding Marketing Codes of Practice

We target our marketing to adults of legal drinking age. Our company and industry codes and processes are designed to ensure that the marketing of our products promotes only responsible drinking. We will continue to strengthen our codes of marketing practice to prohibit those that primarily appeal to underage youth; and to prohibit promotion of our products in ways that encourage excessive and irresponsible consumption; and to promptly address any violations.

These and other provisions have been included in codes of marketing practice of leading companies for several years. We will reinforce them further, building on self-regulatory efforts through our Global Actions on Harmful Drinking initiatives, by expanding them to include all countries in which we actively market our brands.

Digital media is increasingly being used for alcohol beverage marketing, in the same way as it is for a number of other products, simply because it is becoming a way of life for more and more people, who are increasingly using digital sources to gain and exchange information, and in some cases to make purchases.

As this emerging trend continues and technology advances, we accept that care needs to be taken by marketers and sellers of alcohol to limit access by those under-age; and ensure the content of marketing through the digital media is always responsible and does not encourage under-age drinking. Leading companies are already making efforts to address these issues and many codes of marketing practice have evolved to include digital media. We will continue to strengthen and expand these efforts.

- We commit to take independently verifiable measures (using reasonably available data) within the next 12 months so that **print, electronic, broadcast and digital media in which we advertise our products have a minimum 70% adult** audience.

2. Strengthening and Expanding Marketing Codes of Practice (con't)

- We commit to **develop during 2013 a set of global guiding principles for alcohol beverage marketing in digital media** that will require the content of any online marketing to meet the same high standards that apply to our traditional marketing activities. With respect to digital 'social media sites', **where we are engaged in direct interaction with consumers**, we also commit to **put in place, where possible, controls to limit under-age access and operate a consumer age affirmation mechanism**. We will invite relevant social media providers to work with us to achieve this.

- Over the next 5 years, **we commit to take steps to enable non-industry participation where none already exists in self-regulatory processes that enforce code standards**, and will undertake to abide by the decisions made.

- We commit to include **appropriate contractual language in our agreements** with our advertising agencies, where practicable and legal, **that will require them to abide by our responsible marketing and promotional codes for our products**.

3. Providing consumer information and responsible product innovation

Product and packaging innovation brings consumers choices, can promote better use of environmental resources, improves product quality and fosters robust marketplace competition.

Increasing beverage choice is responsive to different drinking patterns, including introducing beverages with lower alcohol strengths when possible and where there is sufficient consumer demand for them.

When developing new products, our internal processes are designed to avoid those that primarily appeal to under-age or that imply they should be consumed excessively.

We recognise that public health concerns have been expressed about certain alcohol beverage product innovations: producing or promoting alcohol beverages containing excessive quantities of added stimulants, such as ingredients featured in 'energy drinks', use of some flavours and some types of packaging.

We also believe whether a product is responsible or not depends on a combination of factors including its name, packaging, presentation and marketing.

- We commit **not to produce any beverage alcohol products that contain excessive amounts of added stimulants**, such as caffeine, guarana and taurine, **and will not market any beverage alcohol product or promote any beverage alcohol combination as delivering energising or stimulating effects.**

3. Providing consumer information and responsible product innovation (con't)

We also plan to take steps to communicate certain information about alcohol beverages, such as alcohol strength, as well as information reminding consumers about the risks of excessive or inappropriate drinking on their health to help them decide what to drink and when and whether to drink or not.

- We commit to develop in 2 years a **standard set of easily understood symbols** or equivalent words to discourage (1) drinking and driving (2)consumption by those under-age and (3) consumption by pregnant women **to be applied globally (except where similar information is already legally required, prohibited or already provided by voluntary agreements)**. **Over the next 5 years these symbols or words in these three areas will appear individually or in combination on our packaging.** To supplement those already in existence, we will also create a dedicated website with additional information, including alcohol product strength and reminders about the dangers of excessive drinking on health, with details of how to access the website on our packaging. We will invite contributions and comments from public health experts in developing the website content.

4. Reducing drinking and driving

The United Nations General Assembly has proclaimed 2011-2020 the Decade of Action for Road Safety. The UN Road Safety Collaboration has developed a global plan for the Decade of Action. Pillar 4 of the plan provides an overall framework for activities which focus on improving road safety behavior of road users, including reducing drink driving. The plan specifically invites governments, international agencies, civil society organizations and the private sector to use the plan as a guiding document for their activities. In this context, we acknowledge the preventable contribution that drink driving makes to road traffic crashes and fatalities. Road traffic injuries affect all age groups but their impact is most striking among the young, as the WHO Global Status Report on Road Safety 2009 illustrates.

We believe that working with governments and civil society partners, we have an important role to play in helping to prevent and reduce both drink-drive morbidity and mortality and we have already demonstrated our willingness to enter into partnerships to achieve this goal.

We therefore encourage governments to enforce existing drink-drive laws and regulations, and we will actively advocate for the introduction of effective drink-drive laws, including a BAC limit and lower BAC limit for novice drivers, backed by appropriate enforcement, where these do not already exist in countries where we are commercially active. We will work with public health and road safety partners, including NGOs, who share these objectives.

We have a long history of engagement around the world in programmes to discourage drinking and driving, including the existing six Global Actions drink-drive pilots in China, Colombia, Mexico, Nigeria, Russia and Vietnam ([www.global-actions.org](http://www.global-actions.org)).

- At the end of 2014, we commit to assessing these pilots and decide which are successful and locally sustainable. We also undertake to **replicate those which prove to be successful in at least six additional countries, covering all continents, but focusing on the developing world**, in the next 5 years.

5. Enlisting the support of retailers to reduce harmful drinking

We share the view with public health experts that it is essential to involve retailers in efforts to promote safe drinking environments and prevent harmful use of alcohol. We are mindful of the complexity of this engagement, given the large number of retail outlets, their independent ownership, their diversity (bars, cafes, restaurants, hotels, nightclubs, supermarkets, specialty and grocery stores) the different types of retail outlets (on- premise consumption versus purchases for home/take away consumption) and the great differences in retailing practices and establishments in the developing world.

- We commit to **invite leading international retailers with whom we have commercial relationships to join us in launching a responsible retailing initiative.** The primary aim of the initiative will be to **create 'guiding principles of responsible beverage alcohol retailing'**, which will focus on identifying and cataloguing best practice guidelines for responsible beverage alcohol retailing (including discouraging irresponsible promotions to the extent legally permissible; encouraging responsible point-of-sale marketing and promotion in retail establishments; appropriate retailer undertakings on responsible sale of our products and other measures to reduce alcohol-related harm). The initiative will also encourage local **responsible retailing initiatives to implement the guiding principles** focusing on measures to prevent under-age drinking through, eg, proof-of-age requirements, and on the training of retail staff in how to identify, prevent and manage intoxicated drinkers.

Signatories:

Anheuser-Busch InBev; Bacardi; Beam; Brewers Association of Japan; Brown-Forman; Carlsberg; Diageo; Heineken; Japan Spirits & Liqueurs Makers Association; Molson Coors; Pernod Ricard; SABMiller and UB Group.

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