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**IARD**  
INTERNATIONAL ALLIANCE FOR  
RESPONSIBLE DRINKING

# Monitoring Beer, Wine and Spirits Producers' Commitments to reduce harmful drinking

***Indicator Protocols***

December 2017  
Version 3.1

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## Purpose of this document

This document outlines protocols for each of the 21 performance indicators against which the signatories will report progress against the five public Commitments that have been agreed to reduce harmful drinking, across ten action areas.

Each protocol comprises three component parts:

- **Description** – definition of the indicator and its component parts to ensure that data collected each signatory can be compared effectively to the indicator to measure success
- **Data acquisition** – suggested data acquisition process to help signatories ensure adequate data is available for the purposes of reporting
- **Data quality issues** – any known data quality issues have been identified; signatories are expected to raise any further issues with their own data, and to outline the review process undertaken for each indicator

Each protocol is intended as a reference document to support the completion of the data collection via the MS Excel reporting tool.

## List of performance indicators

Indicator 1 (a): Percentage of Legal Purchase Age regulations introduced where none previously existed, in countries where sale is legal or permitted

Indicator 1 (b): Number of engagements in support of newly introduced/existing Legal Purchase Age regulations, e.g. government meetings, industry roundtables, retail partnerships for age verification

Indicator 2 (a): Number of education programmes and number of countries in which the education programmes are operating, resulting from signatories' work with NGOs, IGOs and other interested stakeholders

Indicator 2 (b): Number of underage individuals collectively reached with education programmes resulting from signatories' work with NGOs, IGOs and other interested stakeholders

Indicator 2 (c): Number of influencers (parents, teachers, other adults, community leaders) collectively reached with education programmes and materials resulting from signatories' work with NGOs, IGOs and other interested stakeholders

Indicator 2 (d): Number of unidentified persons collectively reached with, and impressions related to, education programmes and materials resulting from signatories' work with NGOs, IGOs and other interested stakeholders

Indicator 3 (a): Collective percentage of compliant impressions across digital resulting from signatories' advertising, or adherence to no-buy-list, based on the best available data, as measured by an independent agency in the selected markets

Indicator 3 (b): Number of countries in which actions of signatories result in data (on the collective percentage of compliant impressions across digital, resulting from the signatories advertising) being made newly available

Indicator 4 (a): Digital Guiding Principles published

Indicator 4 (b): Percentage compliance by signatories with the Digital Guiding Principles within a selection of markets in which they are commercially active

Indicator 5 (a): Percentage of countries in which signatories are commercially active, in which non-industry participation is established in existing self-regulatory processes

Indicator 6 (a): Percentage of signatories' contracts with advertising agencies that include clauses for the agency to comply with responsible alcohol advertising codes of signatories' products

Indicator 7 (a): Percentage of product ranges that do not contain excessive amounts of added stimulants

Indicator 7 (b): Percentage of signatories' product brands that are marketed as delivering energizing or stimulating effects

Indicator 8 (a): 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 of excessive drinking on health

Indicator 8 (b): Percentage of volume of product 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

Indicator 9 (a): Number of countries to which selected drinking and driving prevention pilots are rolled out

Indicator 9 (b): Number of drinking and driving prevention programmes, that are not the selected drinking and driving prevention pilots, that are operating

Indicator 10 (a): Guiding principles for responsible retailing of beverage alcohol developed and published

Indicator 10 (b): Responsible retailing initiative launched in public forum in 2014

Indicator 10 (c): Percentage of markets in which signatories are commercially active in which local responsible retailing initiatives to support / comply with / advance the guiding principles have been rolled-out

## List of reporting entities

Indicator	Reporting entity
Indicator 1 (a)	IARD <sup>1</sup> (Brett Bivans)
Indicator 1 (b)	Individual Signatories, plus SAOs and TAs <sup>2</sup> (coordinated by IARD)
Indicator 2 (a)	Individual Signatories, plus SAOs and TAs (coordinated by IARD)
Indicator 2 (b)	Individual Signatories, plus SAOs and TAs (coordinated by IARD)
Indicator 2 (c)	Individual Signatories, plus SAOs and TAs (coordinated by IARD)
Indicator 2 (d)	Individual Signatories, plus SAOs and TAs (coordinated by IARD)
Indicator 3 (a)	IARD (Brett Bivans) with support from WFA and Ebiquity
Indicator 3 (b)	IARD (Brett Bivans) with support from WFA and Ebiquity
Indicator 4 (a)	Out of scope for the 2017 reporting cycle
Indicator 4 (b)	IARD (Brett Bivans) with support from WFA
Indicator 5 (a)	Individual Signatories and IARD
Indicator 6 (a)	Individual Signatories
Indicator 7 (a)	Out of scope for the 2017 reporting cycle
Indicator 7 (b)	Out of scope for the 2017 reporting cycle
Indicator 8 (a)	Individual Signatories (Who do not report on indicator 8b)
Indicator 8 (b)	Individual Signatories (Who do not report on indicator 8a)
Indicator 9 (a)	IARD (Brett Bivans)
Indicator 9 (b)	Individual Signatories, plus SAOs and TAs (coordinated by IARD)
Indicator 10 (a)	Out of scope for the 2017 reporting cycle
Indicator 10 (b)	Out of scope for the 2017 reporting cycle
Indicator 10 (c)	Individual Signatories, plus SAOs and TAs (coordinated by IARD)

<sup>1</sup> IARD = The International Alliance for Responsible Drinking

<sup>2</sup> SAOs = Social aspect Organisations (e.g. Drinkaware / DrinkWise); TAs = Trade Associations

## Indicator protocol structure<sup>3</sup>

### Description

#### 1. Definition(s):

- The definition must be detailed enough to ensure that different people at different times, given the task of collecting data for a given indicator, would collect identical types of data
- Potentially ambiguous terms (e.g. “local”) need to be clearly defined (e.g. provision of exact region or city, etc.)

#### 2. Scope:

- Define what is in and out of scope for each indicator

#### 3. Compilation of indicator:

- Provide a breakdown of the component parts of each top-level indicator that will be required to calculate the indicator

#### 4. Units of measure:

- Define the precise parameter used to describe the magnitude or size of the indicator (e.g. number of individuals / percentage / average, etc)

#### 5. Disaggregated by:

- Identify how data will be separated to improve the breadth of understanding of results reported (e.g. geographic region, etc)

#### 6. Assumptions:

- Identify any assumptions implicit within indicators and provide space for reporting entities to indicate any assumptions in order to determine data quality

### Data acquisition

#### 7. Data collection method:

- Describe exactly and in detail how and when you will collect the data. Identify what methods and instruments you will use. Note any tool or survey required to collect the data. Attach data forms when necessary. Examples of data collection methods include secondary data, surveys and expert judgments)

#### 8. Timing and frequency of collection:

- Note how often the data is to be collected and the likely dates of the data collection (if known)

#### 9. Data source(s):

- The data source is the entity from which the data are obtained (e.g. a media agency partner / consultants / retail partners / an NGO, etc.)

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<sup>3</sup> Sources: Accenture research, University of Reading, pact

**10. Individual responsible and data storage location:**

- Identify who will take the lead for collecting data on this indicator
- Describe how data will be stored over time and in what format

**Data quality issues**

**11. Known data limitations and significance:**

- Identify where data may be weak or limited due to potential issues in data availability, capture, verification, confidentiality, etc

**12. Actions taken or planned to address data limitations:**

- Identify any steps planned to ensure data quality (e.g. data verification procedures / specific action(s) to address identified risks / issues)

**13. Review:**

- Details of how the reporting entity has reviewed the data internally to be provided. The individual who has signed-off the data should be named

**14. Best practice:**

- Highlights, as appropriate, where the reporting entity can access additional information containing examples of reporting procedures for the indicator that are accepted as being correct, or the most effective approach available at present

## Action Area 1: Strengthening legal purchase age regulations and enforcement

### Indicator 1 (a): Percentage of Legal Purchase Age regulations introduced where none previously existed, in countries where sale is legal or permitted

**Reporting entity:** IARD (Brett Bivans)

#### Description

##### 1. Definition(s):

- **Legal Purchase Age:** The minimum purchase and/or consumption age as defined by law. (This age will vary by country)
- **Introduced:** To put in place, for the first time, a Legal Purchase Age, i.e. the legal adoption of an LPA
- **Legal:** Countries in which the sale of alcohol is governed by law
- **Permitted:** Countries in which the sale of alcohol is allowed, but not governed by law
- **Commercially active:** Refer to detailed definition provided in appendix 1

##### 2. Scope:

- Countries where the sale of alcohol is neither legal nor permitted are out of scope
- Legal Purchase Age regulations in place prior to January 1<sup>st</sup> 2017 are out of scope as they were introduced before the commitments development
- Countries in which the signatory is not commercially active are out of scope
- Countries with a Legal Purchase Age regulation in place already, are out of scope

##### 3. Compilation of indicator:

- Report the following:
  - How many countries in which the signatory is commercially active did not have Legal Purchase Age regulation in place on January, 1<sup>st</sup> 2017
  - State how countries in which the signatory is commercially active have introduced new Legal Purchase Age regulation(s) since January, 1<sup>st</sup> 2017
- Calculation:

$$\left( \frac{\text{Number of countries in which the signatory is commercially active, where Legal Purchase Age regulations have been introduced}}{\text{Number of countries in which the signatory is commercially active, where Legal Purchase Age regulations did not exist on January, 1st 2017}} \right) \times 100$$

##### 4. Units of measure:

- Number of countries in which the signatory is operating
- Number of Legal Purchase Age regulations introduced

##### 5. Disaggregated by:

- Country in which signatory is operating and where the sale of alcohol is legal or permitted

