



ASIA PACIFIC INTERNATIONAL SPIRITS & WINES ALLIANCE



The Road to 2030: A Partnership Approach to Reducing Harmful Alcohol Consumption

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INTRODUCTION

The alcoholic beverage industry aims to foster an environment where our products can be enjoyed responsibly. Our role is to encourage moderation by those above the legal purchase age who choose to drink.

We respect the decision of those who choose not to drink, and we believe some people should not drink at all, such as underage individuals, pregnant women, and those driving. We acknowledge that harmful drinking is a risk factor for poor health and social cost across all countries and regions. We believe that balanced and proportionate regulation provides a framework for reducing harmful drinking and are committed to upholding laws in the markets in which we operate. Rather than relying on restrictions on alcohol availability, pricing and taxation, or marketing restrictions to reduce alcohol related harm, targeted, evidence-based interventions that focus on harmful drinking, and high-risk behaviours are needed. These include providing consumers with accurate and relevant information about drinking and health and appropriate interventions that address harm in a culturally relevant way.

Curbing alcohol misuse in line with the World Health Organization's (WHO) goal to reduce harmful drinking by 20% by 2030¹ is a shared responsibility that requires a whole-of-society approach, underpinned by robust partnerships between the public and private sectors and communities. This shared responsibility is enshrined in the 2018 UN Political Declaration on Non-Communicable Diseases (NCDs)². We have taken steps to contribute to reducing the harmful use of alcohol in our core competencies taking into account national, religious and cultural contexts. Our role is also recognised in the UN Sustainable Development Goals³ and WHO's Global Alcohol Action Plan 2022-2030⁴.

As responsible producers, we are determined to continue supporting governments to attain shared goals, advocate for appropriate regulation in combatting harmful drinking and promote a culture of moderation. In countries in the Asia Pacific (APAC) region, industry has made a considerable contribution to reducing harmful drinking through a variety of measures. We have further encouraged the implementation of regulations where these do

not exist and brought the highest standards to our practices through self- and co-regulatory initiatives. The following Report showcases industry's commitment to a whole-of-society approach by highlighting examples of interventions that address different forms of harmful consumption across APAC. This is by no means an exhaustive list of the impactful work being undertaken on the ground. Rather, it aims to demonstrate and inspire action through diverse examples that collectively support the reduction of alcohol-related harm.

These interventions focus on areas where the risk of harm is highest, using an evidence-based approach informed by national data on harmful consumption patterns. The Report provides an overview of macro trends in order to track progress and identifies where gaps exist in reaching a 20% reduction in harmful drinking.

Industry is committed to accelerating action to build on the positive trends of reducing harmful drinking and the steps taken to-date that support shared goals. A whole-of-society approach remains the focus with a view to promoting the moderate and responsible consumption of alcohol by those who choose to drink.



Tim Wallwork
Chair
Asia Pacific International Spirits & Wines Alliance
(APISWA)
March 2025

TRACKING HARMFUL CONSUMPTION TRENDS

A GLOBAL MANDATE TO REDUCE HARMFUL USE OF ALCOHOL

At a global level, the WHO's Global Strategy to Reduce the Harmful Use of Alcohol ('The Global Strategy'), endorsed by the 63rd World Health Assembly in 2010, established a global policy framework for reducing deaths and disabilities due to harmful alcohol consumption in their entirety. In 2022, Member States approved the Global Alcohol Action Plan 2022-2030 ('GAAP') to boost the implementation of the Global Strategy by translating intentions and commitments into action, to achieve tangible results across an array of measurable targets. **This includes a target by 2030, to achieve at least a 20% relative reduction (in comparison with 2010) in the harmful use of alcohol.**⁵

Since the endorsement of the Global Strategy, Member States' commitment to reducing the harmful use of alcohol has been reinforced by the adoption of political declarations from UN High-Level Meetings on the Prevention and Control of NCDs and the Sustainable Development Goals 2030 ('SDG 2030').

The Global Strategy defines "harmful use of alcohol" as "drinking that causes detrimental health and social consequences for the drinker, the people around the drinker and society at large, as well as patterns of drinking that are associated with increased risk of adverse health outcomes".⁶

According to the WHO NCD Monitoring Framework and the GAAP, measuring and tracking progress towards achieving a 20% reduction in harmful alcohol use is based on four key indicators:

1. **Alcohol per-capita consumption (APC), including both recorded and unrecorded alcohol.**
2. **The prevalence of heavy episodic drinking (HED), defined as the consumption of 60 grams or more of pure alcohol on at least one occasion in the past 30 days.**
3. **Alcohol-attributable mortality, reflecting deaths from alcohol-attributable diseases and injuries.**
4. **Alcohol-attributable morbidity, reflecting diseases attributable to alcohol and the associated health burden.**

PROGRESS TOWARDS THE 2030 TARGET

Since 2010, there has been global progress towards the 2030 goal of a 20% reduction in harmful drinking, although reductions are not uniform across all four indicators and across all countries. In the APAC region, progress has been inconsistent at the national level. While some trends, notably the decrease in alcohol-attributable mortality and morbidity, are encouraging, further efforts are clearly required.

