

# Communication on Engagement

International Alliance for Responsible Drinking (IARD)



**IARD**  
INTERNATIONAL ALLIANCE FOR  
RESPONSIBLE DRINKING

## Part I. Statement of Continued Support by the Chief Executive

### Letter from IARD Acting President & CEO

Since we last submitted our Communication on Engagement (COE) in October of 2014, the International Alliance for Responsible Drinking (IARD) and its members have continued to make great strides in promoting the understanding of alcohol's role in society and to help reduce harmful drinking worldwide. 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. In that light, our continued programs, initiatives, and publications continue to fully support and promote the United Nations Global Compact and its guiding principles that are relevant to IARD's mission.

A key aspect of IARD's work in supporting the UN Global Compact and its guiding principles has been the progress made by the Beer, Wine and Spirits Producers' Commitments in establishing new partnerships around the world and engaging with various local networks around the five key commitments, all with the aim to reduce the harmful consumption of alcohol. Since the launch of the initiative in 2013, IARD has brought together and engaged with stakeholders representing industry associations, governments, NGO's, international organizations, and retailers. Engaging a wide number of organizations has allowed IARD to build upon the achievements of previous years. The following pages will help illustrate some of these key partnerships, as well as other initiatives, which support social development and contribute to reductions in the harmful use of alcohol. IARD's website, [www.iard.org](http://www.iard.org), and the site dedicated to the Producers' Commitments, [www.producerscommitments.org](http://www.producerscommitments.org), contain further information and tools to support member states, industry, and other stakeholders in these goals.

Moving forward, we will continue to support and advance this work within our networks to promote partnerships, evidence-based policies, and programs to reduce harmful drinking as a contribution to economic and social development. IARD reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, Environment and Anti-Corruption.

We welcome your feedback on this Communication on Engagement contents; please contact us at: [info@iard.org](mailto:info@iard.org).



Virginia Gidi  
Acting Administrator

### About the International Alliance for Responsible Drinking

IARD is a not-for-profit organization dedicated to addressing the global public health issue of harmful drinking and promoting responsible drinking. We partner with public, civil society and private stakeholders to advance our mission of contributing to the reduction of harmful drinking and promoting responsible drinking by those who choose to drink worldwide. We support the target in the WHO NCD Global Monitoring Framework of "at least 10% relative reduction in the harmful use of alcohol" by 2025. IARD is supported by its Member Companies beer, wine, and spirits producers, who are jointly committed to being part of the solution to reduce the harmful use of alcohol.

For more information about IARD, visit: [www.iard.org](http://www.iard.org).

### Communication on Engagement – IARD's Commitments

This Communication on Engagement (COE) has been prepared as a stand-alone document. The International Alliance for Responsible Drinking (IARD) welcomes the opportunity to make a clear statement of its commitment to the UN Global Compact and its guiding principles. What follows hereafter is a description of the practical actions that the organization has taken to support the principles and social development. These actions relate to the specific activities suggested to civil society participants in support of the Global Compact.

## Part II. Description of Actions

### IARD's Mission

IARD's mission is to contribute to the global reduction of harmful drinking and promote responsible drinking by those who choose to consume alcohol. We believe that alcohol has a legitimate place in society when enjoyed responsibly by those who choose to drink. While alcohol is a normal part of an enjoyable life for the majority of people, for a minority of people, alcohol can be associated with harm. Harmful drinking is a problem that requires new insight, urgent action, and open dialogue. We believe that collaboration amongst governments, producers, retailers, consumers, and civil society is essential to address this problem.

