

# COMMUNICATION ON ENGAGEMENT FROM THE **INTERNATIONAL ALLIANCE FOR RESPONSIBLE DRINKING (IARD) TO THE UNITED NATIONS GLOBAL COMPACT, 2018**

CHIEF EXECUTIVE HENRY ASHWORTH

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*We, along with our member companies, have continued to make great progress in combating harmful drinking and promoting the understanding of responsible drinking behaviors worldwide since we last submitted our Communication on Engagement (COE) in October 2016.*



Our 11 members are the world's leading beer, wine, and spirits producers. Together, we support a whole-of-society approach to deliver sustainable development locally, nationally, and globally, and to make further progress on tackling harmful use of alcohol and reducing NCDs. We are committed to finding realistic and achievable solutions to harmful drinking which can be tailored according to local and cultural considerations. Our ongoing programs, initiatives, and publications continue to fully support and promote the United Nations Global Compact, and our mission is in accord with its guiding principles.

Our companies launched their "Beer, Wine and Spirits Producers' Commitments to Reduce Harmful Drinking" ("Producers' Commitments") initiative in 2012 with the intention of combating harmful drinking by focusing on five key areas:

- Reducing underage drinking
- Strengthening and expanding marketing codes of practice
- Providing consumer information and responsible product innovation
- Reducing drinking and driving
- Working with retailers to reduce harmful drinking

We established new and innovative partnerships across sectors to achieve these goals, bringing together hundreds of organizations from around the world: from industry associations to governments, non-governmental organizations (NGOs), international organizations, and retailers. We are delighted to share some of our achievements from this project:



6.0M

underage individuals reached with education programs and materials via face-to-face interactions such as lectures and seminars between 2015 and 2017.

Our members ran an average of 347 drink-driving prevention programs per year between 2014 and 2017.



347



97%

of our contracts with advertising agencies specified that they must comply with our responsible alcohol advertising codes in 2017.

Our members also recently formed a unique partnership with four of the world's leading global internet platforms – Facebook, Snapchat, Twitter, and YouTube – to set and deliver new standards of responsibility for online marketing.

The following pages illustrate the partnerships we have established to combat the harmful use of alcohol. [Our website](http://www.iard.org/)<sup>1</sup> contains further information and tools to support Member States, industry, and other stakeholders in achieving these goals.

We will keep progressing our work to reduce harmful drinking – promoting partnerships, evidence-based policies, and programs – as a contribution to economic and social development and to the United Nations Sustainable Development Goals (SDGs).

This third COE is a testimony to our ongoing commitment to the principles of the UN Global Compact. We look forward to your feedback on its contents and to staying in touch with you.

**Henry Ashworth**  
IARD Chief Executive

<sup>1</sup> <http://www.iard.org/>

# ABOUT THE INTERNATIONAL ALLIANCE FOR RESPONSIBLE DRINKING (IARD)

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We are a not-for-profit organization dedicated to reducing harmful drinking and promoting understanding of responsible drinking. We are supported by the leading global beer, wine, and spirits producers, who have come together for a common purpose: to be part of the solution in combating harmful drinking. To advance this shared mission, we work and partner with public sector, civil society, and private stakeholders.

We actively support international goals to reduce harmful drinking, including the target in the World Health Organization's (WHO) "Noncommunicable Diseases (NCD) Global Monitoring Framework" of reducing the harmful use of alcohol by at least 10% by 2025 and UN SDG 3.5. Our member companies also positively impact a broad range of SDGs and want to do more.

Our alliance was launched in 2015 to build on the two decades of research, policy analysis, and programming work done by the International Center for Alcohol Policies (ICAP). In addition, since 2011, we have been recognized by the United Nations Economic and Social Council (UN ECOSOC) as an NGO in special consultative status. NGOs with specific competence in fields of activity covered by ECOSOC are granted special consultative status as a way to contribute to the work of ECOSOC and its many subsidiary bodies. In February 2016, our quadrennial report to the UN was accepted and noted by the Committee on NGOs.

## COMMUNICATION ON ENGAGEMENT – IARD'S COMMITMENTS

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We fully support the continued focus by the UN and WHO on reducing the harmful use of alcohol and welcome the important progress outlined in the "Global Status Report on Alcohol and Health 2018": a 13% decline in the global alcohol-related death rate and an 11% decline in the heavy episodic drinking rate between 2010 and 2016. We agree with the emphasis on a whole-of-society approach which includes the private sector, to make further progress on reducing NCDs, and promote sustainable growth and development.

