



Focus on Public–Private Partnerships

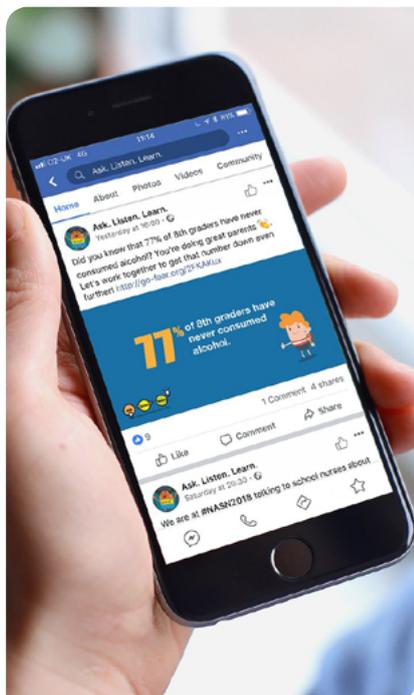
Partnership and collaboration are required to meet the ambition of the Sustainable Development Goals (SDGs), as well as the goals of the WHO Global Action Plan for the Prevention and Control of Noncommunicable Diseases (NCDs). IARD and its Members are committed to playing our part to contribute to the achievement of these goals.

The **2011 UN Political Declaration on NCDs** called for engagement with the private sector, and the **2018 UN Political Declaration on NCDs** further expressed the need to “bring together civil society and the private sector to mobilize all their available resources, as appropriate, for the implementation national responses for the prevention and control of non-communicable diseases.” It specifically mentions public–private partnerships (PPPs) as a mechanism to accelerate ambitious actions.

The **Report of the WHO Independent High-Level Commission on NCDs** also notes the importance of PPPs, largely because progress on the achievement of NCD goals has been limited. The Commission says that “Public-private partnerships can be an important tool to contribute to effective NCD responses. It is important that conflicts of interests are adequately addressed, with transparency and focus required to ensure that public policies and public-private partnerships are in the public interest, provide public value, and do not undermine the sustainability of financing health systems.” The Commission also created a specific working to further explore opportunities for engagement with the private sector to strengthen national responses to SDG target 3.4 on NCDs and mental health.

In this spirit, IARD is pleased to share a series of case studies of successful PPPs aimed at reducing the harmful use of alcohol. These unique initiatives from a variety of countries and cultures describe how the public and private sectors were able to come together on this shared challenge.





Problem and Context

Underage drinking is on the decline in many parts of the world¹, including the United States, where lifetime alcohol consumption among eighth-grade students declined 50% between 2003 and 2016². But, there is still much more work to be done to address this issue. The Foundation for Advancing Alcohol Responsibility (Responsibility.org) launched *Ask, Listen, Learn: Kids and Alcohol Don't Mix* in 2003 to help tackle underage drinking; the program encourages parents and educators to talk with children about alcohol.

Responsibility.org wanted to refresh *Ask, Listen, Learn* to ensure it considered the most recent research and was easily available to those who wanted to use it. So, in 2016, the organization launched additional evidence-based online resources for teachers, school counselors, nurses, other educators, and parents; these free resources tell children aged between nine and 12 years about how the developing brain works, and the dangers and consequences of underage drinking.

Since the new resources launched in 2016, *Ask, Listen, Learn* has created a community of over 12,000 educators and parents, and has distributed the program to over 210,000 classrooms. Also, a version of the program has run in St. Lucia, Grenada, and Dominica since 2014, and the program will launch in the Dominican Republic later this year.

