

Sharing Best Practice in
Self-Regulation:
An International Workshop
London, United Kingdom
28 & 29 October 2004

Meeting Report

This report provides an overview of the two-day workshop held in London on 28-29 October 2004. Outlined here are some of the key emerging issues from that workshop and a review of the current status of self-regulation from an international perspective. Highlighted for consideration are issues that provide an indication of future trends and developments, areas for collaboration, and factors identified as potentially supportive to the implementation of an effective self-regulatory system.

BACKGROUND

In February 2003, the World Health Organization (WHO) organized a meeting with representatives of the beverage alcohol industry at its headquarters in Geneva which addressed the issue of alcohol marketing and young people. Participants discussed ways in which individual company codes of practice related to alcohol marketing and young people could be reviewed, so as to share best practices among different industry sectors. It was agreed that industry representatives would take responsibility to initiate further dialogue and that WHO and the public health community should participate in this process. The October 2004 workshop formed a key component of that commitment to further dialogue.

The workshop afforded an opportunity to exchange best practices among markets and industry sectors, recognizing that no single self-regulatory system is likely to be appropriate for all circumstances. Different countries and regions have different cultural heritages and each beverage alcohol sector has its particular traditions and approaches to self-regulation. It was not the intent of the workshop to adopt common practices or a common code, but rather to support the underlying principles of self-regulation and to define both its strengths and limits.

The workshop provided a setting in which representatives of the beverage alcohol industry could consider current activities and future directions in relation to best practice in self-regulation. It was a unique opportunity for the beverage alcohol industry to share experiences with representatives of the public health community regarding the implementation and impacts of the self-regulatory processes operating around the world, and to identify potential areas for further consideration and development.

At the request of a group of beverage alcohol producers, the International Center for Alcohol Policies (ICAP) served as secretariat for the meeting and facilitated its organization and reporting.

DETAILED DOCUMENTATION OF SELF-REGULATION ACTIVITIES

It is not the purpose of this report to provide an exhaustive set of documentation and illustrations of self-regulation activities currently undertaken by the alcohol industry internationally. Such detail and diverse best practice examples were provided prior to the meeting in the document “*Sharing Best Practices in Self-Regulation: A Discussion Paper*,” an expanded version of which is included for reference purposes as Appendix A of this report. The discussion paper, draft versions of which circulated widely in advance of the workshop and which invited readers to contribute best practice examples, documents 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. It also provides an indication of the substantial amount of work that is taking place in the arena of self-regulation as an exercise in continuous improvement.

The initial section of this report focuses on the inputs made at the workshop, although it is not a detailed summary of each presentation. The workshop program is included as Appendix B.

PURPOSE OF WORKSHOP

The workshop was intended to provide an opportunity to:

- exchange best practices in the area of self-regulation by representatives of major beverage alcohol companies, self-regulatory bodies, advertisers and the public health community
- share current self-regulatory models as well as look to the future
- develop a deeper understanding and to appreciate varying perspectives on the objectives, features, and effectiveness of self-regulation
- stimulate constructive dialogue across the sectors with an emphasis on opportunities for identifying and exploring common ground.

WORKSHOP FORMAT AND ATTENDEES

The workshop was held in London (United Kingdom) and attended by 62 participants. Invitations were sent to alcohol beverage companies, others involved in the implementation and monitoring of self-regulation, public health representatives who participated at the February 2003 meeting at the WHO, as well as other public health professionals identified in consultation with WHO staff.

Mrs. Matti Alderson chaired the workshop. Mrs. Alderson held the position of Director-General of the UK's Advertising Standards Authority for ten years (1990-2000). She was Secretary of the Committee for Advertising Practice (1990-1999) where she consulted on advertising and sales practices as well as wrote model codes that have been used in over 40 countries. Mrs. Alderson was Vice-Chairman and assisted in the establishment of the European Advertising Standards Alliance (EASA) which incorporates 13 European industry federations and 28 self-regulatory bodies. She is currently a Press Complaints Commissioner in the United Kingdom.

The workshop comprised:

- a series of informative, structured presentations that largely focused on providing delegates with updates of self-regulatory practices that have been implemented in different settings and the manner in which changes to self-regulatory mechanisms had occurred in recent years;
- stimulating depictions of the differing approaches and perspectives on self-regulation as understood by the industry, public health professionals and other delegates; and
- constructive dialogue around key emerging issues which will impact on the self-regulatory environment.

KEY ISSUES ARISING FROM THE WORKSHOP

Outlined below is an overview of the key themes that emerged during the course of the workshop. The following list is not exhaustive and should be considered in light of the varying cultural and regulatory environments around the world. It indicates several issues that have either been recognized as constituting desirable and innovative progress in self-regulation or which have been identified as areas for further consideration.

1. Leadership

Leadership from the most senior levels of management in the company was identified as an important success factor in implementing company-wide standards with regard to self-regulation and codes of practice. In a number of instances it was clear that companies had endorsed recent innovative initiatives at senior management levels and that this was reflected in the strength and consistency with which such initiatives were implemented across these organizations. These companies act as exemplars of good practice in this regard.

2. Comprehensive coverage

Ensuring that all aspects of the marketing and promotion of beverage alcohol are covered by the self-regulatory system emerged as an important issue for all participants. With a rapidly changing external environment, a comprehensive approach to the various aspects in which beverage alcohol is portrayed to the consumer needs consideration. Packaging, promotion and new innovative means of advertising/marketing of beverage alcohol come within the purview of the self-regulatory system. This is in contrast to previous self-regulatory approaches which largely tended to focus more narrowly on television, radio and print advertising.

3. Compliance with external regulation

Given the considerable range and variation that exists among external government regulations, it was recognized that care needed to be taken to ensure that individual company codes are cognizant of the different governmental contexts within which they operate. There was consensus that close communication between government and industry was helpful to establish the place of self-regulation and governmental regulation in the 'regulatory mix'.

4. Training

Emphasis was placed by many companies on the need for a system of training in relation to codes of practice and regulation for all company staff involved in marketing and promotions. Regular refresher courses were also identified as essential, given the high turn over of staff and the frequent changes in the internal self-regulation system and the governmental regulatory environment.

5. Recognition of cultural differences

Sensitivity to the local context is an important factor in the way companies are perceived as good corporate citizens both in developed and developing markets. Recognition of the need to accommodate cultural differences was also acknowledged as a key factor which needs to be taken into account when considering the marketing strategy to be used. While there has been some movement toward consistency at an international level among and between codes, it was also acknowledged that there are important local differences that require specific consideration. Examples of such differences include issues of taste, custom, culture and religion that can vary significantly between countries. Workshop participants recognized that continued attention should be directed toward the sensitivities of local communities. Cultural differences can be balanced with the practice by some companies to adopt company-wide codes of practice. It was emphasized that company-wide codes set a minimum standard, often quite a high standard, but where stricter provisions were mandated locally, either because of cultural considerations or legislation/regulation, the more rigorous provisions take precedence in that locale.

6. Copy advice, pre-vetting and internal reviews

Implementation of thorough reviews of proposed advertising/promotions, applied at appropriate stages during the creative and design processes, can aid an effective and efficient implementation of a company's codes of practice – both in terms of the letter and spirit of the particular code. Such a system of reviews contributes to the credibility of self-regulatory systems.