There is clearly much more that can be done to tackle the harmful use of alcohol and improve health, and the leading beer, wine, and spirits producers that form our alliance are determined to be positive and proactive partners in this effort. As the leading global alcohol producers, our members are committed to setting the highest standards for responsibility across their industry. Our member companies positively contribute to a broad range of SDGs, from their ongoing efforts to reduce harmful drinking and promote responsible consumption, to the innovations that are improving their environmental footprint, to their contributions of providing economic growth and decent work. Momentum is building in the private sector around the SDGs: a recent KPMG assessment found that 40% of the world's 250 largest companies had integrated the SDGs into their corporate responsibility reporting. All of our member companies have done this, which reflects their – and our – commitment to be active partners in delivering the vision of the SDGs.

As global companies, our members are well placed to add value to collaborative efforts: they operate in markets around the world providing unique means to share best practice and to scale initiatives to improve sustainability and responsible

development across the globe. As IARD members, they have a proven track record of improving standards through partnerships founded through projects like the “Producers’ Commitments”. They have acted across the world, both individually and by working together, to raise standards in responsible advertising, retailing, and consumer information.

This COE has been prepared as a stand-alone document, and we welcome the opportunity to make a clear statement of our commitment to the UN Global Compact and its guiding principles. What follows hereafter is a description of the practical actions that we have taken to support the principles of the UN Global Compact.

## Creating Resources

Our work is informed by the latest scientific evidence on alcohol and health, including alcohol policy. We examine best practice around policies and interventions that reduce harmful drinking by bringing together data and research on drinking patterns, alcohol in society, and regulations at a national level. Our tools and resources are intended to support practitioners in formulating approaches that can be adapted to local needs and contexts.

### 1. Alcohol Education Guide

Our [“Alcohol Education Guide”](#)<sup>2</sup> contains information, resources, and examples that are helpful for creating, implementing, and evaluating alcohol education programs. The guide also includes a collection of evaluated good-practice program examples.

### 2. Toolkits

Our [“Practical Guidelines for Assessing the Effects of Drink Driving Interventions”](#)<sup>3</sup> toolkit provides general guidelines, advice, and considerations for performing evaluation studies of drink-driving programs. Its target audience is road-safety professionals in low- and middle-income countries who do not have a scientific or statistical background. The toolkit was commissioned by us and written by the Institute for Road Safety Research (SWOV) in the Netherlands.

### 3. IARD Health and Policy Reviews

Our Health and Policy [Reviews](#)<sup>4</sup> offer an overview of key literature, providing the reader with an extensive bibliography that refers to original research on each topic and attempts to present the balance of the available evidence. They provide comprehensive and accessible information to the public on a variety of topics including cardiovascular health, cancer, metabolic disorders, obesity, Fetal Alcohol Spectrum Disorders (FASD), taxation of beverage alcohol, health-warning labels, and national drinking guidelines.

Since our last COE, we have featured two new reviews on our website:

- In January 2018, a review focusing on the role of alcohol consumption as a risk factor for CVD
- In April 2018, a summary of the evidence on excise taxation of alcohol beverages

We are currently developing several additional reviews.

### 4. Policy Tables

Our [policy tables](#)<sup>5</sup> provide continuously updated information on regulations around the world. Policy table issue areas include the following:

- Beverage alcohol labeling requirements
- Health warning labeling requirements
- Blood alcohol concentration (BAC) and breath alcohol concentration (BrAC) limits
- Minimum legal age limits
- Drinking guidelines for the general population
- Drinking guidelines for pregnancy and breastfeeding

2 <http://www.alcoholguide.org/>

3 <http://www.iard.org/resources/practical-guidelines-assessing-effects-drink-driving-interventions/>

4 <http://www.iard.org/reviews/>

5 <http://www.iard.org/science-resources/policy-tables/>

## 5. IARD Reports

### a) [“Alcohol in the Shadow Economy: Unregulated, Untaxed, and Potentially Toxic”](#)<sup>6</sup>

This report evaluates the wide-reaching implications of alcohol produced and sold illegally outside of government regulation. It analyzes recent data on the illicit market, which was compiled by the global market research firm Euromonitor International. We created this report to serve as a resource for those interested in gaining a better understanding of the issue of unrecorded alcohol – especially its human, societal, and economic costs – as well as the importance of partnerships in tackling illicit alcohol and the role that the public, private sectors, and civil society can play in tackling this issue.

