

# **A Workshop on Self-Regulation**

## **Latin America Region**

### **Meeting Report**

13-14 November 2007  
Santiago, CHILE

*sponsored by*

The International Center for Alcohol Policies

*with*

Consejo de Autorregulación y Ética  
Publicitaria (CONAR-Chile)

*This document reports on the ICAP workshop on self-regulation held in the Latin America Region in November 2007. The workshop concluded with the adoption of a final declaration, the Santiago Declaration, in which ICAP and participants made commitments to develop alcohol policy and strengthen self-regulation in the Latin America Region. This report also identifies the steps ICAP will take, for its part, to initiate implementation of these commitments. All participants at the workshop and all relevant stakeholders in the area of alcohol policy are encouraged to circulate this report widely and to take an active and appropriate role in implementing the commitments outlined in the Declaration.*

## **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 major international beverage alcohol 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.

**Consejo de Autorregulación y Ética Publicitaria (CONAR)** of Chile is a nonprofit organization established in 1987, whose primary purpose is to self-regulate the national advertising activity in harmony with the principles and norms set out in the Chilean Code of Advertising Ethics. It fulfills this function by ensuring that the principles of legality, decency, honesty, and truthfulness are observed in all advertising. CONAR is a “tribunal of arbitration” to which its members voluntarily associate in order to resolve any controversies regarding commercial communications. Its authority lies in its application of the norms of the Chilean Code of Advertising Ethics, which is based on the *Consolidated ICC Code of Advertising and Marketing Communication Practice* of the International Chamber of Commerce (ICC) and on best practice of self-regulation norms and procedures from around the world.

# **Regional Self-Regulation Workshops**

## **REPORT—LATIN AMERICA REGION**

### **Background**

The International Center for Alcohol Policies (ICAP) has been actively involved in providing opportunities to exchange best practices on self-regulation of advertising and marketing of beverage alcohol. Following a meeting with the World Health Organization (WHO) in February 2003, representatives of the beverage alcohol industry agreed they would initiate an exchange of best practice on the issues of marketing and self-regulation, and that WHO and the public health community would be invited to participate.

In October 2004, ICAP convened an initial workshop in London which afforded an opportunity to review best practices among markets and industry sectors. The *Meeting Report and Discussion Paper: Sharing Best Practices in Self-Regulation* documented various practices that could be considered in the creation of new self-regulation schemes or used by existing self-regulatory bodies to enhance their efficiency and effectiveness. The key issues arising from the workshop were summarized in the meeting report, which can be downloaded from the ICAP website:

[http://www.icap.org/portals/0/download/all\\_pdfs/meeting\\_reports/selfreg\\_workshop.pdf](http://www.icap.org/portals/0/download/all_pdfs/meeting_reports/selfreg_workshop.pdf).

### **A Series of Regional Self-Regulation Workshops**

The 2004 workshop was positioned as a global workshop—an initial exchange of self-regulation best practice among industry sectors, governmental bodies, and public health professionals. As self-regulation of beverage alcohol takes different forms in different markets around the world, appropriately reflecting the many ways in which these products are regulated, sold, and consumed in diverse cultures, ICAP has initiated a series of regional self-regulation workshops during 2006–2007 (Asia-Pacific Region—Tokyo, Japan, 19–20 June 2006; Africa Region—Cape Town, South Africa, 19–20 October 2006; Latin America Region—Santiago, Chile, 13–14 November 2007).

The objective for the regional workshops is to engage a wider range of stakeholders from the governmental, public health, and beverage alcohol industry sectors. While emphasizing the differences between regions, the workshops highlight the need to improve understanding of self-regulation, as well as the need for continual improvement in implementing self-regulatory systems internationally, regionally, and locally.

### **Report: Latin America Region**

Like the previous regional workshops, the objective of the Latin America Regional Workshop was to exchange best practices within the region and among markets and sectors. The meeting provided the participants an opportunity to identify and discuss issues about beverage alcohol marketing and advertising, and their self-regulation. It also provided an opportunity to recognize different practices that can be considered in the establishment of new self-regulatory schemes and that can be used by existing self-regulatory bodies to enhance their efficiency and effectiveness, while taking into consideration the varying cultural aspects of alcohol consumption, advertising and marketing practices, and regulation within Latin America.

### ***The Program and Participants***

The workshop was attended by over 60 individuals, including speakers from the beverage alcohol industry, public health experts, as well as researchers and professors representing prominent Latin American industry associations, nongovernmental organizations, and universities. The participants were from the following countries: Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, and Venezuela. Representatives from the United Kingdom and the United States also attended. The program and profile of speakers can be found in Annexes 1 and 2. The full list of participants can be found in Annex 4.