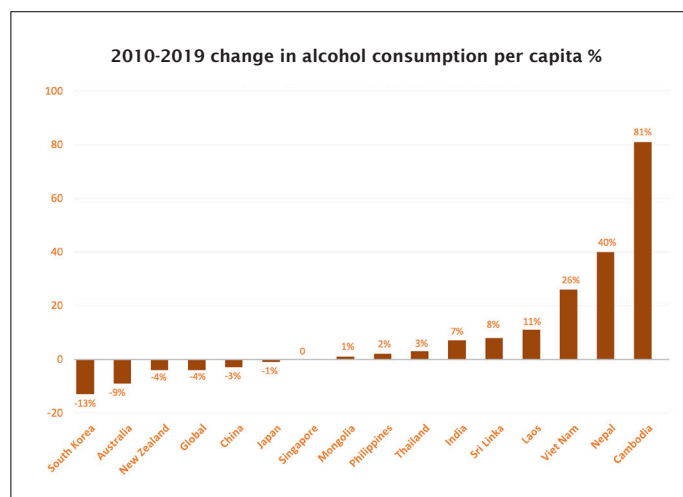
Indicator 1: Alcohol per-capita consumption (APC)

According to WHO data from 2019,⁷ per capita alcohol consumption in APAC, on average, is well below the regional averages for Europe and the Americas. At the national level, consumption varies significantly, reflecting differences in culture and religion, drinking patterns, and beverage preferences.

While WHO does not provide assessments of regional trends, country-level figures show that total APC decreased in several countries across APAC, notably in Australia, Korea, New Zealand and Sin-

gapore. In many others, for example, Japan and the Philippines, it has remained largely stable. However, there has also been an increase in total APC in a number of countries since 2010.

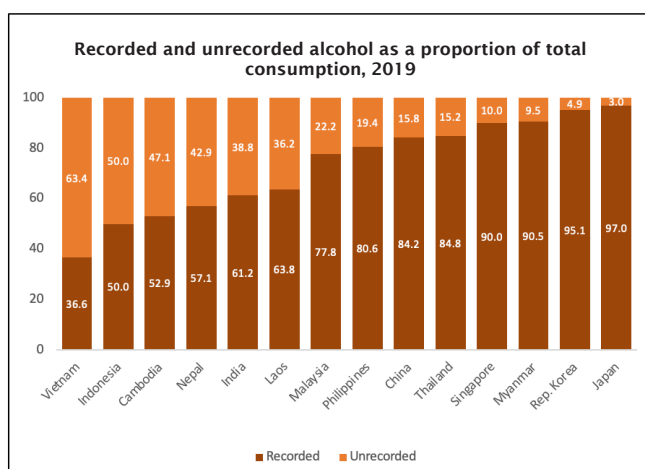
Total APC reflects the consumption of both recorded and unrecorded alcohol. Recorded alcohol can be measured with a reasonable degree of accuracy from official statistics reflecting production, export, import, and sales/taxation data. Analysis of market data⁸ shows that while in many countries across APAC recorded consumption has been relatively stable since 2010, there have been significant reductions in some markets, notably in Japan, Mainland China, Taiwan, and India.



Source: WHO

Trends in Alcohol Consumption in APAC

WHO data for 2019 places the global proportion of unrecorded alcohol at 22% of total alcohol consumed. The proportions vary by country, but in Southeast Asia, unrecorded alcohol, on average, represents 37% of total consumption. These figures are not based on empirical evidence or reliable national surveys but rather on the opinions of “key informants” to WHO and mathematical modelling, which poses a serious challenge to tracking progress reliably. However, they highlight the urgent need to address unrecorded alcohol consumption across the region.



Source: WHO Global Status Report on Alcohol and Health and Treatment of Substance Use Disorders (GSRH), 2024

Recorded and unrecorded alcohol as a proportion of total consumption, 2019 (%)

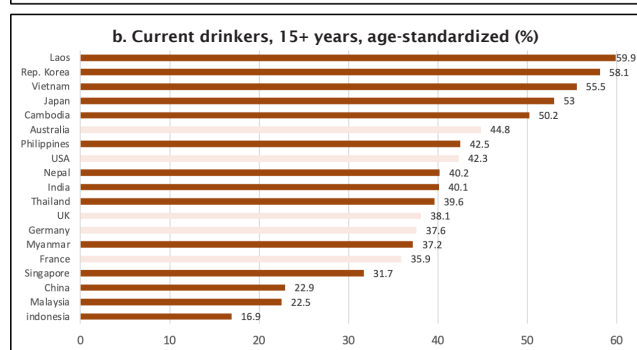
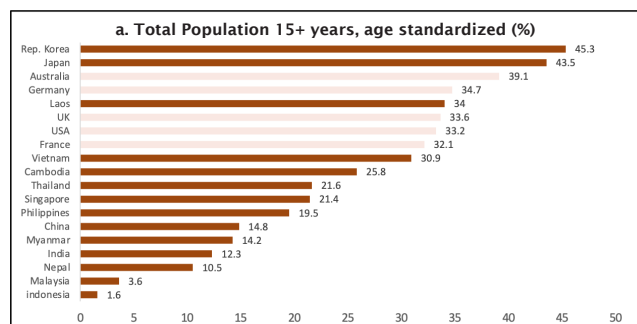
Indicator 2: Heavy Episodic Drinking (HED)

The prevalence of HED across this region is typically lower than in countries in Europe and the Americas, based on WHO estimates from 2019. Notable exceptions include Australia, Japan, Korea, Laos PDR and Vietnam, where HED prevalence is considered high. However, if we examine the HED trend between 2010 and 2019, HED prevalence declined in Australia, Korea, China and Japan, while increasing in most of the other countries in the region.