### IARD Resources

IARD has focused on engaging a larger network of stakeholders to support the UN Global Strategy to Reduce the Harmful Use of Alcohol, the NCD Action Plan, and contribute to Member States' efforts in implementing these international strategies. During the 2014-2016 period, IARD and its supporting members have developed the following tools, resources, and programs:

#### Alcohol Education Guide

- [The Alcohol Education Guide](#) was developed in order to facilitate a structured and comprehensive approach to alcohol education, and to establish a framework for stakeholders and partners worldwide. The guide was developed using an interdisciplinary approach and calls upon public health education good practices from studies in road traffic crashes and HIV/AIDS prevention.
- We convened a forum of experts from various public health disciplines to discuss challenges and successes in health education behavior change, specifically to develop frameworks for good practice in alcohol education. Meeting participants shared lessons learned from their respective fields; provided perspectives on education, social norms, and effective evaluation; and shared recommendations on the role of such programs in changing behavior. Our findings emphasized that education programs should aim to be sustainable, replicable, and transferable to a variety of cultural contexts. As a result, IARD began working with a group of seven advisors to develop a website entitled "Alcohol Education Guide: Reducing Underage and Other Harmful Drinking", available at [alcooledguide.org](http://alcooledguide.org). The alcohol education guide is being used by a variety of stakeholders including: industry, governments, NGOs, and trade associations.

#### IARD Policy Tables

- The IARD website includes a number of publicly available tables that compile current and verified information on national-level legislation, policies, and guidelines related to beverage alcohol. Policy tables include minimum legal purchase/drinking age limits, blood/breath alcohol concentration limits (BAC/BrAC) limits, drinking guidelines, and labeling requirements. These tables are frequently used and cited by scientists, policymakers, industry bodies, media, and other key stakeholders.

#### IARD Health and Policy Reviews [www.iard.org/reviews/](http://www.iard.org/reviews/)

- The IARD Health and Policy Reviews provide comprehensive and accessible information to the public on a variety of topics including: Drinking and Cancer; Drinking and Non-Communicable Diseases (NCDs); Fetal Alcohol Spectrum Disorders; Drinking and Obesity; National Drinking Guidelines; Health Warning Labels; Social Marketing; and Taxation of Beverage Alcohol.

#### Unrecorded Alcohol Toolkit [iardunrecordedtoolkit.org/](http://iardunrecordedtoolkit.org/)

- The alcohol market consists of two segments—recorded and unrecorded—both well-established in many parts of the world and responsive to social, cultural, economic, and political change. Each segment plays a role in a range of key social and health issues, and therefore involves complex networks and stakeholders. The unrecorded alcohol market, by definition, is not reflected in official statistics and is not subject to the same regulations as the recorded market.
- Unrecorded alcohol includes cross-border trade, informal alcohol, illegal alcohol, and surrogate alcohol. IARD has created a toolkit to better understand the sphere of unrecorded alcohol with three aims:
  1. to serve as a resource for those interested in gaining a better understanding of the issue of unrecorded alcohol;

2. to provide a menu of approaches that can be used to investigate the unrecorded alcohol market, depending on the research question, context, and existing data and resources available; and
3. to provide a road map for achieving, to the greatest extent possible, consistency and uniformity across studies so that results can be compared in a sound manner.

## Engagement and Outreach Within the UN

IARD attended as an observer the 2016 World Health Assembly (WHA) and participated in nine side events. In addition, IARD organized a panel discussion on “Protecting Underage through Responsible Alcohol Marketing: Challenges and Solutions in the Digital Era.” The panel discussion focused on digital marketing in Africa and other emerging markets. IARD also organized a public-private sector networking event during the 2015 and 2016 WHAs.

Beyond the World Health Assembly, IARD was active in working groups, global dialogues, seminars and webinars organized by United Nations and specialized agencies such as the World Health Organization. Our organization made submissions commenting on a World Health Organization discussion paper on a “Framework for Country Action Across Sectors for Health and Health Equality” and on the draft interim report of “Working Group on Financing NCDs.” IARD submitted a case study to showcase industry action at the “Global Dialogue Meeting on the Role of Non-State Actors.” These actions support Member States in their national efforts to tackle NCDs as part of the 2030 Agenda for Sustainable Development. In 2016, IARD participated in eleven UN seminars and webinars on NCDs.