Mr. Ignacio Astete Alvarez, President of CONAR-Chile, and Mr. Brett Bivans, Director of Partnership Development of ICAP, welcomed the participants. Dr. Jorge Litvak, formerly pro-rector of the University of Chile, served as Workshop Chairman. The presentations covered a variety of perspectives on responsible advertising and marketing practices and self-regulation, highlighting the interrelationship between stakeholders. The opening session began with three presentations on setting self-regulation within an overarching context: the relationship between ethics and communication, drinking patterns in Latin America, and a framework for alcohol policies in general. The subsequent presentations focused on the theme of self-regulation in detail both from an international perspective of best practices and from the perspectives of key stakeholders, namely the beverage alcohol industry, advertising agencies, media, and government. The final keynote outlined the structure of self-regulation as experienced by CONAR-Brazil during its more than 25 years of best practice.

### ***Key Issues Highlighted during the Workshop***

The interaction between participants and speakers identified several common themes and areas for cooperative action, including:

#### **1. Regional Approaches and Cooperation**

One of the underlying premises for the regional workshop series is the recognition that effective regulatory and self-regulatory approaches need to take cognizance of cultural differences. In each of the previous regional workshops this has been evident and is equally the case for Latin America. Where there is a significant level of similarity between countries within the region in regard to alcohol policies, the regulatory environment and drinking patterns, regional tools, improved communication between stakeholders, and the exchange of best practices can strengthen the effectiveness of self-regulation on a region-wide level. But where there are differences, the catalyst for improvement must come from the better engagement with national and local stakeholders.

Participants identified the need to develop avenues for more effective cooperation among countries, better partnerships among all-industry representatives, and co-responsibility with other stakeholders for addressing alcohol misuse.

#### **2. Self-Regulation in Context**

Self-regulation is a process whereby advertisers work together in consultation with advertising agencies, the media, consumers, as well as non-government and government regulators, to implement standards for commercial communications that are agreed and adhered to. It is a system set up to ensure that complaints about advertising and marketing activities can be dealt with promptly, fairly, and efficiently. The system must be capable of ensuring that activities that fail to meet the agreed standards are amended or removed. Where the law may be a sluggish, expensive, and unapproachable vehicle for consumers to deal with the detail of advertising or marketing content, self-regulation provides a quick, uncomplicated, and inexpensive (or free) alternative for logging a complaint. And the rules are interpreted 'in the spirit' in which they were drafted, allowing them to remain current and flexible, which strengthens its aim for responsible commercial communications.

When it comes to self-regulation for alcohol beverage advertisements, it is equally important to set out what self-regulation can and cannot be expected to achieve. Effective application of the self-regulatory process can be expected to result in advertisements not being permitted to target young people below the legal drinking age or to encourage excessive or irresponsible drinking. It can be expected to demonstrate its effectiveness by providing evidence that the number of complaints or advertisements deemed unacceptable reduces over time and/or remains at a very low level. Self-regulation has an important role to play within the broader context of policies to reduce alcohol misuse; it is one of the most visible ways whereby producers, retailers, and the advertising industry can demonstrate their commitment to promoting responsible drinking. But if the objective is to tackle alcohol misuse, self-regulation must be seen as one small part of a comprehensive framework of strategies and initiatives drawn up by governments, the public health community, and all those parties with

an interest in promoting healthy lifestyles and responsible drinking patterns, including the beverage alcohol industry. It is neither appropriate nor reasonable to expect self-regulation—on its own—to reduce the number of underage drinkers or the number of people drinking excessively or irresponsibly.

### **3. Alcohol Policies in Context**

Not only is it important to place self-regulation in context, but also self-regulation within an overall policy framework that respects culture and the place of alcohol in society. The importance of context in understanding drinking patterns was repeatedly emphasized. Drinking patterns can provide a basis for targeted interventions that seek solutions to the problems associated with inappropriate drinking behavior and can be implemented with the contribution of all relevant stakeholders, including the beverage alcohol industry.

It was highlighted that better knowledge of drinking patterns and better data from Latin America generally and within countries in the region would help ensure that interventions are targeted at individuals, groups, and behaviors most at risk. Also needed is an enhanced dialogue among different stakeholders—in an atmosphere of mutual respect—to ensure an informed and balanced alcohol policy development, including a deeper engagement of stakeholders in promoting the concepts of self-regulation or co-regulation within the region and within individual countries. This would include governments, public health specialists, the media, consumers, and other parts of the beverage alcohol industry (for example, distributors and retailers).

