



IARD

International Alliance
for Responsible Drinking

Communication on Engagement from the International Alliance for Responsible Drinking (IARD) to the United Nations Global Compact 2026

IARD is supported by 13 of the leading global beer, wine, and spirits producers, who have come together in their common purpose of being part of the solution in reducing the harmful use of alcohol.

STATEMENT by IARD's Chief Executive Officer and President

As Chief Executive Officer and President of the International Alliance for Responsible Drinking (IARD), I am proud to reaffirm our commitment to reducing the harmful use of alcohol worldwide and supporting the United Nations Sustainable Development Goals, particularly SDG 3.5.

As a non-governmental organisation in special consultative status with the United Nations Economic and Social Council (ECOSOC), and a participant in the UN Global Compact, IARD works with governments, international organisations and civil society to translate shared commitments into practical action. According to the WHO's Global Status Report on Alcohol and Health, the alcohol-attributable mortality rate per 100,000 decreased by 20.2% between 2010 and 2019; this progress is most notable in the European Region, where a reduction of over 29% was recorded.

The United Nations and World Health Organization have recognised the importance of a whole-of-society approach to reducing the harmful use of alcohol. Governments, civil society and the private sector have distinct but complementary contributions to make. IARD's role is to mobilise the reach, expertise and resources of its members and partners to support internationally agreed objectives through practical, evidence-informed action. IARD remains fully committed to playing its role in reducing the harmful use of alcohol and to the UN Global Compact's ten principles. We continue to proactively work with our member companies and partners from across the value chain to ensure that collectively, we play our role in reducing the harmful use of alcohol as part of the UN and WHO's whole-of-society approach.

Since our 2024 Communication, we have made meaningful strides in:

- **Building Impact:** Expanded our Global Standards Coalition to over 100 members, all aligned in a joint mission to further accelerate reductions in the harmful use of alcohol. The Global Standards Coalition is the largest private sector alliance of its kind.
- **Digital Marketing:** Introduced dedicated resources that support the implementation of responsibility standards within digital and influencer marketing – ensuring guidance evolves with consumer and technology shifts.
- **Road Safety:** Produced a dedicated report showing the progress made in reducing alcohol-attributable road injury mortality, as well as highlighting areas where progress has been uneven, helping inform policy makers and partners.
- **Responsible Retailing:** Supported the deployment of new responsible service resources and digital tools in both Thailand and Cambodia to ensure that responsible retailing principles are embedded across the sector and support implementation of new legislative provisions.
- **Dialogue with the WHO:** Maintained a regular dialogue with WHO as part of the provisions in the Global Alcohol Action Plan (2022-2030) to share best practice and provide detailed updates on private sector actions to reduce the harmful use of alcohol.

These achievements demonstrate how IARD, its members and partners can contribute to international efforts to reduce the harmful use of alcohol. They also reaffirm the value of practical partnerships that bring together governments, civil society and the private sector around shared objectives.

As we approach 2030, IARD remains committed to supporting the UN Global Compact's Ten Principles and contributing to the achievement of the Sustainable Development Goals through evidence, responsible business practices and sustained action on the ground.



Julian Braithwaite
IARD President / CEO



ABOUT the International Alliance for Responsible Drinking (IARD)

IARD is a not-for-profit organization dedicated to addressing harmful drinking worldwide. IARD is supported by leading global beer, wine, and spirits producers, who have come together for a common purpose: to be part of the solution to reduce the harmful use of alcohol. To achieve this, we work with public sector, civil society, and private stakeholders.

IARD actively supports international goals to reduce harmful drinking, including the targets in the United Nations' Sustainable Development Goal (SDG) 3.5, and the World Health Organization's (WHO) "Noncommunicable Diseases (NCD) Global Monitoring Framework" of reducing the harmful use of alcohol by at least 10% by 2025.

Our member companies also positively impact a broad range of SDGs and are determined to promote sustainable development for all (see **Partnering for Progress** report).

IARD is recognized as a nongovernmental organization in special consultative status by the United Nations Economic and Social Council (UN ECOSOC). This status enables NGOs with specific expertise to contribute to the work of ECOSOC and its subsidiary bodies. In line with this role, IARD contributes evidence, practical experience and private-sector perspectives to support a whole-of-society approach to advancing the UN Sustainable Development Goals and related global commitments.



Associate members



KEY ACTIONS since last Communication on Engagement

IARD and its member companies remain committed to contributing to the achievement of the UN Sustainable Development Goals, and particularly to reducing the harmful use of alcohol.