## The Beer, Wine and Spirits Producers’ Commitments [producerscommitments.org](http://producerscommitments.org)

The Beer, Wine and Spirits Producers’ Commitments to Reduce Harmful Drinking were developed to support the WHO Global Strategy to Reduce Harmful Use of Alcohol, and the positive role it identifies for producers, distributors, marketers, and sellers of beverage alcohol. Twelve leading global producers of beer, wine, and spirits have unified to build on their long-standing efforts to reduce harmful drinking through the Producers’ Commitments. In recognition of the serious effects that the harmful use of alcohol can have, these producers are demonstrating their support of international efforts to improve health and social outcomes for individuals, families, and communities through the following five Commitments:

### 1. Reducing Underage Drinking

- Actively seek enforcement of government regulation of underage purchase and consumption in all countries where they are commercially active and where a minimum purchase and/or consumption age has been set. In countries where no such minimums exist, they will (either alone or with others who share this objective) encourage governments to introduce a minimum purchase age and to enforce it.
- Seek to strengthen the work of beer, wine, and spirits producers with other interested stakeholders, including NGOs and Intergovernmental Organizations (IGOs), to develop, promote, and disseminate educational materials and programs designed to prevent and reduce underage purchase and consumption.

### 2. Strengthening and Expanding Marketing Codes of Practice

- Take independently verifiable measures, using reasonably available data, so that print, electronic, broadcast, and digital media in which they advertise their products have a minimum 70% adult audience.
- Establish Digital Guiding Principles for self-regulation of marketing communications of beverage alcohol.
- Take steps to enable non-industry participation where none already exists in the self-regulatory processes that enforce code standards. Commit to include appropriate contractual language in their agreements with their advertising agencies, where practicable and legal, that will require them to abide by their responsible marketing and promotional codes for their products.

### 3. Consumer Information and Responsible Product Innovation

- Not produce any beverage alcohol products that contain excessive amounts of added stimulants, and will not market any beverage alcohol product or promote any beverage alcohol combination as delivering energizing or stimulating effects. For more information visit: <http://www.producerscommitments.org/wp-content/uploads/2015/09/StimulantsResearchReview.pdf>.
- Develop a standard set of easily understood symbols or equivalent words to discourage: drinking and driving; underage consumption; and consumption by pregnant women, to be applied globally.

- Creation of a dedicated website, [www.responsibledrinking.org](http://www.responsibledrinking.org), 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 packaging. In developing the website, to invite contributions and comments from public health experts.

#### **4. Reducing Drinking and Driving**

- Assess IARD pilot programs on reducing drinking and driving in: Colombia, China, Mexico, Nigeria, Russia, and Vietnam; and decide which are successful and locally sustainable. Undertake to replicate those which prove to be successful in at least six additional countries: Cambodia, the Dominican Republic, Namibia, South Africa, Thailand, and Argentina. Summary reports for 2014 and 2015 on the drink driving initiative can be found at: <http://www.producerscommitments.org/commitments/reducing-drinking-and-driving/>.

#### **5. Working with Retailers to Reduce Harmful Drinking**

- Invite leading international retailers with whom they have commercial relationships to join them in launching a responsible retailing initiative.
- Creation of guiding principles of responsible beverage alcohol retailing, which focus on identifying and cataloguing best practice guidelines for responsible beverage alcohol retailing. Read the Guiding Principles here: <http://www.producerscommitments.org/wp-content/uploads/2015/11/Guiding-Principles-for-Responsible-Retailing.pdf>.
- Encourage local responsible retailing initiatives to implement the guiding principles focusing on measures to prevent underage drinking through proof-of-age requirements, and on the training of retail staff in how to identify, prevent, and manage intoxicated drinkers.

Through the Commitments, the signatory companies are demonstrating their commitment to supporting balanced initiatives that are linked to their core business functions and those that address wider social and public health issues, relying on initiatives that are evidence-based, culturally sensitive, and collaborative.

These Commitments have been in place for over three years, and each year IARD reports results through annual Progress Reports. Each Progress Report serves to demonstrate growth, benchmark achievements, and areas to accelerate activity on Key Performance Indicators (KPIs). Our KPIs were initially developed with advice from Accenture Strategy; Accenture also assists IARD, signatories and reporting entities with data collection and aggregation. We engage KPMG Sustainability to assure each Progress Report through a rigorous review process.

To learn more about our KPIs and assurance process, visit: <http://www.producerscommitments.org/about/compliance-kpi/>.