#### ***Small-Group Discussions***

The workshop concluded with small-group discussions on the types of actions that should take place on either a regional or national level and focused on the following questions:

- What are the key policy areas that need to be addressed within the region or nationally, particularly to strengthen responsible advertising and marketing?
- What are the resources or tools that are needed? Who can develop these? Who will take the initiative?
- How can ICAP or other regional or international organizations assist in promoting self-regulation and alcohol policy more generally within the region?

The conclusions from the small-group discussions are enumerated below and are incorporated into the Santiago Declaration (see Annex 3):

1. The beverage alcohol industry as a whole has an interest in working together to ensure responsible advertising and marketing practices and effective self-regulation.
2. A shared view of self-regulation on regional and national levels is needed.
3. Self-regulation is both a Code and a Process.
4. Importance of building a network composed by different actors.
5. Responsible drinking: A shared responsibility.
6. ICAP's role in the process.

#### **Santiago Declaration**

The highlight of the workshop was the final Declaration (the full text can be found in Annex 3). The joint statement recognizes the collective responsibility to improve the scope and the effectiveness of alcohol policy and self-regulation within the Latin America Region through collaboration with other stakeholders. The commitments were prepared by the participants in the small-group discussions.

#### **Future Action**

ICAP and its sponsoring companies welcome the support of all relevant stakeholders in the Latin America Region in the achievement of the goals set out in the Santiago Declaration.

An engagement with a wide variety of stakeholders is necessary to address the range and complexity of problems associated with harmful drinking patterns in a particular society. Because drinking beverage alcohol is deeply integrated into the values, cultures, and economies of so many societies, an adequate response is bound to reflect the diversity and complexity of these different contexts. The challenge is to manage the collective responsibility so that the best interests of society as a whole are served. Partnerships that bring together this wide variety of stakeholders, including many who may not be accustomed to working together, have a real potential to enhance efforts to promote responsible drinking patterns. Such collective and complementary work can achieve much to advance public health.

ICAP believes strongly in the concept of collective responsibility to promote responsible patterns of drinking and to improve the scope and the effectiveness of self-regulation through collaboration with other stakeholders. Therefore, ICAP will:

- raise its profile in the region by continuing to engage stakeholders from government, industry, public health, and the nongovernmental sector through national-level workshops and the exchange of information on alcohol policies;
- assist industry to establish organizations, which can locally address the social aspects of alcohol and strengthen (or establish, where not already in place) codes of conduct for all commercial communications (marketing and advertising, in its broadest definition), including procedures for accountability to the codes;
- provide resources and tools for alcohol policy development in the region.

### **Summary**

There was a general consensus regarding the importance for all sectors of the beverage alcohol industry to participate in effective alcohol policy development. This includes establishing and strengthening self-regulatory systems for marketing and advertising of beverage alcohol. Such systems must reflect different market, cultural, and regional contexts and circumstances.

This series of regional workshops is improving awareness about self-regulation among different stakeholders, including governments and public health professionals. The regional workshops are also providing a means of identifying follow-up actions at both regional and national levels—where ICAP, the industry, and other stakeholders can draw upon the valuable exchange and networking initiated in Santiago.

### **Annexes**

1. Final Program: A Workshop on Self-Regulation—Latin America Region
2. Speakers' Biographical Statements
3. Santiago Declaration
4. List of Participants

**A Workshop on Self-Regulation—Latin America Region**

*sponsored by*

**The International Center for Alcohol Policies**

*with*

**Consejo de Autorregulación y Ética Publicitaria (CONAR-Chile)**

**13–14 November 2007**

Regal Pacific Hotel

5680 Apoquindo Avenue, Las Condes

Santiago, CHILE

**PROGRAM**

**Session 1: Tuesday, 13 November 2007 – Morning**

**WELCOME AND INTRODUCTORY REMARKS**

Mr. Brett BIVANS	Director, Partnership Development International Center for Alcohol Policies – ICAP (USA)
Mr. Ignacio ASTETE Alvarez	Presidente Consejo de Autorregulación y Ética Publicitaria – CONAR (CHILE)
Dr. Jorge LITVAK	Workshop Chairman

**SELF-REGULATION IN CONTEXT**

**Advertising and Ethics**

Dr. Fernando LOLAS Stepke	Professor & Director of Center for Bioethics University of Chile (CHILE)
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**Alcohol & Public Health in Latin America**

