

B E E R  
W I N E  
S P I R I T S

PRODUCERS'  
COMMITMENTS

# 2015 PROGRESS REPORT

Beer, Wine and Spirits Producers'  
Commitments to Reduce Harmful Drinking

# CONTENTS

<b>1</b>	<b>Chairman's letter</b>
<b>2</b>	<b>Our partners</b>
<b>3</b>	<b>Executive Summary</b>
3	Our Beliefs
4	2015 Achievement Highlights
6	2015 Priorities and Progress
<b>9</b>	<b>Our achievements</b>
9	Introduction
10	Working as an industry for the common good
10	Embracing diverse cultures and environments
10	Making a real difference
12	New approaches as we look ahead
<b>13</b>	<b>Case Studies</b>
13	<i>Pernod Ricard, "Safe driving" - Africa / Asia / South America</i>
13	<i>AB InBev, "Family Talk"</i>
14	<i>Diageo, "DRINKiQ"</i>
14	<i>Carlsberg, Global Beer Responsible Day (GBRD)</i>
15	<i>Asahi, Kirin, &amp; Suntory, "Stop Underage Drinking"</i>
15	<i>Molson Coors, Low-alcohol innovation</i>
16	<i>Brown-Forman &amp; Beam Suntory, "Voice of Reason"</i>
16	<i>Bacardi, "The Champion's Way"</i>
17	<i>HEINEKEN, Sterlitamak GO drink driving program</i>
17	<i>SABMiller, "Solo +18" in Peru, "Respect 18" in Czech Republic, "Respect 21" in the United States, &amp; "You Decide" in South Africa</i>
18	<i>Beam Suntory, DWI Courts</i>
<b>19</b>	<b>Key performance indicators review</b>
20	Commitment 1 Reducing underage drinking
23	Commitment 2 Strengthening and expanding marketing codes of practice
26	Commitment 3 Providing consumer information & responsible product innovation
28	Commitment 4 Reducing drinking and driving
31	Commitment 5 Enlisting the support of retailers to reduce harmful drinking
<b>33</b>	<b>Looking ahead to 2016</b>
<b>34</b>	<b>Appendix 1: About this Report</b>
<b>35</b>	<b>Appendix 2: Independent Assurance Report</b>
<b>37</b>	<b>Appendix 3: About IARD</b>

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# CHAIRMAN'S LETTER



In 2012, the leading beer, wine, and spirits producers decided to unite in a concerted effort to tackle the global problem of harmful use of alcohol. While there is still much work ahead of us, good progress has been made to achieve the 5-year targets (2013-2017) set out in our Commitments to Reduce Harmful Drinking.

The responsible drinking initiatives we have developed around the world in response to this important global public health issue are gaining momentum, within many different cultures with unique challenges. We have worked with partners to educate young people in life skills and discourage underage drinking in the Caribbean, show the perils of drinking and driving to young taxi drivers in Vietnam, and provide mobile alcohol education in caravans touring Romania.

It is particularly gratifying to see some of our programs not only being continued year after year but also being expanded. However, we do not claim this success as our own. It has been achieved in collaboration with an ever-increasing number of industry associations, governments, NGOs, and retailers who are as determined as we are to encourage responsible drinking.

Our efforts are far from over. The United Nations' Sustainable Development Goals agreed by world governments last year included three alcohol-related targets: within Noncommunicable Diseases, to reduce the harmful use of alcohol by 10%; to halve road traffic deaths and injuries by 2020; and a global target specifically to address the harmful use of alcohol through prevention and treatment. We are acutely aware of the role that the producers of alcohol beverages must play to reach these ambitious targets, and we will continue to expand our initiatives around the world, with a focus on measuring results.

Harmful drinking is a problem facing all of us. On behalf of my fellow CEOs in all our partner companies, I invite you to tackle it with us.

**Carlos Brito**  
Chair, IARD CEO Group AB InBev

**Mike Dolan**  
Bacardi

**Matt Shattock**  
Beam Suntory

**Naoki Izumiya**  
Asahi

**Ivan Menezes**  
Diageo

**Jean-François Van Boxmeer**  
HEINEKEN

**Alan Clark**  
SABMiller

**Yoshinori Isozaki**  
Kirin

**Alexandre Ricard**  
Pernod Ricard

**Mark Hunter**  
Molson Coors

**Paul Varga**  
Brown-Forman

**Cees 't Hart**  
Carlsberg



BACARDI LIMITED



Pernod Ricard



DIAGEO



KIRIN

# EXECUTIVE SUMMARY

The Commitments embody an ambitious program of actions over a five-year period (2013-2017), which we hope will make a real contribution towards the global target set by the world's governments of "at least a 10% relative reduction in the harmful use of alcohol" by 2025.

These Commitments demonstrate our united pledge as leading alcohol producers to build on our longstanding efforts to reduce harmful drinking. They were specifically designed to support the WHO Global Strategy to Reduce the Harmful Use of Alcohol and the UN Political Declarations on Noncommunicable Diseases (NCDs).

As global producers of beer, wine, and spirits, we recognize that the harmful use of alcohol has a serious effect on public health and is a risk factor for NCDs. We are concerned about individuals who abuse alcohol and the negative impact this behavior has on them, their families, and society. Furthermore, we 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.

The CEO signatories of our companies have committed to undertaking targeted efforts that focus on five key areas:

As signatories to the Commitments, we are individually and collectively committed to tackling harmful drinking and promoting responsible decisions about drinking or not drinking in the many countries where we are commercially active. We do this by promoting policy dialogue, assessing evidence, supporting programs, and seeking local solutions to the particular issues around harmful drinking in each country. But we know that we cannot do it alone. Only by working together with a broad range of stakeholders will we achieve our targets for 2017, a collective approach embodied in the Commitments themselves. We remain committed to working with local, national, and international stakeholders to combat the harmful use of alcohol, building on the efforts outlined in this report.

Each Commitment will be delivered through a set of specific actions, each with its own plan and key performance indicators (KPIs), and we report in detail on each KPI on pages 19-32. The data collection process is supported by Accenture Strategy, and the text and selected indicators were assured by KPMG Sustainability (see page 35).

	<b>Commitment 1</b> Reducing underage drinking
	<b>Commitment 2</b> Strengthening and expanding marketing codes of practice
	<b>Commitment 3</b> Providing consumer information & responsible product innovation
	<b>Commitment 4</b> Reducing drinking and driving
	<b>Commitment 5</b> Enlisting the support of retailers to reduce harmful drinking

## Our beliefs

- We believe that reducing the harmful use of alcohol will benefit society and our businesses alike.
- 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 the harmful use of alcohol are evidence-based, take drinking patterns into account, and target specific problems.
- We believe that governments, producers, and other stakeholders need to work together more vigorously to reduce harm associated with "non-commercial" or unrecorded alcohol, given that it accounts for a significant portion of all alcohol consumed globally, particularly in many low- and middle-income countries.
- We support the implementation of the World Health Organization's Global Strategy to Reduce the Harmful Use of Alcohol and the constructive role Member States have identified for producers.
- We endorse the Sustainable Development Goals (SDGs) adopted by the United Nations in September 2015.

1: REDUCING UNDERAGE DRINKING

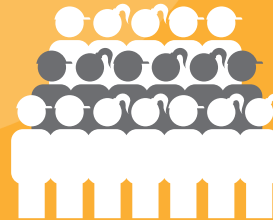
Working with stakeholders we increased outreach on strengthening **Legal Purchase Age (LPA)** engagements to

**1 million**

The number of adult influencers we reached with education programs increased to **29.4 million**

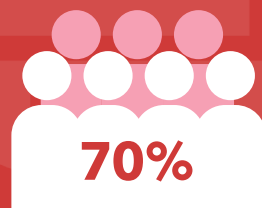


We reached **9.75 million** Underage persons with programs to tackle underage drinking



2: STRENGTHENING AND EXPANDING MARKETING CODES OF PRACTICE

Compliance with **70/30** rule to place advertising only in media where **at least 70%** of the audience is of the Legal Purchase Age



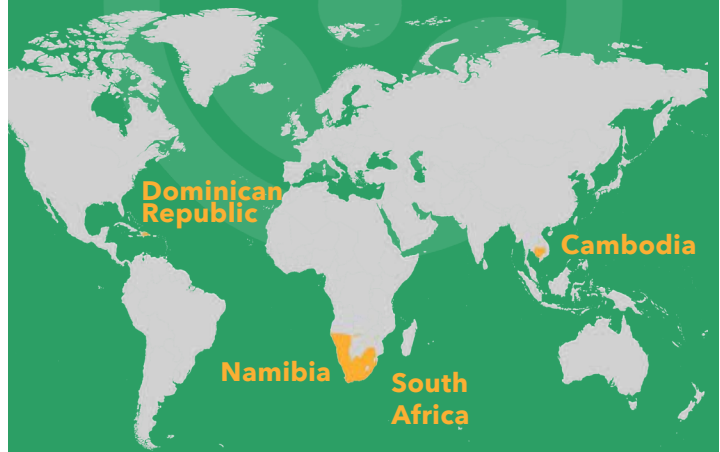
### 3: PROVIDING CONSUMER INFORMATION & RESPONSIBLE PRODUCT INNOVATION

In 2015, **99.96%** of signatory brands were not marketed as delivering energizing or stimulating effects



### 4: REDUCING DRINKING AND DRIVING

Additional drink drive pilots began in **4 new countries** in 2015



### 5: ENLISTING THE SUPPORT OF RETAILERS TO REDUCE HARMFUL DRINKING


In 2015 we launched the **Guiding Principles for Responsible Retailing** of Beverage Alcohol



Local responsible retailing initiatives are ongoing /supported by industry with retailers in **75 countries**

## 2015 Priorities and Progress

We continue to make progress in our efforts to deliver the Commitments and believe we are on track to meet our five-year objectives. Below are the priorities set for 2015, which include a series of highlights in each of the Commitment action areas. However, there are also areas where we need to focus before we reach our five-year period. For example, there are still a number of countries in which legal purchase age (LPA) legislation does not exist.

Commitment 1: Reducing underage drinking	
<p>Signatories reported a significant increase in engagements around underage drinking, reaching more than 1 million stakeholders. This represented a large-scale increase compared to 2014, as it included the aligned work of trade associations and social aspect organizations, as well as an increase in reported engagements, more than 98% of those reported with retailers. Although there are few countries without LPA laws, it remains a challenge to encourage governments to introduce legal purchase age laws, both in markets where we are commercially active and in other markets, but we will continue to advocate for these laws and their enforcement with support from local stakeholders.</p>	
<p><b>Priority</b></p> <ul style="list-style-type: none"> <li>Continue outreach to all governments that do not have a legal purchase age law to support urgent adoption of such legislation.</li> <li>Engage with governments and retailers to strengthen enforcement of legal purchase age regulations.</li> <li>Support education programs drawing from best principles set out in the 2014 <a href="#">Alcohol Education Guide</a>.</li> </ul>	<p><b>Example of actions</b></p> <p>In France, a significant push with retailers to uphold legal purchase age laws was undertaken in a partnership between the Federation of Grocery and Proximity of Commerce (FECD) and the "With Moderation!" initiative. The program reached more than 5,700 retailers with clear signage about the LPA law and included an awareness program for staff. Information sheets provided retailers with practical tips on applying the law. Additionally, signs were visibly displayed to reinforce the message to all shoppers.</p> <div style="text-align: center;">  </div>

Commitment 2: Strengthening and expanding marketing codes of practice	
<p>To expand our efforts to ensure that the signatories' commitment to only place marketing media where 70% of the audience can reasonably be expected to be over the legal purchase age (the 70/30 standard) can be monitored in all countries, IARD asked the World Federation of Advertisers (WFA) and Nielsen to monitor compliance in selected African countries with less mature media markets where the lack of detailed audience measurement systems requires the development of alternative tools such as population surveys. The independent survey results from the monitoring exercise in Kenya, Nigeria, and Uganda demonstrate compliance with the 70/30 standard across all media channels in all three markets.</p>	
<p><b>Priority</b></p> <ul style="list-style-type: none"> <li>Expand 2015 70/30 compliance reporting to include new markets.</li> <li>Align our digital marketing codes and practices with the Digital Guiding Principles (DGPs).</li> <li>Train our staff and agencies in our digital codes.</li> </ul>	<p><b>Example of actions</b></p> <p>In 2015, the Trinidad and Tobago Beverage Alcohol Alliance (TTBAA) promoted both its marketing code of conduct and the complaint handling process. The chairman, Dr. Patrick Antoine, cited the importance of both civil society and member engagement: "We want to see a lot more civil society organizations and religious groups pay attention to what we are doing because they are the ones who will hold our hands to the fire." He added that "it's now becoming almost the norm that our corporate members, where they feel ads are borderline, ask us for copy advice." The TTBAA brings together beverage sector partners including Pernod Ricard, HEINEKEN, and Diageo to collectively implement a self-regulation code with an independent board of review in all Caribbean Community countries. The initiative also engages the main local alcohol producers, largely local rum producers, with the aim of applying the same high standards for marketing across the Caribbean region, which includes many countries distinct in culture and size.</p>

\* The 70/30 standard specifies that advertising for alcohol should be placed only in media which can reasonably be expected to meet stated audience composition targets, where at least 70% of the audience is of legal purchase age.





