



International Center for Alcohol Policies
Analysis. Balance. Partnership.

FOR IMMEDIATE RELEASE

For inquiries, contact

ICAP's Director of

Communications: susanb@icap.org

+1 (310) 387-3172

**ICAP Announces Release of
Guiding Principles for Responsible Beverage Alcohol Marketing**

(Washington, D.C., December 8, 2011) The International Center for Alcohol Policies (ICAP; www.icap.org) is pleased to announce the release of [Guiding Principles for Responsible Beverage Alcohol Marketing](#) associated with the Self-Regulation initiative of Global Actions on Harmful Drinking (www.global-actions.org).

“For the first time, we now have common global standards for alcohol marketing. This represents a major step in the long-standing commitment by the leading alcohol producers to effective self-regulation,” said [World Federation of Advertisers](#) Managing Director Stephan Loerke. “WFA looks forward to working with them to implement these standards at a local level.”

The Guiding Principles serve as a tool for highlighting the underlying global values in responsible advertising and marketing practices across beverage alcohol industry sectors and forming a basis for developing new codes or assessing existing codes in diverse markets.

ICAP developed the Guiding Principles with partners through analysis of existing codes of practice of regulatory and self-regulatory agencies, companies' own codes, and sector or trade association codes. “We worked with the European Advertising Standards Association (EASA) staff and self-regulation expert Geoffrey Draughn to draft the principles and consulted with WFA and [EASA International Council](#) members who provided valuable feedback on initial drafts,” said ICAP Vice President Brett Bivans.

“We were delighted that members of the International Council of EASA were able to contribute in developing this further commitment by the leading alcohol producers to ensure responsibility through effective self-regulation,” said EASA Director-General Dr. Oliver Gray. “These guiding principles incorporate the learning and expertise of self-regulatory organizations across EASA's global network, with regard to alcohol standards.”

The Guiding Principles have been adopted by the sponsoring companies of ICAP who are committed to actively disseminate and promote the principles in collaboration with international organizations. Additionally, ICAP will work with partners to develop training modules and workshops for advertisers, media, and regulators to raise awareness of the principles internationally.

The International Center for Alcohol Policies (ICAP; www.icap.org) is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP's mission is to promote understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. ICAP's efforts to foster dialogue and partnerships in the alcohol policy field are shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs. ICAP has been recognized by the United Nations Economic and Social Council (UN ECOSOC) as a non-governmental organization in Special Consultative Status.

Read more about the efforts of major international alcohol producers through Global Actions on Harmful Drinking at www.global-actions.org and on [Facebook](#). To learn more about ICAP, please visit www.icap.org and www.youtube.com/ICAPResources.

1519 New Hampshire Avenue, NW • Washington, D.C. 20036 USA
Tel: +1.202.986.1159 • Fax: +1.202.986.2080 • www.icap.org