Notably, in most countries in the APAC region, with the exception of high-income countries, no national surveys are available on drinking patterns including HED.

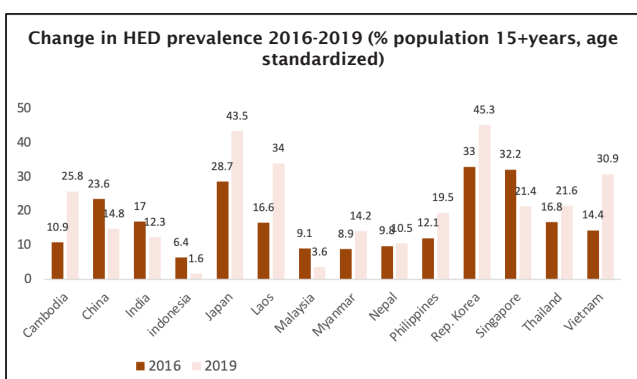
HED defined as 60g or more of pure alcohol on at least one occasion in past 30 days

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Source: WHO GSRAH 2024

HED prevalence, 2019



Source: WHO GSRAH 2018, 2024

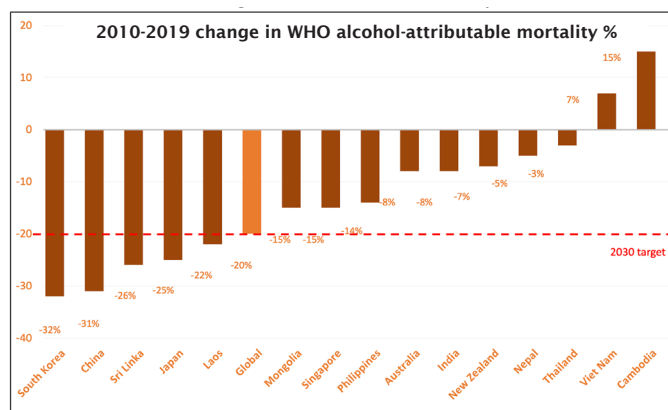
Change in HED Prevalence 2016-2019

Indicator 3: Alcohol-attributable mortality

Between 2010 and 2019, alcohol-attributable mortality declined by 20% worldwide, indicating that progress is on track to meet the WHO target to reach a 20% relative reduction in harmful use of alcohol.

Mortality rates also declined on average in the APAC region. In many countries, **meaningful reductions in mortality have already reached or even exceeded the 2030 target.**

These include South Korea, China, Sri Lanka, Japan, and Laos, with significant reductions also reported in other countries. However, increases in death rates have been reported in some countries, including Cambodia and Vietnam.

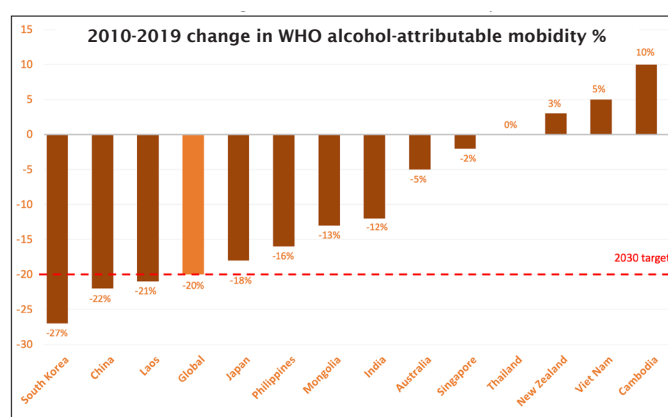


Source: WHO, age-standardized rates

Trends in mortality in APAC

Indicator 4: Alcohol-attributable morbidity

Similarly, alcohol-attributable morbidity declined by 18% worldwide between 2010 and 2019, according to WHO data. In APAC, meaningful reductions have also occurred in many countries, mirroring declines in mortality. However, an increase in the prevalence of alcohol-attributable diseases was reported in New Zealand, Vietnam and Cambodia.