Participants and Stakeholders

Target audiences:

- ▶ Children aged between nine and 12 years old
- ▶ Parents
- ▶ Educators

Original development partners and stakeholders:

- ▶ U.S. Department of Education
- ▶ Nickelodeon
- ▶ Scholastic Corporation
- ▶ Centers for Disease Control and Prevention (CDC)
- ▶ National Institute on Alcohol Abuse and Alcoholism (NIAAA)
- ▶ Association of Middle Level Education (AMLE)
- ▶ Substance Abuse and Mental Health Services Administration (SAMHSA)
- ▶ American Academy of Family Physicians (AAFP)
- ▶ National Latino Children's Institution (NLCI)
- ▶ National Association of Secondary School Principals (NAASP)

Partners:

- ▶ American School Counselor Association (ASCA)
- ▶ National Association of School Nurses (NASN)
- ▶ Classroom Champions
- ▶ Discovery Education
- ▶ Society of Health and Physical Educators (SHAPE)

Intended Outcomes

Responsibility.org, alongside a team of educators specializing in elementary and middle-level education, developed *Ask, Listen, Learn* with the goal of increasing conversations between parents and kids about alcohol and reducing underage drinking. The program encourages open, factual conversations between parents, educators, and children about alcohol, and informs kids about the dangers of underage drinking.

The newer online resources have specific objectives that include increasing student knowledge about brain function and alcohol's harmful effect on the developing brain.

The Process

Responsibility.org has updated *Ask, Listen, Learn* several times since its debut in 2003 and, in 2016, released an updated, online suite of resources. To ensure they fit today's technology-focused educational environment, the new videos and lesson plans were developed and improved

with feedback from teachers. Program content regarding the effects of alcohol on the developing brain has been reviewed by the National Institute on Alcohol Abuse and Alcoholism (NIAAA) and is consistent with currently available science.

To effectively monitor impact and progress, [Responsibility.org](https://www.responsibility.org) commissions strong, independent evaluations of their programs. *Ask, Listen, Learn* was first evaluated in 2005, then in 2010 and 2014, with each evaluation leading to program improvements. As part of the development of new material in 2016, the organization planned to have a pilot study evaluate initial outcomes and findings of the program; this was followed by a national study, detailed below.

The updated *Ask, Listen, Learn* resources are available online and free of charge. The content includes animated videos, lesson plans, and interactive classroom activities; these are aligned to the National Health Education Standards (NHES), the Common Core State Standards Initiative (CCSSI), and the Next Generation Science Standards (NGSS), ensuring that the resources are matched to the curriculum used by teachers. There are also resources for parents, and games and activities.



The Impact

[Responsibility.org](https://www.responsibility.org) commissioned an external, independent study of the 2016 *Ask, Listen, Learn* material, the results of which have recently been published³. Researchers designed a large-scale, national study to examine the impacts of the revamped, digital curriculum. The survey assessed student learning and knowledge around specific objectives and measured how interaction between students and teachers and parents had been affected.

The organization engaged 72 teachers at 70 schools, to administer anonymous surveys including a pre- and post-test evaluation, to over 1,700 students. Teachers were asked to track all the curriculum-related activities they conducted, receiving a small incentive for regularly reporting their activities and administering both the pre- and post-test surveys to their students.

Through analyzing pre- and post-test student surveys, researchers learned⁴:

- ▶ 86% of students agreed that “this class has given me enough information to help me make good decisions in high school about drinking alcohol.”
- ▶ Students reported an increase from 44% to 95% of dialogue between themselves and their teachers.
- ▶ Among students who reported never having had a conversation about underage drinking with their parents or teachers, there was an increase in student communications of nearly 50%.
- ▶ 74% of students believed they could effectively explain to a friend how drinking alcohol affects the brain.
- ▶ Correct student knowledge of function of neurotransmitters increased from 21% pre-test to 77% post-test.
- ▶ 88% of students responded they enjoyed the classes “a lot” or “some”, while only 4% responded “not at all.”

Researchers also solicited and analyzed teacher feedback, finding the following during the pilot test:

- ▶ All teachers were able to access the materials online in their classrooms.
- ▶ All teachers enjoyed teaching the programs.
- ▶ Teachers reported that the curriculum provided sufficient content to answer students’ questions.
- ▶ Teachers responded that the grade level of the content matched the grade level they taught.
- ▶ All but one teacher responded that they were “very likely” or “likely” to recommend the program to other teachers and to the school.