### Commitment 3: Providing consumer information & responsible product innovation

Social media and digital communications complement industry programs to engage consumers on responsible alcohol consumption. The consumer information website, [ResponsibleDrinking.org](http://ResponsibleDrinking.org), launched in May 2015, supplements sites developed by individual companies and partner organizations. These sites give consumers access to full and accurate information about alcohol products so they can make more informed choices about drinking responsibly or abstaining. In an effort to ensure that consumers have access to this information in an easily understandable format, IARD launched ResponsibleDrinking.org in additional languages including Spanish, French, Russian, Chinese, Japanese, Portuguese, Croatian, and Korean in 2016.

#### Priority

- Promote the launch of our global consumer information site, ResponsibleDrinking.org.
- Enhance ResponsibleDrinking.org by adding multiple languages, interactive elements, and monitoring tools.
- Increasingly provide consumer information, including websites on our product packaging.

#### Example of actions

In 2008, the South African government adopted legislation requiring alcohol beverages to carry a health message, for example information to warn women of the dangers associated with drinking alcohol and pregnancy. Our commitment goes a step further, pledging to include by the end of 2017 one or more symbols to discourage drinking and driving, consumption by those underage, and consumption by pregnant women, to be applied globally.



### Commitment 4: Reducing drinking and driving

IARD has continued to transition the series of pilot programs aimed at reducing drink driving into locally funded programs. Programs that began in 2010 in China, Mexico, Nigeria, Russia, and Vietnam are continuing with local support from industry sponsors, local civil society organizations, or government partners, as reported in the [Drink Driving Initiative 2015 Summary Reports](#). In 2015, IARD and signatory companies expanded their efforts with local stakeholders to reduce alcohol-related road traffic crashes in four new countries: Cambodia, Dominican Republic, Namibia, and South Africa. In 2016, our efforts also included Thailand. These initiatives reflect the results of work undertaken in partnership with local government, police, NGOs, and other stakeholders, demonstrating the importance of multi-stakeholder partnerships in creating effective programs.

#### Priority

- Complete the transition of our prevention programs targeting drink driving in China, Colombia, Mexico, Nigeria, Russia, and Vietnam into sustainable local ownership.
- Launch new drink driving prevention programs, aligned with global good practice, in up to six new countries with the help of governments, ensuring we engage other stakeholders as well.

#### Example of actions

In Cambodia last year, we built on previous road safety prevention efforts by local and international organizations. The results of the project's campaign around the Pchum Ben Festival contributed to a 31% reduction of road crash caused by drink driving, an 8% reduction in road crash deaths, a 26% reduction in severe injuries, and a 31% reduction in slight injuries.





**Commitment 5: Enlisting the support of retailers to reduce harmful drinking**

[The Guiding Principles for Responsible Retailing](#) were published in November 2015 and launched at the World Retail Congress in South Africa with participation from alcohol producers and retailers including Massmart, the South African Liquor Traders Association (SALTA), South African Liquor Brand Owners Association (SALBA), the Industry Association for Responsible Alcohol Use (ARA), and South African Breweries. These Principles identify 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. We recognize the remaining challenge of promoting the Principles in the complex retail environment, given the large number and diverse types of outlets, their independent ownership, and the differences in retailing practices in the developing world.

**Priority**

- Launch the Guiding Principles for Responsible Retailing.
- Actively engage retailers at both global and national levels to help them adopt and implement the Guiding Principles.

**Example of actions**

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. In towns and cities across Canada, employees visited customers and dropped off materials on how to correctly check age-verifying identification and to encourage licensees and servers to take an online pledge not to drink and drive. The “Together for Safer Communities” program demonstrates both sector collaboration and working with sales outlets to promote responsible retailing.



# OUR ACHIEVEMENTS

Our programs and activities are dedicated to an important goal: reducing the harmful use of alcohol. Collectively they demonstrate that by working together it is possible to make a real difference in encouraging people who choose to drink to do so responsibly.

There are a number of factors that influence drinking patterns, which vary enormously across countries and cultures. A clear and well-enforced regulatory environment, along with social norms about encouraging responsible drinking, are contributory factors. But more is needed. Governments, industry bodies, alcohol producers, retailers, the hospitality industry, the medical profession, universities, teachers, families – all are important influences on behavior and must be part of the solution. We believe that some of the most effective programs bring these different interests together to tackle the issues.

All sectors have a role to play in the solution: corporate and government, as well as communities and individuals. Raising awareness of what constitutes responsible and irresponsible drinking behavior is fundamental in helping consumers make the right choices about drinking – and not drinking. Many programs, particularly those providing consumer information, speak directly to the individual. There has never been so much information available to so many consumers all over the world about what they are drinking, and what the effects might be depending on how and how much they drink.



# 100 countries

Working together as an industry in supporting the Beer, Wine and Spirits Producers' Commitments in 100 countries.



Legal Purchase Age (LPA) warning in Croatia

## Looking back at the year, a number of important themes emerge.

- One is a real effort by the industry to work together. Despite being competitors in the marketplace, we are colleagues in delivering the Commitments, united in our goal to address the problems of harmful drinking. Similarly, we are increasing our work with other partners, from government departments and regulators to health authorities, SAOs, and retailers.
- These multi-stakeholder relationships reflect the complexity of the environments in which we work. Social norms and drinking patterns vary from country to country and culture to culture. Our teams and partners are adapting and tailoring evidence-based programs to identify and develop solutions that work within the local context.
- 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.

### Working as an industry for the common good

While we still must challenge ourselves and our colleagues from both signatory companies and other producers, one of the most striking aspects of our endeavors to reduce harmful drinking has been the way we have worked together, often with our competitors, in an effort to make a critical difference around the world. Harmful drinking is a problem that requires a multi-faceted solution, and the involvement of all stakeholders, if real progress is to be made.

A good example of this collaboration to reduce underage drinking is the Caribbean program "Ask, Listen, Learn." The joint initiative between Pernod Ricard, Diageo, the Foundation for Advancing Alcohol Responsibility (FAAR), and the Regional Beverage Alcohol Alliance aims to educate children about the importance of resisting peer pressure and adopting a healthy lifestyle. FAAR enlisted the help of Classroom Champions, a non-profit organization that used Olympic athletes to mentor and guide students in character education skills such as goal setting, perseverance, and overcoming setbacks.

 **increased to over 1,000,000**

**Adopting multistakeholder approach, engagements with government, enforcement agencies, and retailers increased to more than 1 million to support LPA laws.**

In Colombia Diageo, SABMiller, and Pernod Ricard continued their collective efforts to enlist the support of retailers to prevent underage drinking. The project "Alianza +18," trained more than 3,000 retail staff to implement age-verification measures, supported by communication material near cash desks and specially designed software to remind staff to check ID.

### Embracing diverse cultures and environments

Single model approaches, while often efficacious, are inherently challenging, as language, culture, and legislation can vary widely from country to country. So too can the consequences of harmful drinking. Drunk taxi drivers have been a particular problem in Vietnam, for example, while in South Africa drunk pedestrians pose a significant risk. In the area of road safety, we advocate appropriate blood alcohol concentration (BAC) levels for drivers and support vigorous, high-visibility enforcement.

In order to make successful inroads, we have taken care to respect the diversity of each region, particularly with consumer communications. Global standards, therefore, provide guidance which is applied to relevant local circumstances. One example of this is our individual company Codes of Marketing Practice and Retailing. In countries where regulation is weak, we follow our principles and abide by our global codes of marketing practice. Our companies aim to apply global standards everywhere by training marketing, corporate social responsibility, and legal teams on codes of marketing practices.



Diageo program in the UK, "Smashed"

### Making a real difference

Our programs to reduce harmful drinking cover all regions of the world which are diverse in their culture, regulation and patterns of drinking. While it is relatively straightforward to measure reach, it is much harder - although not impossible - to measure impact.

In 2015 we began to collect and analyze research and independent data at the country-level to help us assess how our programs are contributing to changing behavior, and what difference they are making to problem drinking. This is to ensure that our programs contribute to the global target of "at least a 10% relative reduction in the harmful use of alcohol by 2025." To achieve this goal, programs must have scale - reaching

 **10% reduction**

**UN Member States set global target of at least 10% relative reductions in the harmful use of alcohol by 2025.**



Molson Coors driving program in Serbia



Our programs are reaching more people as the Commitments mature and build momentum.

large numbers of people - and be targeted to deliver results. Increasingly, many of our member companies, while still measuring the important criterion of reach, are also looking beyond that number, to the effects that a program has had on drinking attitudes and behavior.

Online media is a useful way of reaching large numbers of people. Increasingly companies and industry associations are using consumer information websites

and free mobile applications to educate consumers about responsible drinking. [ResponsibleDrinking.org](http://ResponsibleDrinking.org) is one such site.

Another program focusing on drinking during pregnancy has delivered one of our most tangible results. Our companies have committed to display at least one of three responsible drinking messages on consumer packaging. One such message discourages pregnant women from drinking. In South Africa, SABMiller has increased the impact of this message in partnership with the Foundation for Alcohol Related Research, with its program "Healthy Mother, Healthy Baby." This addresses the needs of pregnant women and those at risk of having a child with Fetal Alcohol Spectrum Disorders (FASD). Fetal alcohol spectrum disorders are a group of conditions linked to heavy prenatal exposure to alcohol, which can impact the development of the fetus. FASD manifest themselves as cognitive deficits and behavioral problems. The severity of

FASD depend on the level and pattern of prenatal alcohol exposure, and the deficits associated with FASD persist throughout the lifetime of the affected individual. Pregnant women in De Aar (Northern Cape) and Prince Alfred's Hamlet (Western Cape) were invited to participate before 20 weeks' gestation in order to support them during their pregnancies. The campaign has led to a 30% reduction in the number of instances of FASD in De Aar, which had the highest incidence of this problem in the world.

In Europe, HEINEKEN has continued its long-standing consumer information program in Romania with ALIAT, the main Romanian NGO, providing prevention and treatment services for problems connected with alcohol consumption. HEINEKEN supported ALIAT in launching Alcohelpe, the first Romanian online counseling and e-health intervention center for people with alcohol issues. This includes the Alcohelpe caravan, which tours urban and rural locations in Romania, and a national map of health services for alcohol misuse, an interactive tool that helped compile a centralized database of the most important health services available to the public. Overall, Alcohelpe has reached 70,000 people with messages



Diageo program in Kenya, 'Under 18 Asipewe'

about alcohol abuse, while the caravan has visited 125 towns. Alcohelp has also provided 3,500 patients with psychological counseling through online support and helped 2,100 patients overcome alcohol addiction through Alcoinfo hospital centers.

### New approaches as we look ahead

Working together as an industry and with non-industry partners in order to have an impact on harmful drinking is at the heart of the Commitments. We are introducing new programs and strengthening existing partnerships around the world through these Commitments to reach and influence responsible drinking patterns for those who choose to drink.