A number of presentations described pre-vetting by a self-regulatory organization or reviews by internal company boards or teams as a factor in improving compliance with self-regulation in their companies and markets. In many contexts, such reviews give marketers and advertisers the benefit of advice and input from a wider perspective both from within and outside the company. The implementation of such a review process can contribute to reducing the number of complaints received. Increased attention is being placed on the importance of such reviews or pre-vetting as a strategy for reducing the potential for public concern as well as reducing costs associated with changing or removing promotions deemed to be in breach of the self-regulatory codes.

7. Exchange of best practice

A notable feature of the workshop was the extent to which it provided a forum for an exchange and update on current best practice in particular markets and industry sectors. Participants commented that considerably greater progress had occurred over recent years in the area of innovative strategies to achieve better self-regulation than most delegates at the workshop had been previously aware.

The workshop clearly provided a useful vehicle for dissemination of current best practice by the industry. It further provided an opportunity to illustrate and model best practice outcomes and to share and learn from each other's experiences in adapting self-regulation to diverse markets. In so doing, it provided a very time-efficient mechanism for information exchange and dissemination.

8. Increased efforts over past 3-5 years

It was clear throughout the workshop that considerable effort has been applied by the beverage alcohol industry, in particular over the past 3-5 years, to ensure that self-regulatory strategies have been comprehensive. Significant attention has been paid to the concerns of governments, public health professionals and the broader community in an attempt to ensure that these concerns are addressed in the codes of practice being put in place.

However, it was also apparent that much of content and scope of self-regulation being undertaken by the beverage alcohol industry was either unknown or not recognized by governmental or public health bodies.

The considerable progress achieved in recent years could be more effectively disseminated to policy makers, public health interests and the broader community. More frequent information exchange among representatives of the beverage alcohol industry was also identified as of benefit in order that they remain fully apprised of new self-regulatory best practice developments. Previously there has been limited opportunity for constructive dialogue between industry and public health. This meeting was an important opportunity for such an exchange. The importance of constructive dialogue was reinforced throughout the workshop.

9. Self-regulation and continual improvement

Regardless of individual views as to the relative effectiveness of self-regulation, there was general agreement among workshop attendees that what was needed was 'self-regulation continual improvement'. In this way, the diversity of appropriate mechanisms can be assessed and monitored on an on-going basis according to their achievements. Such an approach also provides a basis or platform for constructive and meaningful dialogue with the public health field. This is in contrast to the traditional orientation based on adversarial or conflict centered approaches.

10. Converging views between the beverage alcohol industry and the public health field

Although some of the dialogue, particularly in the early parts of the meeting, was marked by the more traditional and polarized debate in this area, during the latter parts of the meeting, a more constructive exchange of views ensued.

Of particular significance in this regard were the reflections offered by the scientist from the World Health Organization which included preliminary suggestions on what a better self-regulatory practice might look like. These observations identified areas that are of importance to governments and the public health community. While there was not consensus on all the following points, participants agreed that they provide a useful starting point for future discussions on self-regulation:

1. Inclusive, not voluntary
2. Independent from vested interests, especially independent monitoring
3. Not just content oriented, but exposure and placement
4. Stronger pre-vetting
5. Subject to scientific evaluation
6. Timely, well-understood processes for complaints
7. Stronger enforcement
8. Punitive sanctions for those who break the rules.

FUTURE DIALOGUE

The importance of a meeting of this type lies in the opportunity to encourage intra-industry sharing of issues in relation to self-regulation and codes of practice. The value of sharing best practice and of identifying 'road-blocks' to achieving the goals of a well-functioning self-regulatory system were highlighted by a large number of contributors.

Involving and exchanging views with the public health community were seen as important aspects of the workshop. The identification of areas of ongoing concern in relation to alcohol advertising, promotion and marketing by the public health professionals present was a significant contribution to the workshop. Areas yet to be fully examined include emerging technologies such as the use of the internet and other electronic media.

Industry representatives acknowledged the value of having a clear understanding of the issues which are likely to have most impact on the regulatory environment. The public health professionals noted the high level of

industry activity taking place to ensure that industry self-regulation will be as effective as possible.

Monitoring the efficacy of self-regulation is as important for the beverage alcohol industry as it is for governments and the public health community. It was recognized that the capacity to measure in objective terms the impact of self-regulation is an essential issue to attempt to address.

IN SUMMARY

There was a general consensus that it is important for all sectors of the beverage alcohol industry to participate in effective self-regulatory systems, and that such systems must reflect different market and cultural circumstances. In this regard, the meeting clearly achieved its stated aims. Further, it served to document recent advances in the areas of self-regulation. The meeting also helped to identify the value of such exchanges and highlighted the desirability to hold them on a more frequent and targeted basis.

The workshop identified areas that warranted future attention by the beverage alcohol industry, governments and the public health field. Many of these areas offer scope for strengthened cooperation among the above parties.

Appendix A

Sharing Best Practices in Self-Regulation: A Discussion Paper

Context of Self-Regulation in the Beverage Alcohol Industry

Responsible Marketing and Promotional Activities

1. Producers and manufacturers of all types of branded goods use a wide range of marketing and promotional activities to compete for market share. Whilst advertising is often the most visible of these activities, it is only one of many tools that branded goods manufacturers use to communicate with their consumers. An effective self-regulation system therefore needs to apply to all forms of commercial communications, although the starting point for establishing any self-regulatory system is most often the development of a code of practice that focuses primarily on advertising.
2. Advertising is legal in most countries and practiced widely in a variety of media including newspapers, on television and through the internet. Basic principles of good advertising for any product are embodied in the International Code of Advertising Practice, issued by the International Chamber of Commerce¹. The principles state that advertising should be legal, decent, honest and truthful, prepared with a sense of social responsibility to the consumer and society, and with proper respect for the rule of fair competition. This code needs to be read in conjunction with a number of other ICC codes that have been developed to cover other types of commercial communications, such as direct marketing, sales promotions, etc.
3. There are certain products—because of their potential to cause harm to the consumer or others if used inappropriately—that may require specific guidance to ensure that the marketing and advertising of these products is responsible and culturally sensitive. Alcohol beverages are one such product and the alcohol beverage industry has long acknowledged both the pleasures that can be derived from consuming alcohol responsibly as well as the possibility of harm if consumed inappropriately.
4. For international alcohol beverage companies that take the long term viability of their industry seriously, responsible marketing and advertising is considered essential. They take enormous pride in their brands and see their consumers enjoying them as a part of a balanced healthy lifestyle. Most major alcohol beverage companies have taken steps both within their companies and through external bodies, to be more explicit about what is permissible in advertising content and what is not; they have added and strengthened independent review panels to ensure that complaints can be heard and responded to promptly; and they have increased their efforts to be sure there is consistency in promoting responsibility at headquarters as well as with subsidiaries and joint venture partners around the world.
5. There are some in the public health community who would argue that the written word of the alcohol beverage industry, as embodied in their codes and the process of self-regulation organizations (SROs), is not always consistent with industry action. This is especially sensitive when it comes to young people. It has been argued by some that alcohol advertisements encourage underage adolescents to start drinking and promotes irresponsible behavior, even where the marketing activity can be shown to have had checks and balances to avoid any “targeting” of this underage group. There is also concern about perceived glamour of increasingly strong brands and the impact which modern and sophisticated marketing techniques have on impressionable and status-aware young people. Some of these arguments are represented in the quotes below.