**6. Assumptions:**

- Introduction of Legal Purchase Age regulations will have been a result of signatory's efforts to encourage enforcement

**Data acquisition**

**7. Data collection method:**

- Signatory should routinely send regulation information to IARD who will store this and post it on their website as appropriate

**8. Timing and frequency of collection:**

- Records of Legal Purchase Age regulation should be collected when introduced

**9. Data source(s):**

- Governments of target countries
- IARD

**10. Responsible individual and data storage location:**

- Brett Bivans, IARD

**Data quality issues**

**11. Known data limitations and significance:**

- N/A

**12. Actions taken or planned to address data limitations:**

- N/A

**13. Review:**

- IARD to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc
- Please note that a negative data point (e.g. answering "No" to the question of "Does this country have Legal Purchase Age regulations in place?") still requires evidence to be provided to support the reported statement. For example, a screenshot of a government website

## Indicator 1 (b): Number of engagements in support of newly introduced/existing Legal Purchase Age regulations, e.g. government meetings, industry roundtables, retail partnerships for age verification

**Reporting entity:** Individual Signatories, plus SAOs and TAs (coordinated by IARD)

### Description

#### 1. Definition(s):

- **Engagements:** Interactions with interested stakeholders aiming to support the enforcement of newly introduced/existing Legal Purchase Age regulations. Examples include, but are not limited to, meetings, workshops, partnerships and roundtables. Please also see the information regarding differences of scale in engagement in section five below
- **Support:** To give aid or encouragement towards
- **Interested stakeholders:** Includes governments, law enforcement agencies, retailers, parents, educators and others in the community / similar
- **Legal Purchase Age:** Refer to definitions in indicator protocol 1 (a)

#### 2. Scope:

- This indicator is intended to reflect meaningful engagements with interested stakeholders which include support of the enforcement of newly introduced/existing Legal Purchase Age regulations in the discussion, as evidenced by meeting minutes or similar
- The support of newly introduced/existing Legal Purchase Age regulations must be the primary focus of an engagement to be in scope
- For interactions with retailers:
  - Please focus particularly on sections 2.3. *Off-trade retail personnel* and 2.4. *On-trade retail personnel* of the *Compendium of best practice* when reporting on any retail engagements
  - Those that align with Principle one<sup>4</sup> of the [Guiding Principles for Responsible Retailing of Beverage Alcohol](#) should be reported under this indicator. **(The countries in which these interactions take place should also be reported under indicator 10c)**
  - Any interactions with retailers that are not aligned with Principle one of the Guiding Principles for Responsible Retailing of Beverage Alcohol should be reported under indicator 10c if they align with Principles two, three or four of the Guiding Principles
- Countries in which there are no new or existing Legal Purchase Age regulations introduced are out of scope

#### 3. Compilation of indicator:

- Consider whether new or existing Legal Purchase Age regulations are in place within countries where the signatory is commercially active

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<sup>4</sup> Principle one of the Guiding Principles: "Enforcement of minimum legal purchase age laws can contribute to the reduction of alcohol-related harm"

- Report the following:
  - Whether the signatory has engaged with interested stakeholders to support the enforcement of newly introduced/existing Legal Purchase Age regulations in these countries
  - How many engagements the signatory has conducted with interested stakeholders, as defined above
  - Explain the specifics of and the reasons for the large number of engagements, where a signatory has reported 300 or more engagements of any one type in a country

#### **4. Units of measure:**

- Number of engagements with interested stakeholders to support the enforcement of newly introduced/existing Legal Purchase Age regulations

#### **5. Disaggregated by:**

- Type of engagement (e.g. meetings with government / law enforcement officials / police / retailers / multiple stakeholders in roundtables / journalists / other [if 'other' please provide brief description])

N.B. There are likely to be differences of scale in engagements so please provide robust evidence (e.g. there is a difference between engaging with a police force at a central level via one meeting [which constitutes one engagement] vs. with 100 individual police officers [which constitutes 100 engagements]; or between engaging with one small retailer in a developing market [which constitutes one engagement] or with a large retailer such as Walmart at a central level [which would also constitute one engagement])

#### **6. Assumptions:**

- New or existing Legal Purchase Age regulations are in place within the signatory's countries of operation
- A link exists between signatory's engagements and the introduction of Legal Purchase Age regulations

### **Data acquisition**

#### **7. Data collection method:**

- Records and evidence of any engagement with interested stakeholders must be compiled and updated on an on-going basis

#### **8. Timing and frequency of collection:**

- Evidence of engagements should be recorded at the time of engagement

#### **9. Data source(s):**

- Individual operating entities of signatories
- Group-level business units of signatories
- SAOs (coordinated by IARD)

#### **10. Responsible individual and data storage location:**

- Signatory to identify responsible individuals
- Data stored internally within the signatory's corporate affairs department or similar

## Data quality issues

### 11. Known data limitations and significance:

- As different individuals may enter data for this indicator and for indicator 10c, discrepancies may arise in the interactions with retailers reported under each indicator
- Differences of approaches to engagements with retailers are likely to arise

### 12. Actions taken or planned to address data limitations:

- Signatories should ensure that individuals entering data have a clear understanding of the links between this indicator and indicator 10c, and that there is regular communication between the individuals entering data for this indicator and the individuals entering data for indicator 10c. Please also see section 2 above
- Please see section 14 below for information on how to address differences of approaches to engagements with retailers

### 13. Review:

- Signatory / SAO (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator. Please focus particularly on sections 2.3. *Off-trade retail personnel* and 2.4. *On-trade retail personnel* of the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* when reporting on any retail engagements
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc
- Please note that a negative data point (e.g. answering “No” to the question of “Have you engaged with interested stakeholders to support the enforcement of newly introduced / existing Legal Purchase Age regulations in this country?”) still requires evidence to be provided to support the reported statement. For example, a copy of an email from the global / local Head of Public Affairs

## Action Area 2: Educational materials and programmes designed to prevent and reduce underage purchase and consumption

### Indicator 2 (a): Number of education programmes and number of countries in which the education programmes are operating, resulting from signatories' work with NGOs, IGOs and other interested stakeholders

**Reporting entity:** Individual Signatories, plus SAOs and TAs (coordinated by IARD)

#### Description

##### 1. Definition(s):

- **Education programmes:** Educational materials designed to prevent and reduce underage purchase and consumption of alcohol have been actively disseminated through a range of in-person, digital, or third-party avenues suitable to the local context in order to reach young people, parents, schools, and community groups
- **Sessions:** The time over which an individual educational activity is conducted. A programme can comprise of multiple sessions
- **Operating:** To run and control
- **Resulting:** To come about as a consequence of work of the signatory
- **Signatories' work:** The collaborative process between the signatory and the interested stakeholders to develop education programmes
- **Interested stakeholders:** Individuals or public / private / third sector organisations with an interest in underage drinking prevention. Interested stakeholders could include: retailers; charities focused on underage-drinking prevention, etc

##### 2. Scope:

- The indicator applies to educational materials delivered through one programme of effort
- Education programmes which are in operation and not those activities which have simply been planned / budgeted
- The passive dissemination of education programmes (such as handing out leaflets in public areas) is in scope but passive programmes should be reported as such (see details under disaggregation)

##### 3. Compilation of indicator:

- Consider whether the signatory has education programme(s) which originate from work with NGO's, IGOs and other interested stakeholders
- Report the following:
  - How many of such programme(s) the signatory has in operation
  - The countries in which such education programme(s) are operating
  - (Where available) the URL to the webpage of each programme reported

#### **4. Units of measure:**

- Number and names of education programmes in operation
- Number of countries in which the signatory is operating in which educational programme(s) are in operation

#### **5. Disaggregated by:**

- Country in which education programme is in operation
- Degree of reach of education programme:
  - Robust reach (including programmes that consist of two-way means of interaction with the target recipients of the educational materials)
  - Less robust reach (including programmes that consist purely of disseminating educational materials passively [e.g. TV campaigns, YouTube views, handing out of leaflets, tweeting, and Facebook posts, likes and shares])
  - Robust reach and less robust reach (including programmes that consist of both degrees of reach)

#### **6. Assumptions:**

- Education programme(s) will have an impact on the behaviour of the target audience

### **Data acquisition**

#### **7. Data collection method:**

- Once established, details of the plan to educational materials should be recorded and stored in an easily accessible format
- Records of any engagement with NGOs, IGOs and other interested stakeholders on the topic of educational programmes must be compiled and updated on an on-going basis

#### **8. Timing and frequency of collection:**

- Evidence of engagements with NGOs, IGOs and other interested stakeholders on the topic of education programmes should be recorded at the time of engagement
- Records of education programmes should be recorded at the time of the session in question

#### **9. Data source(s):**

- Individual country-level entities of each signatory
- SAOs (coordinated by IARD), e.g. Drinkaware / DrinkWise / Foundation for Advancing Alcohol Responsibility

#### **10. Responsible individual and data storage location:**

- Signatory / SAO (coordinated by IARD) to identify responsible individuals
- Data stored internally within the signatory's sustainability / CSR department or similar / within the SAOs IT data systems

### **Data quality issues**

#### **11. Known data limitations and significance:**

- The same data may be reported by both the signatories and the SAOs and thus double counting of values may occur

**12. Actions taken or planned to address data limitations:**

- In circumstances where double counting has occurred between signatories and SAOs it will be addressed during the review cycle

**13. Review:**

- Signatory / SAO (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 2 (b): Number of underage individuals collectively reached with education programmes resulting from signatories' work with NGOs, IGOs and other interested stakeholders