Based on this data, it seems reasonable to aim the program at fifth- and sixth-grade students, understanding that some schools may use it with fourth- or seventh-graders and, less likely, eighth-grade students. ■

¹ IARD: Trends Report Underage Drinking, 2019

² Monitoring the Future: National Survey Results on Drug Use, 1975–2016

³ Pilot study of a new approach to teaching students science and the effects of alcohol on the developing brain

⁴ Source: Responsibility.org, 2018

Problem & Context

The Brewers Association of Japan (BAJ) started developing a program to help prevent underage alcohol consumption after Japan's Ministry of Health released data in 2000 that showed high levels of underage drinking. The BAJ launched its *STOP! Underage Drinking* campaign in 2005 as an industry response to this problem.

The health ministry's data indicated that, in high schools, up to 50% of boys and 38% of girls in the 12th grade had consumed alcohol within the last 30 days, in 2000. Meanwhile, in middle schools, approximately 24% of boys and 17% of girls in the ninth grade had consumed alcohol in the 30 days before the survey.

There are many potential drivers of underage drinking, and these differ from community to community. However, the foundation of tackling underage drinking is strong government regulation, including a legal purchase age (LPA), supported by all sectors of society to deliver the message that underage drinking is both harmful and unacceptable.

The *STOP!* campaign aimed to address these high rates of underage alcohol consumption by increasing adults' and adolescents' awareness of its harms, theorizing that this would help discourage underage drinking and make it less socially acceptable. Similarly, the campaign also discourages underage drinking at family, social, and community events – such as birthday, graduation, or new year celebrations – as many minors consume alcohol on these occasions. *STOP!* also supports point-of-sale enforcement, which makes it harder for underage youths to buy alcohol.

A whole-of-society approach is an effective and powerful way to combat underage drinking, and participants and stakeholders – from the public and private sectors and civil society – worked together to develop and support *STOP!*

Participants and Stakeholders

Public Sector:

- ▶ Ministry of Health, Labour and Welfare
- ▶ National Tax Agency
- ▶ Ministry of Education, Culture, Sports, Science and Technology (MEXT)
- ▶ Cabinet Office

Private Sector:

- ▶ Brewers Association of Japan
 - ▷ Suntory
 - ▷ Asahi
 - ▷ Kirin
 - ▷ Sapporo
 - ▷ Orion
- ▶ Japan Spirits & Liqueurs Makers Association (JSLMA)
- ▶ Japan Chain Store Association
- ▶ Karaoke Box Association
- ▶ Japan Franchise Association (JFA)



Intended Outcomes

The program's goal is to help reduce underage drinking and, subsequently, alcohol-related injuries and other incidents. *STOP!* aims to accomplish this through education and awareness campaigns about the dangers and consequences associated with underage consumption, alongside measures to support the government's LPA restrictions.

The Process

BAJ launched the *STOP!* campaign in 2005 and has run it every April and November since then. This initiative includes prevention messages in the media, and point-of-sale enforcement.

The campaign developed culturally- and age- appropriate messages against underage drinking. Instead of simply telling teenagers not to drink, it prompts them to think how underage drinking would affect their health and gives other compelling reasons to avoid underage consumption. The program also targets parents and teachers.

These messages are posted in transit and newspaper ads, posters at the point of purchase, and through radio programs in major cities throughout the country. Most students and adults use public transport to reach their schools and offices, so the campaign's posters are available in various formats – and displayed through major transportation hubs – to increase its message's visibility. In 2011, the campaign

expanded to include internet ads, video screen ads on trains, and outdoor video screens, to better reach its intended youth audience.

The government amended the Underage Drinking Act in 2001, requiring retailers to verify the age of customers purchasing alcohol beverages; since then, retailers have embraced the *STOP!* campaign. Once, convenience stores were frequently criticized as the main channel for underage purchasing. Now, *STOP!* works with convenience store and supermarket associations to ensure that retail outlets prominently feature the campaign's materials on their alcohol displays and at point of sale, and their employees wear *STOP!* badges.