¹ http://www.iccwbo.org/home/statements_rules/rules/1997/advercod.asp

“Self-regulation has been shown to be fragile and largely ineffective. In addition . . . government restrictions which were feasible in the 1980s and 1990s have not achieved a major reduction in drinking and related harms in the short-term. Instead, the climate created by sophisticated alcohol marketing has facilitated the recruitment of new cohorts of young people to the ranks of heavier drinkers, and has worked against health promotion messages.”

Alcohol: No Ordinary Commodity (Babor et al, 2003).

“Exposure to repeated high level alcohol promotion inculcates pro-drinking attitudes and increases the likelihood of heavier drinking. Research has indicated the cumulative influence of alcohol advertising in shaping young people’s perceptions of alcohol and drinking norms. Alcohol advertising predisposes minors to drinking well before the legal age of purchase.”

Alcohol: No Ordinary Commodity (Babor et al, 2003).

“OFCOM has taken forward . . . research whose principal elements include:

- Two reviews of academic literature indicating that alcohol advertising has some impact on young people’s attitudes to alcohol. However, this is at a relatively low level compared to other influences within the wider family and social environment.
- A qualitative study which indicates that a good deal of television advertising – of alcopops in particular – is closely aligned to youth culture and of strong interest to underage drinkers. However, the research demonstrates that advertising which does not seek to make linkage with youth culture and which features older people is much less attractive for children and younger teenagers.”

OFCOM (UK regulatory body for all UK broadcast advertising), Draft Rules on Alcohol Advertising, 19 July 2004.

6. On the other hand, independent reviews of self-regulation have reached conclusions that are more encouraging of current industry efforts, as illustrated by the following quotes.

“ . . . many social, cognitive, and contextual behaviors are related to the reasons that adolescents drink . . . a clear causal link between advertising and youth consumption has not been established.”

US National Academy of Sciences, September 2003.

“Well-constructed industry self-regulatory efforts offer several advantages over government regulation of legislation. Self-regulation often can be more prompt, flexible and effective than government regulation.”

Self-regulation in the alcohol industry. A review of industry efforts to avoid promoting alcohol to underage consumers, Federal Trade Commission, USA, September 1999.

“Legislation is well-suited for laying down broad principles, for example that advertising must not mislead and it provides a last resort in the rare cases when all else has failed. It is less effective, however, when dealing with detail; the law is often slow to act, difficult for ordinary consumers to understand and too expensive for them to afford, so the protection it provides in theory may not be so readily available in practice. Also, the content of individual advertisements, although it matters very much to consumers, is often too detailed for the law to concern itself with.”

Advertising Self-regulation in Europe (the ‘Blue Book’); An analysis of advertising and self-regulatory systems and their codes of practice in 22 European countries; European Advertising Standards Alliance, Third Edition, 2001.

7. What is responsible advertising? There is no one answer since the concept of responsibility involves many value judgments. Likewise, no single action is likely to reduce the problems associated with alcohol abuse and misuse. Many measures are needed to work together including enforcement of existing laws governing sales and consumption, education and the commitment by the industry to abide by independently backed self-regulatory systems.
8. Cultures differ on what is acceptable. Attitudes toward the role of alcohol in society differ from country to country as do drinking patterns. These cultural differences underscore the importance of addressing alcohol consumption within an overall context of cultural norms, healthy lifestyles and individual behaviors. While policymakers are increasingly taking a tougher stance on alcohol’s attractiveness to young people and on young people’s oft-cited irresponsible and anti-social behavior, there is recognition that younger groups need special levels of protection within society.
9. Effective application of the self-regulatory processes can be expected to ensure that advertisements are not targeted at those below the legal drinking age and that they do not encourage any form of reckless drinking. Self-regulation processes also provide important and evolving frameworks within which the

industry can debate cultural and societal changes driving policy makers' concerns about consumers' changing drinking behaviors. Self-regulation, on its own, cannot reduce the number of underage drinkers or the number of people drinking excessively or irresponsibly nor is it intended to do so.

Overview of Self-Regulation

10. The purposes of advertising are tied to the free flow of information and the efficient working of the free market economy. It helps build strong brands, stimulates innovation, and raises awareness among consumers about products, services and their choices. Advertising is about competing for market share and building brand loyalty – most companies try to be as creative and “cutting edge” as possible within the confines of accepted codes of advertising practice.
11. Self-regulation is a process by which advertisers work together with their agencies and the media to ensure that advertising standards are agreed and adhered to. Its goals are to protect: 1) consumers against false, misleading, offensive, or unwanted advertising; 2) advertisers against false or misleading advertising by a competitor; and 3) the public, or parts of the public, from socially irresponsible advertisements. These goals require: 1) standards or codes; 2) making them widely known; 3) providing advertisers advice on interpreting the standards, 4) monitoring compliance, 5) handling complaints, and 6) addressing violations. The major advantages of self-regulation over statutory regulation are: 1) it is usually faster, less expensive and more flexible; 2) does not require an injury to be enforced; 3) complements statutory regulation; 4) by its voluntary nature, it promotes both the letter and spirit of the standards; 5) is non-confrontational and promotes improvement in advertising practices.
12. Self-regulation takes many forms, from adherence to company-written internal guidelines, collective industry self-regulation with a common code of practice among producers and, in many markets, regulation by an independent self-regulatory organization (SRO), not composed of industry members. These independent bodies are organized to administer a code of practice, to hear complaints and to enforce its provisions. The self-regulatory process ensures that complaints about advertising or other promotional activities can be dealt with promptly, fairly and efficiently.
13. In many countries self-regulation works in tandem with a broad legal framework which defines the boundaries within which self-regulation must operate. Of 22 countries recently surveyed in Europe, 21 have self-regulatory systems that govern alcohol advertising. Of these, 18 have sector specific codes affecting alcohol advertising; 16 have legislation affecting alcohol advertising in addition to self-regulatory codes. In other countries self-regulation operates on its own or in combination with statutory legislation – Australia, Canada, South Africa and the USA, for example.
14. There have been no comprehensive evaluations of alcohol industry self-regulatory systems conducted worldwide. However, independent evaluations of industry advertising self-regulation have taken place in the United States (1999 and 2003), Australia (2003), and Europe (2001).
15. In the United States, the Federal Trade Commission, (FTC) the body responsible for enforcing efforts to stop “unfair or deceptive acts of practice” reviewed the effectiveness of the alcohol beverage industry’s voluntary guidelines to avoid promoting to underage consumers. In 1999, they found the industry to be in compliance with their own codes and that many company codes were stronger than those of their trade association. The major recommendation was that the industry should consider third party independent reviews. In 2003, the FTC found further improvements in placement and compliance procedures.
16. In Australia, which has a federal system of government, a review was conducted under the auspices of the Ministerial Council on Drug Strategy which reported in August 2003. Subsequent negotiations with industry led to improvements to the Alcohol Beverages Advertising Code (ABAC) Scheme, which are being implemented by industry: appointing a government representative to the ABAC Management

Committee, bringing internet advertising under the ABAC Code, and widening community representation on the independent complaints panel to include a health representative.