Source: WHO, age-standardized rates

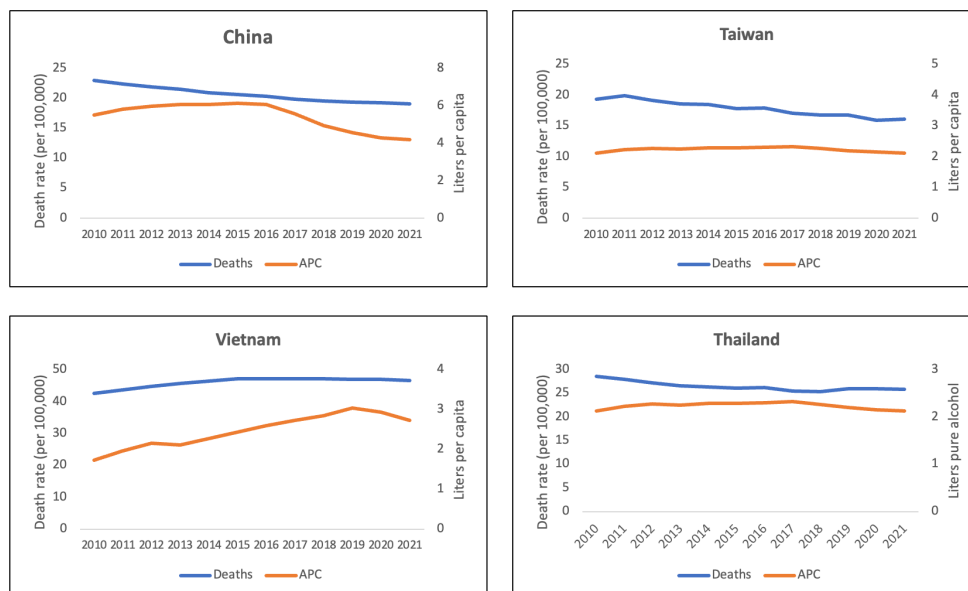
Trends in morbidity in APAC

What this picture is (not) telling us:

While there is clearly more to be done, the data suggests that progress is being made towards reducing harmful drinking in APAC. The data also provides some valuable lessons that are key to measuring improvements and to addressing alcohol-related harm.

1. There is no consistent relationship between APC and mortality and morbidity.

There is no correlation between total consumption and harmful consumption. HED and alcohol-related morbidity and mortality are more important to consider.



Sources: IWSR, 2023 and Global Burden of Disease study 2021

Trends in APC (LPA) and deaths attributable to high alcohol use (rate per 100,000), 2010-2021

The most promising finding from the available data is the reduction in mortality and morbidity rates attributed to drinking alcohol. These have occurred consistently across countries in the APAC region, regardless of the level and trends in APC.

2. Progress towards 2030 goals cannot be effectively assessed without reliable data.

While data availability is improving, in many countries empirical evidence is dated, limited or entirely absent. This represents a challenge to the reliability of measuring progress around many of the indicators of harmful drinking.

3. Many other important factors influence the relationship between drinking and harm.

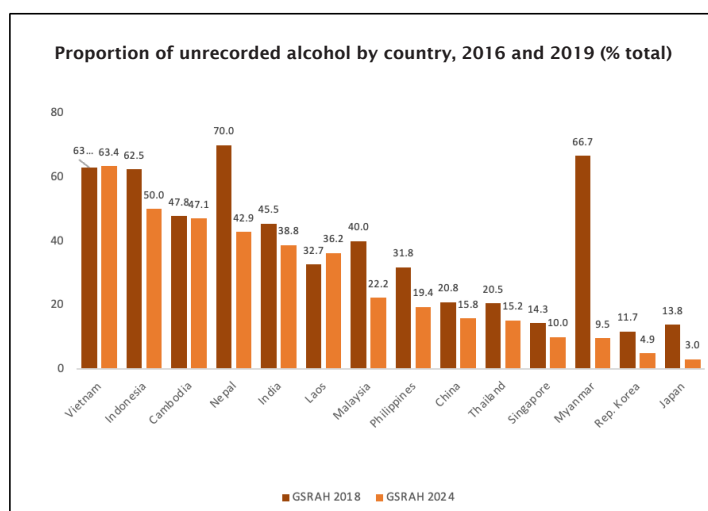
The available data show that in APAC, as in other regions, reductions in harmful drinking are most likely to have occurred in high-income countries and least likely in low-income countries. Economic development, political stability, infrastructure, access to resources, education, and healthcare all play a vital role in reducing harmful drinking and its impact on health. Evidence from around the world shows that those living in countries with a high prevalence of deprivation bear a greater burden from harmful drinking than those who live in less deprived countries. In order to effect any meaningful change in harmful drinking, attention also needs to be paid to these factors that provide the broader context.

The socioeconomic correlates of harmful drinking are also closely associated with other lifestyle factors and trends that have an impact on harmful drinking. Harmful drinking and related trends need to be considered within a broader health context. Lifestyle factors such as smoking, obesity and nutrition contribute independently and can increase the risk from drinking alcohol.

4. Trends in total alcohol consumption per capita are meaningless without access to reliable empirical data on unrecorded alcohol gathered at the country level.

Unrecorded alcohol represents a significant proportion of alcohol consumed in many countries in APAC and in other regions of the world. Yet no reliable evidence exists on the size and composition of the unrecorded market, nor the consumers of unrecorded alcohol. Studies have shown that these consumers are most likely to belong to lower socioeconomic groups and are therefore also more likely to suffer harm from their drinking. Restrictions on the legal, recorded alcohol market will have little impact while the illicit market persists.