The campaign logo appears in all television and print ads for alcohol, on marketing materials, beverage containers, and packaging. Karaoke is particularly popular with Japan's youth, so *STOP!* also partners with the Karaoke Box Association to ensure that the campaign's message is clearly displayed in all its venues.

The Impact

The campaign commissions surveys in Tokyo and Osaka, including high- and middle-school students, to measure the effectiveness and consumer impact after each semiannual initiative, and the resulting information is used to improve the next iteration. In 2017, the campaign evaluation indicated that the awareness rate for this campaign reached 96% among youth aged 19 years and below, and 91% among all ages: a significant rise from the first campaign in 2005, when the recognition rate was 30%.

Surveys commissioned by the Brewers of Japan indicate that a consistently high percentage of minors said that they would "feel guilty drinking alcohol after seeing the campaign", with nearly 96% of underage respondents agreeing with this in 2019¹. Similarly, high percentage of adults invariably said they would "feel guilty recommending that underage youths drink alcohol", with nearly 90% of respondents agreeing with this statement in 2019².



Ongoing Trends in Underage Drinking

There are encouraging trends to build on: data from the Ministry of Health^{3,4,5} has shown a large decrease in underage drinking among both middle- and high-school students since its 2000 report. Between 2000 and 2014, drinking among ninth-grade students decreased from approximately 24% to 7% among boys, and from 17% to 5% among girls. Meanwhile, alcohol consumption among 12th-grade students decreased from approximately 50% to 14% among boys and from 38% to 11% among girls. ■

¹ Percentage of underage respondents who agreed with this statement: 2011, 89.0%. 2013, 90.5%. 2015, 93.5%. 2017, 96.0%. 2019, 95.8%. Source: Brewers of Japan.

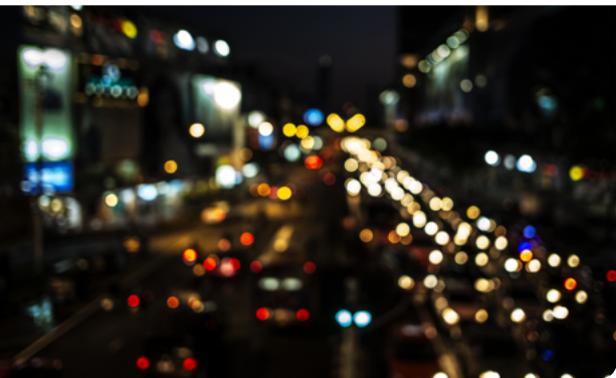
² Percentage of adult respondents who agreed with this statement: 2011, 87.7%. 2013, 86.5%. 2015, 90.3%. 2017, 84.8%. 2019, 89.8%. Source: Brewers of Japan.

³ <http://www.nibiohn.go.jp/eiken/kenkounippon21/kenkounippon21/mokuhyou05.html>

⁴ <http://www.nibiohn.go.jp/eiken/kenkounippon21/kenkounippon21/data05.html#c04>

⁵ <https://www.mhlw.go.jp/file/05-Shingikai-10601000-Daijinkanboukouseikagakuka-Kouseikagakuka/0000047553.pdf>

The IARD Drink Driving Project in Dominican Republic



Problem & Context

In 2015, the Dominican Republic had the highest estimated rate of fatalities from road crashes in the Americas, and the fifteenth-highest worldwide, with an estimated 29.3 fatalities per 100,000 people, according to WHO's *Global Status Report on Road Safety 2015*¹.

In this same year, the International Alliance for Responsible Drinking (IARD) began a project to help address the issue. Following preliminary meetings between government and IARD, with the local and regional assistance of Pernod Ricard and Diageo, a discussion was organized with key stakeholders: this included government ministries, NGOs, agencies, and officials, and representatives from the alcohol beverage sector.

