

BEER, WINE, AND SPIRITS PRODUCERS' COMMITMENTS 2013–2017: KEY PERFORMANCE INDICATORS

In recognition of the serious effects that the harmful use of alcohol can have, the leading beer, wine, and spirits producers wished to demonstrate their support of international efforts to improve health and social outcomes for individuals, families, and communities through a set of [Five Beer, Wine and Spirits Producers' Commitments](#) over five years. Although the five-year period has come to an end, producers remain committed to continuing the spirit of the Five Commitments and the 10 action areas.

Commitment	Action	Key performance indicator
REDUCING UNDERAGE DRINKING	1: Strengthening legal purchase age (LPA) regulations	1a: Percentage of LPA regulations introduced where none previously existed, in countries where sale is legal or permitted 1b: Number of engagements in support of newly introduced and existing LPA regulations, e.g. government meetings, industry roundtables, and retail partnerships for age verification
	2: Underage educational initiatives	2a: 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 2b: Number of underage individuals collectively reached with education programs resulting from signatories' work with NGOs, IGOs, and other interested stakeholders 2c: 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 2d: Number of unidentified persons collectively reached with education programs and materials resulting from signatories' work with NGOs, IGOs, and other interested stakeholders
STRENGTHENING AND EXPANDING MARKETING CODES OF PRACTICE	3: Ensuring that adults make up at least 70% of our advertising audience	3a: 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 3b: 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
	4: Developing digital marketing guidelines	4a: Publication of the Digital Guiding Principles 4b: Percentage of signatories complying with the DGPs within all countries in which they are commercially active
	5: Involving those outside the industry in the self-regulatory process	5a: 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
	6: Making responsible marketing codes a contractual obligation	6a: Percentage of signatories' contracts with advertising agencies that include clauses for the agency to comply with the responsible alcohol advertising codes for signatories' product
PROVIDING CONSUMER INFORMATION AND RESPONSIBLE PRODUCT INNOVATION	7: Responsible product innovation	7a: Percentage of product ranges that do not contain excessive amounts of added stimulants 7b: Percentage of signatories' product brands that are marketed as delivering energizing or stimulating effects
	8: Providing consumer information	8a: 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 8b: 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
REDUCING DRINKING AND DRIVING	9: Reducing drinking and driving	9a: Number of countries in which selected drinking and driving prevention pilots are rolled out 9b: Number of drinking and driving prevention programs outside the pilots referenced in KPI 9a
WORKING WITH RETAILERS TO REDUCE HARMFUL DRINKING	10: Responsible retailing	10a: Guiding Principles for Responsible Retailing of Beverage Alcohol developed and published 10b: Responsible retailing initiative launched in public forum 10c: Percentage of markets in which signatories are commercially active in which local responsible retailing initiatives to support or advance the guiding principles have been rolled out.