The Political Declaration of the 3rd High-Level Meeting of the General Assembly on the prevention and control of non-communicable diseases in 2018 called upon the private sector – specifically economic operators in the area of alcohol production and trade – to contribute to reducing the harmful use of alcohol. Furthermore, it specified our sector should take concrete steps toward eliminating the marketing, advertising, and sale of alcoholic products to minors.

The 2025 UN Political Declaration on the Prevention and Control of Non-Communicable Diseases (NCDs) reaffirmed this sentiment. It also recognized, again, the need for a whole-of-society approach – as we seek to build on the progress already made and contribute to the shared goal of reducing harmful drinking and improving public health by 2030.

We have been dedicated to delivering upon that challenge over the past six years and have made substantial progress, particularly during the last two years.

The Global Standards Coalition: harnessing the power of partnership to help reduce the harmful use of alcohol

In 2023, IARD launched its groundbreaking Global Standards Coalition, bringing together leading retailers, e-commerce platforms, marketing and advertising agencies, sports bodies, travel retail and hospitality sectors, self-regulatory organizations, and digital platforms from around the world to further accelerate reductions in the harmful use of alcohol. Alongside IARD's members, signatories include industry leaders such as Walmart, SPAR International, Google, Meta, Snap, TikTok, DoorDash, Rappi, Uber Eats, the International Chamber of Commerce, and Duty Free World Council.

Since launch, the coalition has continued to expand; last year, the coalition marked the landmark milestone of passing 100 members – up from just over 80 in 2023 (initial launch). It aims to create a positive movement that globally drives initiatives and allows for sharing

of learnings and insights to help reduce harmful drinking and promote moderation among adults who choose to drink. To achieve this, the Coalition focuses on proactive measures to:

- Further prevent sales to those underage or intoxicated
- Curb marketing and advertising to those underage
- Provide training and guidance that empowers staff to deny sale, service, and delivery of alcohol where necessary
- Respect the choices of those who choose not to drink alcohol
- Elevate industry standards to reduce the harmful use of alcohol

IARD Global Standard Coalition 100+ partners

SIGNATORIES TO IARD GLOBAL STANDARDS COALITION



Supporters of the statement (Self-Regulatory bodies)



IARD Responsibility Leadership

Product labels:

IARD members put age-restriction reminders on their product labels, including alcohol-free brand extensions.



IMPACT:

Over a billion beer, wine, and spirits product labels carry symbols or words with age-restriction reminders, including alcohol-free extensions of alcohol brands.

As part of ongoing marketing cycles, consumers will find warnings against drinking during pregnancy and driving while intoxicated, alongside energy, alcohol content and information about drinking and health. These are applied in accordance with local laws and regulations and where no requirements previously existed.

Online sales:

IARD members developed first-ever global standards to prevent delivery of alcohol to minors and those intoxicated, including training tools to help support delivery agents



IMPACT:

IARD's e-commerce standards reach over 800 million consumers through signatories including Deliveroo, Uber Eats, Just Eat Takeaway, Grab, and JD.



Local codes/standards developed in countries including **China, U.K., Ireland, Australia, the Philippines, and Netherlands.**

Retailers and Hospitality:

IARD convenes retailers, hospitality venues, and other sectors across the value chain, and provides resources to help support responsible retail and service



IMPACT:

Over 100 signatories to IARD's Global Standards Coalition, including Walmart, SPAR International, and the International Chamber of Commerce.

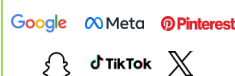


Signatories' staff trained and empowered to sell, serve, and deliver responsibly, and to deny transactions as necessary.

Digital marketing:

IARD members promote standards for online advertising and influencer promotions, and partner with leading platforms to develop robust safeguards

Partners include:



IMPACT:

New functionality to age-gate posts on Instagram, Facebook, and YouTube

IARD members have five key safeguards in place on own marketing channels across tens of thousands of social media accounts and campaigns. **Exceeding 2024 target of 95% compliance.**

Leading global advertising, public relations, and influencer agencies including Dentsu, Publicis and McCann incorporate robust standards for alcohol marketing on social media. Part of contractual agreements with influencers.

Workplace alcohol policies:

IARD launches resources to support the development and implementation of alcohol in the workplace policies.



IMPACT:

All IARD's members have alcohol in the workplace policies in place.