**Reporting entity:** Individual Signatories, plus SAOs and TAs (coordinated by IARD)

### Description

#### 1. Definition(s):

- **Underage individuals:** Individuals who are below the legal purchase age in the country in which the education programme(s) are in operation, at the point in time that those individuals were reached by the education programme(s). (This will vary by country)
- **Reached:** Connecting underage individuals with education programmes and materials through a verifiable face-to-face or remote, two-way channel of communication (examples may include but are not limited to computer-based training with a final test of understanding or named confirmation of materials downloaded). Underage individuals can also be reached through passive distribution of educational materials
- **Verifiable:** Evidence to record interaction happened
- **Education programmes / signatories' work / interested stakeholders/ resulting:** Refer to definitions in indicator protocol 2 (a)

#### 2. Scope:

- Education programme(s) that have been developed or disseminated as a specific consequence of signatory working with NGOs, IGOs and other interested stakeholders
- The passive dissemination of education programmes (such as handing out leaflets in public areas) is in scope but passive programmes should be reported as such (see details under disaggregation)

#### 3. Compilation of indicator:

- Consider whether any underage individuals were reached with education programme(s)
- Report the following:
  - The total number of underage individuals collectively reached with each education programme

#### 4. Units of measure:

- Number of underage individuals reached by each education programme

#### **5. Disaggregated by:**

- Education programme through which underage individuals were reached
- Degree of reach of education programmes:
  - Robust reach (underage individuals reached with robust programmes that consist of two-way means of interaction with the target underage recipients of the educational programmes)
  - Less robust reach (underage individuals reached with less robust programmes that consist purely of disseminating educational materials passively [e.g. TV campaigns, YouTube views, handing out of leaflets, tweeting, and Facebook posts, likes and shares])
- Channel through which underage individuals were reached:
  - Face-to-face (e.g. lectures or seminars)
  - Hits on age-gated websites (based on unique IP addresses – see section 14)
  - Social media (e.g. Twitter users receiving tweets or YouTube users subscribing to a channel – see section 14)
  - Hardcopy media (e.g. monitored distribution of books or leaflets)

#### **6. Assumptions:**

- Education programme(s) with more robust reach will have a greater impact on the behaviour of underage individuals
- Education programme(s) developed with NGOs, IGOs, and other interested stakeholders will be more impactful on underage individuals

### **Data acquisition**

#### **7. Data collection method:**

- Numbers of persons in attendance at each education programme session should be recorded

#### **8. Timing and frequency of collection:**

- Records of education programme session attendance should be recorded after at the time of each education programme session

#### **9. Data source(s):**

- Individual country-level entities of each signatory
- SAOs (coordinated by IARD), e.g. Drinkaware / DrinkWise / Foundation for Advancing Alcohol Responsibility

#### **10. Responsible individual and data storage location:**

- Signatory / SAO (coordinated by IARD) to identify responsible individuals
- Data stored internally within the signatory's sustainability / CSR department or similar / within the SAOs IT data systems

## Data quality issues

### 11. Known data limitations and significance:

- Difficulty in recording the presence of each individual that attends an education programme's session
- Difficulty in verifying the age of the individuals who have attended classroom / other similar sessions outside of school context
- The same data may be reported by both the signatories and the SAOs and thus double counting of values may occur

### 12. Actions taken or planned to address data limitations:

- To ensure accurate recording of attendance, feedback or similar forms should be used after each classroom / other similar session. To accurately track the number of underage individuals attending education programme sessions online, the list of session attendees should be recorded
- Indicative evidence of individuals receiving the education being under the legal purchase age should be collected, recognising the limitations that may be involved in this. Accurately track the number of underage individuals attending education programme sessions online
- In circumstances where double counting has occurred between signatories and SAOs it will be addressed during the review cycle

### 13. Review:

- Signatory / SAO (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 2 (c): Number of influencers (parents, teachers, other adults, community leaders) collectively reached with education programmes and materials resulting from signatories' work with NGOs, IGOs and other interested stakeholders

**Reporting entity:** Individual Signatories, plus SAOs and TAs (coordinated by IARD)

### Description

#### 1. Definition(s):

- **Influencers:** Those known to have a strong influence over the alcohol drinking behaviour of underage individuals, e.g. parents, teachers and community leaders
- **Other adults:** Adults who are not parents, teachers, community leaders but are known to have a strong influence over their behaviour, e.g. guardians, relatives, police officers, influential celebrities
- **Education materials:** Information content designed to prevent and reduce underage purchase and consumption of alcohol which have been disseminated to influencers of individuals under the Legal Purchase Age, either face-to-face or remotely
- **Reached:** Connecting influencers with education programmes and materials through a verifiable face-to-face or remote, two-way channel of communication (examples may include but are not limited to computer-based training with a final test of understanding or named confirmation of materials downloaded). Influencers can also be reached through passive distribution of educational materials
- **Education programmes / signatories' work / interested stakeholders/ verifiable:** Refer to definitions in indicator protocol 2 (a) and 2 (b)

#### 2. Scope:

- Parents, teachers, other adults, community leaders that have been reached with education programmes and materials developed as a specific consequence of the signatory working with NGOs, IGOs and other interested stakeholders
- Education programme(s) that have been developed or disseminated as a specific consequence of signatory working with NGOs, IGOs and other interested stakeholders
- The passive dissemination of education programmes (such as handing out leaflets in public areas) is in scope but passive programmes should be reported as such (see details under disaggregation)

#### 3. Compilation of indicator:

- Consider whether any influencers (as defined above), were reached with education programme(s)
- Report the following:
  - The total number of influencers collectively reached with each education programme

#### 4. Units of measure:

- Number of influencers reached by each education programmes

### **5. Disaggregated by:**

- Education programme through which influencers were reached
- Degree of reach of education programmes:
  - Robust reach (influencers reached with robust programmes that consist of two-way means of interaction with the target influencer recipients of the educational programmes)
  - Less robust reach (influencers reached with less robust programmes that consist purely of disseminating educational materials passively [e.g. TV campaigns, YouTube views, handing out of leaflets, tweeting, and Facebook posts, likes and shares])
- Channel through which influencers were reached:
  - Face-to-face (e.g. lectures or seminars)
  - Hits on age-gated websites (based on unique IP addresses – see section 14)
  - Social media (e.g. Twitter users receiving tweets or YouTube users subscribing to a channel – see section 14)
  - Hardcopy media (e.g. monitored distribution of books or leaflets)

### **6. Assumptions:**

- Education programme(s) with more robust reach will result in a greater impact on the behaviour of underage individuals, via the influencers
- Education programme(s) developed with NGOs, IGOs, and other interested stakeholders will be more impactful on the behaviour of underage individuals

## **Data acquisition**

### **7. Data collection method:**

- Number of influencers in attendance at each education programme session should be recorded
- Receipt of each education material should be recorded

### **8. Timing and frequency of collection:**

- Evidence of education programme session attendance should be recorded after every education programme session is completed
- Receipt of educational materials should be recorded at distribution

### **9. Data source(s):**

- Individual country-level entities of each signatory
- SAOs (coordinated by IARD), e.g. Drinkaware / DrinkWise / Foundation for Advancing Alcohol Responsibility

### **10. Responsible individual and data storage location:**

- Signatory / SAO (coordinated by IARD) to identify responsible individuals
- Data stored internally within the signatory's sustainability / CSR department or similar / within the SAOs IT data systems

## Data quality issues

### 11. Known data limitations and significance:

- Difficulty in recording the presence of each influencer that attends an education programme's session
- Difficulty in recording the receipt of each educational material by influencers
- Difficulty in determining the nature of the relationship between influencers and underage individuals
- Difficulty in recording online education programme session attendance or receipt of materials disseminated online
- The same data may be reported by both the signatories and the SAOs and thus double counting of values may occur

### 12. Actions taken or planned to address data limitations:

- To ensure accurate recording of attendance, feedback or similar forms should be used after each classroom / other similar session
- To ensure accurate recording of the receipt of educational materials, distributors / similar should record acceptance of materials dispensed
- To accurately determine the strength of influencers' influence over underage individuals the exact nature of their relationship should be recorded within feedback or similar forms
- To accurately track the number of influencers attending education programme sessions or receiving materials online, the list of session attendees/downloaders could be recorded
- In circumstances where double counting has occurred between signatories and SAOs it will be addressed during the review cycle

### 13. Review:

- Signatory / SAO (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 2 (d): Number of unidentified persons collectively reached with, and impressions related to, education programmes and materials resulting from signatories' work with NGOs, IGOs and other interested stakeholders

**Reporting entity:** Individual Signatories, plus SAOs and TAs (coordinated by IARD)

### Description

#### 1. Definition(s):

- **Unidentified persons:** Any underage individuals or influencers reached with educational programmes who could be either an underage individual (see indicator 2b for definition) or an influencer (see indicator 2c for definition) but due to the nature of the educational programme's mode of transmission (e.g. unmonitored handing out of leaflets or via television to an unidentified audience) cannot be identified as an individual in either specific category
- **Impression:** An instance of education materials appearing in print, broadcast or digital media
- **Education materials:** Information content designed to prevent and reduce underage purchase and consumption of alcohol which have been disseminated to unidentified persons, either face-to-face or remotely
- **Reached:** Connecting unidentified persons with education programmes and materials through passive distribution of educational materials
- **Education programmes / signatories' work / interested stakeholders/ verifiable:** Refer to definitions in indicator protocol 2 (a) and 2 (b)

#### 2. Scope:

- Unidentified persons that have been reached with education programmes and materials developed as a specific consequence of the signatory working with NGOs, IGOs and other interested stakeholders
- Education programme(s) that have been developed or disseminated as a specific consequence of signatory working with NGOs, IGOs and other interested stakeholders
- Only the passive dissemination of education programmes (such as unmonitored handing out leaflets in public areas) is in scope. More active dissemination of education programmes will, by their nature of being active, be attributable to the category of individual that they reach

