

A Workshop on Self Regulation—African Region

CAPE TOWN DECLARATION

A joint statement from the workshop participants (*adopted 20.10.06*)

PREAMBLE

In an effort to support self-regulation in the alcohol beverage industry on the African continent, the International Centre for Alcohol Policies (ICAP) organized a regional workshop on self-regulation in Cape Town, South Africa on 19-20 October 2006. Over 60 participants from 13 countries in the African region, including: Botswana, Burundi, Congo, Ghana, Kenya, Lesotho, Namibia, Nigeria, South Africa, Tanzania, Uganda, Zambia and Zimbabwe, participated in the workshop. In addition, representatives from Japan, the Netherlands, the United Kingdom, and the United States also participated in the workshop.

The African regional workshop was the third in a series of ICAP workshops on self-regulation and included representatives of governments, beverage alcohol industry, trade associations, public health and non-governmental organizations. Previous ICAP workshops have taken place in October 2004 in London and in Tokyo in June 2006 for the Asia-Pacific region. A final regional workshop is planned for Latin America in March 2007.

DECLARATION

The responsible advertising and marketing of beverage alcohol is an industry-wide priority. Responsible marketing practices can support public health goals to reduce alcohol-related harm. Marketing practices that encourage irresponsible consumption of alcohol beverages are clearly unacceptable. Whilst there are other initiatives that alcohol producers can undertake to address such harms, self-regulation is one key component. It is in the interests of all parties (government, industry, and consumers) to see to it that it operates effectively.

Self-regulation is a process that provides agreed standards for socially responsible advertising. It has gained ground internationally because it can evolve quickly and flexibly in the areas where legal procedures and principles are more static; it adapts easily to embrace new social standards and new marketing trends; it is able to take into account subtle differences in cultural and commercial practice at every level; it operates in a way that is free and readily available to consumers; and it engages the support and commitment of all stakeholders because it respects consumers and recognizes that all companies should operate on an equal basis.

COMMITMENTS

We feel strongly that it is our collective responsibility to improve the scope and the effectiveness of self-regulation through collaboration among stakeholders. Therefore, we the participants at this workshop make this declaration and will:

- Encourage Government, Industry, and Public Health partnerships on alcohol policy development;
- Encourage beverage alcohol companies and ICAP to support Governments in the development of alcohol policies;
- Set standards for alcohol production, distribution, retail, and consumption;
- Address and engage informal production, distribution and consumption of alcohol;
- Encourage affordable alternatives to illicit alcohol;
- Create a safe and responsible drinking culture;
- Create accessible mechanisms to address deviation from self-regulation Codes and Standards;
- Ensure effective enforcement of regulations and self regulation.

We hope that all relevant stakeholders in the African region will share in our commitment to this cause and that we can count on their support and efforts to achieve these goals.

WORKSHOP SPONSORING ORGANIZATION:

International Center for Alcohol Policies (ICAP) was established in 1995 to promote global public/private partnerships in the area of alcohol policy, ICAP is a not-for-profit organization supported by eleven major international beverage companies with a mission of helping to reduce the abuse of alcohol worldwide and to promote understanding of the role of alcohol in society through dialogue and partnerships involving the beverage industry, the public health community, and others interested in alcohol policy.

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