IARD's resources promote inclusion, workplace wellbeing, and support employees' choices to drink or not. These resources include guidance for managers to develop modern alcohol in the workplace policies, and tools for line managers to recognize signs of alcohol misuse and manage situations sensitively and effectively.

Standards in Action Report

In 2026, IARD produced the *Global Standards in Action Report*, which detailed how work to tackle harmful drinking has been bolstered by pioneering industry initiatives. This wide-ranging

report highlighted impactful actions from across our membership and partners; showcasing the variety, depth and scale of work already undertaken across the value chain.

IARD ACTIONS TO REDUCE HARMFUL USE OF ALCOHOL



Promoting intentional adult choice and moderation

- ▶ **Empowering consumers:** Advocating choice among adults who choose to drink, promoting moderation and shifting social norms through integrating responsible drinking messages into labelling, advertising, digital channels, and consumer interactions in retail and hospitality settings.
- ▶ **Labelling on products:** Including age-restriction reminders on billions of product labels, including alcohol-free extensions of alcohol brands. As part of ongoing marketing cycles, consumers will find warnings against drinking during pregnancy and driving while intoxicated, alongside energy, alcohol content and information about drinking and health. These are applied in accordance with local laws and regulations and where no requirements previously existed.
- ▶ **Responsible marketing:** Implementing responsible marketing codes, including through contacts with partners, that forbid positive health claims, promotion of illegal or excessive consumption, and any association between alcohol and social or sexual success.
- ▶ **Opt outs for online alcohol advertising:** Working with digital platforms, adults have greater control over whether they see alcohol-related marketing online, respecting personal and cultural preferences.
- ▶ **Responsible innovation:** Creating the first ever global standards for alcohol variants of non-alcohol beverages to prevent primary appeal to those under legal purchase age or confusion with traditional non-alcohol brands.

Preventing underage drinking

- ▶ **Backing legal purchase age:** Opposing any consumption of alcohol by those underage and supporting strict enforcement of the legal purchase age (LPA), and regulation that requires age-assurance mechanisms for both in-person and online sales.
- ▶ **Reinforcing messages against underage drinking:** Including age-restriction reminders on alcohol brands, including 0.0 versions of these brands, in accordance with local laws and regulations and where no requirements previously existed.
- ▶ **Preventing sales, marketing, and advertising to minors:** Implementing responsibility standards for retail, e-commerce, delivery agents, and hospitality sectors to prevent the sale, service, and delivery of alcohol to those below legal purchase age. These standards are embedded into contractual agreements and practices, and IARD has developed free resources and online tools that organizations can use to support implementation.
- ▶ **Global standards for digital and influencer marketing:** Establishing safeguards to help ensure that alcohol advertising and digital and influencer marketing only reaches those above the legal purchase age. Responsible marketing codes are embedded in contracts with advertising agencies. IARD members also implement five key safeguards on their own digital marketing channels, to similarly help ensure that their marketing only reaches those adults who can lawfully buy their products. In 2024, there was a 98.2% full compliance rate.
- ▶ **Enhancing online age assurance:** Joining forces with leading digital partners – Google, Meta, Pinterest, Snap, TikTok, and X – to strengthen standards of responsibility for online alcohol marketing. Enhanced age-screening, complemented by platform-specific technologies, to help ensure marketing reaches only those of legal purchasing age.

Tackling harmful drinking

- ▶ **Promoting health and wellbeing:** Launching free resources for workplace alcohol policies that companies can use to support employee health and wellbeing. This includes a guide for senior managers on the importance of Workplace Alcohol Policies and an online module that supports line managers to recognize signs of alcohol misuse and manage situations sensitively and effectively.
- ▶ **Refusing sale, service, and delivery where necessary:** IARD's standards for responsible retail, service, and delivery of alcohol reinforce the importance of denying delivery where necessary, and accordingly empower retail, hospitality staff, and frontline delivery agents to refuse sale, service, and delivery of alcohol beverages as appropriate.
- ▶ **Reducing harmful consumption:** Working with local partners to deliver campaigns and educational programs that help reduce the harmful use of alcohol. These cover a wide range of areas, including helping prevent drink driving, reducing anti-social behavior, and tackling heavy episodic drinking.
- ▶ **Supporting consumers to understand their drinking:** Empowering adults to make intentional choices about their alcohol consumption, such as the use of digital self-assessment tools, to reduce harmful drinking patterns and shift behaviors.
- ▶ **Reducing the illicit alcohol market:** Building partnerships between governments, businesses, and communities to further tackle illicit alcohol production and retail and bring it into the regulated sphere.