Measuring trends in total alcohol consumption is only meaningful if we also understand the dynamics of the two parts of the market – recorded and unrecorded. While WHO data show that the proportion of unrecorded alcohol declined in several countries between 2016 and 2019, data are not available to reliably explain either the proportions of unrecorded alcohol in individual countries or the observed trends. Currently, there is no evidence of a substitution or complementary effect between recorded and unrecorded alcohol, especially in countries experiencing economic growth and transition. Only by understanding these relationships is it possible to make meaningful inroads into reducing harmful drinking and its burden on society.



Source: WHO Global Status Report on Alcohol and Health and Treatment of Substance Use Disorders (GSRAH), 2024

WHO reported proportion of unrecorded alcohol by country

WORKING TOGETHER TO DELIVER CHANGE

The industry has been actively deploying preventative initiatives to support efforts to reduce alcohol-related harms as part of a whole-of-society approach. Where possible, programmes and campaigns have been designed to:

- **Partner with government, civil society and the private sector**
- **Apply an evidence-based, targeted and locally appropriate approach to achieve the greatest reduction to harm**
- **Expand reach to ensure interventions impact the largest possible portion of harmful drinkers.**

This section showcases a diverse but non-exhaustive selection of effective initiatives undertaken across APAC, to inspire further action and respond to the call to industry by the UN in 2018.

It is important to highlight that these examples illustrate how industry can contribute to national and international goals to reduce the harmful use of alcohol, and these initiatives are an important part of the solution to reduce harmful drinking in any given country. The level of success that can be achieved depends on collaboration with other stakeholders, including government and civil society.

STANDARD SETTING AT A GLOBAL LEVEL

The **International Alliance for Responsible Drinking (IARD)**⁹ works actively to set global standards for industry to prevent the sale and marketing of alcohol to underage consumers, as well as supporting members and partners with resources to further reduce harmful drinking in the wider population.

Many producers and trade associations around the world have adopted or adapted IARD resources¹⁰ to reduce harm. Initiatives include but are not limited to:

- Standards for Responsible Digital Marketing and Influencer Marketing
- Standards for Online Alcohol Sales and Delivery
- Improving Consumer Information on Labels
- Resources to improve responsible sales and service
- Improving consumer information on back labels

IARD has also led the way in developing a **cross-industry coalition**¹¹ with the aim of creating a positive global movement that drives initiatives to help

reduce harmful drinking and promote moderation among those who choose to drink.

To-date, 80 companies from leading retailers, business organisations, e-Commerce and digital platforms, to advertising associations have joined the “Global Standards Coalition”.

The coalition will focus on proactive measures to:

- Prevent sales to those who are minors or intoxicated
- Curb marketing and advertising to minors
- Provide training and guidance that empowers staff to deny sale, service, and delivery of alcohol where necessary
- Respect the choices of those who choose not to drink alcohol
- Elevate industry standards to reduce the harmful use of alcohol

BUILDING A NATIONAL LEVEL MOVEMENT TO PROMOTE RESPONSIBLE DRINKING



528M people reached IN CHINA THROUGH BOTH ONLINE AND OFFLINE ACTIVATION

Since 2015, the Alcohol and Social Responsibility Promotion Committee of the China Alcohol Drinks Association (CADA) has actively promoted the participation of the alcohol industry and the community at-large in an effort to raise awareness on responsible drinking at a national level. The annual ‘National Rational Drinking Awareness Week’, now in its 10th consecutive year, is carried out across China, with three themes rotating annually from ‘responsible drinking’, ‘drink-drive prevention’ and ‘minors drinking prevention’. In 2024 the campaign reached **528 million people** in China through both online and offline activation. Activities were carried out in 516 cities and 10,854 liquor shops nationwide; and participation included tens of thousands of corporate employees and volunteers from 38 large-scale liquor enterprises, 25 local associations and 64 liquor distributors.

DEVELOPING LASTING PARTNERSHIPS TO REDUCE DRINK DRIVING

The UN Global Road Safety Performance Target 9 aspires to halve the number of road traffic injuries and fatalities associated with alcohol consumption by 2030¹². Industry plays an active role in contributing to this target through targeted interventions developed with international, regional and national partners in APAC.

The United Nations Institute for Training and Research (UNITAR) launched its Road Safety initiative in collaboration with industry, focusing on capacity building, public awareness and partnership to reduce and prevent alcohol-related traffic fatalities and injuries. These include:

“Wrong Side of the Road”¹⁴ leverages digital tools to create an interactive experience designed to highlight the consequences of drink-driving. Since its launch in 2022, the programme has reached more than **one million people in Mainland China, Taiwan, India, Singapore, and Thailand**. The experiential programme presents a series of real-life narratives by three drink drivers in the format of a video call, supported by other online resources providing additional advice and support.



“Auto-Sobriety”¹⁵ is a pioneering education program dedicated to the prevention of alcohol-related traffic incidents and fatalities. Applying online and offline training, its core mission is to provide road users with top tier, scientifically backed knowledge, empowering them to make informed and responsible decisions while driving. Deployed in **Cambodia and Vietnam**, the training between 2022 - 2024 directly reached **10,000** young adults and high schools and universities and indirectly influenced over **120,000** individuals through strategic local media and social media engagement.