## Part III. Measurement of Outcomes

### 2013 Producer's Commitments Progress Report

#### Overview

2013 was the foundational year of the Commitments. In 2013, leading beer, wine, and spirits producers came together to make ground-breaking commitments to reduce the harmful use of alcohol. Within the first year of implementing the Producers' Commitments, the signatories defined specific, measureable targets for all five Commitments and made notable progress:

- **Reducing Underage Drinking:** The signatories had run 135 education programs across the world, either individually or in partnership, aimed at preventing and reducing underage drinking. Altogether, these directly engaged nearly 1 million unique young people under the legal purchase age in alcohol education programs and more than 500,000 parents, teachers, and community leaders.
- **Product Innovation:** As part of our commitment to responsible product innovation, we commissioned a product review of each of our signatories' brands and found that no products contained excessive amounts of stimulants.
- **Strengthening and Expanding Marketing Codes of Practice:** The signatories established that more than 96% of their advertising was compliant with the "70:30 rule"—in other words, that adults made up at least 70% of their audiences.

#### Spotlight: Commitment 4 – Reducing Drinking and Driving

The beverage alcohol industry has a long and proven track record of effective action on reducing drinking and driving through informational and educational outreach efforts, and has established working relationships with government organizations and other public health and road safety bodies to address this commitment. The actions taken within this commitment are in line with, and support the objectives of, the UN General Assembly's Decade of Action for Road Safety, which runs to 2020.

In 2013, IARD supported the implementation of drink driving prevention programs in six low- and middle-income countries in close collaboration with NGO's, governments, and other civil society organizations. The six countries were China, Colombia, Mexico, Nigeria, Russia and Vietnam. In Colombia, for example, one of the key priorities for our partnership work was to support the capacity of municipal authority to reduce drink driving. Drink driving is the third highest cause of crashes in Colombia. *Proyecto Patrullero* (Project Patrolman) is a central component of IARD's work in Colombia, focused on providing materials, observing and advising authorities conducting alcohol checkpoints, and educating officials and the population about responsible drinking. Survey results have shown that the frequency of alcohol checkpoints has increased throughout the country in locations where the project was active, and that in certain cities the number of drink driving-related fines more than doubled from the same period of measurement in the previous year. Also, public awareness around drink driving has increased in Colombia as national attention and media coverage has grown due to the project's activities, which in turn has made the public more aware about the consequences of drink driving. In 2013, we established a format for sustainable drink driving pilot programs. Increasingly, our programs to address harmful drinking are beginning as pilots, so that they can be tested and then scaled up once their efficacy has been proven through careful monitoring and evaluation. Moreover, where we do see evidence of impact, we see initiatives being continued and sustained by local partners. Six new country programs are being added for 2015-2017. The six new programs are taking place in: Argentina, Cambodia, Dominican Republic, Namibia, South Africa, and Thailand.

## 2014 Producer's Commitments Progress Report

### Overview

The signatories are represented in more than 100 countries, creating great potential for meaningful contributions worldwide. In 2014, the signatories focused on accelerating their work in these countries by building partnerships with retailers, governments, international organizations, and local community groups. These multi-stakeholder relationships reflect the complexity of the environments in which we work. Social norms and drinking patterns vary by country and culture. Our teams and partners adapt and tailor evidence-based programs to identify and develop solutions that work within the local context. Fostering relationships with local stakeholders has allowed for a more thorough engagement for each Commitment.

- **Reducing Underage Drinking:** Signatories' increased outreach on strengthening Legal Purchase Age (LPA) engagement, and reached close to 2.6 million underage persons through interactive programs to tackle underage drinking. We also achieved notable progress in supporting legislation to protect youth in Vietnam through legislation on underage drinking.
- **Consumer Information:** IARD's research and development for [www.responsibledrinking.org](http://www.responsibledrinking.org) began, focusing on three key priorities: to present the best available scientific information about drinking; use accessible language; and make the site easy to navigate.
- **Reducing Drink Driving:** Six additional countries have been selected for programs focused on reducing drinking and driving, with each program focusing on three broad categories: public awareness, partnerships with law enforcement, and targeting specific groups of drivers. Our goal is to turn these pilot programs into long-term sustainable initiatives, and in 2014 we have reached agreements to hand over the programs to local companies in Mexico and Russia with plans to do the same with other countries' programs.