#### 3. Compilation of indicator:

- Consider whether any unidentified persons (as defined above), were reached with education programme(s)
- Report the following:
  - The total number of unidentified persons collectively reached with each education programme

#### 4. Units of measure:

- Number of unidentified persons reached by each education programmes

#### **5. Disaggregated by:**

- Education programme through which unidentified persons were reached
- Impressions / channel through which unidentified persons were reached:
  - Impressions (e.g. through TV or radio broadcasts / billboards / print [including newspapers and unmonitored distribution of books and leaflets])
  - Hits on websites that are not age-gated (based on unique IP addresses – see section 14)
  - Social media (e.g. Twitter users receiving tweets or Facebook users receiving posts)

#### **6. Assumptions:**

- For an unidentified person to be reached they will have to receive either education programmes or materials in a passive manner
- Passive dissemination of education programmes will result in a lesser impact on the behaviour of underage individuals than active dissemination of education programmes
- Education programme(s) developed with NGOs, IGOs, and other interested stakeholders will be more impactful on the behaviour of underage individuals

### **Data acquisition**

#### **7. Data collection method:**

- Number of unidentified individuals reached with education programmes and / or materials developed should be estimated or recorded (e.g. the estimated audience of a TV advertisement / the recorded numbers of leaflets handed out / the recorded number of Facebook likes or shares)

#### **8. Timing and frequency of collection:**

- Evidence of unidentified individuals being reached with education programmes and / or materials should be estimated or recorded after every education programme session is completed (e.g. the estimated audience of a TV advertisement / the recorded numbers of leaflets handed out / the recorded number of Facebook likes or shares)

#### **9. Data source(s):**

- Individual country-level entities of each signatory
- SAOs (coordinated by IARD), e.g. Drinkaware / DrinkWise / Foundation for Advancing Alcohol Responsibility

#### **10. Responsible individual and data storage location:**

- Signatory / SAO (coordinated by IARD) to identify responsible individuals
- Data stored internally within the signatory's sustainability / CSR department or similar / within the SAOs IT data systems

## Data quality issues

### 11. Known data limitations and significance:

- Difficulty in recording the presence of each unidentified person that attends an education programme's session
- Difficulty in recording the receipt of each educational material by unidentified persons
- Difficulty in recording online education programme session attendance or receipt of materials disseminated online
- The same data may be reported by both the signatories and the SAOs and thus double counting of values may occur

### 12. Actions taken or planned to address data limitations:

- Any data reported under this indicator represents an unknown individual. In future years reporting entities should aim to data reported under this indicator to be reported under indicators 2b and 2c, using one or more of the following or other methods:
  - To ensure accurate recording of attendance, feedback or similar forms should be used after each classroom / other similar session
  - To ensure accurate recording of the receipt of educational materials, distributors / similar should record acceptance of materials dispensed
  - To accurately track the number of unidentified persons attending education programme sessions or receiving materials online, the list of session attendees/downloaders should be recorded
  - In circumstances where double counting has occurred between signatories and SAOs it will be addressed during the review cycle

However, there are certain data (e.g. audiences of TV advertisements / Facebook likes or shares) that will continue to be recorded under this indicator, until media monitoring system become sufficiently advanced / available.

### 13. Review:

- Signatory / SAO (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Action Area 3: Strengthening and expanding marketing codes of practice

### Indicator 3 (a): Collective percentage of compliant impressions across digital resulting from signatories' advertising, or adherence to no-buy-list, based on the best available data, as measured by an independent agency in the selected markets

**Reporting entity:** IARD (Brett Bivans) with support from WFA and Ebiquity

#### Description

##### 1. Definition(s):

- **Compliant:** To be compliant impressions must appear in digital media that is targeting audiences, where at least 70% of people are above the legal purchase age
- **Impressions:** An instance of advertisement appearing in digital media
- 
- **Digital:** Media available via the internet, including SMS and mobile applications if used as a means of advertising by the signatory
- **No-buy-list:** A list of digital media that has audiences of greater than 30% under the legal purchase age (to be defined for each country)
- **Best available data:** Information on those listed on the no-buy-list and on compliant impressions based on reasonably available sources and technologies
- **Selected markets:** Those countries in which IARD has commissioned a measurement of compliance (see also *Scope* below)

##### 2. Scope:

- The countries in which IARD has commissioned a measurement of compliance in the 2017 calendar year
- Other countries are out of scope
- Print and broadcast are out of scope
- Non-compliant impressions that appeared in digital media that targets audiences with less than 70% of people above the legal purchase age are out of scope
- Impressions from digital media that are listed on the no-buy-list are out of scope

##### 3. Compilation of indicator:

- According to the methodology of the independent third-party expert agency, Ebiquity

##### 4. Units of measure:

- According to the methodology of the independent third-party expert agency, Ebiquity

##### 5. Disaggregated by:

- N/A

##### 6. Assumptions:

- Management control over placement instructions given to third party agents. These instructions are intended to ensure that placements are only targeted at the 70% adult audience threshold

## Data acquisition

### **7. Data collection method:**

- Digital: A methodology aligned with best practices as used by Ebiquity / equivalent organisation

### **8. Timing and frequency of collection:**

- Digital: Based on current practices on media monitoring
- Data should be aggregated, by country, for annual reporting

### **9. Data source(s):**

- IARD
- WFA

### **10. Responsible individual and data storage location:**

- Brett Bivans, IARD

## Data quality issues

### **11. Known data limitations and significance:**

- Difficulty in accessing up-to-date information on the audience demographic across digital media
- Resource intensity in tracking the number of impressions achieved through a wide range of digital channels used by all the signatories commercially active in the markets within scope
- Technical challenges on tracking digital impressions via some digital channels
- Paucity of data in many markets

**12. Actions taken or planned to address data limitations:**

- Ebiquity to contract an appropriate number of resources to conduct the compliance assessment
- To ensure access to up-to-date information on the audience demographic, Ebiquity should seek to find available data that can be accessed reasonably frequently

**13. Review:**

- IARD / WFA or Ebiquity (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

### Indicator 3 (b): Number of countries in which actions of signatories result in data (on the collective percentage of compliant impressions across digital, resulting from the signatories advertising) being made newly available

**Reporting entity:** IARD (Brett Bivans) with support from WFA and Nielsen

#### Description

##### 1. Definition(s):

- **Actions of signatories:** Any activity undertaken by the signatory to increase the availability of new data related to target audience age for digital media
- **Newly available:** Data that was previously inaccessible for reporting purposes, being made available as a result of the actions of a signatory
- **Result in:** As a direct consequence of the work of the signatory
- **Compliant impressions / digital:** Refer to definitions in indicator protocol 3 (a)

##### 2. Scope:

- Newly available data related to target audience age for digital, where this did not previously exist

##### 3. Compilation of indicator:

- Consider whether signatory has taken action to improve the availability of data on the target audience age for digital media
- Report the following:
  - The total number of countries in which the actions of signatory or signatories have resulted in data being made newly available
  - The nature of the data on target audience age for digital media where this does not yet exist

##### 4. Units of measure:

- Identity of country in which the actions of signatory or signatories has resulted in data being made newly available

##### 5. Disaggregated by:

- Country in which data on compliant impressions is made available
- Signatories who are commercially active in those countries

##### 6. Assumptions:

- Data on the target audience age for digital media was previously unavailable
- Newly available data will help to ensure advertisements are better targeted at the 70% adult threshold

#### Data acquisition

##### 7. Data collection method:

- Evidence of any activities undertaken to improve availability of data on the target audience age for digital media must be compiled and updated on an on-going basis

**8. Timing and frequency of collection:**

- Evidence of activities should be recorded at the time of the activity

**9. Data source(s):**

- IARD
- Independent agency
- WFA

**10. Responsible individual and data storage location:**

- Brett Bivans, IARD

**Data quality issues**

**11. Known data limitations and significance:**

- Causality of signatory action to improve data availability may be difficult to demonstrate

**12. Actions taken or planned to address data limitations:**

- Clear and descriptive records will be needed to describe the link between the action(s) and data becoming newly available

**13. Review:**

- IARD / WFA and / or an independent agency (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Action Area 4: Global guidelines for alcohol beverage marketing in digital media

### Indicator 4 (a): Digital Guiding Principles published

**Reporting entity:** N/A (out of scope for the 2017 reporting cycle)

#### Description

##### 1. Definition(s):

- **Digital Guiding Principles:** Set of global guiding principles for alcohol beverage marketing in media that will require the content of any online marketing to meet the same high standards that apply to traditional marketing activities
- **Published:** Launch and distribution

##### 2. Scope:

- Only Digital Guiding Principles that have been published

##### 3. Compilation of indicator:

- Report if the Digital Guiding Principles have been published

##### 4. Units of measure:

- Digital Guiding Principles published

##### 5. Disaggregated by:

- None

##### 6. Assumptions:

- Digital guiding principles will support the enforcement of company targets for digital marketing consistently at a company / sector level

#### Data acquisition

##### 7. Data collection method:

- Publication of the Digital Guiding Principles must be recorded

##### 8. Timing and frequency of collection:

- One-time: publication of the Digital Guiding Principles must be reported at the time of publication

##### 9. Data source(s):

- IARD
- WFA

##### 10. Responsible individual and data storage location:

- Brett Bivans, IARD

## Data quality issues

### 11. Known data limitations and significance:

- N/A

### 12. Actions taken or planned to address data limitations:

- N/A

### 13. Review:

- IARD / WFA (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 4 (b): Percentage compliance by signatories with the Digital Guiding Principles within a selection of markets in which they are commercially active