The “Power of NO”¹⁶ a digital public awareness campaign targeting young adults of legal drinking age in **Cambodia, Indonesia, Laos PDR, Malaysia, Philippines, Thailand and Vietnam**, brings together a regional network of 28 partners from government, civil society and the private sector.

Delivered by the International Automobile Federation (FIA)¹⁷ Clubs in the region under the leadership of the Automobile Association of Vietnam (AAV), to-date, it has reached **over 40 million** young adults with the goal of changing the culture around drink driving in Southeast Asia and normalising responsible drinking habits.



Since 2017, the “I Pledge”¹⁸ campaign in Taiwan has leveraged the public at-large in a partnership to sign an oath not to drink and drive. As the campaign builds momentum nationally, it has expanded its messaging to address other areas of alcohol harm and promote responsible drinking. To-date, **over 1.2 million** people have taken the I Pledge oath.

PREVENTING UNDERAGE AND YOUTH DRINKING



“SMASHED” is an award-winning alcohol education programme aimed at educating young people about the dangers of underage drinking, delivered in **Australia, Cambodia, Indonesia, the Philippines, Taiwan and New Zealand**.¹⁹ Developed as a live theatre and teaching programme, it aims to empower young people by equipping them with the knowledge, skills, and confidence to make responsible choices around alcohol. Since mid-2020, the programme has educated more than **650,000** young people across the six markets and is now also available as an online training resource²⁰, designed to extend the reach of its educational content to millions more young people, parents and teachers.

The “STOP! Underage Drinking” campaign in **Japan** has been running since 2005 with the objective of stopping the sale of alcohol to minors. Adopting a distinctive logo, “STOP!” has been placed in all alcohol advertisements and communications that are targeted at manufacturers, retailers and schools. As of 2024, the awareness rate of the campaign’s drinking symbol mark achieved an awareness rate of 93.5% among young people under 20 years old.



ACHIEVED **93.5%**
AWARENESS



To-date, **Cambodia** is one of the few countries in the world without a minimum **Legal Purchase Age (LPA)**.

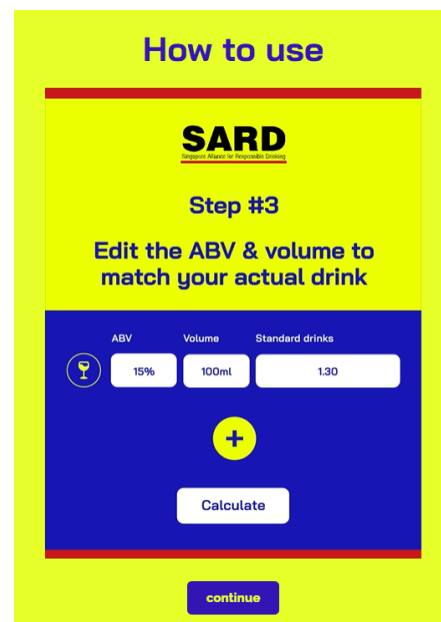
According to an independent study²¹ to understand the perception of youth on setting an LPA, 85% of those surveyed support the introduction of an LPA in Cambodia, with 73% advocating for the legal age to be set at 18 years old. Industry has been actively advocating and supporting the Government’s intention to put in place an LPA at 18 years old, issuing a public pledge in 2023²² and participating in two public-private multi-stakeholder dialogues to explore its adoption²³.

TACKLING HEAVY EPISODIC DRINKING AMONGST ADULTS

“Drink More Water”²⁴ is an innovative alcohol education campaign that aims to promote responsible drinking and to combat binge drinking among young adults of legal drinking age who choose to drink **delivered in Singapore, Japan, Korea, Taiwan, Thailand, Vietnam, Cambodia, Malaysia and the Philippines**. In 2024, the campaign leveraged social media platforms to engage an online audience of **53 million** with messages on the importance of drinking water and pacing oneself when consuming alcohol.



#HowMuchIsTooMuch²⁵ is a public awareness campaign in Singapore that aims to educate and inform people, especially young adults, on the facts about binge drinking and encourage more responsible alcohol consumption through a better understanding of one's limit, in line with national health guidelines. A digital campaign that also leverages well-known



bartenders sharing their journeys while fostering a culture of responsible consumption, the campaign running from 2022 to 2023 reached over **800,000** people.



Young adults of legal drinking age in **Korea** are being equipped to understand the risks of Heavy Episodic Drinking or binge drinking as they head into university. In-person training to-date has been deployed to **140,000 graduating high school students** who finished their University Entrance exams in 700 schools nationally, covering topics including the effects of alcohol on our body, responsible drinking culture at university campus, ways to ‘say no’ to when offered alcohol, and the dangers of binge drinking.



Promoting responsible drinking can be done in a creative way, such as tapping into the growing influence of K-pop to promote responsible drinking. In 2024, a consumer facing campaign “**Savour Every Moment**” that was in partnership with SUHO from the K-Pop band EXO was launched to educate consumers to drink responsibly through a unique song produced for this sole purpose. The campaign reached more than **42 million** people across seven participating markets in Asia Pacific.