Dr. Camila Magalhães SILVEIRA	Coordenadora Centro de Informações sobre Saúde e Álcool – CISA (BRAZIL)
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**Break**

**Alcohol Policies: A Context for Self-Regulation**

Dr. Marjana MARTINIC	Vice President for Public Health International Center for Alcohol Policies – ICAP (USA)
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**Self-Regulation of Beverage Alcohol**

Baroness Jean COUSSINS	Consultant on Corporate Responsibility <i>Formerly</i> , Chief Executive, The Portman Group (UNITED KINGDOM)
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**Session 2: Tuesday, 13 November 2007 – Afternoon**

**PERSPECTIVES ON SELF-REGULATION**

**Industry**

Dr. Maria Cristina LESSEUR	Corporate Manager of Best Practices Cervecería Polar (VENEZUELA) & Member, Beer and Society Committee, Cerveceros Latinoamericanos
Mr. Jon IGLESIAS	Marketing Director, Latin America Beam Global Spirits & Wine (MEXICO)
Agustín CASAS de la Torre	Corporate Affairs Tequila Sauza, S.A. de C.V. (MEXICO)
Mr. Laurent PILLET	Presidente APROCOR – La Asociación de empresas de bebidas espirituosas PRO CONsumo Responsable & General Manager, Pernod Ricard Andes (CHILE)
Mrs. Marisol BRAVO Leniz	Gerente de Asuntos Corporativos CCU, S.A. (CHILE)
Mr. Federico MEKIS	Asesor Ejecutivo, Relaciones Internacionales Vinos de Chile (CHILE)

**Break**

**Advertising Agencies**

Mr. José Manuel SILVA	Presidente Ejecutivo Asociación Chilena de Agencias de Publicidad – ACHAP (CHILE)
Mr. Carlos LEÃO	Diretor Geral Salles Chemistri / Publicis (BRAZIL)

**Media**

Mrs. Ruth TAPIA Núñez	Journalist & Professor of the School of Journalism University of Chile (CHILE)
Mr. Luis PARDO Sáinz	Presidente La Federación de Medios, La Asociación Internacional de Radiodifusión & La Asociación de Radiodifusores de Chile – ARCHI (CHILE)

**Day One Wrap Up – Towards a “Santiago Declaration” (Chairman)**

**Session 3: Wednesday, 14 November 2007 – Morning**

**CASE STUDY**

**A Best Practice Example in Self-Regulation: Brazil**

Mr. Edney G. NARCHI

Diretor Executivo  
Conselho Nacional de Auto-Regulamentação Publicitária –  
CONAR (BRAZIL)

Questions/Discussion

**SANTIAGO DECLARATION**

Small-Group Discussion:

Developing Action Plans to Establish/Strengthen  
Self-Regulation in Latin America Region

Plenary:

Report on Small-Group Discussion

Chairman's closing remarks

## **A Workshop on Self-Regulation—Latin America Region**

### **Speakers' Biographical Statements** *(in order of presenting)*

**Mr. Brett BIVANS** joined the International Center for Alcohol Policies (ICAP) as Director of Partnership Development in February 2004. He is a specialist in public/private partnerships, project management, and corporate social responsibility.

Prior to taking up his current position, he was the first Manager of the Global Road Safety Partnership (GRSP), initiated by the World Bank and hosted by the International Federation of Red Cross and Red Crescent Societies (IFRC) in Geneva, Switzerland. GRSP is an initiative benchmark road safety good practice and positive impact of partnerships for both business and social development. Between 1996 and 1999, Brett was part of the World Bank's Finance and Private Sector Development team, which developed corporate social responsibility and partnership initiatives.

At ICAP, Brett handles industry-related issues, such as corporate social responsibility, self-regulation, road safety, retail, and responsible hospitality. He is responsible for outreach in the Asia-Pacific and Africa Regions.

**Mr. Ignacio ASTETE Alvarez** is a graduate of the faculty of Agriculture of the University of Chile, with a concentration on the agrarian economy. In the 1980s, Mr. Astete served as Director of Social Communication for the Government of Chile and was a member of the National Television Council. He has over 25 years experience in the area of mass media, serving as a Director for news agencies, newspapers, and radio broadcasting chains. He has served as a Vice-President of the Association of Broadcasters of Chile (ARCHI). Currently, Mr. Astete is Director for several companies, a Partner and Director of Brands & Media (a strategic communications consultancy), and President of the Consejo de Autorregulación y Ética Publicitaria – CONAR-Chile.