**Reporting entity:** IARD (Brett Bivans) with support from WFA

### Description

#### 1. Definition(s):

- **Commercially active:** Refer to detailed definition provided in appendix 1
- **Complying:** Acting in accordance with / meeting the standards of
- **Digital Guiding Principles / published:** Refer to definitions in indicator protocol 4 (a)
- **Selection of markets:** Those countries in which IARD has commissioned a measurement of compliance (see also *Scope* below)

#### 2. Scope:

- The countries in which IARD has commissioned a measurement of compliance in the 2017 calendar year
- Other countries are out of scope
- The social media profiles, websites and mobile apps that the independent third-party agency, EASA, include within their assessment

#### 3. Compilation of indicator:

- According to the methodology of the independent third-party expert agency, EASA

#### 4. Units of measure:

- According to the methodology of the independent third-party expert agency, EASA

#### 5. Disaggregated by:

- According to the methodology of the independent third-party expert agency, EASA

#### 6. Assumptions:

- Digital Guiding Principles have been published in all countries
- Increased transparency demonstrates the signatory's acceptance of their responsibility to market

### Data acquisition

#### 7. Data collection method:

- Evidence of compliance with the Digital Guiding Principles to be recorded on completion of independent monitoring exercises

#### 8. Timing and frequency of collection:

- Evidence of country-level compliance with Digital Guiding Principles must be reported consistently based on monitoring best practices

#### 9. Data source(s):

- IARD
- WFA

**10. Responsible individual and data storage location:**

- Brett Bivans, IARD

**Data quality issues**

**11. Known data limitations and significance:**

- N/A

**12. Actions taken or planned to address data limitations:**

- N/A

**13. Review:**

- IARD / WFA (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Action Area 5: Enabling non-industry participation in self-regulatory processes

### Indicator 5 (a): Percentage of countries in which signatories are commercially active, in which non-industry participation is established in existing self-regulatory processes

**Reporting entity:** Individual signatories and IARD

#### Description

##### 1. Definition(s):

- **Non-industry participation:** Participation by an individual or organisation not otherwise directly engaged with the alcoholic beverage industry, e.g. health practitioner, academic, non-governmental organisation, media specialist (such as Clearcast in the UK), current or former regulator
- **Established:** Introduced, where none existed prior
- **Self-regulatory processes:** Voluntary initiatives established to enforce marketing standards, e.g. during the complaint handling process, in the provision of copy advice and in the provision of pre-clearance guidance
- **Commercially active:** Refer to detailed definition provided in appendix 1

##### 2. Scope:

- Countries in which signatory is commercially active, where self-regulatory processes exist and allow non-industry participation
- Internal and external self-regulatory processes are both in scope but should be identified by type (see section five below)

##### 3. Compilation of indicator<sup>5</sup>:

- Report the following:
  - The identity of the countries in which the signatory is commercially active
  - Of these, the identity of the countries with non-industry participation is established in existing self-regulatory processes
  - (Where available) the URL to the webpage of each existing self-regulatory process
- Calculation:

$$\left( \frac{\text{Total number of countries in which signatory is commercially active in which non – industry participation is established in existing self – regulatory processes}}{\text{Total number of countries in which signatory is commercially active}} \right) \times 100$$

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<sup>5</sup> This is in scope in the 2017 reporting cycle. Signatories should verify IARD's baseline as compiled through the EASA survey and its own SRO analysis. If they wish to, signatories can also add their own internal self-regulatory processes

**4. Units of measure:**

- Names of countries in which the signatory is commercially active
- Names of countries in which non-industry participation is established in existing self-regulatory processes

**5. Disaggregated by:**

- Name of existing self-regulatory process
- Nature of existing self-regulatory process (internal or external)

**6. Assumptions:**

- Involvement of non-industry participants in self-regulatory processes will improve the design and enforcement of code standards

**Data acquisition**

**7. Data collection method:**

- Evidence of countries establishing non-industry participation in existing self-regulatory processes must be compiled and updated on an on-going basis
- When providing evidence please include details of the existing self-regulatory process(es)
- When providing evidence please include details of the non-industry participation established including the identity of the non-industry participant(s) that is / are involved

**8. Timing and frequency of collection:**

- Evidence of the establishment of non-industry participation in self-regulatory processes must be recorded at inception

**9. Data source(s):**

- Individual country-level entities of each signatory
- IARD

**10. Responsible individual and data storage location:**

- Signatory to identify responsible individuals
- Data stored internally within the signatory's legal department or similar
- Brett Bivans, IARD

## Data quality issues

### 11. Known data limitations and significance:

- N/A

### 12. Actions taken or planned to address data limitations:

- N/A

### 13. Review:

- Signatory / IARD to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Action Area 6: Responsible marketing codes as a contractual obligation

### Indicator 6 (a): Percentage of signatories' contracts with advertising agencies that include clauses for the agency to comply with responsible alcohol advertising codes of signatories' products

**Reporting entity:** Individual signatories

#### Description

##### 1. Definition(s):

- **Contract:** Legal agreements with advertising agencies for delivery of services
- **Clause:** A section, phrase, paragraph, or a segment of a contract with an advertising agency that relates to compliance with responsible alcohol advertising codes of signatory's products
- **Responsible alcohol advertising codes:** Codes of practice related to the advertising and promotion of signatories' products to which the signatories abide (individually and / or as a group)

##### 2. Scope:

- Contracts with advertising agencies
- Clauses regarding compliance with responsible alcohol advertising codes for signatory products

##### 3. Compilation of indicator:

- Report the following:
  - The total number of signatory contracts with advertising agencies
  - The total number of signatory contracts with advertising agencies that include clauses mandating compliance with responsible alcohol advertising codes
- Calculation:

$$\left( \frac{\text{Total number of contracts with advertising agencies that include clauses mandating compliance with responsible alcohol advertising codes}}{\text{Total number of contracts with advertising agencies}} \right) \times 100$$

##### 4. Units of measure:

- Percentage of signatory advertising agencies contracts with responsible alcohol advertising clauses

##### 5. Disaggregated by:

- None

**6. Assumptions:**

- It is both practical and legal to include such clauses in contracts with advertising agencies
- Signatories all have documented responsible advertising and promotional codes for their products
- Inclusion of responsible alcohol advertising clauses in contracts with advertising agencies will ensure advertising content only promotes responsible drinking

**Data acquisition**

**7. Data collection method:**

- Samples of contracts with advertising agencies that include clauses for compliance with responsible alcohol advertising codes must be compiled and updated on an on-going basis

**8. Timing and frequency of collection:**

- When contracts including clauses for compliance with responsible alcohol advertising codes are newly signed, or when contracts are updated to include clauses for compliance with responsible alcohol advertising codes, a notification should be submitted to the core reporting team

**9. Data source(s):**

- Individual operating entities of each signatory
- Group-level business units of each signatory

**10. Responsible individual and data storage location:**

- Signatory to identify responsible individuals at a local or a global level
- Data stored internally within the signatory's legal department or similar at a local or a global level

## Data quality issues

### 11. Known data limitations and significance:

- Availability of (aggregated) data on contract contents within the diverse group of signatories could be an issue

### 12. Actions taken or planned to address data limitations:

- Signatories to provide instructions to share across their business units as to what constitutes a contract, steps to ensure the definitions associated with this indicator are shared across the entire business. Signatories should implement checks to ensure the consistency of the application of these definitions

### 13. Review:

- Signatory to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Action Area 7: Responsible product innovation

### Indicator 7 (a): Percentage of product ranges that do not contain excessive amounts of added stimulants

**Reporting entity:** N/A (out of scope for the 2017 reporting cycle)

#### Description

##### 1. Definition(s):

- **Product range:** Individual product formulations, independent of format, e.g. Smirnoff Ice, Smirnoff Ice Double Black, Smirnoff Ice Triple Black
- **Excessive:** As determined by relevant laws in each country where the signatory markets their products.
- **Added stimulant:** Any stimulant not naturally present in the core ingredients of an alcoholic beverage that raises the level of physiological or nervous activity in the body, e.g. caffeine, guarana and taurine

##### 2. Scope:

- Product ranges that contain excessive amounts of added stimulants as a result of consumer choice are out of scope, e.g. consumers choosing to mix alcoholic beverages with other beverages containing caffeine
- Alcoholic beverages sold in relation to definition of commercially active (see appendix 1 for definition of commercially active)

##### 3. Compilation of indicator:

- Identify whether any of the signatory's product ranges contain excessive amounts of added stimulants
- Report the following:
  - The signatory's total number of product ranges
  - The total number of the signatory's product ranges that contain excessive amounts of added stimulants
- Calculation:

$$\left( \frac{\text{Total number of product ranges} - \text{total number of product ranges that contain excessive amounts of added stimulants}}{\text{Total number of product ranges}} \right) \times 100$$

##### 4. Units of measure:

- Percentage of product ranges that do not contain excessive amounts of added stimulants

##### 5. Disaggregated by:

- None

**6. Assumptions:**

- Reducing the level of added stimulants in product ranges will provide consumers with more responsible choices

**Data acquisition**

**7. Data collection method:**

- Evidence of product ranges that do not contain excessive amounts of added stimulants must be compiled. Records must be updated on an on-going basis in the event of product formulation changes

**8. Timing and frequency of collection:**

- Records of product ranges formulations must be reported once created with any excessive amounts of added stimulants being flagged automatically

**9. Data source(s):**

- IARD

**10. Responsible individual and data storage location:**

- Neil Ward, IARD

**Data quality issues**

**11. Known data limitations and significance:**

- N/A

**12. Actions taken or planned to address data limitations:**

- N/A

**13. Review:**

- IARD to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 7 (b): Percentage of signatories' product brands that are marketed as delivering energising or stimulating effects

