



HE The Permanent Representative
Mission to the United Nations
New York, NY 10017
USA

1 October 2024

Dear Excellency,

ACHIEVING THE 2030 GOALS ON TACKLING THE HARMFUL USE OF ALCOHOL

Next year's High-Level Meeting on noncommunicable diseases is a significant opportunity to ensure we meet the UN's 2030 goals to tackle the harmful use of alcohol. It is also one of the first opportunities to turn the *Pact for the Future* agreed last week into concrete action.

We, and the companies we represent, urge you to include all relevant stakeholders at next year's meeting, including the private sector, to achieve this outcome.

The High-Level Meeting in New York in September 2025 is part of the UN's comprehensive strategy to tackle noncommunicable diseases, which culminates, along with the SDGs, in 2030. Tackling the harmful use of alcohol is a major objective of that strategy.

This strategy, founded on a whole-of-society approach, is working. The WHO's Global Status Report in June showed that deaths linked to alcohol fell by over 20% globally from 2010 to 2019, when measured against the official UN indicator of age-standardized mortality attributable to alcohol. In some regions the results have been even more significant, with Europe seeing a decline of over 29% over the same period. This represents considerable progress.

The collaboration of public and private sector envisioned in the whole-of-society approach of the SDGs has been central to this success. This has sought to harness the commitment and resources of all the relevant stakeholders – including the private sector – to achieving the UN's common global goals. This collaboration will be key to helping further reduce the impact attributed to harmful consumption

At the last High-Level Meeting on noncommunicable diseases in 2018, the UN tasked the private sector with taking concrete steps to eliminate the marketing and sale of alcohol to minors. This call to action led to an unprecedented mobilisation, including by the leading beer, wine, and spirits companies that we represent. Since 2018, many of our members have taken the following actions, working with the International Alliance for Responsible Drinking (IARD):

- **Digital marketing:** many members have agreed standards for online advertising and influencer promotions to prevent minors from seeing or interacting with alcohol marketing online, and have embedded these into their advertising and marketing policies and contracts with suppliers. Harnessing the industry's global spend to these standards has

transformed the approach taken by leading marketing and advertising agencies, and by hundreds of thousands of influencers. Furthermore, digital platforms have introduced enhanced age-screening technologies allowing advertisers and influencers to age-gate online marketing and, as part of a new initiative with IARD in June, Google, Meta, Pinterest, Snap, TikTok, and X have committed to further strengthening these safeguards.

- **Online Sales:** many members have agreed standards to help prevent the online sale and delivery of alcohol to minors, individuals who are knowingly intoxicated, or those prohibited by law. These have been adopted by e-commerce platforms, online retailers, and delivery companies, including JD.com – one of the biggest retailers in China – plus UberEats, Deliveroo, Just Eat Takeaway.com, and DoorDash.
- **Retailers and Hospitality:** working through IARD with major players in retail, hospitality, and other sectors across the value chain, many of our members have developed a Global Standards Coalition of over 90 partners, including Walmart, SPAR International, and the International Chamber of Commerce (ICC). Signatories are putting in place policies and practices to further prevent the sale, marketing, and serving of alcohol to those underage, and to help reduce the harmful use of alcohol.
- **Product information:** many of our members are placing age-restriction information on all their product labels (numbering in the billions per year) including alcohol free brand-extensions, to send a clear message that minors should not consume alcohol. They are also putting symbols or a form of words warning against drinking during pregnancy, and driving while intoxicated, on products containing alcohol.

Overall, this represents a significant commitment by the private sector to help tackle underage and harmful drinking, meaningfully and materially complementing the resources put in by governments and civil society to achieve this global goal.

This is part of the duty of our members to their consumers and to society as responsible companies, and essential to the sustainability of their business model.

Our message to you is that we stand ready to answer the call again in 2025. Together we can get the UN's goals to tackle the harmful use of alcohol over the line in 2030.