**Dr. Jorge LITVAK** (*Workshop Chairman*) received his Medical Doctor degree at the University of Chile, followed by three years of graduate studies as Research and Clinical Fellow in Medicine at Harvard University. Upon his return to Chile he followed a full academic career at the University of Chile, from Instructor in Medicine to Full Professor that culminated as Dean of the School of Medicine.

He joined PAHO as Regional Advisor in Non-Communicable Diseases in 1974 and was later appointed Chief of the Division of Disease Prevention and Control. In 1987 he was appointed by WHO Director General, Director of the WHO Research Program on Aging, which was based at the National Institute on Aging, NIH, until 1991.

For the next 10 years (1992–2001), he was in charge of the liaison office of the University of Chile in Washington, while serving at the same time as Science Advisor of the Embassy of Chile. In 2002 and for the next four years he returned to Chile where he served the position of Pro-Rector of the University of Chile. He has published several books and more than 100 scientific papers.

**Dr. Fernando LOLAS Stepke** received his MD degree from the University of Chile and specialized in psychiatry and psychosomatic medicine in Germany, the USA, and the United Kingdom. He engaged in research on the physiological and experiential correlates of cognition and psychosomatic disorders as a fellow and grantee of the Alexander von Humboldt Foundation, the National Institutes of Health, and other institutions.

As Vice-president of the University of Chile he established the Interdisciplinary Center for Bioethics under a joint agreement with the Pan American Health Organization, which he joined in 1998. Vice-president and President of the Chilean Society of Neurology, Neurosurgery and Psychiatry, he also acted as Vice-

president of the International College of Psychosomatic Medicine and is a member of the editorial board of scholarly journals in the fields of psychiatry, social medicine, bioethics, and history of science. He is also a corresponding member of the Royal Spanish Academy and regular member of the Chilean Academy of Language.

**Dr. Camila Magalhães SILVEIRA** is a psychiatrist and Coordinator at the Centro de Informações sobre Saúde e Álcool – CISA in BRAZIL. She graduated from the School of Medical Sciences of Santos in 2001 and served her internship at ABC School of Medicine (2004). Dr. Silveria is a Technical and Scientific Consultant for the “Alcohol and Drugs without Distortion” center sponsored by Albert Einstein Hospital. She is also a Researcher at the Center for Epidemic Studies in Psychiatry, University of São Paulo School of Medicine, and a Researcher of ABC School of Medicine.

**Dr. Marjana MARTINIC** is Vice President for Public Health at the International Center for Alcohol Policies (ICAP). She joined the organization in 1996. Her responsibilities include development of policy approaches and tools, and building scientific and public health networks. She is also responsible for ICAP's regional activities and outreach in Europe and Latin America.

Marjana received her degree in Biology from Harvard University and her Doctorate in Neuroscience from Northwestern University. After completing her doctoral training, she was a Research Fellow at the University of Virginia School of Medicine and subsequently at the U.S. National Institutes of Health. The focus of her work was on the early development of the central nervous system.

Marjana is a German national. She was born in the former Yugoslavia and raised in Libya, Germany, and Argentina. She speaks German, Spanish, French, and Serbo-Croatian fluently and has published in the fields of neuroscience and alcohol policy.

**Baroness Jean COUSSINS** was Chief Executive of The Portman Group from 1996 until 2006, where she was active in developing social responsibility commitments in the drinks industry and promoting consumer education on sensible drinking. She created a successful self-regulation system for the industry's marketing standards and transformed the profile of the industry from public health enemy to partner in tackling alcohol misuse, working with other stakeholders including government and health professionals.

Jean's previous jobs include Director of Social Policy at the Commission for Racial Equality and roles in education and the voluntary sector. She currently serves on the Advertising Standards Authority, which adjudicates on complaints about advertising in the broadcast and non-broadcast media. Until April this year she was a member of the Better Regulation Commission and the Alcohol Education & Research Council. She has been an Associate Fellow and Member of Governing Body of Newnham College, Cambridge, where she read Modern Languages from 1970 to 1973.

Jean currently works as an independent consultant, advising companies in the food and drinks sectors on corporate social responsibility. In March, she was appointed to the House of Lords where she sits as a Crossbencher.