17. In Europe, the “Study on the Impact of Advertising and Teleshopping on Minors” was conducted in 2001 for the European Commission. It reviewed the “Television Without Frontiers” Directive. European countries in which advertising is covered through industry self-regulation have not recommended any changes through legislation or codes.

Best Practice of Self-Regulation in the Beverage Alcohol Industry

Self-Regulation Process within the Company

18. Most of the major alcohol beverage companies have internal codes of practice for advertising or promotional activities and/or incorporate an industry code as their own (see, for example, Annex 1: Review of ICAP Sponsoring Companies’ Codes of Practice). In most cases these codes are applicable not only for headquarters but for all subsidiaries worldwide, including in many cases suppliers and other joint venture partners with whom the company does business. In addition, systems are in place that offer incentives, staff training and monitor compliance with these codes.
19. While internal systems vary among companies, the process for advertising review might best be described in terms of a continuum. The first and most common approach in creating advertisements is one whereby (1) an advertisement concept is developed, (2) the advertisement is then created, tested and prepared for release, and (3) prior to release the advertisement is reviewed by the legal and/or policy teams for the purpose of determining whether it complies with all relevant marketing codes.
20. Other beverage alcohol producers are setting a new standard with cross-functional review teams that actively participate in the development of advertisements from the outset. With this approach, rather than a review occurring as a separate stage at the end of the creative process, it becomes an integrated part of the progression of the advertisement’s preparation for release.

At Coors at the outset of the creative process, before an advertising concept is developed, a cross-functional team is involved with developing the concept – not only from a code compliance perspective but also from a more general social responsibility perspective. Specifically, representatives from marketing, advertising, legal and corporate/public affairs participate in the advertisement development process by offering input on matters ranging from placement to content and brand awareness.

The Diageo global Code of Marketing Practice applies to all forms of marketing, including advertising, promotions, innovation, PR, packaging, on-line activities, etc. At Diageo, compliance checks are woven into each stage of development of the material and into the marketing teams’ daily ways of working: this starts with requiring compliance in supplier/agency contracts, proceeds to require a compliance check before the activity brief is issued to the agency, further formal checks are applied as the materials proceed through research and development phases and final sign-off is given both on material content and media/audience profile plans. Diageo has put significant emphasis on strengthening the capabilities and the processes required to embed responsible marketing practices in the day-to-day work of its marketers and regular marketing suppliers. In-depth training workshops for all marketing directors, their teams and major agency suppliers have been run in every country. Compliance with the code is reviewed at the business unit level and, at the employee level, in each marketer’s individual performance assessment.

In Australia, Foster’s Group, through its major local subsidiary Carlton & United Beverages (CUB), has in place an internal Product Innovation and Improvement Process (PIIP). Since 2002, this formal procedure has incorporated, as a separate formal step, the review of any advertising concepts planned for a brand. CUB’s Communications Team lead the self-regulatory system advocacy within the company alerting a project to any concerns early in the development of the advertisement. The PIIP process, which is a structured online facility, does not proceed until such questions are clarified.

Corporate social responsibility (CSR) and legal inputs are made into the advertising concepts process at the development stage at Allied Domecq. The Allied Domecq review board also gives input at the earliest stages of the process.

21. Another innovative approach in involves creative teams formed for the purpose of developing advertisements that marry both the brand and specific concepts of social responsibility. The people on these multi-disciplinary teams collaborate in a creative process that entails continual review of their advertisements and responsibility messaging. (See also section below, Responsibility).

Allied Domecq brands carry a responsible drink message. This requirement covers broadcast, print, and point of sale communications. Allied Domecq is conducting consumer research on the impact of responsible drinking messages and will be revising message content to reflect the consumer feedback.

Foster's Group has now formalized the use of its 'Enjoy Responsibly' logo that is being incorporated into all CUB visual advertising and use of voice-overs in all radio commercials. This incorporation is a collaborative effort by marketing/advertising and those who specifically oversee the corporate social responsibility.

22. Furthermore, beverage alcohol producers are working with distributors and retailers to ensure that the principles outlined in self-regulatory codes and policies on corporate communications reach throughout the market chain.

SAB Ltd has worked through the Industry Association for Responsible Alcohol Use (ARA) in South Africa to promote a code of practice, especially among the informal retail trade. The code aims to encourage commitment towards key policies, such as not supplying minors and intoxicated persons.

Miller works closely with its distributor network to promote responsible drinking. During 2003, 470 of these independent businesses were involved, using tools and resources developed by Miller in outreach to retailers, event planners, college administrators and the various law enforcement agencies. A formal Distributors Responsibility Initiative is part of all distributors' annual business plans, with six key elements such as naming an employee responsible for community education, training servers, distributing the 'Let's Talk' parents' guide and placing 'We I.D.' signage and point of sale materials with retailers.

The BARS program, supported by Coors, is the retailer's self-regulating solution for monitoring the sale of age-sensitive products. It visits retail locations and conducts mock purchases aimed at reminding store employees of the importance of asking for ID with each alcohol or tobacco sale. It provides daily reporting and timely feedback to the store's management on employee carding performance. With consistent visits, store employees are making carding an automatic part of their behavior.

Self-Regulation Process with External Bodies

23. In addition to internal standards of practice, most major alcohol beverage companies also abide by external self-regulatory codes set up by: 1) alcohol beverage industry sponsored bodies, examples include the Brewers of Europe *Guidelines* and industry codes from each of the three sector specific – beer, spirits and wine – as in the United States; 2) by an independent self-regulatory organization (SRO), such as the Advertising Standards Authority in the United Kingdom; or 3) a combination of both. For example, in Australia, there is a combined beer, wine and spirits code for all alcohol advertising, which complements other codes administered by the advertising and media sectors.

Allied Domecq is one company that has appointed an independent advertising review Board as part of its ongoing efforts to improve industry standards in advertising and promotion for alcoholic beverages. The Board consisting of three external experts (a former consumer affairs director at the US Federal Trade Commission, the chief executive officer of a marketing firm in England and the president of the Spanish Jury on Advertising) and four internal senior members of staff meet quarterly to review and approve all company advertising and promotional materials globally across all the company's brands.

The role of the board is to counsel the company on its planned marketing activities in order to ensure these are in full compliance with the letter and the spirit of the Allied Domecq Code of Marketing Practice. In addition, the board also reviews external complaints or expressions of concern from interested parties including non governmental organizations, competitors and consumers. It is a process that is as transparent as commercially possible which is meant to ensure that the outputs of the review board are shared with interested parties, including competitors, so as to catalyze a general improvement in industry standards. Excerpts of the proceedings of the board are posted on the company's website.