Programs such as “[How to Drink Properly](#),” a social marketing campaign lead by DrinkWise Australia, bring together the themes outlined above to reach a very challenging and complex social demographic, directly targeting youth binge drinking. DrinkWise Australia was established in 2005 through a joint funding initiative of Australian alcohol producers and the Australian Government, as an independent, not-for-profit social aspects organization (SAO). Its core focus is on promoting a healthier and safer drinking culture in Australia through a range of social marketing campaigns and education activities.

Many previous campaigns had tried to engage consumers by focusing on the negative consequences of excessive drinking such as social regret and forms of violence, including assault. Yet research conducted in Australia<sup>1,2</sup> confirmed that this and similar campaign styles failed to strike a chord with Australian young people. DrinkWise understood that in order to address this challenge, it needed to take a new approach that would encourage young people to drink more responsibly and incorporate a moderation message into their culture.

A consortium of expert evaluators are following the implementation of the campaign. The initial evaluation has been limited to an examination of the campaign’s influence on attitudes towards drinking properly, rather than long-term behavior change, in recognition that behavior change campaigns require five or more years before success can be claimed or denied. According to the evaluation, it facilitated consumer-to-consumer interactions to enable social change and create new responsible alcohol consumption patterns. The first Quantitative Research Report in 2014 highlighted the positive message takeaways: 81% of young people are now thinking about the effects of moderation; 54% said the campaign gave them a platform to talk to their friends about drinking; 38% said the campaign made

moderation look like a classy, cool thing to do; 33% report drinking less on a night out, after seeing the campaign; 71% are now reflecting on their behavior when they go out; and 66% report making some change in their drinking thoughts or behaviors as a result of the campaign.

Phase two of “How to Drink Properly” was implemented in 2015 and the program is set to continue through 2017. It is another example of industry collaboration, multisectoral partnership, and tackling challenging issues with programs and independent evaluation. Similar programs outlined in this report from all our companies around the world demonstrate our commitment to evidence-based approaches to reducing alcohol-related harm.

1. Australian Institute of Health and Welfare. (2014). [National Drug Strategy Household Survey Detailed Report 2013](#). Drug Statistics series no. 28. Cat. no. PHE 183. Canberra.

2. Australian Government (National Health and Medical Research Council). (2010). [2009-2010 Annual Report](#). Canberra.



Pernod Ricard

## Enforcement with education saves lives on the road

From 2013 to 2015, road traffic crash fatalities decreased in two Vietnamese provinces, both of which had been targeted by a unique road safety project funded by Pernod Ricard aimed at reducing drink driving by young people. Fatalities in Bac Giang province fell from 154 to 98, and in Binh Thuan province from 279 to 213. The decreases - 36% and 24% respectively - contrasted strongly with the national average decrease of 7.25% in the same period.

SAFE ROADS 4 YOUTH (SR4Y) began in 2012, following a decision by employees to focus on drink driving. The project currently involves NGOs and researchers working together simultaneously in three emerging market countries: Vietnam, Argentina, and South Africa. The community-based programs were created by young people and involved high schools, universities, businesses, taxi drivers, the media, police, hospitals, bars, workers' unions, and youth associations. Activities included a driving simulator in Argentina, a South African DJ sharing her story of being left wheelchair-bound by a drink driver, and a youth festival in Vietnam focusing on road safety. The programs were managed by P.A.U. Education, experts in road safety projects, and NGOs Handicap International, the national Red Cross societies, and the Global Road Safety Partnership South Africa. Local universities carried out the research.

Running the project in three different countries simultaneously helped researchers understand what was needed to change behavior and make a real impact on the road - namely that enforcement and education must



go together.

- When enforcement decreased in Argentina, education alone did not result in the same level of change in behavior - although there was a slight improvement in attitudes amongst the 15-17 age group, for example, but little change on the road.
- When enforcement is absent as it was in South Africa, education alone does not deliver significant results. But when enforcement is coupled with education, as it was in Vietnam, a program can make a real difference.
- In addition to the decrease in deaths on the road, there was also a fall in injuries and in the overall number of crashes in the two Vietnamese provinces between 2013 and 2015.

Learning from these results, the pilot methodology of community engagement can be taken to other countries.



AB InBev

## Helping parents tackle underage drinking

Underage drinking is a problem in most societies, and the reasons behind it are as complex and varied as the countries in which it exists. But there appears to be one common factor. The biggest influence on children's attitudes towards alcohol, and their subsequent interaction with it, is their parents, according to research conducted by AB InBev in multiple markets around the world.

Mindful of the powerful role that parents can play in helping to prevent underage drinking, Anheuser-Busch launched "Family Talk" more than 20 years ago in the United States. The program, which was later adopted enthusiastically by the merged AB InBev, helps parents to discuss alcohol, underage drinking, and responsible choices with their children. It is led in the U.S. by certified parent coach MJ Corcoran, who in 2015 carried out a media tour during the prom and graduation season when young people are particularly tempted to drink. Such is the initiative's popularity that today AB InBev runs Family Talk in all its other major markets - including Canada, Mexico, Brazil, Argentina, China, U.K., Germany, Belgium, Bolivia, and South Korea. Each country adapts the program to address its own challenges.

South Korea has a particularly widespread prevalence of underage drinking. According to research, one in ten Korean teenagers doesn't talk to their parents at all, and one in seven drinks more than once a month. To tackle this, in 2015 Family Talk produced an educational stage play in five cities. "Family in the Ring" portrayed family members battling in the boxing ring due to a lack of communication, but ultimately coming together for a constructive conversation about alcohol. After each show, Dr. Suh Chun Seok, a well-known child psychologist, spoke about family communication.



The play was broadcast on social networking sites including Facebook, YouTube, and Kakao Story, and 1,000 booklets were distributed. More than 1,000 people saw the performances, 502,457 viewed the video clips, 163 articles were written, and there were more than 10 million media impressions.

One parent who saw the play said, "I really had fun. It was funny, touching and heartfelt. I cried. I think that I need to talk more with my family. I came here because I wanted to listen to Professor Suh, but the play was much more fun. I could really empathize."

The 2015 Corporate Reputation Index acknowledged Family Talk in South Korea for exceeding other global companies' corporate social responsibility programs that have been ongoing for more than five years.

# DIAGEO

## Responsible drinking website is a hit with consumers

The award-winning responsible drinking website, [www.DRINKiQ.com](http://www.DRINKiQ.com), is available in 29 countries and in 13 languages. It receives about 35,000 visitors a month, and data shows that many of them often remain on a page for up to three minutes learning about beverage composition or enjoying features like the drinks calculator.



During 2015, the DRINKiQ website was revamped and relaunched in January 2016 to include new information and enhance the user experience. The most popular resource is "What's in Your Drink?" This allows consumers to search by product name or drink type and find out how much alcohol is contained in each beverage.

The drinks calculator enables users to calculate the number of units of alcohol or calories they have consumed. They also can see how long it will take for their body to process the alcohol.

Of DRINKiQ's 35,000 visitors a month, 85% are new. About 45% access the site on mobile phones, 5% on tablets, and the remainder on computers. Across the 29 websites, about 80% of the content is the same. The remaining 20% covers local laws and national and local information on drinking guidelines, standard

drinks, responsible drinking initiatives, and resources on alcohol dependence.

"Involving local partners was really important in ensuring we got the appropriate local messages and content into the different country sites," says a Diageo spokeswoman, "and we're planning to add more country websites in the coming year."

"DRINKiQ" appears on all of Diageo's labels and is featured in all its responsible drinking campaigns, promotional material, social media, individual brands' websites, and on water bottles.



## Responsible drinking in Russia

In 2015, Baltika Breweries (a Carlsberg Group company), partnering with members of the Union of Russian Brewers including Sun InBev and HEINEKEN, observed September 18 as Global Beer Responsible Day (GBRD). GBRD seeks to demonstrate a responsible and proactive position of the beer industry and to promote responsible sales and responsible drinking. In the first year of GBRD, special programs were held by the brewers in 62 countries around the world.

As part of their worldwide activation of GBRD, Carlsberg Group's Baltika Breweries participated in a large-scale campaign in Russia, "18+ Common Rules—Responsibility for Everyone." The campaign sought to unite brewers, retailers, and consumers to prevent the sale of alcohol to minors by sharing rules, such as ID checking, for each of these stakeholders.

1. To conduct socially responsible marketing communications aimed at consumers aged 18 years and older, and to promote a culture of responsible consumption.
2. Recommend to project partners to hire only people as promotional staff who are at least 25 years of age and who look older than the specified age.
3. Inform trade partners of changes in the legislation relating to alcohol sales.
4. Assist in training sales people on responsible sales principles.
5. Involve employees as volunteers to promote the principles of responsible consumption of beer.
6. To develop partnerships with representatives of the trade and other stakeholders to prevent alcohol sales to minors via dissemination of principles of social responsibility.



Across all participating companies these messages were shared through leaflets, stickers, and websites, as well as visits by 7,000 volunteers to 87,000 point-of-sale venues across 120 Russian cities. During these visits, personnel and consumers received information and were provided a link to a quiz on [www.beerunion.ru](http://www.beerunion.ru) to test their knowledge of the local alcohol laws. 1,660 individuals took the test in 2015. The GBRD in Russia was able to reach stakeholders thanks to support from the Federal Service for Alcohol Market Regulation, Chamber of Commerce, Industry of the Russian Federation, X5 Retail Group, Non-Commercial Partnership "Association of Beer and Non-Alcoholic Beverage Market Participants," and the Russian Union of Consumers.





## Bringing in the family to curb underage drinking in Japan

In 2004, data collected from the Japanese Health Ministry highlighted underage drinking rates exceeding 30% among high school students. This precipitated the Brewers Association of Japan (BAJ) to develop an underage prevention program that was launched in 2005. The Association comprises Suntory, Kirin, Sapporo, Asahi, and Orion, and their latest campaign in 2015 focuses on the all-important influence: the family.

Over the years, the BAJ's strategy has been to develop this initiative in collaboration with retailers, which incorporated 40,000 outlets. Implementation has included training, point of sale materials, underage outreach, and a media campaign where all alcohol advertisements were required to bear the program's logo.

The message at the onset of the initiative was simple and to the point: "Stop Underage Drinking." Messages have evolved over the 10 years the program has been running. In 2015, the BAJ focused on empowering families and encouraging personal responsibility: "To all families! You are in charge of Stop! Underage Drinking."

The BAJ has conducted biannual surveys to monitor progress. Public awareness has increased steadily. In April 2013, 99.5% of people under 20 were familiar with the program, compared to 30.5% in 2005.

In terms of impact, according to Ministry of Health data, underage drinking rates have been decreasing sharply between 2004 and 2012:

- Among male middle school students, drinking reduced from 20.5% to 7.4%



- Among female middle school students, it reduced from 20.0% to 7.7%
- Among male high school students, it reduced from 36.2% to 14.4%
- Among female high school students, it reduced from 34.1% to 15.3%

Addressing underage drinking is in line with the policies of the Japanese Cabinet Office, the Ministry of Health, Labor and Welfare, and the National Tax Agency. The latter designated the launch month as "Underage Drinking Awareness Month." The initiative is also supported by local NGOs. The program is a great example of what can be achieved when the private and public sectors work together with industry partners.



ビール酒造組合

## Responsible product innovation to drive category growth and consumer choice

Molson Coors recognizes that providing consumers with information and choice is at the heart of responsible drinking. Driving an innovation agenda which develops a portfolio of lower alcohol strengths is an effective way to respond to different drinking behaviors.

With this in mind, Molson Coors has actively pursued the development of low-alcohol fruit-flavored beer mixes. They are typically 3% alcohol by volume (ABV) or below: a very low-alcohol strength product offering an attractive alternative to the consumer.

In the U.K., lower alcohol beer innovation was a significant contributor to the reduction in alcohol units promoted by the U.K. government's Public Health Responsibility Deal. The alcohol component of the Deal aimed to reduce alcohol consumption in the U.K. by 1 billion units by improving the choice of low-alcohol products and reducing the ABV of existing products. The target, which was due to be achieved by the end of 2015, was reached at the end of 2014 with a reduction of 1.3 billion units.

