IARD ACTIONS TO REDUCE HARMFUL USE OF ALCOHOL

IARD
INTERNATIONAL ALLIANCE FOR RESPONSIBLE DRINKING

Promoting informed adult choice and moderation

- **Empowering consumers:** Advocating informed 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 informed choices about their alcohol consumption, such as the use of digital self-assessment tools, to reduce harmful drinking pattens 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:



IARD RESPONSE:
2018 UN POLITICAL DECLARATION ON NONCOMMUNICABLE DISEASES

Paragraph 44: "Invite the private sector to strengthen its commitment and contribution..by (c) taking concrete steps, where relevant, towards eliminating the marketing, advertising and sale of alcoholic products to minors"

2020

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.

2021

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**.

deliveroo Grab JINGDONG

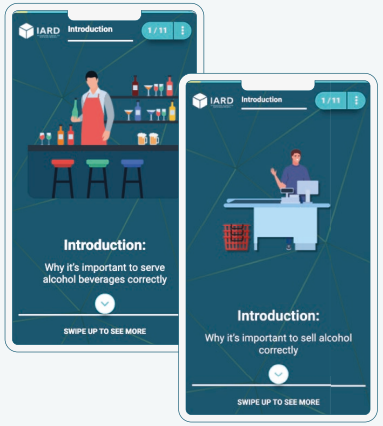
JUST EAT Takeaway.com Uber

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

2022–2023

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

GPA SPAR Walmart

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

2018–2024

Digital marketing:

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

Google Meta Pinterest

TikTok



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 **98.2% 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.

2024

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.

Since 2010, **underage drinking has fallen or stayed the same** in a majority (59%) of the 66 countries where national data are available. It has fallen in 39% of the 66 countries.