Julian Braithwaite
President and CEO
The International Alliance of Responsible Drinking



Justin Kissinger
President
The World Brewing Alliance



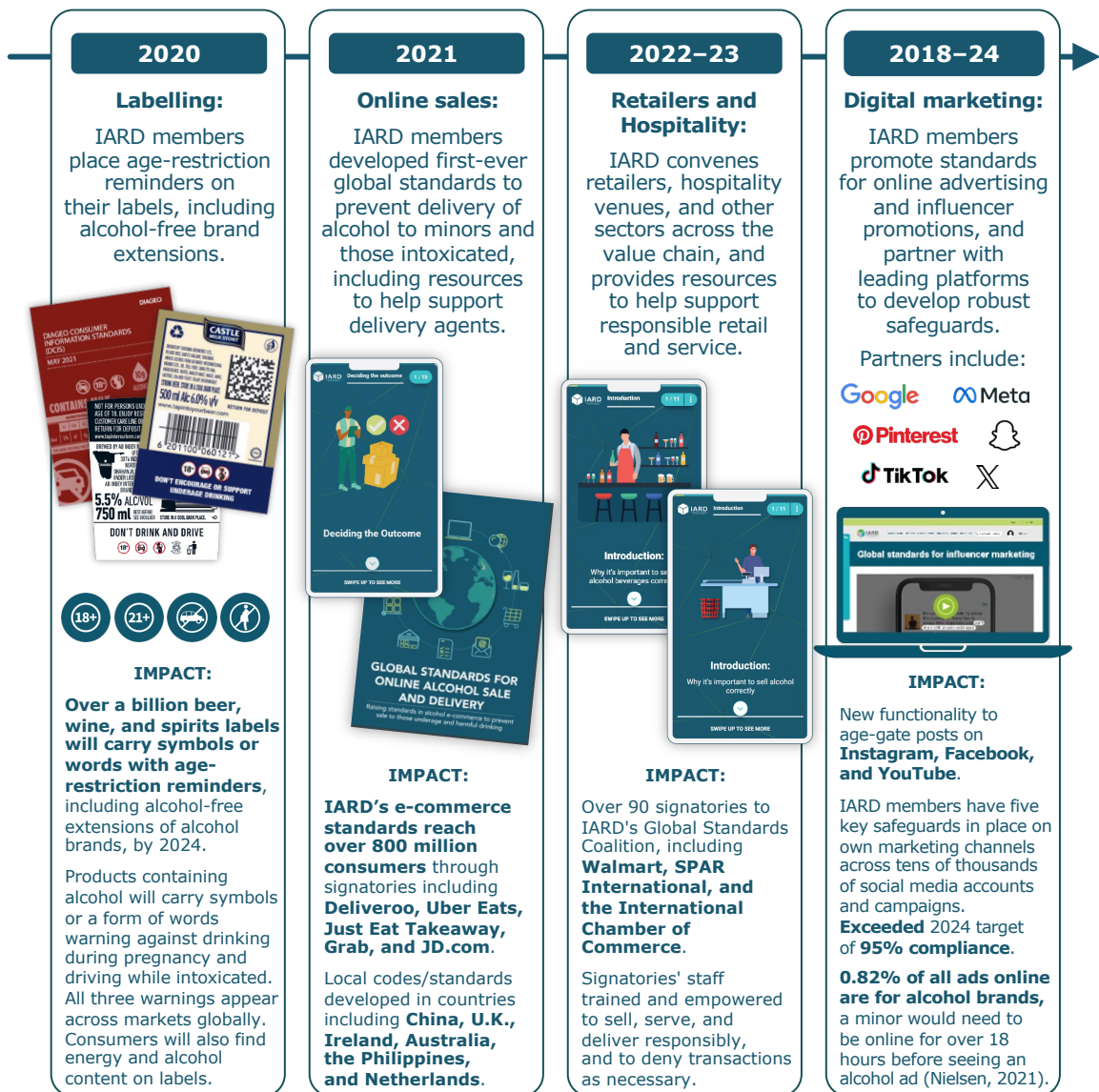
Helen Medina
CEO
World Spirits Alliance



IMPLEMENTATION OF THE 2018 UN POLITICAL DECLARATION ON NONCOMMUNICABLE DISEASES



Paragraph 44: "Invite the private sector to strengthen its commitment and contribution..by (c) taking concrete steps, where relevant, towards eliminating the marketing, advertising and sale of alcoholic products to minors".



Since 2010, underage drinking has fallen or stayed the same in three-quarters of the 65 countries where national data are available. It has fallen in half these countries.