

A Workshop on Self Regulation—Asia-Pacific Region

TOKYO DECLARATION

A joint statement from the workshop sponsors:

**International Center for Alcohol Policies,
The Brewers Association of Japan, & The Japanese Spirits & Liquor Makers Association**

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.

We feel strongly that it is our collective responsibility to improve the scope and the effectiveness of self-regulation through collaboration with other stakeholders. Therefore, we dedicate ourselves to:

- Setting ‘best practice’ standards for responsible marketing on a country, regional and global basis.

We will endeavor to achieve this goal through our own company compliance processes as well as engaging other companies; through training for our brand marketers and advertising agencies; by striving to abide by the spirit of codes, not just the letter; and by striving for ‘continual improvement’ in our efforts.

- Working together as companies and with other stakeholders, including governments, we will attempt to establish self-regulatory systems where none exist and improve the effectiveness of those that do exist.

We will endeavor to achieve this goal through working with distribution and retail communities, involving joint-venture partners, and promoting the establishment of independent self-regulatory organizations.

Recognizing that there are differences in opinion on the issues of alcohol advertising and self regulation, this conference focused on the opportunities to bridge those differences by improving existing self-regulation and expanding self regulation, principally in Asia. The conference explored how the experience in self regulation gained in other markets might be utilized in the context of each country’s own traditions, laws, tastes and commercial practices. The conference has aimed to assist all stakeholders in making a contribution to the continual improvement of self-regulation through responsible advertising and marketing practices.

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

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WORKSHOP SPONSORING ORGANIZATIONS:

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.

Brewers Association of Japan (BAJ) and **Japan Spirits & Liquor Makers Association (JSLMA)** were both founded in 1953 and have the status of a Specially Approved Non-Profit Organization in accordance with, and under the terms of, the Liquor Industry Association Act. The **BAJ** is composed of the five co-sponsoring companies: Asahi, Kirin, Orion, Sapporo, and Suntory. The **JSLMA** is composed of 88 domestic companies producing western style spirits, such as whisky, brandy, gin, vodka and rum and spirits-based liquors, as defined by the Alcohol Tax Law.

The common objectives of the **BAJ** and **JSLMA** are:

- To ensure compliance with, and appropriate application of, the Fair Competition Code.
- To carry out promotion activities on issues such as discouraging underage drinking, moderate consumption of alcohol, and disposal / recycling of containers.
- To engage in technical activities such as funding and coordinating research into materials, quality, food hygiene and environmental concerns.
- To facilitate contact with overseas beverage alcohol companies and related bodies.
- To act as a contact point for inquiries from consumers on beverage alcohol.