**Reporting entity:** N/A (out of scope for the 2017 reporting cycle)

### Description

#### 1. Definition(s):

- **Product brands:** Individual brands and brand extensions, e.g. Johnnie Walker Black, Johnnie Walker Red, etc.
- **Energising / stimulating:** Product brands marketed as providing mental or physical capability enhancement, e.g. by giving consumers vitality or by delivering revitalising effects
- **Marketed:** The way in which products are advertised or promoted, e.g. through packaging or claims in marketing material

#### 2. Scope:

- Brands and brand extensions owned by the signatory are in scope
- Beverage alcohol products and beverage alcohol combinations containing "added stimulants" are in scope

#### 3. Compilation of indicator:

- Report the following:
  - The total number of individual brands and brand extensions
  - The total number of individual brand extensions that are marketed as delivering energising or stimulating effects
  - Where a brand is marketed as delivering energising or stimulating effects, all brand extensions shall be included in the calculation
- Calculation:

$$\left( \frac{\text{Total number of individual brands and brand extensions that are marketed as delivering energising or stimulating effects}}{\text{Total number of individual brand extensions}} \right) \times 100$$

#### 4. Units of measure:

- Percentage of individual brand extensions that are marketed as delivering energising or stimulating effects

#### 5. Disaggregated by:

- Parent brand

**6. Assumptions:**

- Management control over marketing messages in all countries where the signatory is commercially active
- Marketing products as delivering energising or stimulating effects encourages higher or more irresponsible consumption of the product in question than might have otherwise been the case

**Data acquisition**

**7. Data collection method:**

- Records of each agreed marketing message with agencies/internal marketing for signatory's product must be compiled as a baseline and subsequently updated on an on-going basis if any changes to the messaging are made

**8. Timing and frequency of collection:**

- Evidence of agreed marketing messages with agencies/internal marketing should be recorded at the time of agreement

**9. Data source(s):**

- Individual signatories

**10. Responsible individual and data storage location:**

- Signatory to identify responsible individuals at a local or a global level
- Data stored internally within the signatory's marketing department or similar at a local or a global level

## Data quality issues

### 11. Known data limitations and significance:

- N/A

### 12. Actions taken or planned to address data limitations:

- N/A

### 13. Review:

- Signatory to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Action Area 8: Guidance symbols or equivalent words on packaging

**Indicator 8 (a): 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 of excessive drinking on health**

**Reporting entity:** Individual signatories (who do not report on indicator 8b)

### Description

#### 1. Definition(s):

- **Brands:** Individual brands and brand extensions, e.g. Johnnie Walker Black, Johnnie Walker Red, etc. that are sold with consumer-facing labels
- **Consumer-facing labels:** Labels on a brand that a consumer can buy in retail outlets, bars, restaurants and other locations where signatories' products are sold or distributed free of charge. Labels can be on either primary and secondary packaging
- **Symbols:** A standardised set of easily understood symbols to discourage: (1) drinking and driving; (2) consumption by individuals under the Legal Purchase Age; and (3) consumption by pregnant women, to be applied globally
- **Equivalent words:** Words which convey the same message to the consumer as the symbols, e.g. 'Don't drink and drive'
- **Website:** Either a dedicated web address created jointly by the signatories leading to a page containing additional information or a company dedicated web address that contains all required information on alcohol product strength and reminders about the dangers of excessive drinking on health (please see section 14 – *Best practice* below).

#### 2. Scope:

- Signatories reporting by percentage of volume (under indicator 8b) should not report data under this indicator. Signatories who have previously reported by brand are encouraged to keep doing so
- Brands with labels that are consumer-facing, e.g. labels on primary and / or secondary consumer packaging are in scope, provided the guidance symbols and / or words and website address are visible on the labels that the consumer sees
- Brands without consumer-facing labels are out of scope
- The vessels in which on-premises alcohol is served, e.g. Carlsberg / Heineken / Blue Moon / Guinness / Jack Daniel's glassware, are out of scope

### 3. Compilation of indicator<sup>6</sup>:

- Identify if any of the signatory's brands are in scope
- Report the following core data (**required to compile a signatory's response to this indicator**):
  - The total number of individual brands and brand extensions that are in scope
  - The total number of brands that are in scope that carry both one or more of the symbols and / or equivalent words and the address of a dedicated website
- Calculation:

$$\left( \frac{\text{Total number of brands carrying symbols and / or equivalent words, and the address of a dedicated website}}{\text{Total number of brands across the signatory's entire product range}} \right) \times 100$$

- Report the following optional supporting information, to facilitate visibility of progress:
  - The total number of brands carrying only one or more of the symbols and / or equivalent words
  - The total number of brands carrying only the address of a dedicated website

### 4. Units of measure:

- A percentage of brands

### 5. Disaggregated by:

- None

### 6. Assumptions:

- Management control over labels on brands
- The inclusion of such words and / or symbols will serve as a reminder for consumers of the importance of responsible alcohol consumption
- A wide reach to consumers is obtained through a relatively low number of brands that are sold in large volume
- A large volume of ales, stouts and lagers are sold without consumer-facing labels (in draught form)

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<sup>6</sup> Whilst indicators 8a and 8b both produce results as a percentage value, as the values are not comparable, an aggregated result of the two indicators combined, weighted or otherwise, will not be calculated

## Data acquisition

### **7. Data collection method:**

- Baseline and subsequently update on an annual basis the total number of brands across each signatory's entire product range and the number of those carrying one or more of the symbols and / or equivalent words, and the address of a website containing additional information
- At time of launch, evidence of the dedicated website going live should be recorded and stored

### **8. Timing and frequency of collection:**

- Records and evidence of brands with symbols and / or equivalent words and address of website should be collected on an annual basis
- Evidence of the dedicated website going live should be collected and stored at the point of its go live

### **9. Data source(s):**

- Individual operating entities of signatories
- Group-level business units of signatories
- Individual responsible for the go live of a website

### **10. Responsible individual and data storage location:**

- Signatories to identify responsible individual(s)
- Data stored internally within the packaging and IT department(s) or similar

## Data quality issues

### 11. Known data limitations and significance:

- N/A

### 12. Actions taken or planned to address data limitations:

- N/A

### 13. Review:

- Signatory to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator, particularly regarding the order of preference recommended for signatories to focus on when adding website addresses
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 8 (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

**Reporting entity:** Individual signatories (who do not report on indicator 8a)

### Description

#### 1. Definition(s):

- **Products manufactured:** All of the brands and brand extensions in a signatory's product portfolio, with or without consumer-facing labels
- **Consumer-facing labels:** Labels on a product that a consumer can buy in retail outlets, bars, restaurants and other locations where signatories' products are sold or distributed free of charge. Labels can be on either primary and secondary packaging
- **Symbols:** Please see indicator 8a
- **Equivalent words:** Please see indicator 8a
- **Website:** Please see indicator 8a

#### 2. Scope:

- Signatories reporting by percentage of brands (under indicator 8a) should not report data under this indicator. Signatories who have previously reported by brand are encouraged to keep doing so
- Manufactured products sold in vessels without consumer-facing labels **are in scope**
- Manufactured products sold in packaging with labels that are consumer-facing, e.g. labels on primary and / or secondary consumer packaging, are in scope provided the guidance symbols and / or words and website address are visible on the labels that the consumer sees
- The vessels in which on-premises alcohol is served, e.g. Carlsberg / Heineken / Blue Moon / Guinness / Jack Daniel's glassware, are out of scope

#### 3. Compilation of indicator<sup>7</sup>:

- Identify if any of the signatory's products are in scope
- Report the following core data (**required to compile a signatory's response to this indicator**):
  - The total litres of all products manufactured across the signatory's entire product range
  - The total litres of products manufactured that are sold in packaging with labels that are consumer-facing
  - The total litres of products manufactured that are sold in packaging with labels that are consumer-facing that carry both one or more of the symbols and / or equivalent words and the address of a dedicated website

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<sup>7</sup> Whilst indicators 8a and 8b both produce results as a percentage value, as the values are not comparable, an aggregated result of the two indicators combined, weighted or otherwise, will not be calculated

- Calculation:

$$\left( \frac{\text{Total litres of products manufactured, that are sold in packaging with labels that are consumer – facing that carry symbols and/or equivalent words, and the address of a dedicated website}}{\text{Total litres of products manufactured across the signatory's entire product range}} \right) \times 100$$

- Report the following optional supporting information, to facilitate visibility of progress:
  - The total litres of products manufactured that are sold in packaging with labels that are consumer-facing that carry only one or more of the symbols and / or equivalent words
  - The total litres of products manufactured that are sold in packaging with labels that are consumer-facing that carry only the address of a dedicated website

#### 4. Units of measure:

- A percentage of volume

#### 5. Disaggregated by:

- None

#### 6. Assumptions:

- Management control over labels on products
- The inclusion of such words and / or symbols will serve as a reminder for consumers of the importance of responsible alcohol consumption
- A wide reach to consumers is obtained through a relatively low number of brands that are sold in large volume
- A large volume of ales, stouts and lagers are sold without consumer-facing labels (in draught form)

### Data acquisition

#### 7. Data collection method:

- Baseline and subsequently update on an annual basis the total volume of products manufactured across each signatory's entire product range and the volume that is sold in packaging with labels that are consumer-facing that carry one or more of the symbols and / or equivalent words, and the address of a website containing additional information
- At time of launch, evidence of the dedicated website going live should be recorded and stored

#### 8. Timing and frequency of collection:

- Records and evidence of the volume of products with symbols and / or equivalent words and address of website should be collected on an annual basis
- Evidence of the dedicated website going live should be collected and stored at the point of its go live

**9. Data source(s):**

- Individual operating entities of signatories, including manufacturing facilities
- Group-level business units of signatories
- Individual responsible for the go live of a website