STRENGTHENING SAFEGUARDS IN THE MARKETING, ADVERTISING AND SALE OF ALCOHOLIC BEVERAGES



In the absence of regulation or where only limited regulation exists, industry has led the way in pushing the highest standards on the marketing and sale of alcohol through the development of self- and co-regulatory initiatives in advertising, marketing and sales. The focus has been on creating robust safeguards to protect minors in line with commitments made at the 2018 UN Political Declaration on NCDs.

Self-regulation provides a fast, dynamic, and cost-effective alternative to government regulation without requiring legislative changes. It can efficiently address regulatory gaps in countries where legislation does not exist, complement existing regulations, and enhance the implementation and enforcement of local laws.

RESPONSIBLE MARKETING

Supporting calls for greater regulation around alcohol advertising in Cambodia, a coalition of alcohol producers launched the Cambodian **“Self-Regulatory Code for Responsible Alcohol Marketing and Communication”** (Code)²⁶. The Code establishes clear guidelines for responsible advertising and communication practices within the alcohol industry, enabling all partners to conduct business while adhering to international best practices.

Developed under the guidance of the World Federation of Advertisers (WFA)²⁷, the Code has been endorsed by the Ministry of Information.

In Australia, the **ABAC Responsible Alcohol Marketing Code**²⁸ sets standards for responsible content and placement of alcohol marketing. The ABAC Scheme provides four decision points from company internal check, external pre-vetting check, consumer complaints to compliance, for determining whether alcohol marketing complies with ABAC standards. ABAC signatories represent around 92% of alcohol

producers and 65% of alcohol retailer media spend in Australia.

RESPONSIBLE RETAILING

Responsible retailing initiatives aim to establish safeguards to limit the sale of alcoholic beverages to anyone below the Legal Purchase Age (LPA) by partnering with retailers to educate customers, dissuade attempted purchase by minors and to reinforce staff awareness and confidence to refuse service to customers who are underage. To-date, dedicated campaigns have been deployed in Australia, Hong Kong, the Philippines and Vietnam. They have initially been focused on working with traditional retailers but have extended to online retailers following the growth of e-Commerce



as a sales channel for alcoholic beverages, where legally permissible.

Retail Drinks Australia has led the way in the region, starting with traditional off-trade campaigns **“ID25”** and **“Don’t Buy It For Them”**²⁹. Both campaigns are targeted at discouraging the primary and secondary supply and sale of alcohol to minors, whether at point-of-sale or through secondary channels at the community level. Awareness is created through the availability of collateral that educates the community on their shared responsibility not to supply to underage or vulnerable people, highlighting the penalties for doing so, and reinforcing staff awareness and confidence to refuse service when in doubt.



This has been followed by the pioneering of industry's engagement in the online alcohol sale and delivery space, with the first-ever, industry-wide **Online Alcohol Sale and Delivery Code of Conduct (Online Code)**³⁰. Signatories to the Online Code collectively represent 85% of all online transactions in the country, adhering to principles designed to minimise the risk of alcohol-related harm, which have since been adopted in various regulatory frameworks. Signatories commit to being part of a comprehensive compliance audit with over 32,000 audits undertaken since 2020 across the country by independent auditors through a Mystery Shopper programme³¹. Overall compliance rate is currently 94% but in 2024, 95% compliance rate was achieved, the highest ever.



Actions in Australia have inspired similar commitments to be made in other APAC markets.

In Hong Kong and Philippines, major retailers, producers and importers have signed pledges to commit to the responsible sale of alcohol online and offline. In the Philippines³², this has led to the launch of the '**Philippines Standards Coalition**'³³, uniting retailers and the alcohol beverage industry to promote responsible practices by raising standards.

Training frontline sales staff is a critical component of responsible retailing. Dedicated online training tools have been developed to educate frontline retail and e-commerce staff on responsible drinking, legal requirement on selling liquor, in addition to conducting proper age identification and managing difficult situations with customers. In Hong Kong, training has been rolled out by 5 major retailers - Watson's Wine, HK Liquor Store, Wai Shing Wine & Spirits, and Liquid Gold. **In the Philippines**, an industry partnership with the Association of Stores and Carinderia Owners (PASCO) has led to the training to 7,000 of its members, as well as staff of 11 leading e-Commerce platforms and specialist online liquor stores. **In Vietnam**, a dedicated online training has been deployed to members of the Vietnam E-commerce Association (VECOM)³⁴. **In Australia**, Retail Drinks Australia provides an extensive training hub³⁵ that includes a mixture of industry training, mandatory training and partner training designed to build compliance while also maximising responsible and profitable retailing.

PROVIDING CONSUMERS WITH ACCURATE AND BALANCED INFORMATION ON ALCOHOL AND HEALTH TO MODERATE THEIR DRINKING AND MINIMISE HARM

For many adults who choose to drink, enjoying a beer, spirit, or wine is an important part of socialising, unwinding, and personal enjoyment. For consumers to make informed decisions about their consumption, we are committed to promoting moderation and responsible drinking. We do this by improving access to information on alcohol and health and promoting government recommendations, such as National Drinking Guidelines, to guide alcohol consumption and minimise risk.