The Brewers of Europe, in close consultation with all its member associations and the major brewers in Europe, have produced Responsible Commercial Communications: Guidelines for the Brewing Industry which:

- provides common standards for implementation throughout an enlarged Europe;
- serves as a “guidance” document that aims to help the development/updating of codes and enforcement mechanisms across the enlarged Europe; and
- includes background information, a code for beer, compliance mechanisms, implementation routes and elements for a communication strategy;

The Guidelines are not meant to replace the existing national systems and are targeted to brewing companies, advertising agencies, trade associations, social aspects organizations and self-regulatory bodies.

In September 2004, a manual was launched which accompanies the Guidelines and explains them through the use of explanatory notes, test questions and specific examples of commercial communications.

24. The European Advertising Standards Alliance (EASA) promotes development of self-regulation in the advertising sector, manages a cross-boarder complaints mechanism, while being mindful of national differences of culture, legal and commercial practice. It was created to demonstrate how the issues affecting advertising in Europe could be successfully dealt with through cooperation rather than detailed legislation. EASA recently published a document² that sets out the “best practice” standards for self-regulatory systems based on ten key principles:

- Universality – applying to all practitioners and all forms of communication
- Sustained and effective funding
- Efficient and resources administration of independent SROs
- Universal and effective codes, centered on an overall code of advertising practice
- Advice and information – including copy advice
- Prompt and efficient complaint handling
- Independent and impartial adjudication
- Effective sanctions
- Efficient compliance and monitoring
- Effective industry and consumer awareness – ensuring a high level of public awareness

25. The Advertising Standards Authority in the UK is the independent body set up by the advertising industry over 40 years ago to police the rules for non-broadcast advertisements, sales promotions and direct marketing that are laid down in the Committee of Advertising Practice (CAP) Code. The strength of the self-regulatory system lies in both the independence of the ASA and the support and commitment of the advertising industry to the standards of the CAP Code, to protecting consumers, and to maintaining the integrity of marketing communications. The ASA’s work is funded by a small levy on display advertising and direct mail expenditure.

26. In order for the ASA to preserve its independence from the advertising industry, a separate body, the Advertising Standards Board of Finance, collects this income. The only cost to consumers is the price of a stamp, or the time spent online, to send a complaint. The ASA’s budget for the year 2003 was just over £4 million. The ASA has a Council of 12 people who decide whether or not an advertisement breaks the CAP Code. The Chairman and most of the Council members are drawn from outside the advertising world and the ASA’s Chairman advertises for new lay members from a wide diversity of backgrounds. The ASA received just over 14,000 complaints in 2003, of which 230 (1.6%) related to alcohol advertising.

In the UK, The Portman Group, an industry-funded social aspects organization, operates a Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. The code was launched in 1996 and its remit expanded in 2003 to cover sponsorship, brand websites, press releases, branded merchandise and sampling.

Pre-vetting, copy-advice and internal reviews

27. Mechanisms for independently reviewing advertisements both before and after they reach the public have been introduced in Australia, Ireland, South Africa, the United Kingdom, and the United States.

² A Best Practice Self-Regulatory Model. European Advertising Standards Alliance, April 2004.

In Australia, underpinning the Alcohol Beverages Advertising Code (ABAC) is the Alcohol Advertising Pre-vetting System (AAPS) which is managed by the Australian Associated Brewers (AAB), the Distilled Spirits Industry Council of Australia (DSICA), and the Winemakers Federation of Australia (WFA) for their members. The primary function of AAPS is to reinforce the effectiveness of the ABAC Code, by using independent adjudicators to evaluate advertisements for alcohol beverages against the code at the concept or story-board stage

AAPS has proven to be an effective self-regulatory filter applied before an advertisement goes into final production and is broadcast or published. It is a measure of the integrity of the system that, during 2000-2002, one in five beer advertisements were amended or rejected by AAPS. An application form for AAPS approval can be downloaded from www.afa.org.au under "Advertising Regulations".

Foster's Group in Australia is also actively involved in extending the intent of ABAC via CUB's Promotions Code and Sponsorship Protocol. These internal codes/disciplines cover a range of situations where CUB brands may be promoted (e.g., product placement, sponsorships) subjecting them to a review of how they align with the company's overarching stand on responsible marketing.

The Central Copy Clearance Ireland provides an independent pre-publication vetting service for all alcohol-related advertising judged against Advertising Standards Authority Ireland codes. The service includes, in addition to mainstream advertising, publicity for sponsorships and national promotions placed in Irish media. Internet advertising and promotions placed on Irish-based websites are also covered by CCCI. All Irish media organizations have voluntarily agreed to honor this arrangement.

The Portman Group provides a pre-launch advisory service which offers companies and their agencies guidance on the requirements of their code. The service also issues "Help Notes" giving detailed advice on specific areas, the most recent of which covered responsible on-trade promotions. A future Help Note will address the issue of nutritional claims.

Diageo systematically requires its marketers to go through the voluntary pre-launch advice service provided by The Portman Group for all new products, packs and promotions in the UK.

Complaint evaluation

28. All effective self-regulatory systems should have impartial complaints panels whereby a consumer or organization can lodge a complaint about a particular advertisement. If the breach of a self-regulatory code is minor, a short period of time may be allowed for the advertisement to be amended, but in cases of serious offence or if an advertisement is considered materially misleading, the committee will require the advertisement to be removed immediately. Most self-regulatory organizations publish the decisions of the complaints committee on a regular basis.

In Australia, there is no cost to filing a complaint; all complaints are assessed concurrently by both the generic Advertising Standards Board and the alcohol-specific ABAC complaints procedure, overseen by a former Commonwealth Attorney-General. Where a complaint has been upheld, advertisers are committed to withdrawing the advertisement from the market within 5 business days. The ABAC complaints panel may require an ad to be discontinued, or modified, without appeal.

Coors participates in a third-part review program run by the Dispute Resolution Division of the US Council of Better Business Bureaus, which plays the role of third party reviewer in instances where a complaint is lodged. This third party review program was commended in the September 2003 US Federal Trade Commission report, Alcohol Marketing and Advertising.

In the UK, decisions on complaints made under The Portman Group (TPG) code are taken by an Independent Complaints Panel. The panel is entirely independent of both TPG and the drinks industry. The independent chairman appoints all panel members and its constitution stipulates that the panel shall not include any person employed by TPG or by any of its member companies and that no more than one panel member may have a current professional interest in the drinks industry. TPG provides a secretariat to carry out the day-to-day administration of the complaints system but which makes no recommendation to the panel.

Enforcement

29. In most cases self-regulatory systems can count on voluntary compliance with their decisions, but credibility depends on an ability to enforce them. Routine publication of adjudications, with full details of the complaint, has proven to be a powerful deterrent. Where voluntary compliance is not forthcoming, further publicity may be warranted. Another effective tool is the cooperation between SROs and the media as a whole to uphold decisions and to refuse offending advertisements. Often provisions are made in standard media contacts to this effect.

In the UK, The Portman Group publishes all decisions made by the Independent Complaints Panel. In addition, in the case of products whose name and/or packaging breach the Code, TPG issues Retailer Alert Bulletins asking retailers to de-list the offending products and can also report to their local licensing authority those retailers who refuse to do so.