**10. Responsible individual and data storage location:**

- Signatories to identify responsible individual(s)
- Data stored internally within the packaging and IT department(s) or similar

**Data quality issues**

**11. Known data limitations and significance:**

- N/A

**12. Actions taken or planned to address data limitations:**

- N/A

**13. Review:**

- Signatory to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator, particularly regarding the order of preference recommended for signatories to focus on when adding website addresses
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Action Area 9: Drinking and driving programmes

### Indicator 9 (a): Number of countries to which selected drinking and driving prevention pilots are rolled out

**Reporting entity:** IARD (Brett Bivans)

#### Description

##### 1. Definition(s):

- **Selected:** Pilots identified (at the end of 2014) as being successful and locally sustainable. (As part of the implementation of the Commitments, signatories asked IARD to continue to coordinate the work on the drink driving initiative that it began in 2010 in six countries: China, Colombia, Mexico, Nigeria, Russia, and Vietnam.) Signatories also asked IARD by the end of 2014 to assess these pilots and work toward making these locally funded and implemented. Signatories also committed to collectively undertake through IARD programmes in at least six additional countries, covering all continents, but focusing on the developing world. In 2015, IARD began programmes in Cambodia, the Dominican Republic, Namibia and South Africa. In 2016, IARD began to support a program of work in Thailand; technical assistance to developing a pilot program in Argentina was given to signatories.
- **Locally sustainable:** Pilots which can operate in individual countries without funding from signatories globally
- **Drinking and driving:** Operating a motor vehicle whilst one's blood alcohol content is above the legal limit set by law, or in countries where there is no legal limit – above the limit determined acceptable by signatories' public health and road safety partners, including NGOs, who share these objectives
- **Pilots:** An initiative designed to reduce incidents of drinking and driving, run as a prototype of a longer-term programme being considered
- **Rolled-out:** Put into operational status, i.e. pilot has been introduced, funded, resourced and is on-going

##### 2. Scope:

- Drinking and driving pilots which have been selected as being successful and locally sustainable by the signatories as a group are in scope
- Selected pilots rolled-out in any country in which a signatory is commercially active are in scope
- Individual signatories' drinking and driving prevention pilots which are not one of the selected pilots are out of scope
- Selected drinking and driving prevention pilots which are not yet in operational status are out of scope

##### 3. Compilation of indicator:

- Identify if any of the selected drinking and driving prevention pilots have been rolled-out in countries in which the signatory is commercially active
- Report the number of and identities of the countries in which such pilots have been rolled-out

**4. Units of measure:**

- Number of countries in which the signatory has rolled-out selected drinking and driving prevention pilots
- The date on which the selected pilot was deemed to be in full operation for the first time

**5. Disaggregated by:**

- Identity of country in which selected pilots have been rolled-out

**6. Assumptions:**

- Pilots are designed to discourage and help prevent drinking and driving

**Data acquisition**

**7. Data collection method:**

- Once rolled-out, details of where and when the selected drinking and driving prevention pilots have been put into operation must be compiled and stored

**8. Timing and frequency of collection:**

- Records and evidence of selected drinking and driving prevention pilots being rolled-out should be collected once the pilots are in operation

**9. Data source(s):**

- IARD

**10. Responsible individual and data storage location:**

- Brett Bivans, IARD

**Data quality issues**

**11. Known data limitations and significance:**

- N/A

**12. Actions taken or planned to address data limitations:**

- N/A

**13. Review:**

- IARD to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 9 (b): Number of drinking and driving prevention programmes, that are not the selected drinking and driving prevention pilots, that are operating

**Reporting entity:** Individual Signatories, plus SAOs and TAs (coordinated by IARD)

### Description

#### 1. Definition(s):

- **Prevention programmes:** Initiatives designed to encourage individuals to not drink and drive
- **Drinking and driving:** Operating a motor vehicle whilst one's blood alcohol content is above the legal limit set by law, or in countries where there is no legal limit – above the limit determined acceptable by signatories' public health and road safety partners, including NGOs, who share these objectives
- **Selected:** Please see indicator 9a
- **Pilots:** Please see indicator 9a
- **Operating:** To run and control

#### 2. Scope:

- Drinking and driving pilots which have been selected as being successful and locally sustainable by the signatories as a group, as related to indicator 9a, are out of scope
- Individual signatories' / multi-signatory drinking and driving prevention programmes, operated by a signatory / several signatories with or without a third party organisation, which are not one of the selected pilots are in scope
- For drinking and driving prevention programmes implemented in collaboration with retailers:
  - Those that align with Principle three<sup>8</sup> of the [Guiding Principles for Responsible Retailing of Beverage Alcohol](#) should be reported under this indicator and under indicator 10c
  - Any interactions with retailers that are not aligned with Principle three of the Guiding Principles for Responsible Retailing of Beverage Alcohol should be reported under indicator 10c if they align with Principles one, two or four of the Guiding Principles
- Drinking and driving prevention programmes which are not yet in operational status are out of scope

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<sup>8</sup> Principle three of the Guiding Principles: "Activities in the retail environment can promote road safety"

### 3. Compilation of indicator:

- Identify the drinking and driving prevention programmes that are operating in countries in which the signatory is commercially active
- Report (where available) the URL to the webpage of each programme reported
- Report the number of and identities of the drinking and driving prevention programmes that are operating
- Report the number of and identities of the countries in which the drinking and driving prevention programmes are operating
- Where available, report any information regarding the measured outcomes (e.g. behavioural changes) of the drinking and driving prevention programmes that are operating in the *Supporting evidence (attachments)* column, to provide narrative for the public-facing progress report

### 4. Units of measure:

- Number of drinking and driving prevention programmes which the signatory is operating
- Number of countries in which the signatory is operating drinking and driving prevention programmes

### 5. Disaggregated by:

- Identity of the drinking and driving prevention programme
- Identity of country in which the drinking and driving prevention programmes are operating
- Type of drinking and driving programme operating:
  - **Enforcement programmes**, which may include:
    - Breath and blood tests to monitor compliance with BAC limits
    - Random road blocks, sobriety checkpoints, and testing
    - Appropriate sanctions for those over the BAC limit. Special sanctions and criminal penalties may be applied to repeat offenders, those grossly over the limit, or for injury and fatalities
  - **Education programmes** to raise public awareness around BAC limits, penalties, and responsible drinking and driving. (It may be appropriate to deliver programmes through media campaigns and at schools and other venues). Programmes may include:
    - Offering interactive BAC calculators in serving establishments; making driving simulators available where possible and appropriate
    - Including responsibility messages in commercial communications
    - Increasing visibility of campaigns and messages around holidays and events
  - **Designated driver programmes**, which may include:
    - Partnerships with taxi companies or public transportation authorities for free or reduced fares
    - Creation of a platform to coordinate designated drivers
    - Providing incentives for designated drivers

- **Multiple-focus programmes** (include components from two or more of the three types of programmes above). For example:
  - A designated driver partnership with local taxi companies and increased public information campaigns
  - Creation of a platform to coordinate designated drivers for holiday events and providing breathalysers to local police

#### **6. Assumptions:**

- Drinking and driving prevention programmes are designed to discourage and help prevent drinking and driving

#### **Data acquisition**

##### **7. Data collection method:**

- Once operating, details of where and when the drinking and driving prevention programmes are operating must be compiled and stored

##### **8. Timing and frequency of collection:**

- Records and evidence of the drinking and driving prevention programmes should be collected once the programmes are in operation

##### **9. Data source(s):**

- Individual operating entities of each signatory
- Group-level business units of each signatory
- SAOs (coordinated by IARD)

##### **10. Responsible individual and data storage location:**

- Signatory / SAO (coordinated by IARD) to identify responsible individuals
- Data stored internally within the signatory's CSR / Sustainability / Corporate Affairs department or similar / within the SAOs IT data systems

#### **Data quality issues**

##### **11. Known data limitations and significance:**

- The complete set of drinking and driving prevention programmes that are operating may not be known due to the degree of independence that may be available to the operating entities of some signatories in some markets

##### **12. Actions taken or planned to address data limitations:**

- Ensure details of where and when drinking and driving prevention programmes are put into operation are recorded, regardless of the entity within signatories' organisation's that operates them
- Drinking and driving prevention programmes reported that are not already in the IARD Industry Initiatives database should be added to the database

**13. Review:**

- Signatory / SAO (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Action Area 10: Retailer engagement

### Indicator 10 (a): Guiding principles for responsible retailing of beverage alcohol developed and published

**Reporting entity:** N/A (out of scope for the 2017 reporting cycle)

#### Description

##### 1. Definition(s):

- **Guiding principles for responsible retailing of beverage alcohol:** A set of guidelines outlining best practice for responsible retailing of beverage alcohol (including discouraging irresponsible promotions to the extent legally permissible; encouraging responsible point-of-sale marketing and promotion in retail establishments; appropriate retailer undertakings on responsible sale of signatory's products and other measures to reduce alcohol-related harm), as described in Commitment 10
- **Developed:** The process of creation
- **Published:** Release of the guiding principles for responsible retailing of beverage alcohol to an audience broader than that which developed them, via printing and physically distributing hard copies of the materials or via online methods to distribute soft copies of the materials

##### 2. Scope:

- The set of guidelines outlining best practice as defined above specifically developed and published through actions taken resulting from The Commitments are in scope
- Any guidelines that are developed and published but not specifically through actions taken resulting from The Commitments are out of scope

##### 3. Compilation of indicator:

- Report if the guiding principles for responsible retailing of beverage alcohol have been developed and published

##### 4. Units of measure:

- The date on which the guiding principles for responsible retailing of beverage alcohol are developed and the date on which they are published