Working with customers to create new categories and providing consumers with clear signals to provide information, and opportunities with the lower strength varieties allows the industry to drive a culture of moderation and impact behaviors. Molson Coors has launched extensions to local mainstream brands in nine Central European markets and in Canada. They include the world's first low-alcohol cider beer mix and a zero-alcohol beer beverage,



Staropramen Brewer's Lemonade, which has been so successful that additional flavor variants and packaging formats have also been introduced.

Molson Coors is committed to developing lower ABV beers, which meet a growing consumer desire for lighter products that fit with changing lifestyles and tastes. Responsible innovation in this category has served as a catalyst for the industry to create more lower-strength beers.



## The benefits of peer pressure in changing attitudes

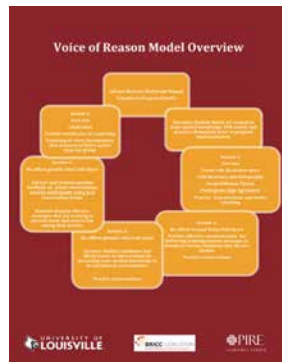
**Brown Forman and Beam Suntory's new initiative, the "Voice of Reason" (VOR), is using peer pressure to great effect to change behavior in social settings involving alcohol. In 2015, they launched VOR in the United States, partnering with the University of Louisville's Building Resiliency in Campus Community with a pilot scheme targeting Greek fraternity and sorority students through the organization Greeks Advocating Mature Management of Alcohol (GAMMA).**

VOR works by engaging and educating influential peers to deliver messages in everyday conversations that help people make safer decisions in social settings involving alcohol. The approach is based on social diffusion theory, which suggests that new behavioral trends can be established and maintained when enough people whose opinions are valued by others are seen and heard endorsing these behaviors.

VOR consisted of five meetings. During the fifth, students were given Certificates of Leadership, and they discussed their experiences as VOR Advocates. The initiative included a survey of Greek constituents, asking questions about students' drinking knowledge, behaviors, attitudes, experiences, and consequences.

Of all students surveyed, over half knew standard drink sizes and the symptoms of alcohol poisoning. 98% of survey respondents knew how to care for someone who is intoxicated. Overall, there were statistically significant increases in each of the target topics: alcohol knowledge, alcohol resistance skills, dialogues about alcohol with peers, and protective strategies.

Students were asked how often they had initiated conversations with their friends, or how often someone else had initiated discussions about strategies for safer drinking. Students responded either "a few times" or "more than a few times" about



conversations they had had with their friends about a range of relevant topics including pacing drinks, out-drinking others, keeping track of drinks consumed, drinking water at the same time, and knowing where a drink has been at all times.

The survey measured the use of alcohol resistance skills, such as refusing alcohol when none is wanted, avoiding situations where unwanted alcohol would be offered, and leaving a situation without accepting a drink. Students also reported a decrease in the number of "negative alcohol expectancies," such as making sexual decisions they would later regret or neglecting their studies.

Overall, preliminary results showed a statistically significant increase for GAMMA members compared to non-members in knowledge about alcohol, alcohol resistance skills, conversations with friends about alcohol, and conversations about protective strategies.



BACARDI LIMITED

## Champions help consumers drink responsibly

Bacardi's "Champions Drink Responsibly" (CDR) - introduced in 2008 - is an award-winning responsible drinking campaign. It enlists the help of ambassadors to promote "The Champion's Way," a set of four effective and relevant messages to help consumers make responsible choices:

- Have a plan so everyone has a great time
- Take your time and choose quality over quantity
- Be a true friend and look out for each other
- Make sure everyone makes it home safely (don't drink and drive)

"The Champion's Way" messages are designed to guide behavior, giving people useful, practical suggestions that help them enjoy themselves safely.

Local ambassadors keep the messages relevant to their local target populations. In 2015, the local-market campaign in Australia featured world champion surfer Joel "Parko" Parkinson. Parkinson helped promote the campaign through social media and at a dedicated launch event, the F15 Surf Competition.

Parkinson emphasized the use of the T-sign hand gesture to signal a "time-out" from alcohol. The T-Sign is about getting young adults to remember there's nothing wrong with having a "time-out" and taking responsibility for their own drinking.

This is the first year that Bacardi moved from having a global campaign ambassador to a local one, with the aim of making its campaign message as relevant as it can be to have an impact country by country. In Australia, Joel can do this because he is a great role model to share this message with young adults and genuinely believes in responsible drinking.

Previous "Champions Drink Responsibly" campaigns have featured motor sport champion Michael Schumacher and tennis champion Rafael Nadal as Global Social Responsibility Ambassadors. These champions helped to take the responsible drinking message to an unprecedented number of people around the world.

In 2015, the global campaign engaged more than 168,000 people through social media, including Facebook and YouTube.

Bacardi aims to increase its engagement around responsible drinking through collaboration and combining resources with other industry members and partners. This will result in more effective programs around the world.



## Steering new drivers in the right direction

In 2013, the Russian federal government began reforming the curriculum in driving schools. The “Improvement of Road Safety 2013-2020” federal program was launched, providing the perfect opportunity to introduce a drink driving module that could be included on courses for learner drivers. Following its initial success, the program was expanded to new regions in 2015.

“Avtotrezvost” is a training module addressing drink driving conceived by IARD with the support of all IARD sponsor companies operating in Russia in 2014. The initial pilot at eight driving schools in Smolensk and the surrounding region provided an optional supplement to driving schools’ existing courses on traffic regulations, including a 90-minute interactive lesson on drink driving. The module covers the legal consequences of driving while intoxicated and highlights police initiatives to prevent drink driving in the region.

Run under the auspices of the Moscow State Automobile and Road Construction Technical University (MADI) and supported by IARD, the module is now an important innovation for Russian driving schools, as it covers statistics, drink driving risks, legislation, and how to avoid drinking and driving.

The beer, wine, and spirits producers have a common framework in Russia for this project, which draws upon tools, methods, booklets, and evaluation standards developed by IARD with local partners such as MADI. Each IARD company, drawing upon its own resources, has the opportunity to launch this project in cities and regions where it has community links, such as proximity to operating sites.

In 2015, HEINEKEN and partners adopted the “Avtotrezvost” program in the city of Sterlitamak,



where they have a brewery. The Sterlitamak GO Drink Driving initiative adopted a new model for the program whereby local political leaders became champions of the project, encouraging driving schools to play a more active role with road police to reduce drinking and driving. The project in this instance revealed a methodological challenge with conducting interactive sessions, namely the limited number of professional trainers available to conduct them.

As a result, HEINEKEN and its partners used innovations in distance learning so that driving school teachers could be educated by experienced trainers through webinars. They also proposed a “teacher on loan” model for teachers who were not as comfortable with the interactive method.

Since its launch, “Avtotrezvost” has received widespread support at both federal government and regional level. More than 7,000 driving candidates in the four regions have been trained in the new module in 31 driving schools.



## Worldwide efforts to tackle underage drinking

SABMiller tackles underage drinking worldwide. The following four programs highlight legal purchase age requirements and the role of retailers in enforcement in 2015: “Solo +18” in Peru, “Respect 18” in the Czech Republic, “Respect 21” in the United States, and “You Decide” in South Africa. Together, these programs demonstrate the importance of adapting programs to local circumstances.

“Solo +18” (Only +18) in Peru has three pillars: raising awareness about the risks of underage drinking through a 360-degree communication campaign, conducting responsible retailer training and mystery shopper visits, and engaging parents and teachers in underage drinking prevention workshops. Partnerships with civil society associations are central to achieving the program’s goals. These partnerships include working with Videnza to conduct the mystery shopper program, the ACEPTA NGO to train teachers and parents, and NGO Creser to facilitate the responsible retailer workshops. More than 10,000 in-person workshops with retailers were conducted in partnership with local authorities. These workshops were supplemented with online and social media programming, increasing the reach to more than 117,000 retailers and achieving scale.

In the Czech Republic, the underage drinking prevention project Respect 18 is implemented with the City of Pilsen and the Centre for Antidrug Prevention and Therapy. Respect 18 aims to change the public’s tolerant attitude towards underage consumption and sales through large-scale campaigns and the engagement of and off-trade retailers. Respect 18 reached nearly 100,000 adult influencers and over 842,000 people through the use of outdoor, print, and radio media.



In the United States, MillerCoors partners with the Responsible Retailing Forum

to help prevent sales to those under 21 years old. Retailers participating in the Respect 21 program receive mystery shopper inspections on a quarterly basis. These inspections are reinforced with direct feedback on the sales clerks’ performance during the inspection and educational materials to improve their ID checking rates. MillerCoors also provides retail outlets “WE ID” point of sale posters, annual Driver License Booklets, and various self-assessment tools.

Partnering with the National Youth Development Agency, the South African Depression and Anxiety Group, and provincial departments of education in KwaZulu Natal, Mpumalanga, Free State, and Eastern Cape, SAB Ltd.’s “You Decide” program seeks to educate young people in South Africa about the risks of underage drinking. Actors perform an educational theatre piece in schools, at youth day rallies, festivals, and career expos. Educational materials are distributed at the performance, reaching more than 120,000 young people and more than 9,000 adults in a face-to-face manner. Links to the program’s dedicated website and Facebook page reach an additional 4,500 individuals.



## Improving enforcement to prevent drink driving

As a founding partner of the National Center for DWI Courts (DWI stands for “driving while intoxicated”), Beam Suntory provides ongoing support to raise awareness for the Center. These courts address repeat impaired-driving offenders, the individuals who are statistically proven to be the most dangerous drivers on roadways in the United States.

As many of these individuals have substance abuse problems, DWI Courts provide offenders with long-term, ongoing rehabilitation by providing solution-oriented assistance. The DWI Court program emphasizes accountability and strict supervision, ultimately seeking to end the behavior.

Studies have shown that after one year, graduates of the DWI program are three times less likely to be repeat offenders than those who do not participate in the program. Specifically, a National Highway Traffic Safety Administration (NHTSA) study of three DWI Courts in Georgia found that DWI offenders graduating from these courts were up to 65% less likely to be re-arrested for a new DWI offense than those in traditional courts. The study noted that the effectiveness of the DWI Courts saved a substantial amount of taxpayer money that would have been needed for incarceration, court time, and community supervision.

Further evaluations have revealed positive effects of DWI in other states as well. For example, an analysis of nine DWI Courts in Minnesota showed reduced recidivism by up to 69%, and an average yearly savings of USD \$700,000 in taxpayer dollars, which after 10 years equals a savings of \$3.19 for every dollar spent on DWI Courts.



In 2015, the National Center for DWI Courts, with support from NHTSA, conducted trainings throughout the United States, in support of DWI Courts. These trainings aimed to provide criminal justice and treatment professionals with the knowledge and tools needed to implement a DWI Court in their jurisdiction, or to improve an existing DWI Court using the latest research and evidence-based practices. Through these efforts 331 professionals across 13 states and the territory of Guam received training.

# KEY PERFORMANCE INDICATORS REVIEW

Each of the five Commitments has been broken down into a series of key performance indicators (KPIs) that, when combined, demonstrate how that Commitment is measured. This section reports in detail on each KPI, presenting performance in aggregate.

The KPIs have a specific set of actions. This is our third report, and each year our results are experiencing two positive trends - maturity and momentum.

Maturity is evidenced through increased efficiency and stronger program implementation, including the development of our capacity and the structure of reporting. First, our reporting capabilities have strengthened. We have refined our data collection processes individually within our companies, with partners, and collectively with IARD. This means we are getting more and better data from a broader number of stakeholders as we progress. Secondly, each year we build on the learning of the previous report. With advice from Accenture Strategy, we improved the protocols and definitions of the KPIs for clarity and consistent reporting.

At the same time, we have gained momentum. The experience of running these programs has allowed for pilots to graduate to well-established programs. Furthermore, programs have expanded in their reach and geography. As we hit milestones and develop best-practice tools (i.e. Alcohol Education Guide, Digital Guiding Principles, Guiding Principles for Responsible Retailing), signatories are adopting these practices and drawing in trade associations and social aspect organizations to adopt these tools and contribute to global reporting. Integrating this expansion has led to significant increases in reported program data across a number of KPIs.