Participants and Stakeholders

- ▶ National Institute of Traffic and Land Transportation (INTRANT)
- ▶ Ministry of Public Works and Communications (MOPC)
- ▶ Ministry of Interior and Police (MIP)
- ▶ Congressman Tobias Crespo
- ▶ Ministry of Health and Social Welfare (MISPAS)
- ▶ Office of the Attorney General
- ▶ The National Police's General Directorate of Traffic Safety and Land Transportation (DIGESETT): previously, the Metropolitan Transport Authority (AMET)
- ▶ The United Nations Institute for Training and Research (UNITAR) and its International Training Centre for Authorities and Leaders (CIFAL)

Private Sector:

- ▶ The Representatives of Liquor Importers and Distributors (RIVLAS)
- ▶ IARD and member companies Diageo and Pernod Ricard, with Cervecería Nacional Dominicana (AB InBev)
- ▶ The Dominican Association of Rum Producers (ADOPRON)
- ▶ The Dominican Association of Beer Producers (ADOFACE)
- ▶ Research company Quadrante

NGOs including the road safety organization *Red de la Dignidad (FundaRed)* and the *International Automobile Federation (FIA)*.

Intended Outcomes

IARD and the regional and local alcohol beverage industry established a program to help prevent drink driving, with the following goals:

- ▶ To increase public awareness about the dangers of drinking and driving
- ▶ To strengthen the application of the law and help reduce drink driving
- ▶ To provide support for an adequate legal framework

The partnership aimed to help improve road safety and reduce alcohol-related road fatalities in particular, by supporting the government's work in implementing and enforcing the 2017 transit law. As part of this, an important goal was to equip the Dominican government and police force with the tools to better regulate and enforce traffic safety laws relating to alcohol consumption.

The Process

IARD engaged a wide range of government and private stakeholders – along with academia, NGOs, civil society – and helped lead meetings and workshops about road safety issues. These events allowed many Dominican road-safety agencies and experts to become aware of others' work and expertise.

IARD acted as the representative of the international and local alcohol industry, along with the local trade associations RIVLAS, ADOFACE, and ADOPRON, throughout the planning and implementation of the program. In 2016, these trade associations and the Ministry of Health and Social Welfare (MISPAS) reached their first collaboration agreement, with IARD's assistance, to promote responsible drinking and help reduce alcohol-related harm.

This involved six areas of commitment:

- ▶ No sale of alcohol to minors
- ▶ Discourage the driving of vehicles under the influence of alcoholic beverages
- ▶ Promote and strengthen the advertising and marketing regulation codes related to responsible for alcoholic beverages
- ▶ Promote consumer transparency with respect to the information on the label of alcoholic beverages
- ▶ Involve the retailers in the promotion of moderate consumption and responsible service of alcoholic beverage
- ▶ Discussion of public policies related to the consumption and commercialization of alcoholic beverages

In recognition of the serious need to improve road safety throughout the country, the President of the Dominican Republic, Danilo Medina, created the Presidential Task Force for Road Safety. This task force convened international experts and taking a large role in drafting a new law governing transit and transportation. Because of the earlier meetings, stakeholder outreach and engagement, and knowledge exchange, IARD and local partners were able to design the program to support road safety and BAC laws.

Additional information and a full timeline for the “IARD drink drive” campaign process is available here: <http://bit.ly/DRddp>



The Impact

In 2017, President Danilo Medina enacted the new drink driving law, which set a maximum BAC limit for car drivers, motorcyclists, and professional drivers. In the same year,

the task force became the National Institute for Transit and Land Transportation (INTRANT), which was established as the lead agency responsible for coordinating transportation and road safety in the Dominican Republic. Then, IARD and its industry partners met again with the Ministry of Public Works and Communications and the Technical Committee to present its drink driving prevention campaign; the project team worked with an advertising agency to create the campaign that supported the new road-safety law. After this, INTRANT invited IARD to sign a memorandum of understanding to collaborate on future road-safety issues, including the following commitments:

- ▶ Donation of breath-testing devices
- ▶ Policy training
- ▶ Technical assistance (breath-testing devices and random controls)
- ▶ Advertising campaigns
- ▶ Pre- and post-intervention poll
- ▶ Teaching material

As part of these commitments, in 2017 and 2018, IARD and its industry partners donated eight breath-testing systems to INTRANT, to be used at new high-visibility sobriety checkpoints, and trained 20 police officers in their use. IARD also worked with INTRANT to develop educational materials with information about the new BAC limits and the effects of alcohol on drivers, along with recommendations and tips to discourage drink driving. The United Nations Institute for Training and Research (UNITAR) also provided additional technical training to Police Officials through best practice training in Mexico and through local workshops.