##### 5. Disaggregated by:

- None

##### 6. Assumptions:

- Guiding principles for responsible retailing of beverage alcohol will encourage retailers to do their part to help prevent underage drinking and the excessive consumption of alcohol

## Data acquisition

### 7. Data collection method:

- Evidence of the completion of the development of the guiding principles for responsible retailing of beverage alcohol must be collected and stored at the point of completion, along with the date of completion
- The date of publishing of the guiding principles for responsible retailing of beverage alcohol must be recorded

### 8. Timing and frequency of collection:

- The recording of the development completion and publishing dates of the guiding principles for responsible retailing of beverage alcohol must be collected at the time of development completion and publishing

### 9. Data source(s):

- IARD

### 10. Responsible individual and data storage location:

- Brett Bivans, IARD

## Data quality issues

### 11. Known data limitations and significance:

- N/A

### 12. Actions taken or planned to address data limitations:

- N/A

### 13. Review:

- IARD to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

### 14. Best practice:

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 10 (b): Responsible retailing initiative launched in a public forum in 2014

**Reporting entity:** N/A (out of scope for the 2017 reporting cycle)

### Description

#### 1. Definition(s):

- **Responsible retailing initiative:** A programme of activities intended to design and implement methods of selling alcohol in a responsible manner, as described in Commitment 10
- **Launched:** A first time introduction
- **Public forum:** A yet-to-be defined gathering of entities, potentially public, private and third sector in nature. (Examples include the World Economic Forum Davos meetings and the Consumer Goods Forum's congress)

#### 2. Scope:

- A responsible retailing initiative that is specifically an output of actions taken resulting from The Commitments is in scope
- Any responsible retailing initiatives that are not specifically an output of actions taken resulting from The Commitments are out of scope

#### 3. Compilation of indicator:

- Identify whether the responsible retailing initiative has been launched in a public forum in 2014

#### 4. Units of measure:

- The date on which the responsible retailing initiative was launched in a public forum

#### 5. Disaggregated by:

- None

#### 6. Assumptions:

- Responsible retail initiative will help to ensure alcohol is sold in a responsible manner

### Data acquisition

#### 7. Data collection method:

- Evidence of the launch of the responsible retailing initiative in a public forum (e.g. a copy of the agenda / video recording of the launch) must be collected and stored at the point of launch, along with the date of launch

#### 8. Timing and frequency of collection:

- The recording of the launch and date of launch of the responsible retailing initiative must be collected at the time of launch

#### 9. Data source(s):

- IARD

**10. Responsible individual and data storage location:**

- Brett Bivans, IARD

**Data quality issues**

**11. Known data limitations and significance:**

- The responsible retailing initiative will not be launched until 2014, thus reporting on this indicator is likely to be from then onwards

**12. Actions taken or planned to address data limitations:**

- Steps taken prior to the establishment of the responsible retail initiative to be provided in 2014 report

**13. Review:**

- IARD to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc

## Indicator 10 (c): 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

**Reporting entity:** Individual Signatories, plus SAOs and TAs (coordinated by IARD)

### Description

#### 1. Definition(s):

- **Markets:** Countries in which signatories' products are sold
- **Commercially active:** Refer to detailed definition provided in appendix 1
- **Local responsible retailing initiatives:** Activities designed to support or advance the guiding principles, or (prior to the publishing and launching of the guiding principles) activities designed to support or advance the expected intent of the guiding principles (e.g. server training in how to identify, prevent and manage intoxicated drinkers / proof of legal purchase age programs / safe retail environment and safe transport initiatives)
- **Support or advance:** To put into effect
- **Guiding principles:** Refer to definition in indicator protocol 10a
- **Rolled-out:** Put into operational status, i.e. local responsible retailing initiatives have been introduced, funded, resourced and are on-going

#### 2. Scope<sup>9</sup>:

- Local responsible retailing initiatives that are designed or aligned specifically to support or advance the guiding principles are in scope
- Local responsible retailing initiatives which are not yet in operational status are out of scope
- Local responsible retailing initiatives which are intended to support or advance newly introduced / existing Legal Purchase Age regulations, i.e. align with Principle one of the Guiding Principles (see section five below), are in scope. Where such an initiative is reported, the absolute number of engagements associated with that initiative should be reported under indicator 1 (b)
- Local responsible retailing initiatives which are intended to support or advance drinking and driving prevention (thus road safety) objectives, i.e. align with Principle three of the Guiding Principles (see section five below), are in scope and should be reported under both indicators 9b and 10c

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<sup>9</sup> It is acknowledged that the guiding principles were launched on November 3<sup>rd</sup> 2015. Signatories should therefore only report responsible retailing initiatives against indicator 10c that support or advance the guiding principles for the 2015 reporting cycle and beyond, unlike the 2014 reporting cycle where all responsible retailing initiatives could be reported

### 3. Compilation of indicator:

- Consider whether local responsible retailing initiatives have been rolled-out in markets where each signatory is commercially active
- Report the following:
  - The total number and identity of markets in which the signatory is commercially active in which there are local responsible retailing initiatives in operation
  - The total number of markets in which the signatory is commercially active
  - (Where available) the URL to the webpage of each programme reported
- Calculation:

$$\left( \frac{\text{Number of markets in which the signatory is commercially active in which there are local responsible retailing initiatives in operation}}{\text{Total number of markets in which the signatory is commercially active}} \right) \times 100$$

### 4. Units of measure:

- A percentage of markets in which the signatory is commercially active

### 5. Disaggregated by:

- Identity of markets in which local responsible retailing initiatives have been rolled-out
  - Which of the guiding principles for responsible retailing of beverage alcohol the initiative supports or advances:
    - Principle 1: Enforcement of minimum legal purchase age laws can contribute to the reduction of alcohol-related harm
    - Principle 2: Efforts to minimise binge or excessive drinking at retail establishments can meaningfully contribute to reducing alcohol-related harm
    - Principle 3: Activities in the retail environment can promote road safety
    - Principle 4: Characteristics of the drinking environment can promote responsibility and minimise harm
- Date of launch of the local responsible retailing initiative (prior to the launch of the guiding principles / post the launch of the guiding principles)

### 6. Assumptions:

- Local responsible retailing initiatives are designed to help retailers serve and sell alcohol beverages responsibly, to prevent sale to underage individuals and overconsumption

### Data acquisition

#### 7. Data collection method:

- Evidence of the operational status of local responsible retailing initiatives in markets in which signatories are commercially active must be compiled and updated on an on-going basis, e.g. results of local retail staff training programs

**8. Timing and frequency of collection:**

- Records and evidence of the operational status of the local responsible initiatives should be recorded on an annual basis

**9. Data source(s):**

- Individual operating entities of signatories
- SAOs (coordinated by IARD)

**10. Responsible individual and data storage location:**

- Signatory / SAO (coordinated by IARD) to identify responsible individual(s)
- Data stored internally within the signatories' individual operating entities' retail outlet relationship teams / public affairs departments or similar / within the SAOs IT data systems

**Data quality issues**

**11. Known data limitations and significance:**

- In some markets it may be difficult to source and provide defensible evidence as to whether or not local responsible retailing initiatives have been rolled-out
- As different individuals may enter data for this indicator and for indicator 1b, discrepancies may arise in the interactions with retailers reported under each indicator

**12. Actions taken or planned to address data limitations:**

- Signatories to make a note of such data unavailability and provide the next best alternative to prove local responsible retailing initiatives have been rolled-out
- Local responsible retailing initiatives reported that are not already in the IARD Industry Initiatives database should be added to the database
- Signatories should ensure that individuals entering data have a clear understanding of the links between this indicator and indicator 1b, and that there is regular communication between the individuals entering data for this indicator and the individuals entering data for indicator 1b

**13. Review:**

- Signatory / SAO (coordinated by IARD) to provide details of data review methods employed to ensure data is complete, accurate and auditable. Methods may include, but are not limited to, specific IT data systems, peer-review and sampling. The individual who has signed-off the data should be named.

**14. Best practice:**

- Please consult, as appropriate, the *Compendium of best practice for reporting on the beer, wine and spirits producers' commitments* or the current reporting cycle Q&A database for best practice examples of reporting on this indicator
- All cells should be populated, including using 'N/A' where appropriate. This requirement to populate all cells includes those in all the supporting data columns: 'Supporting evidence', 'Unit of measure', 'Method of collection', 'Timing and frequency', 'Data source', 'Data storage location', 'Responsible person(s)' and 'Data quality', etc
- Please note that a negative data point (e.g. answering “No” to the question of “Have local responsible retailing initiatives been rolled-out to support or advance the guiding principles in these countries where you are commercially active?”) still requires evidence to be provided to support the reported statement. For example, a copy of an email from the global / local Head of Public Affairs

## Appendix

### Appendix 1: Commercially active

#### Current common understanding on commercially active terminology

The following presents the latest common thinking on the understanding of the phrase commercially active:

A signatory is 'commercially active' where it:

- Has production facilities or offices, and employees **AND**
- It markets its own brands as either 1) a majority owner, or 2) a 50/50 owner where it has control over how those brands are marketed **AND**
- The aggregate of the signatory's commercially active locations covers its top markets, and makes up at least 75-80% of sales by volume or value

In indicators other than 4(b), 5(a) and 10(c), signatories are free to report activities and progress in markets in addition to those that are commercially active as per the above definition.

## Further information

For further information, please contact:

**Brett Bivans**

**International Alliance for Responsible Drinking**

[bbivans@iard.org](mailto:bbivans@iard.org)

**Barney Harrison**

**Accenture Sustainability Services**

[barnabas.harrison@accenture.com](mailto:barnabas.harrison@accenture.com)

**Justin Keeble**

**Accenture Sustainability Services**

[justin.keeble@accenture.com](mailto:justin.keeble@accenture.com)

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