Highlights from the report:

- In Kenya, Diageo developed Senator Keg; this affordable and safe alternative brew relies on low-cost ingredients sourced from local growers. It has brought some previously unlicensed and illegal producers into the regulated manufacturing process, as well as bringing informal distributors into the fold.
- In South Africa, the South African Industry Association for Responsible Alcohol Use (ARA) – now called the Association for Alcohol Responsibility and Education (Aware.org.za) – developed a broad “Code of Practice for the Supply, Sale, and Consumption of Alcohol Beverages” in collaboration with local shebeen operators and communities; this was intended to help reduce the sale of low-quality alcohol and to prevent harmful drinking.

### b) [“Partnering for Progress: The unique role of beer, wine, and spirits producers”](#)<sup>7</sup>

This report describes how our members are collaborating with a wide range of stakeholders – including regional, national and local governments, civil society, and others in the private sector – to share best practices, learn from others, innovate to find better ways to do business, monitor our impact, and to ensure accountability. We’re constantly seeking to improve our practices and recognize that there is more that we can do. This report also features examples of how our members are already embedding responsible and sustainable practice within our operations, and sets out our ambition for a sustainable and inclusive future.

Highlights from the report:

- Diageo and AB InBev both partnered with the United Nations Institute for Training and Research (UNITAR) to bring capacity building and targeted interventions to the countries with highest rates of road-traffic fatalities.
- AB InBev, Molson Coors, Brown-Forman, and HEINEKEN are working in the US with partners including government, universities, and national sports leagues to reduce harmful drinking at sports venues through TEAM Coalition.
- Kirin improves the sustainability of tea farms in Sri Lanka through training and support to obtain Rainforest Alliance certification.
- Bacardi’s “No Straws” initiative aims to phase out single-use plastic straws to reduce ocean pollution, and over a million fewer straws were used in 2017.
- Asahi is developing processes to enable its brewing byproduct to be used in reducing fertilizer needs for crops like rice, potato, wheat, soy beans, and apples.

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<sup>6</sup> <http://www.iard.org/resources/alcohol-in-the-shadow-economy/>

<sup>7</sup> <http://www.iard.org/resources/partnering-for-progress/>

# IARD INITIATIVES

## **“The Beer, Wine and Spirits Producers’ Commitments 2017 Progress Report & Five-Year Summary of Actions”**

The “Producers’ Commitments” were developed to support WHO’s “Global Strategy to Reduce Harmful Use of Alcohol” and welcome the positive role it identifies for producers, distributors, marketers, and sellers of beverage alcohol.

Our signatory companies have demonstrated their commitment to fighting the harmful use of alcohol to help improve global health and reduce the risk of noncommunicable diseases, through this initiative. This year, we published the [“Producers’ Commitments 2017 Progress Report & Five-Year Summary of Actions”<sup>8</sup>](#), which serves to demonstrate growth, benchmark achievements, and examine areas to accelerate activity on the five commitments.

Highlights from the report:

### **COMMITMENT 1, REDUCING UNDERAGE DRINKING:**

We collectively reached over half a billion people, between 2014 and 2017, with messages against underage drinking through channels including websites, social media, TV and radio broadcasts, and newspapers.

546M 



75%  
of all secondary schools in Sweden have ordered the program.

The Swedish Spirits and Wines Suppliers (SVL) partnered with organizations including the Swedish Brewers Association to launch the “Talk about alcohol” campaign which aimed to change 13- to 17-year-olds’ attitudes towards underage drinking; the campaign was ordered by 75% of all secondary schools in Sweden.

### **COMMITMENT 2, STRENGTHENING AND EXPANDING MARKETING CODES OF PRACTICE**

In Q4 2015 and Q1 2016, 99% of our digital advertising impressions were compliant with our aim to target and reach audiences comprising of at least 70% viewers who are of legal purchase age (LPA) for alcohol.

99% 



The Asia Pacific International Wine and Spirits Alliance (APIWSA), together with the Minister of Information Khieu Kanharith, signed the “Cambodia Responsible Alcohol Marketing and Communication Code of Conduct” in February 2017. The code sets out the rules that apply to alcohol marketing and represents a set of common standards supported by major international alcohol producers, such as statements on alcohol strength, harmful drinking, and not targeting those under 18 years old.

<sup>8</sup> <http://www.iard.org/wp-content/uploads/2018/09/2017-Produrers-Commitments-full-report.pdf>

### COMMITMENT 3, CONSUMER INFORMATION AND RESPONSIBLE PRODUCT INNOVATION

85% of products carried symbols or words warning against harmful drinking in 2017 out of the signatories that reported by volume, and 59% of products carried symbols or words warning against harmful drinking in the same year out of the signatories reporting by brands.