The following is a summary of what we have achieved in 2015, including short examples of the diversity and breadth of activities across regions, by different companies, industry organizations,

and partners. Across this and all the Commitments, much of our work is done in partnership. Within each commitment, there are examples demonstrating the themes outlined in this report. The data acquisition process for the period of January - December 2015 was supported by the independent firm of Accenture Strategy. The text and selected indicators were then assured by KPMG Sustainability (see page 35).

## About the KPIs

Our KPIs were initially developed with advice from Accenture Strategy. As in earlier years of the Commitments, we reviewed the 21 KPIs in 2015 to build in improvements based on experience.

With the launch of the Guiding Principles on Responsible Retailing in 2015, including Principle 1 on enforcement of minimum legal purchase age (LPA) laws, we recognized the synergies between the KPIs of Commitment 1 and 5. In the data collection process, we evaluated the engagements with stakeholders to enforce LPA (KPI 1b) in order to identify programs with retailers which we also report under KPI 10c if they involve Principle 1. Under KPI 1b we count not only retail engagements to uphold LPA laws, but we count the support given to policy makers, law enforcement, and media. Many of these engagements are multi-stakeholder partnerships. Similarly in KPI 10c, many retail programs are multifaceted and support Principles 2-4 of the responsible retailing guide; these programs also promote moderate drinking, reduce drink driving, and are designed to contribute to a safe retail environment.

An update to the KPIs for Action 8 was made during this reporting year to allow

for diversity in companies' reporting systems. This commitment concerns the employment of one or more easily understood symbols on consumer-facing packaging to discourage: (1) drinking and driving; (2) consumption by individuals under the LPA; and (3) consumption by pregnant women. We committed to applying these symbols or words globally in combination with the address of a website containing additional information about the dangers of excessive drinking before the end of the five-year period 2013-2017. Beginning with this year's report, signatories have the option to report by the percentage of either "the number of brands" (8a) or "the volume of products manufactured" (8b) which contain such information. This option was made in recognition of different business models and data collection processes utilized by different companies and industry sectors. The consequence is that an aggregate percentage among all signatories reporting cannot be calculated. Separate aggregate percentages are calculated for the signatories reporting by either KPI 8a or 8b.

The data acquisition process was supported by Accenture Strategy. A summary of all the performance indicators, including definitions and scope of coverage, is available at [producerscommitments.org](http://producerscommitments.org).

 **Commitment 1: Reducing underage drinking**

Underage drinking is a problem in many parts of the world and can lead to serious public health consequences. We approach our actions in two ways: policy engagement and programming. On the policy side, we aim to encourage the few remaining countries that do not have an LPA for alcohol to establish one. For those that do have such legislation, we work with law enforcement, retailers, and other community stakeholders to support visible application of existing laws.

When looking at programming, our actions focus on educating and influencing both young people and those who have the biggest influence on them, including parents, teachers, key adults, and even the general public in an effort to reduce underage purchase and consumption.

One example from Australia demonstrates a cross-sector contribution to reaching a complex environment. DrinkWise Australia works in partnership with Red Dust Role Models to educate

people about the harmful effects alcohol can have on individuals and families. Red Dust is a health-promotion charity whose objective is to improve the health and wellbeing of Indigenous youth. Alcohol Education involves regular and flexible meetings of 1-2 hours within a safe and supportive environment for Aboriginal men and students in Alice Spring secondary schools. In 2015, the effort supported 486 individuals. The program addressed young people both directly and through adults who could influence their behavior.

<p><b>Action 1</b> <b>Strengthening legal purchase age (LPA) regulations</b></p>	<p>“Recognizing that our efforts alone will not be sufficient, we commit to actively seek enforcement of government regulation of underage purchase and consumption in all countries where we are commercially active and where a minimum purchase and / or consumption level 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 legal purchase age and enforce it.”</p> <p>A full list of LPA regulations by country can be found on the IARD website at <a href="http://iard.org/policy-tables/minimum-legal-age-limits">iard.org/policy-tables/minimum-legal-age-limits</a>.</p>
<p><b>KPI 1a</b> Percentage of legal purchase age (LPA) regulations introduced where none previously existed, in countries where sale is legal or permitted.</p>	<p>As of January 2015, there were 10 countries where LPA restrictions did not exist, including Bangladesh, Cambodia, Comoros, the Democratic Peoples’ Republic of Korea, the Democratic Republic of Timor-Leste, Djibouti, Haiti, Sao Tome and Principe, Sierra Leone, and South Sudan.</p> <p>Last year, Greece was included in the list of countries where LPA restrictions did not exist, but while undertaking research on the LPA regulation, local industry teams in Greece drew our attention to law 3730/2008, which states that “in all public centers the consumption of alcoholic beverages by minors, who are under 18 years old, is prohibited,” thereby barring underage purchase.</p> <p>We are particularly committed to working with governments where we are commercially active to adopt and enforce LPA laws. Cambodia, Sierra Leone and South Sudan are among such countries. We are making new tools available in 2016 to help stakeholders in this key area.</p>
<p><b>KPI 1b</b> Number of engagements in support of newly introduced existing LPA regulations, e.g. government meetings, industry roundtables, and retail partnerships for age verification.</p>	<p>Engagements have increased significantly each year of reporting. In 2013, eight signatories reported 131 engagements. In 2015, there were two key changes in the data collected: the inclusion of activities of industry trade associations and social aspect organizations of which signatories are members, and a marked increase in retailer engagements. These changes resulted in a large-scale increase in overall engagements, with the 12 signatories reporting more than 1 million engagements. Excluding meetings with retailers, engagements with other stakeholders also grew from 895 in 2014 to more than 10,000 in 2015.</p> <p>In Argentina, a campaign called “DNI: Dale, No Ignoremos” (ID: do not ignore) raises awareness about the importance of requesting and presenting the DNI (national ID) when selling or buying alcohol. The brewer’s sales force visited 45,000 retail outlets across the country and the initiative was supported by a communications campaign on radio and social networks. Results of a study following the campaign showed that 91% of respondents knew the law prohibiting the sale of alcohol to minors.</p>



## Commitment 1: Reducing underage drinking

<p><b>Action 2</b> <b>Underage Educational Initiatives</b></p>	<p>“We commit to strengthening our work with other interested stakeholders, including NGOs and inter-governmental organizations (IGOs), to develop, promote, and disseminate educational materials and programs designed to prevent and reduce underage purchase and consumption, which address either young people themselves or those known to have a strong influence over their behavior. This will include consulting experts on the development of best practice educational materials for use by parents, schools, community groups, and in social media.”</p>
<p><b>KPI 2a</b> Number of education programs and number of countries in which the education programs are operating, resulting from signatories’ work with NGOs, IGOs, and other interested stakeholders.</p>	<p>All 12 signatories reported conducting underage drinking education programs. In 2015, there was a 48.6% increase, with 257 programs compared to 173 in 2014. The reach of these programs also expanded by 49.1%, with 85 countries engaged compared to 57 in 2014. As with last year, more than half of these programs reported having “robust reach,” meaning a two-way interaction with target recipients.</p> <p>In Kenya, “Under 18 Asipewe!” (Swahili for “it should not be given”) encourages retailers to work together to find solutions to address underage drinking. The program has two main features. First, forums brought distributors and sellers together to increase awareness and to train them in preventing underage sales. Approximately 16,825 retail staff from 5,377 outlets took part, with 69% reporting that the training had a major positive impact.</p>
<p><b>KPI 2b</b> Number of underage individuals collectively reached with education programs resulting from signatories’ work with NGOs, IGOs, and other interested stakeholders.</p>	<p>In 2015, the 12 signatories reported working through third parties such as NGOs, international and local agencies, and other interested stakeholders whose education initiatives reached over 9.75 million underage. 10 signatories reported increases, with six of the 12 signatories reporting the programs reached more than 1 million individuals, whereas there was only one signatory reported this level in 2014.</p> <p>In our first report in 2013, 10 signatories reported reached a total of 1 million people. In 2014, that number was over 2.5 million.</p> <p>Approximately 14.7% of the total underage individuals reached were in a robust manner, meaning there was a two-way interaction. Of the robust outreach, 18.7% of the total reach during 2015 included face-to-face education initiatives supported by partners of 11 signatories.</p> <p>Looking geographically, there were significant increases in four regions: Africa, Europe, South and Central America, and North America.</p> <p>In the U.K., one program was built around a live theatre experience targeting the emotional patterns that form a young person’s attitude toward alcohol. “Smashed” warns of the dangers of underage drinking both in live event and post-event resources. Since its inception in 2004, the program has won good practice awards, has been recognized by the U.K. government, and has reached more than 250,000 young people at 1,300 schools.</p>

 **Commitment 1: Reducing underage drinking**

<p><b>KPI 2c</b>                  Number of influencers (parents, teachers, other adults, community leaders) collectively reached with education programs and materials resulting from signatories' work with NGOs, IGOs, and other interested stakeholders.</p>	<p>In 2013, 10 signatories reached 500,000 people. In 2015, all 12 signatories carried out influencer-targeted education programs, reaching more than 29.4 million individuals. 10 of the 12 influencers reported increased reach in 2014, while eight reported reaching more than 2 million influencers each. In comparison with 2014, the influencers reached increased in all regions except Asia. Of those reached in Asia, 95.4% of those reached were in a robust manner, meaning there was a two-way interaction. When looking across total reach, social media was the most widely used channel across regions.</p> <p>"Turn on your conscience - Sometimes you need to say no to children" is a program launched by the Croatian Beer Federation in partnership with the Ministry of Health and local brewers, including Zagrebačka Pivovara. The Croatian Beer Federation and Ministry of Health organized a media conference to announce the start of the partner led responsible drinking campaign. The goals of the campaign are to raise public awareness about respecting the legal purchase age laws, the harmful effects of underage drinking, and the harmful effects of alcohol misuse at any age. In addition to the national billboard advertisements, there was a television campaign aired on three national stations. The program also collaborated with hotels, restaurants, cafes, and off-premise retail outlets nationwide to make a direct and immediate association between the campaign and enforcement efforts of LPA laws at the point of sale.</p>
<p><b>KPI 2d*</b>                  Number of unidentified persons collectively reached with education programs and materials resulting from signatories' work with NGOs, IGOs, and other interested stakeholders.</p>	<p>While not reported as unique individuals as in KPI 2b and 2c, our underage prevention program outreach rose to nearly 192.5 million during 2015, including mass media and social media impressions. Eight of the 12 signatories reported increases; an average of the top five is more than 49 million. Approximately 60.6% of unidentified persons reached in 2015 were via media impressions. All regions except for Africa and Russia saw an increase compared with 2014.</p> <p>Technology makes it easier to reach more people. The Brazilian program Sem Excesso "Without Excess" is a digital campaign run by the trade association Associação Brasileira de Bebidas (ABRABE). It actively engages society about responsible drinking on various platforms for a more impactful reach. It uses the digital platform <a href="http://www.semexcesso.com.br">www.semexcesso.com.br</a>, as well as partnerships with local airlines, the traffic authority, and blitz messages promoted by radio media.</p>
<p>*For the purposes of KPMG Sustainability's assurance, the review of the data points reported under this KPI are out of scope. Refer to KPMG's Assurance Report on page 35.</p>	





## Commitment 2: Strengthening and expanding marketing codes of practice

We have a responsibility to ensure our products are advertised appropriately. We are mindful that society expects our marketing communications to be legal, truthful, honest, and consistent with prevailing cultural standards of good taste and social responsibility, and that we target our marketing to adults of legal drinking age. The company and industry self-regulatory codes are designed to uphold these societal expectations in addition to our own standards and the promotion of safe and responsible drinking as part of a balanced lifestyle.

We support marketing codes of practice and self-regulation systems where they exist, and work to introduce them in countries where they do not. Codes of practice not only ensure high standards across many markets, but they also offer best in class industry norms in

the absence of government regulation. We believe industry self-regulation is essential everywhere to promote social responsibility and to protect our business. It is crucial in countries where there is weak government regulation or limited resources for creating and enforcing it. Our self-regulatory codes are intended to be rigorous, exacting, and adaptable in order to reflect the different cultures, social attitudes, and regulatory frameworks in the nearly 100 different countries where we do business. However, there is always room for improvement, and we will continue to strengthen our codes ensure our marketing is responsible and directed at adults over the legal purchase age, promptly addressing any violations.