**Dr. Maria Cristina LESSEUR** holds a PhD in biology and 16 years of experience in the brewing industry. She is the corporate manager of best practice transfer at Cervecería Polar in Venezuela and supports knowledge transfer platforms and initiatives. For the past six years, she has been coordinating an internal Committee for health and public affairs issues on alcohol consumption for Cervecería Polar, and supports scientifically the development of responsible consumption initiatives such as campaigns, self-regulation or commercial communications codes, drink-drive programs. She also coordinates an agenda for research projects that can help generate the evidences and knowledge regarding prevention or intervention strategies for youth drinking, and patterns of consumption.

Since 2003, she was assigned as a member of the Beer and Society Committee at Cerveceros Latinoamericanos, where she is involved in the development and implementation of strategies and action plans to promote responsible consumption in the Latin American region and building networks for the sustainability of the sector.

**Mr. Jon Iglesias** is Marketing Director for Beam Global Spirits & Wine Latin America. Born in New York City in 1974 and having studied Film & Arts at Columbia University, Jon joined the Latin American spirits and wine industry in 1998 under Allied Domecq Spirits & Wine in Miami, Florida. In 2000, he moved to Mexico City where he passed through logistics, finance, and marketing functions with Allied. In 2005, he took on responsibility for Central American & Northern Cone regions commercially for Beam Global Spirits & Wine.

**Mr. Agustín CASAS de la Torre** joined Beam Global Spirits & Wine Mexico in August 2007 as the External and Corporate Affairs Director. He was previously with Allied Domecq from 2000-2005 as Area Director in charge of the group's corporate tax and administrative affairs in Mexico and Intellectual Property in Latin America.

Mr. Casas has a Degree in Law from the University of Pan Americana as well as Master's Degree in Corporate Administration (MEDEX). He was a partner in corporate tax and administrative affairs at the firm of López Padilla-López Valdivia in Mexico.

**Mr. Laurent PILLET** is French and a graduate of the French business school, Sup de Co in Bretagne. Laurent has had 17 years of experience working in the spirits and wine industry, including 5 years in France and 12 years in Latin America. His experience in Latin America includes 4 years in Cuba for Havana Club International SA as Marketing Director, 3 years in Mexico coordinating Marketing Plans for Pernod Ricard Americas, 5 year in Chile as General Manager of Pernod Ricard Andes Cluster (Chile, Peru, Bolivia, and Ecuador).

He is a Founder and President of APROCOR, a new Chilean Association of beverage alcohol companies for the promotion of responsible drinking (in Spanish: Asociación de Empresas de Bebidas Espirituosas pro Consumo Responsable).

**Mrs. Marisol BRAVO Leniz** is Corporate Affairs and Public Relations Manager at CCU, S.A and has been with the firm since 1991. Prior to her current position, she was Head of Special Projects. Before joining CCU, Marisol was Assistant Manager of Marketing at Citicorp Mutual Funds. She received a degree in Business Administration from the University of Chile.

**Mr. Federico MEKIS** is an Executive Advisor for International Relations to the Vinos de Chile.

**Mr. José Manuel SILVA** is the Executive President of the Chilean Association of Advertising Agencies (La Asociación Chilena de Agencias de Publicidad – ACHAP). He is married with four children.

Mr. Silva obtained his academic degrees in advertising and marketing from the University of Chile in 1980. He has held a number of professional appointments including: from 1972-1975 at SODIMAC as Jefe de Publicidad; from 1976-2001 at BBDO CHILE as Ejecutivo-Director General de Cuentas (1977-1994), Gerente General (1995-1999), and Presidente BBDO Publicidad (2000-2001); from 2002-2003 at GREY CHILE as Gerente General; in 2004 at ALMACENES PARIS as Gerente de Marketing Corporativo; and since 2006 at PROCORP as Socio Director Area de Comunicación.

Mr. Silva is an active member of ACHAP: from 1997-2002 as Director and now Executive President. He is also active member of CONAR: from 1996-2000 as Director, from 2001-2002 as President, and from 2006 as Miembro del Tribunal Supremo. Since 2005, Mr. Silva has been Profesor Taller de Publicidad Avanzado at the UNIVERSIDAD D. PORTALES.

**Mr. Carlos LEÃO** is a graduate in Business Administration from Getulio Vargas Foundation. He was part of the marketing team of Philips do Brasil for 4 years as advertising manager before moving to the ad agency side. He was account supervisor, account director and managing director at several well-known Brazilian agencies such as Salles/Inter-Americana, DPZ and Fischer, Justus. Since 2003, he is the managing director of Salles Chemistri (Publicis Groupe). His experience includes the management of important accounts, such as, Danone, Nestlé, Unilever, McDonald's, Toyota, General Motors, Cinzano, Domecq, and Beam Global.