These checkpoints were successfully launched in August 2019; data from INTRANT’s Permanent Observatory of Road Safety (OPSEVI) indicates that 26% of the drivers tested on the first day exceeded the maximum blood alcohol concentration (BAC) level².

Ongoing Work Against Drink Driving

In the second half of 2019, INTRANT and DIGESETT launched their own successful campaign *Tómatelo en serio: si tomas, no manejes* (Take it seriously: if you drink, don’t drive)^{3,4} with the support of IARD. ■

¹ http://www.who.int/violence_injury_prevention/road_safety_status/2015/en/

² [ftp://ftp.intrant.gob.do/OBSERVATORIO/Informe%20sobre%20la%20implementaci%C3%B3n%20del%20primer%20punto%20de%20revisi%C3%B3n%20de%20alcoholemia%20\(INTRAN-DIGESETT\).pdf](ftp://ftp.intrant.gob.do/OBSERVATORIO/Informe%20sobre%20la%20implementaci%C3%B3n%20del%20primer%20punto%20de%20revisi%C3%B3n%20de%20alcoholemia%20(INTRAN-DIGESETT).pdf)

³ <https://unitar.org/about/news-stories/news/dominican-republic-launches-national-high-visibility-enforcement-campaign-reduce-drinking-and>

⁴ <https://www.intrant.gob.do/tomateloenserio/index.php/component/k2/item/264-que-es-tomateloenserio>

Alkohol Partnerskabet/ The Danish Alcohol Partnership



Problem & Context

In early 2014, the Danish Ministry of Health presented a national prevention plan for health, citing research that indicated that 47% of all Danes had been drunk before they were 15 years old, and that 11% of Danes aged over 16 years regularly exceeded responsible consumption guidelines. The ministry developed seven targets to be achieved by 2020: target five was “to reduce the harmful use of alcohol and to postpone the alcohol debut for adolescents”¹.

The *Alkohol Partnerskabet*/Danish Alcohol Partnership was established to help achieve these goals, with a wide range of stakeholders from across society. The then-Minister of Health Sophie Løhde supported the private sector’s involvement, saying in January 2016 that for the industry “to take responsibility, we must also give them responsibility.”²

Participants/Stakeholders

Public Sector:

- ▶ Danish Ministry of Health

Private Sector:

- ▶ Danish Brewers Association
- ▶ The Wine and Spirits Organization (VSOD)
- ▶ The Federation of Retail Grocers in Denmark (DSK)
- ▶ The Danish Chamber of Commerce
- ▶ Trade Association for the Hotel, Restaurant and Tourism industry (HORESTA)
- ▶ Danish Restaurants and Cafes Association (DRC)

Intended Outcomes

This partnership’s goals are³:

- ▶ To create a powerful forum for a coordinated nationwide effort
- ▶ To take active responsibility to reduce health inequalities
- ▶ To exchange ideas and develop projects with the aim of promoting a responsible alcohol culture in Denmark and factual knowledge on alcohol
- ▶ To help reduce the number of Danes who are using alcohol harmfully
- ▶ To have encouraging initiatives with a positive attitude, without lecturing and pointing fingers

The Process

The Danish Alcohol Partnership designed a strategy to support the message that underage drinking is unacceptable, including all actors in the private sector – from producers to retailers and restaurants – and engaging young people.

The Ministry of Health funded the partnership between fall 2014 and the end of 2017, contributing 50% of the financial resources needed for the project, along with statistics and surveys that helped measure the problem. The ministry was directly involved throughout, continually monitoring and approving the program’s projects.