Audit

30. Regular reviews of company codes as well as industry-wide codes under SROs are an additional mechanism available to ensure that both the spirit and letter of the self-regulatory approach is rigorous, sustainable and beyond reproach. Public reports on compliance and efforts to ensure compliance are made by SROs and companies alike. Monitoring and compliance surveys provide feedback, as well as opportunities to dialogue, to companies, industry stakeholders and governmental bodies about potential problem areas where codes of practice may need to be strengthened or changed.

In July 2000, The Portman Group introduced a new rule into its code to address the emergence of so-called ‘alcoholic energy drinks’ which put an immediate stop to producers making energy claims for alcoholic drinks. More recently in 2003, following public consultation, TPG’s Code was expanded to cover previously unregulated below-the-line marketing activity thus closing a major regulatory loophole which had previously been exploited by certain sectors of the industry.

In addition to the on going advise of the third party review board Allied Domecq participates in the The Amsterdam Group’s external audit of its members’ European advertising. Allied has also agreed to conduct an external audit of all of its advertising as part of its code review process. This audit will be presented to the third party review board for their recommendations for action.

In 2001, Diageo appointed an independent auditor to report on its compliance with the Diageo Code of Marketing Practice. The auditor looked at advertising for 27 brands in 47 countries, reviewing approximately 1000 advertisement executions. He also reviewed internal code compliance processes and made some suggestions on ways those processes could be improved.

Diageo then sent out the marketing code for review by a range of alcohol policy experts, regulators, governments and intergovernmental organizations. This included bodies such as Alcohol Concern and The Portman Group in the UK, the state and federal governments of Australia and the Liquor Control Boards in Canada. At the same time, a wide-ranging internal consultation process was carried out to collect the views of Diageo brand teams, marketing directors and external affairs managers around the business. The code was updated during 2002, addressing all the issues raised during the internal and external review. A comprehensive training program has been rolled out to help embed the standards of the code in the way Diageo carries out its business. The training program also covers external advertising and brand public relations agencies.

SABMiller group has formally committed itself to report on progress made in terms of implementing its Alcohol Manifesto and its Code of Corporate Communications

Evolving Standards of Commercial Communications

Content

31. The content of beverage alcohol advertising has changed over the years in response to concerns raised by government, consumer groups and the public health community. This is especially true with regard to advertising aimed at young adults over the legal drinking age. The alcohol beverage industry takes seriously any suggestion that its advertising even appears to appeal to underage consumers.

32. Almost every industry code of practice relating to alcohol – whether company or self-regulatory code – prohibits the targeting of underage consumers. How explicitly this is conveyed varies, but some codes include additional clauses requiring that models shown drinking in advertisements be above a certain age (e.g., 18 in Singapore; 21 in Nigeria; 25 in the UK, South Africa and Australia: 25 in The Amsterdam Group’s Common Standards), and the prohibition of the use of children’s characters – fictitious or not – (Germany, Hong Kong, New Zealand, UK and USA). There is still increasing awareness in the industry of policymakers’ and other stakeholders’ concerns as to whether alcohol advertising is still “permeating” underage consumers, despite not being actively “targeted” at them. This poses challenges for industry codes of practice – they must be constantly evolving as systems and ensuring that advertising is checked for unwitting cultural or attitudinal resonances which might be made with young people.

33. There have been code content changes in response to issues raised in different cultures. In South Africa, the Industry Association for the Responsible Use of Alcohol (ARA) which has had a code in place since 1989, has revised the code on three occasions and has added language to its code that prohibits the special promotion of higher alcohol content beverages and the promotion of aggressive or anti-social behavior. In addition, the code rules that all advertisements will contain the line “not for sale to persons under the age of 18”.
34. The current provisions covered by a number of ICAP sponsor company codes are listed in Annex 1. The provisions covered by industry-sponsored bodies or other external self-regulatory agencies are listed in Annex 2.

Placement

35. In addition to the content of advertising, the placement of advertisements is also an issue that has received attention. From an advertising standpoint it is important to place an advertisement where your target audience is most likely to see it, whether this be in magazines, newspapers, television, on billboards or on the internet. Advertising departments are constantly balancing the need to be creative with a young adult audience (over the legal drinking age but under 25 years) and trying not to appeal to those under the legal drinking age at the same time. Some countries have specific language in their codes which prohibit the placement of advertisements at events where the majority of the audience is under the legal drinking age (Hong Kong, Nigeria, South Africa, United States and Uruguay) or in other venues where the majority of the readership or viewership is under age. In the UK the requirement is specific: 75% of the audience must be over the age of 18.
36. Some countries, like Australia, have restrictions placed on the times of broadcast of television advertisements, with general bans on advertising during viewing times which are specifically classified “C” for children and, within the ABAC code, specific conditions on events, including a ban on awarding promotional prizes to those who are under the legal drinking age.
37. In the US, the Federal Trade Commission considered the issue of placement in both their 1998 and 2003 reviews. In 1998, the trade association codes stipulated that at least 50% of the audience must be above the legal drinking age for an advertisement to be allowed. By 2003, the Beer Institute and DISCUS adopted a 70% standard.

Responsibility

38. Advertising creation and execution is increasingly recognizing the need to motivate consumers to “think again” about their drinking behaviors, as opposed to just concentrating on more detailed consumer information. Firstly, there is more occasion-based positioning of responsibility ads, sponsored by many companies during the holiday season or particular celebrations where drinking may increase. These include spots, which remind consumers of the dangers of drinking and driving and of overindulging.

In Australia, Foster’s Group is increasingly deploying advertising via its CUB business which encourages responsible drinking and driving especially at sporting events e.g., Australian Football League, V8 Supercars (the Clipsal 500 event in Adelaide, and the Hidden Valley event in Darwin), the Foster’s Formula One Australian Grand Prix and National Rugby League. These advertisements support the company’s Enjoy Responsibly corporate social responsibility program.

Continuing its long-standing commitment to combat drink-driving, SAB Ltd developed a major road safety campaign in South Africa and launched in April 2004 to coincide with World Health Day, under the slogan ‘Drink Responsibly, Drive Responsibly, Live Responsibly’. The aim is to achieve a cultural shift in long-term attitudes to road safety, going beyond drink-driving issues to address speeding, road worthiness, driver fatigue, safety belts and pedestrian awareness.

39. Secondly, many alcohol beverage companies contain motivational messages or tag lines in their advertisements such as “Enjoy our products responsibly” (Foster’s CUB brands). Some companies are challenging their advertising teams to make social responsibility a part of their branded advertising instead of separate messages. One such company has also set itself a target in the United States of one in five advertisements dedicated solely to social responsibility.

In 2002, Diageo began an effort to develop branded television advertising dedicated to delivering a responsible drinking message. This initiative was founded on a strategy that assumed branded commercials are a persuasive and credible vehicle to further Diageo’s social responsibility work. The company formed a cross-functional team – comprised of marketers as well as professionals with legal and public policy expertise – dedicated to developing ads that combine branded promotion of their beverages with promotion of specific behaviors associated with social responsibility, e.g., personal responsibility, drinking only when of legal age, and not over-consuming. Diageo has continued to build its experience in this area, with responsibility advertising in the UK, Australia and Spain.

By 2004, twenty percent of Diageo’s television advertising in the US contains a social responsibility theme. Independent researchers have confirmed the company’s assumptions that branded social responsibility ads create strong impressions with consumer audiences. In addition, they confirmed these messages resonate with viewers, and that consumers give companies and brands credit for the work they do to promote responsible drinking.