**Mrs. Ruth TAPIA Nunez** is a graduate of the School of Journalism of the University of Chile, and has a Masters in Political Communications from the same university. Since 1984 Mrs. Tapia served in several positions as Journalist, both in radio (Radio Minería) and for several local magazines. Since 1994 she served as Director of Communications at the School of Economics at the University of Chile and between 1998 and 2006 as Director of Communications and Public Relations of the University of Chile under Rector Luis Riveros. She is currently Professor at the School of Journalism in the field of Corporate Communications, and serves as Journalist at the School of Economics at its Center for Asian-Latin American Studies and the Department of Management Control and Information Systems. Mrs. Tapia has received several awards in recognition of her contributions to the advancement of journalism in Chile.

**Mr. Luis Rafael PARDO Sáinz** is a graduate in business administration from the University of Adolfo Ibañez (1997) and holds a degree in neurolinguistics from the University of Mariano Egaña (2004). Mr. Pardo is the President of the Federation of Mass Media in Chile, as well as the President of La Asociación de Radiodifusores de Chile (ARCHI) and President of the International Association of Broadcasting (AIR). Mr. Pardo is currently the Director for broadcasting in Region Five in Chile.

**Dr. Edney G. NARCHI** is Executive Director of the Conselho Nacional de Auto-Regulamentação Publicitária (CONAR – Brazil). He has held this position since 1985. After earning a degree in law from the University of São Paulo, Mr. Narchi served as Chief of Cabinet for Legal Affairs in the São Paulo city hall and member of the administration of the Governmental Relations office of the Department of Commerce of the State of São Paulo. He is member of the Permanent National Commission for the Defense of the Consumer, a Commission of the Ministry of Justice, since 1996.

## **A Workshop on Self-Regulation—Latin America Region**

### **SANTIAGO DECLARATION**

#### **PREAMBLE**

In an effort to support self-regulation in the alcohol beverage industry around the world, the International Center for Alcohol Policies (ICAP) has organized a series of regional workshops on self-regulation that have included representatives of governments, beverage alcohol industry, trade associations, public health, and nongovernmental organizations. The Latin America Regional Workshop, organized in collaboration with the Consejo de Autorregulación y Ética Publicitaria (CONAR-Chile), was held in Santiago de Chile on 13–14 November 2007. This is the final workshop in the series.<sup>1</sup>

#### **PARTICIPANTS**

Over 60 participants from countries in the Latin America region, including Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, and Venezuela, attended the workshop. Representatives from the United Kingdom, and the United States also participated in the workshop. A full list of participants is included in Annex 4.

#### **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. While 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.

The workshop concluded with small-group discussions on the types of actions that should take place on the regional or national level. The participants agreed that these points should be incorporated into this Declaration.

#### ***1. The beverage alcohol industry as a whole has an interest in working together to ensure responsible advertising and marketing practices and effective self-regulation.***

Although there is a diversity of alcohol beverages (beer, wine, and spirits), all producers of beverage alcohol, as well as those who distribute and sell alcohol, share a common interest—a common business interest and a corporate sense of responsibility—to have all advertising and marketing follow the highest standards for responsible communications, adhering to the spirit and letter of their codes for commercial communications, whether these are internal to the company, part of a larger sector or industry-wide self-regulatory code, or within a co-regulatory system with government.

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<sup>1</sup> Previous workshops were held in London, U.K. (October 2004); Tokyo, Japan, for the Asia-Pacific Region (June 2006); and Cape Town, South Africa, for the Africa Region (October 2006). Workshop reports can be downloaded from the ICAP website: [www.ICAP.org](http://www.ICAP.org).

The industry participants recognized that they need to cooperate across sectors, and with competitors, to promote responsible practices within the industry and to safeguard their commercial interests. On issues where they have a common interest, such as promoting responsible drinking and responsible marketing, improved dialogue among all the industry sectors is a necessary precursor for building a better collaboration and more effective practices.

**2. *A shared view of self-regulation on regional and national levels is needed.***

The constitution of regulation produces different effects and nuances depending on the heritage, contemporary culture, legal traditions, and commercial practices of the country covered by it, but a common language describing the essential components of a regulatory system would be beneficial for all stakeholders. In every case, however, best practice requires any regulation to be proportionate, consistent, transparent, properly targeted, and those responsible must be accountable.