By including compliance with our marketing codes as part of our

advertising agency contracts, we help to ensure that our codes have real authority and convey how seriously we take this issue. Contracts with marketing partners should be clear, direct, and specific, so that it is obvious when a breach has taken place. They should be comprehensive, covering the general obligation to behave ethically, and should refer specifically to marketing alcohol responsibly. Finally, they should be easily available and updatable if staff at the agency change or the relevant codes are modified adapting to evolving media.

In addition to the specifics exhibited within this Commitment, we will continue to support marketing codes of practice and self-regulation systems where they exist, and will work to introduce them in countries where they do not.

<p><b>Action 3</b>  <b>Ensuring that adults make up at least 70% of our advertising audience</b></p>	<p>“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.”</p>
<p><b>KPI 3a*</b>  Collective percentage of compliant impressions across print, broadcast, and digital resulting from signatories’ advertising, or adherence to no-buy-list, based on the best available data, as measured by an independent agency.</p>	<p>In 2015, an alternative method for assessing advertising placement was adopted to address data-poor environments. Population surveys were conducted in three countries: Kenya, Nigeria, and Uganda. This survey approach was used to address the fact that in these markets, as with many markets around the world, there is a lack of detailed audience measurement mechanisms for mass media compared to highly developed markets. To ensure that the 70/30 commitment is able to be monitored in all countries, we engaged Nielsen to investigate and develop tools to monitor compliance in immature media markets where detailed audience measurement systems have not been developed.</p> <p>The 2015 Nielsen survey included companies that had advertised their brands over the six-month period prior to the survey. This included three signatories in both Kenya and Nigeria and two signatories in Uganda. The results were clear: There was compliance across all channels in every country, with the lowest result at 75%, well over the 70% threshold.</p>
<p>*For the purposes of KPMG Sustainability’s assurance, the review of the data points reported under this KPI are out of scope. Refer to KPMG’s Assurance Report on page 35.</p>	

 **Commitment 2: Strengthening and expanding marketing codes of practice**

<p><b>KPI 3b</b> Number of countries in which actions of signatories result in data being made newly available on the collective percentage of compliant impressions across print, broadcast, and digital, resulting from the signatories' advertising.</p>	<p>The shift to pilot a new evaluation of advertising placement in data-poor markets reduces the countries reported and aims to identify a more inclusive process looking ahead. The three countries in which data was made newly available – Kenya, Nigeria, and Uganda – constituted 3% of the total number of countries in which signatories were commercially active globally.</p>
<p><b>Action 4</b> <b>Developing digital marketing guidelines</b></p>	<p>“We commit to developing, 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 underage access and operate a consumer age affirmation mechanism. We will invite relevant social media providers to work with us to achieve this.”</p>
<p><b>KPI 4a</b> Digital Guiding Principles (DGPs) published.</p>	<p>The DGPs were published in September 2014. There are seven principles across four key areas:</p> <p><b>Minors</b></p> <ul style="list-style-type: none"> <li>• Age-affirmation mechanism</li> <li>• Placement of alcohol beverage marketing communications</li> </ul> <p><b>Responsible consumption</b></p> <ul style="list-style-type: none"> <li>• Forwardable content and content sharing</li> <li>• The responsible drinking message</li> <li>• User-generated content</li> </ul> <p><b>Transparency</b></p> <ul style="list-style-type: none"> <li>• Clarity about digital marketing communications' commercial purpose</li> </ul> <p><b>Privacy</b></p> <ul style="list-style-type: none"> <li>• Respect user privacy</li> </ul>
<p><b>KPI 4b*</b> Percentage of signatories complying with the DGPs within all countries in which they are commercially active.</p>	<p>Following the 2014 release of the DGPs, 2015 marks the first year of data collection against this KPI. Compliance results will be published for the first time in the 2016 report.</p> <p>The DGPs are being embedded into organizations and code of marketing practice through e-learning platforms providing interaction and easy access to materials for corporate social responsibility, legal, and marketing teams who are required to take the training.</p>
<p>*For the purposes of KPMG Sustainability's assurance, the review of the data points reported under this KPI are out of scope. Refer to KPMG's Assurance Report on page 35.</p>	



## Commitment 2: Strengthening and expanding marketing codes of practice

<p><b>Action 5</b>  <b>Involving those outside the industry in the self-regulatory process</b></p>	<p>“Over the next five years, we commit to taking 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.”</p>
<p><b>KPI 5a*</b>  Percentage of countries in which signatories are commercially active, and in which non-industry participation is established by signatories’ actions in existing self-regulatory processes.</p>	<p>Self-regulatory processes, whether new or established, benefit from an external perspective. 48% of commercially active countries have non-industry participation in their self-regulatory process. Europe rated high with 26 of 35 countries having established non-industry participation, rating at 74.3%. Significant improvements were made by Australasia, with 66.7% of countries in the region, an increase from 26.7% in 2014. Asia also experienced a slight increase to 25% from just 17% in 2014.</p> <p>One noted contribution to the increase in Asia was the positive action by China. In January 2015, China launched the inaugural meeting of the International Chamber of Commerce (ICC), China’s Commission on Marketing and Advertising. Members of the new commission were presented with key aspects of the ICC Code of Advertising and Marketing Practice and committed to ensure that local input informs the future development of the ICC code. This builds upon the regional commitment made by Member States at the Asian Pacific Economic Cooperative (APEC). APEC conducted a regional workshop in November 2015 to continue its Action Agenda on Advertising Standards in which APEC economies agreed to align advertising standards across the Asia Pacific region. The workshop resulted in APEC economies endeavoring to:</p> <ol style="list-style-type: none"> <li>1. Encourage Self-Regulatory Action;</li> <li>2. Provide Advice;</li> <li>3. Support Compliance;</li> <li>4. Promote Multi-Stakeholder Dialogue;</li> <li>5. Promote Effective Programs; and</li> <li>6. Recognize Successful Programs.</li> </ol>
<p>*For the purposes of KPMG Sustainability’s assurance, the review of the data points reported under this KPI are out of scope. Refer to KPMG’s Assurance Report on page 35.</p>	
<p><b>Action 6</b>  <b>Making responsible marketing codes a contractual obligation</b></p>	<p>“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.”</p>
<p><b>KPI 6a</b>  Percentage of signatories’ contracts with advertising agencies that include clauses for the agency to comply with the responsible alcohol advertising codes for signatories’ products.</p>	<p>Of the 10 reporting signatories, one company confirmed 100% compliance, while four others confirmed that more than 90% of their contracts with marketing agencies included clauses mandating compliance with responsible alcohol advertising codes. Across all those reporting, 85.3% of signatories’ contracts complied. Three signatories reported improvement in their performance since 2014, with an average increase of 30.1 percentage points. Two signatories do not have contracts with external advertising agencies.</p>



**Commitment 3: Providing consumer information & responsible product innovation**

Product and packaging innovation offers choice to consumers, enables better use of environmental resources, improves product quality, and fosters competition. We are committed to responsible product innovation, and to ensuring that new products do not have particular appeal to people under the legal drinking age, claim any health benefits, stimulating effects, or appear to encourage excessive or irresponsible consumption.

There are public health concerns about

excessive quantities of added stimulants, such as ingredients featured in energy drinks, the use of certain flavors, and certain types of packaging. This Commitment, therefore, focuses on our response. In 2013, we sought out the definition of “excessive quantities” and determined that our KPI would align with the level of caffeine generally considered safe for non-alcohol drinks by the U.S. Food and Drug Administration (FDA), which is 200 mg/l of caffeine. A copy of our research can be downloaded at [producerscommitments.org](http://producerscommitments.org).

We want consumers to have access to full and accurate information about alcohol products to help them make informed choices about what and when to drink, or whether to drink at all – even if the risks of excessive drinking are commonly known. This is important to discourage underage drinking and drink driving, and is particularly significant for groups such as pregnant women. Overall, our aim is to ensure that information is consistent, clear, and accurate.

<p><b>Action 7</b>  <b>Responsible product innovation</b></p>	<p>“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 energizing or stimulating effects.”</p>
<p><b>KPI 7a</b>                  Percentage of product ranges that do not contain excessive amounts of added stimulants.</p>	<p>When looking at the product ranges of the 12 signatories, 98% did not contain levels over the 200 mg/l threshold. In 2014, we reported 100% below this threshold while acknowledging the presence of caffeine primarily from cola-mixed drinks and coffee-based liqueurs. In conducting our 2015 survey, we identified four coffee liqueurs products which contained naturally occurring caffeine between 252-385 mg/l. It should be noted that the typical serving size for coffee liqueurs is relatively small.</p>
<p><b>KPI 7b</b>                  Percentage of signatories’ product brands that are marketed as delivering energizing or stimulating effects.</p>	<p>In 2015, 99.96% of product brands were not marketed as delivering energizing or stimulating effects. Although no brands were reported in 2014 as marketed as delivering energizing or stimulating effects, in 2015 two of the 12 reporting signatories each reported one brand or brand extension with elements of such marketing (0.04%). Remedial action is being taken by these companies.</p>



## Commitment 3: Providing consumer information & responsible product innovation

<p><b>Action 8</b> <b>Providing consumer information</b></p>	<p>“We commit to develop in two years a set of easily understood symbols or equivalent words to discourage (1) drinking and driving, (2) consumption by those underage, 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).</p> <p>Over the next five years these symbols or words in these three areas may 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 comment from public health experts in developing the website content.”</p> <p>Please see page 19 for an updated explanation of these KPIs.</p>
<p><b>KPI 8a*</b> Percentage of brands carrying one or more of the symbols and / or equivalent words, and the address of a website containing additional information, including alcohol product strength and reminders about the dangers to health of excessive drinking.</p>	<p>Signatories chose one of two ways to report results on this action, as a percentage of brands or a percentage of volume.</p> <p>For the 2015 reporting cycle, eight of the 12 companies that reported chose to do so by percentage of brands.</p> <ul style="list-style-type: none"> <li>• Four signatories reported that between 30% and 60%, and one company reported more than 90% of their brands carried both one or more symbols or equivalent words and the address of a dedicated website.</li> <li>• In total across the eight signatories, 42.6% of brands carried both one or more symbols or equivalent words and the address of a dedicated website.</li> </ul> <p>In Australia, an expert advisory panel including medical, nutrition, and fitness practitioners alongside beer and brewing experts was set up in August 2015 to provide guidance through a website that offers information about products, including tips for responsible drinking along with information on the dangers associated with excessive consumption.</p>
<p><b>KPI 8b*</b> Percentage of volume of products manufactured carrying one or more of the symbols and / or equivalent words, and the address of a website containing additional information, including alcohol product strength and reminders about the dangers of excessive drinking on health.</p>	<p>This is our first year providing the option to report in relation to volume, and four signatories chose to do so.</p> <p>Data reported by one company with complete data shows that 21.8% of the total volume of its products manufactured carried both one or more symbols or equivalent words and the address of a dedicated website.</p> <p>Importantly, all four companies submitted information showing the use of at least one symbol on consumer-facing packaging. But for three companies, the data was insufficient to calculate an aggregate percentage for both the use of symbols and a dedicated website.</p> <p>Something as significant as changing brand packaging takes time and planning to align with production logistics for the many brands represented by signatories. We look forward to continued increases in both reporting and performance as the Commitments approach the five-year goal.</p>
<p>*For the purposes of KPMG Sustainability’s assurance, the review of the data points reported under this KPI are out of scope. Refer to KPMG’s Assurance Report on page 35.</p>	

 **Commitment 4: Reducing drinking and driving**

In line with global public health experts, we believe that the deaths and injuries resulting from drinking and driving are preventable. Despite differences in cultures around the globe, it is widely agreed that drinking and driving needs global attention. This is evidenced in WHO's Global Strategy to Reduce the Harmful Use of Alcohol and the United Nations Decade of Action for Road Safety, which began in 2011, as well as last year's announcement of the UN Sustainable Development Goals, which includes a target to halve deaths and injuries on the road by 2020. Reducing the incidence of drinking and driving

certainly offers a positive contribution to these goals.