In December 2003, Coors Brewers developed a television responsibility campaign in Scotland, designed to motivate consumers of the Carling brand to think about responsible drinking. The campaign was developed in conjunction with the two leading Scottish football teams which Carling sponsors, “the Old Firm” (Celtic and Rangers clubs), and used the respected team managers to convey simple motivational messages about sensible drinking. Notably, the campaign was the first example of a company developing a responsibility campaign from inception in conjunction with government, in this case the Scottish Health Executive; it was publicly commended by the UK Culture and Media Secretary of State. The consumer research showed that the majority of respondents said they would think again about their own drinking patterns; it was clear that choosing the right “message carriers” (i.e., football managers) was a major component of the campaign’s success. The detailed consumer motivational insights will be shared with the Scottish Executive and UK Government to refine consumer campaigning efforts generally.

Miller Brewing Company’s comprehensive range of ‘Live Responsibly’ activities aims to reduce drink-driving, prevent underage access to its products and promote informed decision-making about consumption levels among legal age consumers. Materials include ‘Let’s Talk’, a family guide to making responsible choices printed in English and Spanish, ‘Celebrate Responsibly’, a guide to responsible event planning and ‘Campus Resource’, a guide for college administrators, staff and student leaders.

Further added value is achieved in the UK by The Portman Group members’ commitment to activities over and above the code including: supporting the principle of unit labelling; using brand advertising or sponsored events to promote responsibility messages; always adding a tag-line on brand advertising in the trade press saying ‘X is a member of The Portman Group – promoting responsible drinking.’ A consumer-oriented website containing information and advice on sensible drinking, www.drinkaware.co.uk, is being launched in November 2004 and is supported by all TPG member companies. It is anticipated that the website will be promoted not just on labels but also in point-of sale material and advertising.

Conclusion

40. The self-regulatory mechanisms that are in place around the world, the industry believes, are the best way to ensure that their products are marketed, promoted and packaged responsibly. Efforts are underway to set up self-regulatory mechanisms in countries where these do not currently exist and to strengthen codes, if needed, where they do. Mechanisms are in place, and are being improved, in many countries to correct inappropriate advertising or promotion when it does occur.
41. More can be done (and, in many cases, is being done) to improve the effectiveness of the codes and of self-regulatory organizations, particularly in the developing world. Local alcohol producers, for example, should be included with international producers of beverage alcohol and make them partners in the process. In addition, a wide range of marketing practices need to be addressed, not just advertising, in countries where this may not already be happening. The industry remains open to working with governments, NGOs, regulatory agencies, consumers and the public health community on how they might improve further.

Annex 1: Review of ICAP Sponsoring Companies' Codes of Practice

		Sponsors								
		Allied Domecq	Asahi	Bacardi-Martini	Brown-Forman	Coors	Diageo	Foster's	Heineken	SABMiller
Provisions Against	Encouragement of Immoderate/ Excessive Drinking	y	y	y	y	y	y	y	y	y
	Targeting of Minors	y	y	y	y	y	y	y	y	y
	Placement at Events Where Audience Majority is Underage	y	y	y	y	y		y	y	
	Subjects in Adverts Being Under 25	y			y	y	y	y	y	y
	Implication of Enhanced Ability (Physical)	y	y	y	y	y	y	y	y	
	Implication of Enhanced Ability (Sexual)	y	y		y	y	y	y	y	y
	Implication of Enhanced Ability (Social)	y	y		y	y	y	y	y	y
	Depiction of Unsafe Conditions (Driving)	y	y	y	y	y	y	y	y	y
	Depiction of Intoxication	y	y	y	y	y	y	y	y	y
	Association with Violence	y	y	y	y	y	y	y	y	y
	Association with Illegal Activity/Drugs	y	y	y	y	y	y	y	y	y
	Claim Unsubstantiated Medical and/or Therapeutic Benefits	y	y	y	y	y	y	y	y	y
	Depiction of Religious Symbols	y	y		y	y	y			
	Emphasis of High Alcohol Content	y	y		y	y	y	y	y	y
	Negative Portrayal of Abstinence	y	y			y	y	y	y	y

Companies have also enacted the following specific commercial communications provisions and prohibitions:

Allied Domecq

- Use of symbols that are culturally offensive to racial and gender groups

Asahi

- An English summary of the Asahi Breweries' *Advertising Expression Checklist* can be found on the Asahi website at: <http://www.asahibeer.co.jp/english/responsibility/pdf/csr/csr2004-data.pdf>
- Subjects in advertisements must be at least 20 years old.
- Advertising should not contain any drinking shots that might encourage consumers to drink up in one go.
- Advertising should not show anything that may compromise the safety of the elderly, young children, or babies:
 - Alcoholic products contain warning labels addressed to pregnant and nursing women
- Advertisements should not contain any expressions that go against recycling or environmental cleanup activities.
- As members of the Brewers Association of Japan (BAJ), Asahi likewise adheres to the self-regulation standards set by the BAJ:
 - Act with dignity as responsible corporate citizens, adhering to all laws and ordinances and upholding all social customs;
 - Endeavor to educate the public about appropriate, responsible drinking
 - Actively discourage underage drinking, drunk-driving under the influence of alcohol and other illegal actions as well as inappropriate drinking habits

Bacardi-Martini

- Will provide clear information on alcohol content
- Will include a message of responsible enjoyment on commercial communications
- Avoid images and music that would appeal primarily to underage individuals
- Will not portray anti-social or destructive behaviors
- All marketing and promotional practices must be in good taste and must not contain indecent, demeaning, or insulting materials

Brown-Forman

- Use of any symbol, language, gesture, cartoon, animated character, or child's toy intended to appeal to minors
- Use of sexual slang, situations, or depictions that offend local standards of decency
- Use of symbols likely to offend a particular ethnic group
- Use of product name or logo on clothing, toys, game equipment, or other items intended for minors

Coors

- Use of imagery considered demeaning to any individual or group
- Use of imagery considered offensive to the local culture
- Depiction of littering or inappropriate disposal of beer containers
- Promotion of product through boycotts of ethnic, religious, or national groups

Diageo

- Use of symbols, images, or figures that are likely to offend or demean any racial, cultural, or minority group
- Use of brand names, logos, or trademarks for use on children's clothing, toys, games or other materials intended for use primarily by persons under the legal purchasing age

Foster's Group

- Use of brand names, logos, or trademarks for use on children's clothing, toys, games, or other materials intended for use primarily by persons under the legal purchasing age.
- Depiction of littering or other improper disposal of beer containers
- Has in place a Promotional Protocol which covers and enforces the responsible representation of CUB brands in:
 - Product placement/seeding in broadcast/telecast
 - Competitions/promotions by external partners which intend to feature CUB brands
 - In-house competitions/promotions managed by CUB or in collaboration with third party
 - Fundraising directly by CUB or other agencies which intend to use CUB brands by agreement
 - Product donations made by CUB brands to external parties, e.g., charities, to ensure that they are promoted in a responsible context
- Has in place sponsorship guidelines which detail the responsibility requirements of CUB sponsorships

Heineken

- Relation of brand to sports linked with aggression or violence
- Sponsorship of individual sports teams or motor vehicle events, use of athletes in promotions

SABMiller

SABMiller has developed an Alcohol Manifesto specifying that the following apply to all group companies:

- In addition to complying with existing national legislation, statutory regulations and industry self-regulatory codes, group companies adhere to the SABMiller plc Code of Commercial Communication.
- Internal compliance committees monitor and review commercial communications and ensure that these comply with the letter and the spirit of the Code.
- Wherever appropriate, SABMiller plc group companies include responsible messages in commercial communication.