Regulations need to be relevant and feasible within the culture and the legal framework of the place where they will be applied. While recognizing the diversity of cultures and frameworks within Latin America, the participants noted that it is still desirable to have common approaches and structures for self-regulation, based on global and regional best practices. Development of a common language of “what is self-regulation” and “how it works” can contribute to ensuring that there are common expectations from all stakeholders on what is meant by responsible advertising and marketing, and how self-regulation strengthens the regulatory environment.

**3. *Self-regulation is both a Code and a Process.***

Self-regulation is both a code for commercial communications and a system of processes that support and sustain the observance and promotion of the code provisions.

There is one fundamental requirement for all self-regulatory systems: the need for consensus among the key players that advertising and marketing must meet high standards of responsibility. This commitment to responsibility needs to be reflected in the code, which sets out the principles that will govern the content of such advertisements and marketing practices. The codes are often based on the International Code of Advertising Practice of the International Chamber of Commerce. Its basic principles state that all advertising should be legal, decent, honest, and truthful and that every advertisement should be prepared with a due sense of social responsibility and respect for the principles of fair competition.

The code must take into account the legal, economic, social, and cultural environment of the country concerned. The code must be reviewed and updated, when necessary, to reflect changing circumstances. It must be widely publicized—there is no point of drawing up a code if consumers do not know it exists. The codes are usually written by the industry doing the advertising itself, but may also have input from consumer representatives and other interested parties.

The processes that underpin a self-regulatory scheme are as equally important as the code provisions themselves. Receiving complaints, adjudicating, sanctioning offenders, and publishing results are indispensable components in an effective self-regulation scheme. Self-regulation organizations provide additional valuable support for an effective self-regulatory environment by providing copy and pre-launch advice, as well as training for advertisers, creative agencies, and media in code provisions, public awareness initiatives, and monitoring of compliance.

**4. *Importance of building a network composed by different actors.***

Self-regulation is a concept that needs to be understood by a wider range of people than just the beverage alcohol producers. Self-regulatory organizations, allied industries (such as distributors, retailers, advertising agencies, traditional media, and new media), journalists, public health representatives, educators, and consumers are part of the focus audience.

A shared vision will enhance self-regulation by encouraging cross-cultural exchange from other regions and from neighboring countries. Dialogue with stakeholders from other sectors—for example government, public health, and media—could be facilitated as well by such a shared perception. Compliance with continually strengthened regulatory codes, alongside co-operation with government regulators and other allied partners, helps ensure that society's interests are protected.

**5. *Responsible drinking: A shared responsibility.***

The beverage alcohol industry is strongly committed to helping prevent alcohol misuse. This is a commitment it shares with a wide range of stakeholders. Most individuals who consume alcohol do so without harmful outcomes. They drink because it gives them pleasure and because of alcohol's effects as a social lubricant, a marker of celebration around important life events, and because of its ritualistic role in a number of religions. While most of those who drink do so responsibly and moderately, the misuse or irresponsible consumption of alcohol has the potential to impose harm on both individuals and society through a range of health and social problems. The main goal of alcohol policies is to help minimize harms and maximize benefits. Alcohol policies are also intended to weigh the rights and responsibilities of individuals against those of society as a whole. To be effective, alcohol policies rely on creating a balance in a number of different areas that apply to individuals and society alike.

Self-regulation is one of the tools, but by no means the only tool, that can contribute to creating a responsible environment for the consumption of beverage alcohol. Self-regulation has an important role to play within the broader context of policies to reduce alcohol misuse; it is one of the most visible ways whereby producers, retailers, and the advertising industry can demonstrate their commitment to promoting responsible drinking. But when the objective is to tackle alcohol misuse, self-regulation must be seen as one small part of a comprehensive framework of strategies and initiatives drawn up by governments, the public health community, and all those parties with an interest in promoting healthy lifestyles and responsible drinking patterns, including the beverage alcohol industry.

**6. *ICAP's role in the process.***

ICAP can serve as a bridge between industry and other stakeholders in order to encourage a balanced dialogue and to invite various points of view into the debate. ICAP can also assist stakeholders in articulating a common understanding about the issues surrounding advertising and marketing, as well as self-regulation as outlined above. In this way, ICAP brings new partners to the table to contribute new perspectives and innovative practices—an important step in the process of developing more efficient and effective self-regulatory models.

**SUMMARY**

Recognizing that there are differences in practices regarding regulation of alcohol advertising and self-regulation, this conference has focused on the opportunities to strengthen existing self-regulation and expanding self-regulation in Latin America. The conference explored how the experience in self-regulation gained in other markets around the world 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.

ICAP hopes 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.

## A Workshop on Self-Regulation—Latin America Region

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