While global attention has increased in recent years, we have supported drink driving prevention policies for decades. Our programs approach this issue in three ways: programs implemented by company, programs collectively run with partners, and IARD-run pilots, at the request of the signatory CEOs. You will find examples of each of these throughout this section.

Our six initial IARD-run pilots continued to transition to local ownership in 2015. Partner organizations in Mexico and

Russia successfully transitioned to local funding with support from local sponsor companies, with IARD continuing assistance and oversight. The project continues to expand geographically to include Cambodia, Dominican Republic, Namibia, and South Africa. As with all pilots, these countries were chosen due to a particular prevalence of alcohol-related road traffic crashes. Each will begin with a year of groundwork to understand the local problem and develop the right key partnerships.

A detailed report on each of the pilot countries can be found at [producerscommitments.org](http://producerscommitments.org).

<p><b>Action 9</b> <b>Reducing drinking and driving</b></p>	<p>"At the end of 2014, we commit to assessing these pilot programs [China, Colombia, Mexico, Nigeria, Russia, and Vietnam] and deciding 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, and focusing on the developing world, in the next five years."</p>
<p><b>KPI 9a</b> Number of countries in which selected drinking and driving prevention pilot programs are rolled out.</p>	<p>As stated in the <a href="#">2014 report</a>, six original drinking and driving prevention pilots were conducted in Colombia, China, Mexico, Nigeria, Russia, and Vietnam. In 2015, four additional pilots were added in Cambodia, the Dominican Republic, Namibia, and South Africa to make a total of 10 countries currently running pilots.</p> <p><b>Cambodia (new pilot in 2015)</b> IARD worked closely with the Cambodian Red Cross (CRC) and the Ministry of the Interior (MOI) to implement the key objectives of our first year, which focused on public campaigns, training with police, road safety practitioners, and volunteers, and high-visibility enforcement during high-risk times of the day and festival periods.</p> <p><b>China</b> IARD completed Phase 2 of our program in China in 2015, focusing on enhanced enforcement activities, public awareness, and education in Jiangsu Province, Shenyang, and Xi'an. The program in Xi'an in 2015 included distribution of 1,800 posters and 2,400 stickers with safe drinking and driving messages around the popular Datang Buyecheng area. In addition, the information was played on 20 outdoor LCD screens, educational messages were relayed via the social media platform WeChat, and highly publicized enforcement activities were taking place in the district. Our partners at the health institute and traffic police conducted random roadside tests in Datang Buyecheng in 2015. This follow-up survey found that the proportion of the 1,488 drivers tested who were above the legal BAC limit was significantly lower than the 2014 survey, dropping from 3.2% to 1.5%.</p> <p><b>Dominican Republic (new pilot in 2015)</b> We started our drink driving initiative in the Dominican Republic. We used the initial phase to identify key stakeholders and project partners, build relationships, and engage those partners in joint project development. We held a series of detailed initial talks with local industry and government partners, resulting in preliminary agreements. For example, 31 attendees from relevant government agencies and stakeholders attended the workshop on BAC limits in Santo Domingo.</p>



## Commitment 4: Reducing drinking and driving

### KPI 9a continued

#### Mexico

We completed the successful transition from an IARD-run pilot to a locally-run program in Mexico, one that would not have been possible without our key partners and stakeholders. The now locally-run program, supported by wine and spirits producers and members of Fundación de Investigaciones Sociales, A.C. (FISAC), was presented as part of a larger initiative to expand the Drive Alcohol Free Program across the country at the federal level. As a result, we were able to further the reach of the "Towards Zero Deaths from Drink Driving" program by delivering it in support of the Drive Alcohol-Free program.

#### Namibia (new pilot in 2015)

We started our work in Namibia in 2015 to contribute to the reduction of drink-driving-related crashes and to work on prevention and enforcement, focusing on the passing of the revised law to get evidentiary breath testing reintroduced throughout the country. The law was published in the Government Gazette in December 2015 with the support from partners including the Namibia Police Traffic Division, National Road Safety Council (NRSC), Motor Vehicle Accident (MVA) Fund, Private Sector Road Safety Forum, Windhoek City Police, other local Authority Traffic Police divisions, and the Self-Regulatory Alcohol Industry Forum (SAIF).

#### Nigeria

Our decision in 2014 to conduct extensive roadside surveys to generate data on the drink driving situation across Nigeria bore fruit in 2015. The results of almost 6,000 respondents to our roadside surveys gave us a much clearer picture of the prevalence of drink driving in the country. The survey will be utilized to inform partnerships and to highlight the differences among regions, target groups, and diverse driving habits. The survey gives government and stakeholders a springboard from which to implement more focused and effective programs in the future.

#### Russia

In 2013, the federal government started reforming the Russian driver schools education curriculum. In the same year, the "Improvement of Road Safety 2013-2020" federal program was launched, providing an opportunity to put forward a drink driving module that could be included in novice driver courses. Due to rapid progress and positive results, "Avtotrezvost" was fully launched by mid-2014 and plans were made to expand the program to other regions in 2015. There were 7,000 novice drivers trained. In 2015, with the support of Moscow Automobile and Road Construction State Technical University as well as leading Russian beverage alcohol producers, the training module "Avtotrezvost" was made available in Sterlitamak, Ulyanovsk, Ivanovo, and Kursk, while continuing to thrive in Smolensk.

#### South Africa (new pilot in 2015)

Our first project in South Africa began in 2015 with the launch of the Young Free Educated program, which aims to reduce drinking and driving among young adults. The program is being implemented in partnership with the Industry Association for Responsible Alcohol Use (ARA), the Nelson Mandela Foundation, and the South African Union of Students. It reached 2,500 students and 1,000 other young people in 2015.

#### Vietnam

In March 2015, we held a national workshop with our government partner, the National Traffic Safety Committee, to summarize the five-year implementation of the Global Actions drink driving initiative in Da Nang, Thanh Hoa, and Nghe An. Government agencies are now working together and are eager to develop a shared plan for drink driving and road safety campaigns. As a result of this more coordinated effort, the three provinces which had rarely allocated additional government funds to a donor project contributed part of their state budget to these initiatives within their cities. By the end of the project, financial support from IARD accounted for a small portion compared to what local jurisdictions were spending on implementation. The impact of the drink driving initiative was demonstrated in all six project locations as we continued to see changes in the ways of working over the five years of the project.

These short descriptions offer an overview. A more detailed description of each of these programs can be found at [producerscommitments.org](http://producerscommitments.org).



## Commitment 4: Reducing drinking and driving

### KPI 9b

Number of drinking and driving prevention programs outside the pilots referenced in KPI 9a.

All 12 signatories reported drink driving prevention programs (outside of those pilots from 9a). A total of 345 unique drinking and driving prevention programs reached 99 countries across all seven regions, with more than half of these programs in North America and Europe.

In Serbia, Apatinska Brewery partnered with the National Drivers' Academy (NAVAK), distributing information on the rules of safe driving with emphasis on the dangers of drinking and driving. Worldwide, road traffic injuries are the leading cause of death among young people, aged 15-29 years. Through this program, with the assistance of professional trainers from NAVAK, young drivers had an opportunity to learn about rules of safe driving both through theory and practice, with a stress on the dangers and consequences of combining alcohol and driving.

In 2015, the Taiwan Beverage Alcohol Forum worked with the Ministry of Transportation Road Safety Committee, the Tainan City Road Safety, and the Wine and Social Responsibility Association Cooperation to introduce the message "Do not drink and ride, designated driver" through campus demonstration and in-class information. The program was adapted to southern Taiwan and targeted motorcyclists, the result of an insight from student surveys. With partners, demonstrations were conducted on campus that simulated intoxicated driving. This program, along with other road safety measures being implemented by the Ministry of Transportation, aims to make National Cheng Kung University, Tainan campus a "safety zone."



 **Commitment 5: Enlisting the support of retailers to reduce harmful drinking**

This Commitment had a flagship year in 2015. We launched the [Guiding Principles for Responsible Retailing of Beverage Alcohol](#). In collaboration with South Africa’s ARA, the launch event was held at the World Retail Congress in November 2015 in Cape Town, South Africa.

The Retail Guiding Principles reflect a common industry standard and are

intended to encourage responsible retailing worldwide. These principles, which have been agreed by leading global beer, wine, and spirits producers with support from retailers, are intended to encourage both producers and retailers alike to do their part to ensure the responsible sale of alcohol. The principles reflect responsible retailing standards that are relevant to all markets.

Additionally, the [Responsible Retailing Compendium of Best Practices](#) provides a companion document with examples of responsible retailing programs and resources. This resource will be regularly updated with new examples of proven policy tools and programs to implement the guiding principles. Both the principles and the compendium are available at: [producerscommitments.org](http://producerscommitments.org).

<p><b>Action 10</b> <b>Responsible Retailing</b></p>	<p>“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 ... including discouraging irresponsible price promotions, 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.</p> <p>The initiative will also encourage local responsible retailing initiatives to implement the guiding principles, focusing on measures to prevent underage drinking through, for example, proof-of-age requirements and the training of retail staff on how to identify, prevent, and manage intoxicated drinkers.”</p>
<p><b>KPI 10a</b> Guiding Principles for Responsible Retailing of Beverage Alcohol developed and published.</p>	<p>The Guiding Principles for Responsible Retailing of Beverage Alcohol were published in November 2015 together with a compendium of best practice examples of responsible retailing programs and resources.</p> <p>The Principles include:</p> <p><b>Principle 1: Enforcement of minimum legal purchase age laws (LPAs) can contribute to the reduction of alcohol-related harm.</b> Most countries have a minimum LPA, yet drinking by those under the minimum age remains a concern in many parts of the world, both for the underage drinker and society.</p> <p><b>Principle 2: Efforts to minimize binge or excessive drinking at retail environment can meaningfully contribute to reducing alcohol-related harm.</b> To help ensure an enjoyable experience for all, the environment itself should help promote moderation.</p> <p><b>Principle 3: Activities in the retail environment can promote road safety.</b> In addition to reducing excessive or binge drinking, retailer activities can promote road safety objectives, particularly for on-premise retail establishments. Activities include training servers, designated driver programs, and other safe transport options and information.</p> <p><b>Principle 4: Characteristics of the drinking environment can promote responsibility and minimize harm.</b> Well-managed retail outlets can help to reduce alcohol-related harm both inside and outside the premises.</p>



**Commitment 5: Enlisting the support of retailers to reduce harmful drinking**

<p><b>KPI 10b</b> Responsible retailing initiative launched in public forum in 2014.</p>	<p>This responsible retailing initiative was launched at the World Retail Congress in Cape Town, South Africa on November 3, 2015. The launch featured senior executives of IARD’s member companies introducing the Producers’ Commitments and presenting the Responsible Retailing Principles. A panel discussion featured representatives from stakeholder groups including retailers, retail associations, alcohol producers, and government officials. The conversation explored the particular and positive contribution each party can make to reduce alcohol-related harm.</p>
<p><b>KPI 10c*</b> Percentage of markets in which signatories are commercially active and in which local responsible retailing initiatives to support, comply with, and advance the guiding principles have been rolled out.</p>	<p>Local responsible retailing initiatives have been rolled out in 75 countries out of the 100 markets in which signatories are commercially active, an 18.6 percentage point increase over 2014. 251 initiatives were reported across all regions. The largest percentage (74.1%) supported Principle 1.</p> <p>In the United States, the Responsible Retailing Forum (RRF) is a public-private partnership, including support from beer, wine and spirits producers and retailers, that assists alcohol beverage licensees and their communities in preventing underage alcohol sales and over-service. The RRF programs are based upon the recommendations of the U.S. Substance Abuse and Mental Health Services Administration’s best practices report that identifies the hiring and training practices, point-of-sales protocols and supervisory practices to verify age and monitor alcohol consumption. The best practices implemented by the partnership in 2015 recognize that both alcohol law enforcement and a business improvement approach are necessary to achieve the high levels of responsible retailing conduct that protect licensees and their staff, their customers, and their communities against the harm and liability associated with unlawful alcohol sales.</p> <p>The “Alcohol Partnerskabet” in Denmark helps persuades underage Danes to steer clear of alcohol. Denmark has high numbers of underage drinkers and at one stage had the worst record in Europe. In 2014, the Ministry of Health set seven national health targets, including one to reduce the harmful use of alcohol and postpone the age at which adolescents start drinking, and offered support to organizations that worked together to achieve these goals. As a result, the “Alkohol Partnerskabet” alliance was set up with support from the Ministry of Health to run campaigns from 2015 to 2018.</p> <p>The campaign was also implemented in two leading nationwide retail chains, Netto and 7-Eleven, with the message “Show us your ID if you want to buy alcohol.” The aim was to reduce the number of minors trying to buy alcohol, while making it easier for store employees to ask for ID.</p> <p>“Alkohol Partnerskabet is supported by DSK (the Federation of Retail Grocers in Denmark), the Danish Chamber of Commerce, HORESTA (the Trade Association for the Hotel, Restaurant and Tourism Industry in Denmark), DRC (the Danish Restaurants &amp; Cafés Association), VSOD (the Wine and Spirits Organization in Denmark), GODA (an organization promoting moderate drinking), and the Danish Brewers’ Association.</p>
<p>*For the purposes of KPMG Sustainability’s assurance, the review of the data points reported under this KPI are out of scope. Refer to KPMG’s Assurance Report on page 35.</p>	