### Spotlight: Commitment 2 – Strengthening and Enhancing Marketing Codes of Practice

Marketing self-regulatory codes and systems are important demonstrations of the industry's commitment to ensuring our marketing communications are socially responsible.

Signatories commit to follow the industry standard of the "70/30" rule, which states that advertising for beer, wine, and spirits should only be in the media where at least 70 percent of the expected audience is of legal purchase age for that country; i.e., adults should make up at least 70 percent of the expected advertising audience. In 2014, Ebiquity, an independent agency, measured the marketing communications of our Producers across 29 markets and found that 92.19% of all television spots were compliant with the 70/30 industry standard.

Also in 2014, eight member companies—AB InBev, Bacardi, Brown-Forman, Carlsberg, Diageo, Heineken, Pernod Ricard, and SABMiller—launched the first cross-sector self-regulation program on alcohol advertising at the European Union level—the Responsible Marketing Pact (RMP). The RMP looks at both content and placement of alcohol marketing communications, including those on various social media platforms. The RMP has created channels to engage with different stakeholders and meet global goals through innovative tools, such as the first "Standard Alcohol Profile" on social media, as well as establishing the first blacklist of prohibited marketing tactics that Producers have agreed to not utilize due to its potential appeal to minors.

In establishing the first ever set of global guidelines for alcohol producers in regards to online marketing and social media—the Digital Guiding Principles—the Producers' Commitments aim to meet the same high standards that apply to traditional marketing activities in the digital sphere. The guidelines, launched in 2014, cover all branded digital marketing communications controlled by producers, and specifically include marketing on social media networks, websites and blogs, and mobile apps and communications. As online and social media marketing continue to grow and change the marketing landscape, some member companies of the Producers' Commitments have already developed digital marketing codes of their own, such as Pernod Ricard, Diageo, and SABMiller.

## 2015 Producer's Commitments Progress Report

### Overview

In the third year of the Commitments, we observed the program gaining maturity and momentum. Maturity is evident through increased efficiency and stronger program implementation, including the development of our capacity and structure of reporting. We refined the data collection process to provide a more holistic view of the work being done in partnership with external stakeholders. We see the momentum of the Commitments increasing as our pilot programs graduate into well-established and sustainable programs. Programs have also expanded in their reach and geographic coverage. Signatories hit milestones in the establishment of best-practice tools, by increasing resources available to consumers, and contributing to the knowledge base in data-poor countries. Despite being competitors in the marketplace, signatories are colleagues in delivering the Commitments, and their programs benefited from the increased capacity through their collaboration.

- **Reducing Underage Drinking:** Close to 10 million underage persons were reached by programs aimed at tackling underage drinking, and the number of adult influencers reached with education programs increased from 3.2 million as reported in the 2014 Progress Report, to an impressive 29.4 million reported in the 2015 Progress Report.
- **Strengthening and Expanding Marketing Codes of Practice:** The World Federation of Advertisers (WFA) and Nielsen were tasked to independently monitor marketing compliance in select African countries where audience measurement is less developed. Relying on population survey and other alternative tools, monitoring exercises took place in Kenya, Nigeria, and Uganda and found that marketing tactics were indeed following the 70/30 standard across all media channels.
- **Consumer Information:** After work began in 2014 on the consumer information-based website, [www.ResponsibleDrinking.org](http://www.ResponsibleDrinking.org), the site was officially launched in 2015 and is continuously adapted into additional languages to increase the accessibility of the information. The site can currently be viewed in eight different languages: English, Spanish, French, Russian, Chinese, Japanese, Portuguese, and Croatian. The Korean version will be launched in 2016.
- **Reducing Drinking and Driving:** In 2015, four additional pilot programs to address drinking and driving were launched by IARD in collaboration with signatories in Cambodia, the Dominican Republic, Namibia, and South Africa for a total of nine countries currently running pilots; and a total of 345 unique drinking and driving prevention programs reached 99 countries across the globe.