In addition to the provisions noted in the table above, the SABMiller Code of Commercial Communications includes the following provisions:

- Commercial communication must:
 - be legal, decent, honest and truthful and conform to accepted principles of fair competition and good business practice
 - be in keeping with local cultural values
 - be prepared with a due sense of social responsibility and be based on principles of fairness and good faith
 - comply with all regulatory requirements
 - not be unethical or otherwise impugn human dignity or integrity
 - be mindful of sensitivities relating to culture, gender, race and religion
 - not employ themes, images, symbols or figures, which are likely to be considered offensive, derogatory or demeaning
- Commercial communication may not depict or include pregnant women.

Annex 2: Self-Regulatory Advertising Codes

Organizations	Provisions Against														
	Encouragement of Immoderate/ Excessive Drinking	Targeting of Minors	Placement at Events Where Audience Majority is Underage	Subjects in Adverts Being Under 25	Use of Children's Characters (Fictitious or Not)	Implication of Enhanced Ability (Physical)	Implication of Enhanced Ability (Sexual)	Implication of Enhanced Ability (Social)	Depiction of Unsafe Conditions (Driving)	Depiction of Intoxication	Association with Violence	Association with Illegal Activity/Drugs	Solitary Drinking	Portrayal of Drinking as Center of Event	Depiction of Drinking as Challenge
British Advertising Standards/ Broadcast Advertising Clearance Centre (UK)	y	y		y	y	y	y	y	y	y			y	y	y
Portman Group Code of Practice (UK)	y	y		y	y	y	y	y	y	y		y		y	y
German Advertising Council	y	y			y	y	y	y							
DISCUS (USA)	y	y			y		y	y	y	y		y			y
Beer Institute (USA)	y	y		y	y	y		y	y						
Wine Institute (USA)	y	y		y	y		y	y	y	y					y
APCON (Nigeria)			y	y (21)					y						
South Africa (ARA/ASA)	y	y		y	y	y	y	y	y	y					y
Australia (Alcohol Beverage Advertising Code)	y	y		y	y	y	y	y	y				y	y	y
Hong Kong (Code of Advertising Practice- TV/Radio)	y	y		y	y	y	y	y	y						y
Singapore Advertising Standards Authority	y	y		y (18)	y	y	y	y	y	y					y
Uruguay Association of Publicity Agencies	y	y				y									
The Amsterdam Group Common Standards (TAG)	y	y									y				
Alcohol Advisory Council of New Zealand	y	y			y	y	y	y	y						

Appendix B

Program

CHAIR: **Mrs. Matti Alderson**, Commissioner, Press Complaints Commission (UK), formerly (1990-2000) Director General of the Advertising Standards Authority (UK), and currently independent consultant on regulatory policy and strategy.

Context of Self-Regulation in the Beverage Alcohol Industry Franklin Room, Thursday, 28 October, 2004

13h00 – 13h20 **Opening of Meeting and Welcome**
CHAIR

13h20 – 14h00 **Responsible Advertising: A Matter of Reputation or Public Health ?**
A moderated discussion exploring common ground

Speakers:

Mark Leverton, Corporate Relations Director, Europe, Diageo

Gerard Hastings, Director Institute of Social Marketing & Centre for Tobacco Control Research,
University of Stirling and the Open University

14h00 – 15h00 **Overview of Self-Regulation**

Speakers

Walter O'Brien, – Moderator, former CEO/DG, International Advertising Association

Mark Smith, Vice President, Government Relations and Public Policy, Brown-Forman, based on
presentation prepared by Graeme Willersdorf, Senior Vice President, Public Affairs, Foster's
Group Limited

Critical Reflections on Self-Regulation from a Public Health Perspective–Comments from an
Observer from the World Health Organization

15h00 – 15h30 **Break**

15h30 – 16h45 **Beverage Alcohol Industry Self-Regulation**

Speaker:

Brett Bivans – Moderator, Director of Partnership Development, ICAP

Case Studies:

Adrian Botha, Public Affairs Manager, SABMiller

David Gaudet, The BARS Program (USA)

Tetsuya Shiarto, Manager, The Brewers Association of Japan

16h45 – 17h15 **Discussion and Questions**

CHAIR

17h15 – 17h30 **Visions for the Future**

Speaker:

Marcus Grant, President, ICAP

17h30 **Reception in the Herschel Room**

Best Practice of Self-Regulation in the Beverage Alcohol Industry Franklin Room, Friday, 29 October, 2004

9h00 – 9h10	Opening of Session CHAIR
9h10 – 9h30	Self-Regulation in Practice: Examples <i>Speaker:</i> Lord Condon, Chairman, The Portman Group's Independent Complaints Panel
9h30 – 10h30	Self-Regulation Process within the Company <i>Speakers:</i> Eric Vaes, Vice President, Corporate Public Affairs, InBev Sietze Montijn, Corporate Affairs Manager, Heineken David Wagner, Vice President, External Affairs, Jim Beam Brands Company Gaye Pedlow, Director, Group Alcohol Policy, Diageo
10h30 – 11h00	Break
11h00 – 12h30	Self-Regulation Process with External Bodies <i>Speakers:</i> Pre-vetting: Jan Buckingham, Director, Alcohol & Social Policy, Allied-Domecq Spirits & Wine Complaint evaluation: Michael Lavarch, Chief Adjudicator, ABAC Complaints Panel and Dean, Queensland University of Technology Faculty of Law (Australia) Charles Underhill, Senior Vice President of Dispute Resolution, Council of Better Business Bureaus (USA) Enforcement: Jean Coussins, Chief Executive, The Portman Group Audit: Helmut Wagner, Director General, The Amsterdam Group
12h30 – 13h30	Lunch
13h30	Reconvening CHAIR
13h45 – 15h15	Evolving Standards of Commercial Communications: Content & Placement <i>Speakers:</i> Barton Alexander, Director, Corporate Responsibility, Coors Brewing Company Philippe Mouton, Vice President, Corporate Affairs, Pernod Ricard David Jernigan, Research Director, Center on Alcohol Marketing and Youth, Georgetown Univ. Piero Perron, President, HeinekenItalia and President, The Brewers of Europe Geoffrey Draughn, Independent Consultant in Advertising Regulation
15h15– 15h45	Discussion and Questions CHAIR
15h45 – 16h15	Concluding Discussion <i>Rapporteurs:</i> David Logan, Executive Director, The Corporate Citizenship Company Ann Roche, Director, National Centre for Education and Training on Addiction (NCETA), Flinders University (Australia)
16h30	CLOSE OF MEETING CHAIR

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