IARD Global Standards:



Online Alcohol Sales and Delivery



Responsible Digital Marketing



Alcohol in the Workplace Policies



Responsible Sale and Service



Consumer Information on Labels



Influencer Marketing



Partnerships with Digital Platforms to develop robust safeguards



Responsible Innovation of alcohol variants

Road Safety Report



IARD produced and published a global analysis on drink-driving in 2026, using global burden of disease data. The analysis found clear evidence of progress in reducing drink-driving deaths, with alcohol-attributable road injury mortality falling faster than overall road injury mortality since 2010.

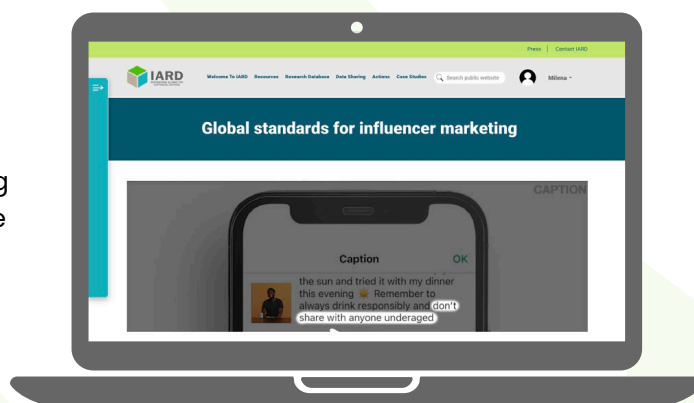
The report showed that sustained action on drink-driving is contributing to a measurable difference. In many countries across Europe, Australasia, North America, South America, Northern and Southern Africa, and Asia, alcohol-attributable road injury mortality has decreased considerably since 2010.

The findings reinforce the need for stronger implementation and enforcement of drink-driving laws as well as emphasizing the positive impact of: greater public awareness, continued innovation, and partnerships across government, civil society and the private sector.

Influencer Resources

Building on our suite of resources in digital marketing – to ensure transparent and responsible marketing across platforms – IARD has continued to enhance its digital resources. IARD's influencer marketing resource has been developed to help inform those working with influencers and creators – and influencers and creators themselves – of how to ensure they are operating in a responsible manner. The engaging and interactive tool will be made available online for free (allowing those who may not otherwise

have the capabilities to be able to form their own policies) using IARD's best practice guidance as inspiration.



Standard Implementation in Local Markets

IARD Global Standards are influencing action in local markets.

In Thailand, the Thai Retail Association and the Thai Foundation for Responsible Drinking signed a memorandum of understanding with IARD. Key to this partnership was the commitment to adopt, translate and tailor IARD's online resource suite for local purposes, providing frontline retail staff with convenient access to internationally recognized training content and enabling organizations to monitor and evaluate learning outcomes through a structured digital platform.



Excellence Programme. This strategic partnership will advance responsible retailing standards through practical resources and digital learning tools to help retailers, managers, and sales personnel apply responsible retailing practices in their day-to-day interactions with consumers.

Similarly, in Cambodia, we signed a Memorandum of Understanding with Wine Spirit & Beer Importers and Distributors Association (WSBIDA) to launch the Responsible Retailing

These initiatives exemplify how IARD's standards can inspire local and national partners around the globe to ensure best practices are followed across the value chain.

Dialogue with WHO

As part of our continued commitment to transparent and constructive information exchange, we participated this year in an economic operators' dialogue convened by the World Health Organization in line with the Global Alcohol Action Plan (GAAP) 2022-2030.

At the dialogue, the International Alliance for Responsible Drinking (IARD) and its members and partners shared updates regarding the actions we are taking to tackle the harmful use of alcohol as part of the whole-of-society approach established by the WHO's Global Strategy to Reduce the Harmful Use of Alcohol.

Expanding Global Partnership Network Committed to Reducing Harmful Drinking

IARD has expanded its Partnership Council, welcoming new members from across the globe including: *ABELAC (Alianza de Bebidas Espirituosas de Latinoamérica y el Caribe)*, *American Distilled Spirits Alliance*, *Bundesverband Wein und Spirituosen International e.V.*, *Bryggeriforeningen*, *Forum*

Mundial de Cooperativas Vitivinícolas, *Ukrainian Vine and Wine Association*, *Wine America*.

By expanding our coalition of organizations committed to tackling harmful drinking, we can accelerate progress and continuously benefit from cross-sector learning and advancement.