The partnership created two campaigns: *Party Prince*, which supported legal purchase age (LPA) enforcement, and then *Fastland*, which created a frame of reference for discussions about underage drinking online and at high schools. The first phase of the *Party Prince* campaign, in 2015, directly targeted adolescents through social media to promote the LPA’s importance; it always used a positive tone to promote responsible alcohol culture without ever scolding, blame, or lecturing, which could have alienated this young audience.

In 2016, the second phase of the *Party Prince* campaign supported LPA enforcement in the retail sector across Denmark by raising employees’ awareness of responsible retailing practices and supplying point-of-sale visuals; the partnership also promoted cultural acceptance of age-verification mechanisms and encouraged young people to use the “Smart ID” phone app to prove their age. The



Fastland nightlife safety campaign was developed in 2016 and launched in 2017. Its first phase targeted adolescents through a web series and by using social media influencers. The second phase of this campaign included facilitated discussions where high-school students considered the impact of alcohol on their lives. The intention was to encourage students to talk about their experiences, and give them ownership of the conversation, rather than lecturing them.

The partnership also held a conference in the Danish Parliament in 2016, discussing effective strategies to reduce underage drinking, and in the European Parliament in Brussels in 2017.

The Impact

Program evaluation indicates that attitudes towards age verification have changed over the course of the partnership; before its campaign, 48.4% of customers responded positively when asked for ID, and this rose to 74.3% of customers after the campaign. And, 25% of retail staff felt it was easier to ask for ID after the campaign.

“Following the campaign, we have seen a strong increase in cancelled transactions due to higher awareness of staff and technical improvements.”

– Netto Regional Stores Manager

The then-Minister of Health, Ellen Trane Nørby, wrote to the partnership in February 2019:

“I am pleased to see that you as an industry take responsibility for creating a more responsible alcohol culture among Danish young people...I would like to acknowledge the work you have done in the project and to announce the continued support of the Ministry of Health to the Alcohol Partnership.”

Ongoing Trends in Drinking

Data from the Danish National Health Survey indicates that the proportion of Danes that exceed the national consumption guidelines has fallen from 10.6% in 2010 to 6.9% in 2017; among young men aged between 16 and 24 years, this proportion fell from 22% in 2010 to 11.5% in 2017.

Future Plans

The Danish Alcohol Partnership is continuing its work to help reduce underage drinking and will shortly determine its plans and projects for 2020. ■

¹ <https://sum.dk/Aktuelt/Publikationer/Nationale-maal-jan-2014.aspx>

² <https://ipaper.ipapercms.dk/bryggerigruppen/nytfrafb/nfbmarts16/?page=4#/>

³ <https://alkoholpartnerskabet.dk/in-english/>

Beverage Industry Environmental Roundtable



Problem and Context

Beverage companies manage energy and water in all stages of the production process, and many want to reduce their environmental footprint through more informed decisions: a goal shared with international agencies and governing bodies, global NGOs, and national governments. However, companies addressing sustainability issues within the European Union often face different rules for different member states. Trying to understand the complicated legislative and regulatory standards of multiple markets can be confusing for companies; it is also harder for them to meet sustainability standards across EU member states.

Many consumers are interested in accurate, easy-to-understand information about the environmental impact of the products they buy. However, like the companies that produced beverage products, they were confused by unstandardized information, making it difficult for them to draw reasonable comparisons between different products. According to a 2013 Eurobarometer survey, 59% of consumers said that product labels did not provide enough information and 48% thought that labels were not clear¹.

In 2013, the European Commission (EC) decided to address this, and called for stakeholders to contribute to the process. BIER and its member companies responded, joining the working group that would develop a common standard of sustainability for beer production across the European Union.