32  
countries across Europe

Pernod Ricard partnered with the Erasmus Students Network (ESN) to run the "Responsible party" campaign in 32 countries across Europe. They trained student volunteers in health awareness and the importance of responsible drinking, so that they could talk to their peers during parties about the risks of harmful drinking and how to address it.

### COMMITMENT 4, REDUCING DRINKING AND DRIVING:

We ran drink-driving prevention programs in 82 countries in 2017, and all of our 11 signatories reported that they operated programs in this year.



Diageo worked with the Institute of Road Traffic Education (IRTE) and the Ministry of Road Transport and Highways (IAST) to launch their "Road to Safety" campaign. The program teaches traffic-police officers about harmful drinking behaviors, post-crash investigation techniques, and the importance of enforcing drink-driving penalties. The initiative also donated breath-testing devices to police departments in several states, and targeted both university students and commercial vehicle drivers with information on the risks of drink driving.

### COMMITMENT 5, WORKING WITH RETAILERS TO REDUCE HARMFUL DRINKING:

There was a 66% increase in the number of local responsible retailing initiatives between 2014 and 2017.



AB InBev and HEINEKEN have worked with two major retailers to improve their beverage alcohol sales procedures to help prevent underage youths from buying and consuming alcohol. Thanks to this partnership, from May 2016 to December 2017, alcohol sales to underage youths fell by 43%. The program was introduced to five other Mexican cities in 2017 and will be expanded further in the future.

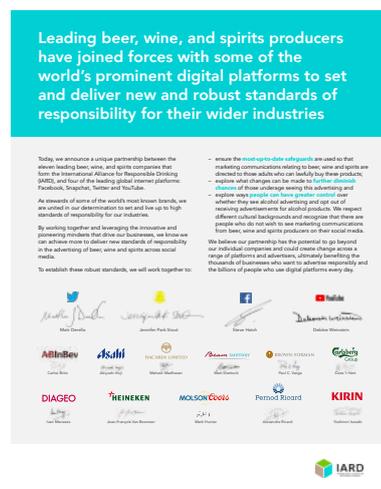
Although the period of "Producers' Commitments" has come to an end, our members are committed to continuing the spirit of this collaborative initiative. Their next immediate commitment is to finalize new, responsible, and robust standards for digital marketing that represent best practices in this rapidly changing field. The explosion of digital channels has transformed the way in which people understand and interact with our members and, while they have already made significant progress in strengthening and expanding marketing codes of practice, there is now the opportunity to enhance them even further using new data, better consumer insights, and the latest technology.

As responsible producers, our members want to ensure that they continue to target their advertising and marketing messages to adults of legal purchase age. And, by working with others, they can put in place measures and standards that help them achieve this.

In September 2018, our members announced a unique partnership with four of the leading global internet platforms: Facebook, Snapchat, Twitter, and YouTube. By working together and leveraging the innovative and pioneering mindsets that drive their businesses, we know they can achieve more to deliver new standards of responsibility in the advertising of beer, wine and spirits across social media.

Our members believe this partnership has the potential to go beyond individual companies and could create change across a range of platforms and advertisers, benefiting the thousands of businesses who want to advertise responsibly and the billions of people who use digital platforms every day.

Starting in 2019, our members also intend to convene a facilitated dialogue to help engage with and listen to the views of key public health stakeholders and actively consider what further initiatives can be undertaken to reduce the harmful use of alcohol. We welcome the constructive input of stakeholders across public, private, and civil society sectors as part of a multistakeholder response to achieving the SDGs and combating NCDs: specifically, the harmful use of alcohol.



### “Changing Attitudes” campaign

We created our “Changing Attitudes” campaign as a movement for positive change that seeks to deliver sustainable growth and improved health. The campaign showcases innovative campaigns from around the world which harness the power of partnerships to address the harmful use of alcohol and reduce associated NCDs. “Changing Attitudes” clearly calls on all sectors to work together to accelerate progress in tackling the harmful use of alcohol and meeting the SDGs, and demonstrates what diverse stakeholders from private and public sectors and civil society can achieve together to combat harmful drinking.

This campaign was launched at the UN on 12 July 2018 as an official side event during the High-level Political Forum (HLPF). The “Changing Attitudes” launch consisted of the exhibition of effective harmful-drinking prevention campaigns, and a panel event which looked at how to move from having a shared agenda to developing shared solutions. The launch was attended by UN agencies, technology companies, and representatives of Member State missions to the UN, and we will explore opportunities to build on the success of this first event and share even more of our companies’ work to combat the harmful use of alcohol.

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