## Spotlight: Commitment 5 – Enlisting the support of retailers to reduce harmful drinking

In November of 2015, the Guiding Principles for Responsible Drinking were officially launched in South Africa at the World Retail Congress with the participation of alcohol producers and retailers. These Principles aim to identify and promote standards for encouraging responsible retailing worldwide through an emphasis on enforcing legal purchase age laws, minimizing binge or excessive drinking at retail establishments, promoting road safety through safe transport options, and highlighting features of a safe retail environment.

The Guiding Principles for Responsible Drinking is complimented by the “Responsible Retailing Compendium of Best Practices,” which details examples of responsible retailing programs and resources. This companion document will be regularly updated with new examples of proven policy tools and programs to implement the guiding principles. Local responsible retailing initiatives have been rolled out in 75 countries out of the 101 markets in which signatories are commercially active, and of the 251 initiatives implemented close to 75 percent support Principle 1: enforcing the minimum legal purchase age laws. For information about the Responsible Retailing work, visit: <http://www.producerscommitments.org/commitments/enlisting-the-support-of-retailers-to-reduce-harmful-drinking/>.

An example of alcohol producers implementing this commitment: In Canada, Labatt Breweries of Canada, Molson Coors Canada, and Sleeman Breweries worked together on Global Beer Responsibility Day to promote the use of designated drivers, reduce the incidence of drinking and driving, and prevent underage drinking. The “Together for Safer Communities” program demonstrates both sector collaboration and working with retail outlets to promote responsible drinking and create a better society around reducing the harmful use of alcohol.

## Closer Look: The Work on Reducing Underage Drinking

With the understanding of the serious effects that the harmful use of alcohol can have, the leading global producers of beer, wine, and spirits wish to demonstrate their support of international efforts to improve the health and social outcomes for individuals, families, and communities through the Producers' Commitments. Commitment 1—Reducing underage drinking—has seen a lot of growth and advancement over the past few years as producers of alcohol have increased their efforts on this front.

The overall approach within this commitment is two-fold: policy engagement and programs. When it comes to policy engagement, alcohol producers aim to encourage the few remaining countries that do not have a legal purchase age for alcohol to establish one by working with law enforcement, retailers, and other community stakeholders. On the programmatic side, the focus is on educating and influencing both young people and those who have the biggest influence on them, including parents, teachers, and even the general public, in an effort to reduce underage purchase and consumption of alcohol.

For a programmatic example, the collaborative partnership established to reduce underage drinking in the Caribbean—entitled **"Ask, Listen, Learn"**—aims to educate children about the importance of resisting peer pressure and adopting a healthy lifestyle. Pernod Ricard, Diageo, and the Foundation for Advancing Alcohol Responsibility (FAAR) worked alongside Classroom Champions, a non-profit organization that uses Olympic Athletes to mentor and guide students in character education skills such as goal-setting, perseverance, and overcoming setbacks. For more information about Ask, Listen, Learn, visit: <http://asklistenlearn.org/>.

In Colombia we witnessed a partnership among industry members Diageo, SABMiller, and Pernod Ricard and retailers aims at preventing underage drinking. **"Alianza +18"** trained more than 3,000 retail staff within Colombia to implement age-verification measures in support of the legal purchase age as defined by the country's legislation. Communications materials located next to cashiers and specifically designed software to remind retail staff to check the ID's of customers were used in the program. For more information about Alianza +18, visit: <http://alianzamas18.com/templates/web/index.html>.

On the policy side, the government of Vietnam has made great progress in creating legislation that targets the sale of alcohol to minors. Carlsberg, Diageo, Heineken, Pernod Ricard, and SABMiller—all signatories to the Producers' Commitment—worked together with the Vietnam Beer, Spirit & Wine Beverage Association to promote legislation on establishing a legal purchase age, and in February 2014 the government included a provision that prohibits retailers from selling alcohol to minors in its final national policy on alcohol. Further information on minimum legal age limits and which countries lack such legislation can be found in this table, which breaks down by country the type of legislation that exists (table: <http://www.iard.org/policy-tables/minimum-legal-age-limits>).



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