The industry believes that minors, pregnant women, individuals driving or those with specific medical conditions should not drink at all. We therefore support the implementation of targeted interventions aimed at high-risk populations and behaviours by providing relevant information about alcohol consumption. One of the efforts is to include warning messages on the back labels of our products on a voluntary basis. As a result, the

following pictograms are often found on the back labels of alcohol products to inform consumers of the potential risks of drinking alcohol.



Responsible Drinking APAC³⁶ is an online resource for those seeking information about alcohol, its relationship with health, and how to moderate their drinking, available in 15 APAC markets³⁷. The site is intended to complement information provided by governments, organisations, and public health bodies. It reflects the current state of the science on alcohol and health, compiled by independent experts, and is meant to be used by anyone interested in learning more about alcohol.

DrinkWise³⁸ in Australia encourages community awareness of the potential harms of drinking by producing evidence-based campaigns on issues such as parental supply to minors, Fetal Alcohol Spectrum Disorder (FASD), binge drinking, exceeding guidelines and behaviour at sporting and cultural events. DrinkWise campaigns are recognised for resonating with Australians and for incorporating a whole-of-community approach that includes governments, police, industry, health professionals, academics, sporting codes, media and support services.

DRINKiQ.com³⁹ is a global responsible drinking online platform dedicated to providing facts about alcohol, the effects of drinking on the body and the mind, and the impact of harmful drinking on individuals and society. DRINKiQ programmes aim to raise the 'collective drink IQ', increasing public awareness of the effects of alcohol, supporting responsible drinking and tackling the harmful use of alcohol such as binge drinking.

In Japan, the alcohol industry helps to promote Responsible Drinking by educating consumers about the alcohol content in drinks, low and no alcohol alternatives and the importance of food and hydration. In November 2024, an event held at Tokyo Midtown Hibiya to amplify this messaging garnered over 40 million impressions across various media platforms.

Through digital innovation, consumers across the globe can have access to greater information on alcohol and health on the back label of a bottle through a **dedicated digital beverage label or eLabel⁴⁰**. By scanning the QR code with any mobile device, consumers will be directed to a dedicated webpage offering geo-localised information on alcohol and health, and responsible drinking guidelines in line with guidance issued by their country's authorities, where available. Dedicated media launches in **Cambodia, the Philippines, Singapore and Vietnam** have helped create awareness amongst consumers.



WORKING WITH THE GOVERNMENT TO REDUCE HARM FROM UNRECORDED ALCOHOL



Recognising the systemic challenge of unrecorded alcohol consumption and its debilitating impact among socially disadvantaged populations, industry has stepped up efforts to address root causes to reduce high levels of harmful consumption.

In **Cambodia**, 48% of alcohol consumed is unrecorded, primarily sourced from informally produced artisanal alcohol or 'home brew,' which often fails to meet safety standards and poses a significant health risk. Working with the Ministry of Industry, Science, Technology, and Innovation, industry continues to support efforts to establish and enhance standards and regulations for local Cambodian spirits. ⁴¹

Vietnam has the highest levels of unrecorded alcohol consumption in the region at 64%, which is also mainly derived from informally produced artisanal alcohol. Working with the Ministry of Industry and Trade, industry supported a pilot project⁴² in Ninh Binh province to encourage the formal registration of producers and create awareness amongst 4,000 households on the risks of unrecorded alcohol production.

SAFEGUARDING A WHOLE-OF-SOCIETY APPROACH TO REDUCING HARMFUL DRINKING

Harmful drinking is on the decline globally and in parts of APAC. However, there is still much more to be done, especially in markets where we are seeing an upward trend.

We support the WHO's calls for **“strengthened partnerships and better coordination among stakeholders and increased mobilization of resources required for appropriate and concerted action to prevent the harmful use of alcohol”**.⁴³

We believe this requires the private and public sector to safeguard:

1. A whole-of-society approach to tackling harmful drinking
2. A continued focus on addressing harmful use of alcohol through both policy measures and practical interventions

The alcohol industry is committed to expanding targeted and evidence-based interventions that meaningfully address alcohol-related harm. We support appropriate regulation to combat harmful drinking and promote a culture of moderation. Specifically, we support evidence-based and balanced measures that directly target harmful drinking. These include the introduction of a Legal Purchase Age to protect minors in countries where this is currently absent.

Similarly, we support the introduction of reasonable blood alcohol content (BAC) limits for drivers of both automobiles and other motorised vehicles to help reduce road traffic crashes. Reducing harmful drinking and attaining the targets laid out for 2030 also requires education and literacy among the population about drinking patterns and their potential impact on health. To this end, we encourage the issuance of official government recommendations to guide alcohol consumption and minimise risk for adult consumers who choose to drink.

Finally, to ensure that progress towards the 20% reduction in harmful drinking can be measured with confidence, we support devoting resources to measuring alcohol consumption and outcomes in all countries to provide an empirical evidence base for policy recommendations. Success in all of these areas relies on a shared commitment by all stakeholders, public and private, and we are ready to play our part.

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