Stakeholders that developed the Beer Product Environmental Footprints Category Rules (PEFCR):

- ▶ Beverage Industry Environmental Roundtable (BIER)²
- ▶ Blonk Consultants
- ▶ EU Pilot Project Team (part of the Commission's Expert Group on Environmental Footprint, advising the EU Commission)
- ▶ Brewers of Europe
- ▶ AB InBev
- ▶ Carlsberg Group
- ▶ HEINEKEN
- ▶ SABMiller (now owned by ABInBev)
- ▶ European Aluminum
- ▶ The European Container Glass Federation (FEVE)
- ▶ Bocconi University

Intended Outcomes

The group has already achieved its immediate intended outcome, having created and released a PEFCR sustainability standard for beer products. This comprehensive framework outlines the environmental impact of each step of the beer production process, enabling beer companies around the world to set targets for their supply chain impact and create effective goals to help combat the challenges of climate change.

The PEFCR standard allows companies to use the same method to calculate their environmental impact, meaning data will be standardized and therefore more useful to industry and other parties. It will be easier to identify and prioritize areas for improvement, and industry and specific company environmental performance will also be more transparent.



In the longer term, the PEFCR for beer will lead to better, more sustainable production and environmental practices, and will hopefully help to combat climate change trends. Companies will only need to satisfy one set of clear standards to market their products as green and sustainable within the EU. The simpler regulatory burden could encourage more beverage companies to adopt sustainable practices, leading to improvement across the industry. Consumers will also benefit as they will have better information and will be able to make more informed choices about the products they buy. This will also likely encourage greater sustainability across the market.

The Process

As part of the Single Market for Green Products initiative, the European Commission created the PEFCR as a common way of measuring environmental performance. Its main purposes are to clearly explain, and simplify the calculations for, the environmental impact of a packaged beverage; it also promotes transparency about the environmental impact of consumer products, and the results often influence EU environmental policies. In 2018, the EC published three PEFCRs aimed at the beverage industry: beer, wine, and packaged water. BIER member companies also supported the wine and packaged water efforts.

BIER worked with partners including the Brewers of Europe, Block Consultants, and the EU Pilot Project Team to create the Beer PEFCR. BIER members were involved in every aspect of the pilot, from participating in meetings about scope, to providing specific data regarding certain products and packaging configurations.

There are two phases of the PEFCR development process: the pilot and the transition. During the pilot phase (2013–2018), the PEFCRs were developed and tested for 26 industry cases, including beer, packaged water, and wine. Currently, the project is in the transition phase (2018–2021), during which new PEFCRs will be developed. The EC is also determining how to best translate these standards into policy, regulation, and labeling; this work is in progress and details of the projected impact have not been finalized yet. The available data includes information about the process of drafting the Beer PEFCR, company specific data, and instructions for calculating the environmental impact of each part of the product life cycle. The finalized rules will likely go into effect in 2021.

The Impact

The final version of the Beer PEFCR³ launched in April 2018. It has not been formally evaluated yet; it will be reviewed after its planned expiry on December 31, 2020, and this process is currently being defined. The Beer PEFCR, along with the other two packaged beverage PEFCRs, and its datasets are available and allowed to be used by others until December 31, 2020. ■

¹ Flash Eurobarometer 367 (2013). Attitudes of Europeans Towards Building the Single Market for Green Products.

² BIER's mission statement: "The core mission of Beverage Industry Environmental Roundtable (BIER) is to advance the sector's environmental sustainability by developing industry-specific methods and data. In other words, we seek to create tools and methodologies that accelerate sustainability and its journey from analysis to action. BIER is a technical coalition of leading global beverage companies working together to advance environmental sustainability within the beverage sector. Formed in 2006, BIER aims to accelerate sector change and create meaningful impact on environmental sustainability matters. Through development and sharing of industry-specific analytical methods best practice sharing, and direct stakeholder engagement, BIER accelerates the process of analysis to sustainable solution development. BIER is facilitated by Antea Group (<https://us.anteagroup.com>)."

³ Beer PEFCR available at <https://ec.europa.eu/environment/eussd/smgp/pdf/Beer%20PEFCR%20June%202018%20final.pdf>