# LOOKING AHEAD TO 2016

## Member States of the United Nations adopted the Sustainable Development Goals (SDGs) in September 2015.

Among the 17 goals and 169 targets are three priorities that relate directly to the work of the Beer, Wine and Spirits Producers' Commitments, including targets 3.4 "reduce by one third premature mortality from NCDs through prevention and treatment and promote mental health and well-being," 3.5 "strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol," and 3.6 "by 2020, halve the number of global deaths and injuries from road traffic accidents."

We congratulate Member States on their efforts to address health within the framework of the new SDGs and underscore our commitment to continue the implementation of the Producers' Commitments over the five-year period (2013-2017) in support of a reduction in harmful drinking.

Our efforts build upon our long-standing efforts in the five action areas of the Producers' Commitments, and include both actions we implement collectively as an industry and with partners and the

wide range of programs we implement as individual companies. The 2016 actions and priorities are also set within the context of an expanding number of partnerships with industry associations, governments, NGOs, and retailers. We will continue to work with IARD as Secretariat, the World Federation of Advertisers, and other independent experts to expand the reach and impact of these Commitments.



### Commitment 1: Reducing underage drinking

- While primarily focusing on countries where signatories are commercially active, we will also make new tools available in 2016 to help stakeholders and engage with governments that have no LPA to encourage adoption of an LPA.
- Develop a prototype / checklists for the adoption, implementation, and enforcement of LPA laws.
- Develop prototype / checklists for underage education programs suitable for implementation with industry partners.



### Commitment 2: Strengthening and expanding marketing codes of practice

- Manage development of methodology and completion of the first public monitoring of the 70/30 principle in digital media.
- Manage development of monitoring methodology of DGPs with the World Federation of Advertisers.



### Commitment 3: Providing consumer information & responsible product innovation

- Phase II of consumer information website ResponsibleDrinking.org includes making it available in seven languages, adding an alcohol calculator (BAC, pure ethanol, calorie content), updating the links map, and including a search function.
- Annual review of website content and links reviewed with public health and communications inputs.



### Commitment 4: Reducing drinking and driving

- Manage implementation of drink driving programs which focus on capacity- building, program implementation, and evaluation in four countries (Cambodia, Dominican Republic, Namibia, and South Africa) and two additional pilots (Argentina and Thailand).
- Collaboration with UN Regional Economic Commissions through workshop or capacity-building activities on sustainable drink driving laws, enforcement, and road safety policies and best practices.



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

- Promote Guiding Principles on Responsible Retailing at retailer events.
- Manage / solicit retailer endorsement of the Principles.
- Develop prototype / checklists for the implementation of responsible retail initiatives.

# APPENDIX 1

## ABOUT THIS REPORT

### Principles

We have strived to ensure that all the information given is accurate, complete, and sufficiently detailed to allow readers to make a fair assessment of our performance in 2015. The Report aims to provide a balanced view, covering positive achievements as well as areas that require improvement or have taken longer than anticipated to achieve, bearing in mind that the Commitments cover a five-year period.

We have engaged KPMG Sustainability to review this report and provide limited assurance as outlined in their assurance report on page 35.

Interim updates are available on the website, [producerscommitments.org](http://producerscommitments.org).

### Signatory updates

As reported in the 2014 report and beginning in January 2015, Asahi Group Holdings, Kirin Holdings Company Limited, and Beam Suntory (a subsidiary of Suntory Holdings) made a request to assume the role of signatories to the Commitments in place of the Brewers Association of Japan (BAJ) and the Japan Spirits & Liqueurs Makers Association (JSLMA) which reported in 2014.

### Trade organizations and social aspects organizations

We believe that collaboration is a basic tenet critical to success. The vast majority of our reported actions are carried out in partnership with industry colleagues and with stakeholders in civil society organizations, NGOs, governments, and the public health community. The data in this report captures not only the efforts of individual companies in the markets where they are commercially active, but also those led through the collective industry actions of IARD, trade associations, social aspects organizations (SAOs), and other third-party organizations and partners. In the context of the Commitments, an SAO is an organization specifically designed to promote responsible drinking and provide information to the public and consumers.

As with the 2014 report, IARD acted as a data collection hub for trade associations and SAOs across the globe. More than 75 organizations from 46 countries contributed to this report and collaborate with signatories to collectively implement the Commitments. Data collected by IARD was reported to Accenture Strategy as part of the reporting and validation process.

### Reporting and assurance

Our KPIs were initially developed with advice from Accenture Strategy. Following the 2014 reporting cycle, we again sought Accenture Strategy's advice on improving the protocols and definitions associated with our KPIs in order to refine the consistency of reporting and minimize ambiguity. See page 19 for an explanation of updates to the KPIs. A summary of all the performance indicators, including definitions and scope of coverage, is available at [producerscommitments.org/compliance-kpi](http://producerscommitments.org/compliance-kpi).

We engaged KPMG Sustainability to review the text and selected indicators in this report and provide limited assurance as outlined in their assurance report on page 35. The following indicators are in scope of the assurance of KPMG Sustainability: 1a, 1b, 2a, 2b, 2c, 3b, 4a, 6a, 7a, 7b, 9a, 9b, 10a, and 10b. After a rigorous review process, and with the support of Accenture Strategy and KPMG, we are confident that this report offers a comprehensive picture of the range and scope of the local and global activities underway to deliver the Commitments, and the overall progress we made during 2015.

# APPENDIX 2

## INDEPENDENT ASSURANCE REPORT

### To the readers of the IARD 2015 Commitments Report

#### Our conclusion

We have reviewed (limited assurance) selected information in the 2015 Commitments Report (hereafter: The Report) of the International Alliance for Responsible Drinking Inc. (further IARD), its signatories, social aspects organizations and trade associations (hereafter: the Reporting Parties). The selected information concerns all information in The Report with the exception of the information and data points for indicators as marked in The Report with an asterisk [2d (p. 22), 3a (p. 23), 4b (p. 24), 5a (p. 25), 8a (p. 27), 8b (p. 27), 10c (p. 32)].

Based on our review, nothing has come to our attention to indicate that The Report is not presented, in all material respects, in accordance with the internally developed criteria as described in the section "About this Report".

#### Basis for our conclusion

We conducted our engagement in accordance with the International Standard for Assurance Engagements (ISAE) 3000: Assurance Engagements other than Audits or Reviews of Historical Financial Information, issued by the International Auditing and Assurance Standards Board.

We do not provide any assurance on the achievability of the objectives, targets and expectations of the Reporting Parties.

Our responsibilities under Standard 3000 and procedures performed have been further specified in the paragraph titled "Our responsibility for the review of The Report".

We are independent of the International Alliance for Responsible Drinking Inc. in accordance with the Regulation regarding the independence of auditors in case of assurance engagements ('Verordening inzake de onafhankelijkheid van accountants bij assurance-opdrachten' (ViO)) and other relevant independence requirements in the Netherlands. Furthermore we have complied with the Regulation code of conduct and professional practice for auditors ('Verordening gedrags- en beroepsregels accountants' (VGBA)).

We believe that the review evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

#### Responsibilities of the IARD Board of Directors for The Report

The IARD Board of Directors is responsible for the preparation of The Report in accordance with the internally developed criteria as described in the section "About this Report". It is important to view the information in The Report in the context of these criteria.

As part of this, the IARD Board of Directors is responsible for such internal control as it determines is necessary to enable the preparation of The Report that is free from material misstatement, whether due to fraud or error.

### Our responsibilities for the review of The Report

Our objective is to plan and perform the review assignment in a manner that allows us to obtain sufficient and appropriate assurance evidence for our conclusion.

We apply the Further Regulations for Audit Firms Regarding Assurance Engagements ('Nadere voorschriften accountantskantoren ter zake van assurance opdrachten') and accordingly maintain a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Our engagement has been performed with a limited level of assurance. Procedures performed in a limited assurance engagement are aimed at determining the plausibility of information and therefore vary in nature and timing from - and are less extensive than - a reasonable assurance engagement.

The procedures selected depend on our understanding of The Report and other engagement circumstances, and our consideration of areas where material misstatements are likely to arise.

The following procedures were performed:

- Reviewing the suitability and application of the internal reporting criteria used in the preparation of The Report;
- Evaluating the design and implementation of the reporting processes and the controls regarding the qualitative and quantitative information in The Report;
- Interviewing relevant staff and organisations responsible for collecting, consolidating and carrying out internal control procedures on the information in The Report;
- Visits to two signatories to review the source information used for The Report and the design and implementation of validation procedures at signatory level;
- Evaluating internal and external documentation, based on sampling, to determine whether the selected information is supported by sufficient evidence;
- An analytical review of the data and trend explanations submitted by the Reporting Parties for consolidation at group level.

Amsterdam, 22 July 2016

KPMG Sustainability  
part of KPMG Advisory N.V.

W.J. Bartels  
Partner

# APPENDIX 3

## ABOUT IARD

Throughout this report there are references to the International Alliance for Responsible Drinking (IARD). IARD, launched in January 2015, is a not-for-profit organization dedicated to addressing the global public health issue of harmful drinking and to promoting responsible drinking.

IARD is supported by its Member Companies from all sectors of the alcohol industry – beer, wine, and spirits – in their common purpose of being part of the solution to the harmful use of alcohol. As a global public health NGO, we partner with public, civil society, and private stakeholders to advance our mission. We support global efforts of the United Nations and the World Health Organization in the Global Strategy to Reduce the Harmful Use of Alcohol, the Noncommunicable Diseases Global Monitoring Framework target of “at least 10% relative reduction in the harmful use of alcohol” by 2025, and Sustainable Development Goal 3.5 – “Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.”

### Role as secretariat to the Commitments

One aspect of IARD’s role is to be the Secretariat to these Commitments. The signatories to the Commitments have delegated to IARD specific tasks that require coordination at global level.

IARD’s focus on:

- Industry collaboration;
- Convening of multi-stakeholder conversations to promote policy dialogue; and
- Promoting evidence-based policy actions with transparency.

As Secretariat, IARD:

- Coordinates reporting on the Commitments with KPMG and Accenture Strategy;
- Manages pilot programs (particularly in drink driving);
- Coordinates with international partners (for example, World Federation of Advertisers);
- Commissions analysis of marketing compliance;
- Convenes experts (for example, researchers) and partners (for example, retailers); and
- Conducts analysis on policy and programs and produces policy tools and good practice guides.

### Feedback

We welcome your feedback.

Please contact us at:

[info@producerscommitments.org](mailto:info@producerscommitments.org).

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# IARD

INTERNATIONAL ALLIANCE FOR  
RESPONSIBLE DRINKING

action on alcohol and global health

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