

**Raising a Glass to Responsibility:
Exploring the Corporate Social
Responsibility actions of Portugal's
Alcohol Industry**

24 OCTOBER 2023

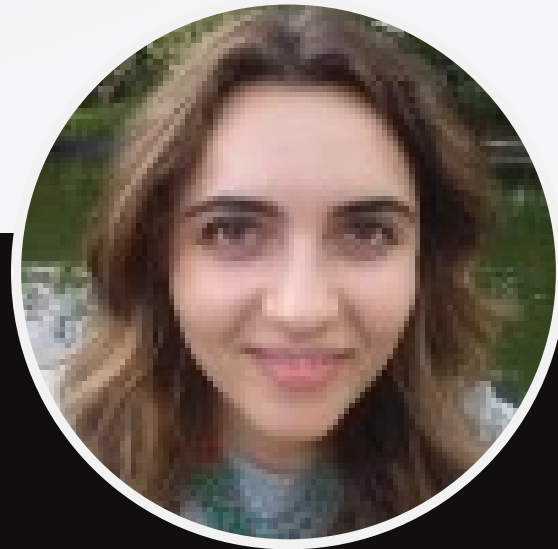


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CONTENT

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- 02** METHODS
- 03** RESULTS
- 04** DISCUSSION
- 05** CONCLUSIONS

Alcohol is deeply ingrained in the culture

BACKGROUND ALCOHOL AND PORTUGAL

- One of the highest alcohol consumption per capita in the world (12.1l) (the highest wine consumption!)¹
- In 2022, the prevalence of (current/last 30 days) consumption increased from 49.1% (2016) to 56.4%²
- Several corporate political activity (CPA) strategies are used by the alcohol industry to successfully oppose and delay the implementation of evidence-based policies³



Portugal, 2022
Resident population = 10.421.117



“Drinking wine, is giving bread to 1 million portugueses!”
António de Oliveira Salazar

1.WHO Global Information System on Alcohol and Health (GISAH).
2.Serviço de Intervenção nos Comportamentos Aditivos e nas Dependências (General-Directorate for Intervention on Addictive Behaviours and Dependencies) National Survey on the Consumption of Psychoactive Substances in the General Population 2022.
3.Paixão, M.M.; Mialon, M. Help or Hindrance? The Alcohol Industry and Alcohol Control in Portugal. Int. J. Environ. Res. Public Health 2019, 16, 4554.

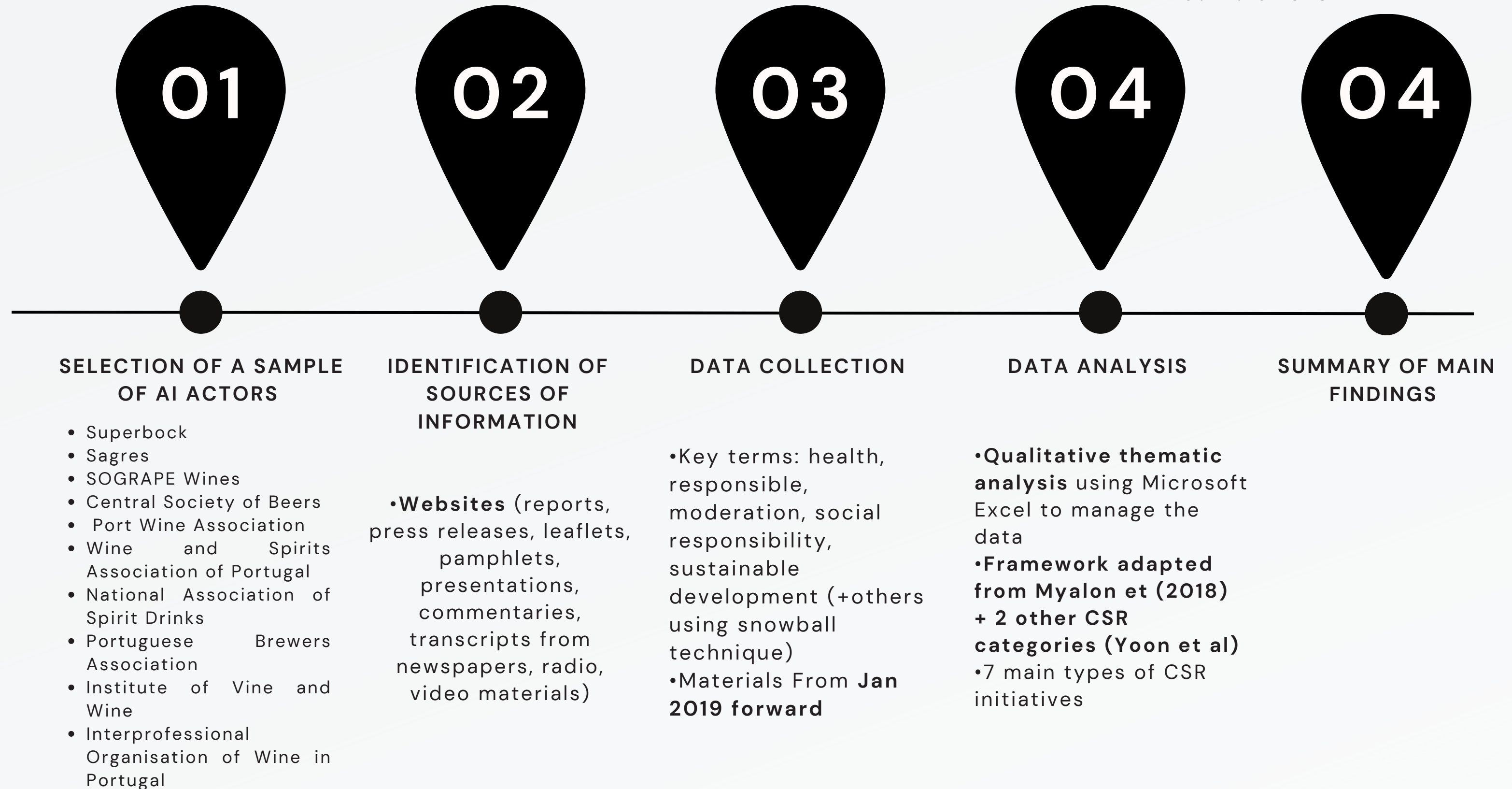
BACKGROUND

OBJECTIVE

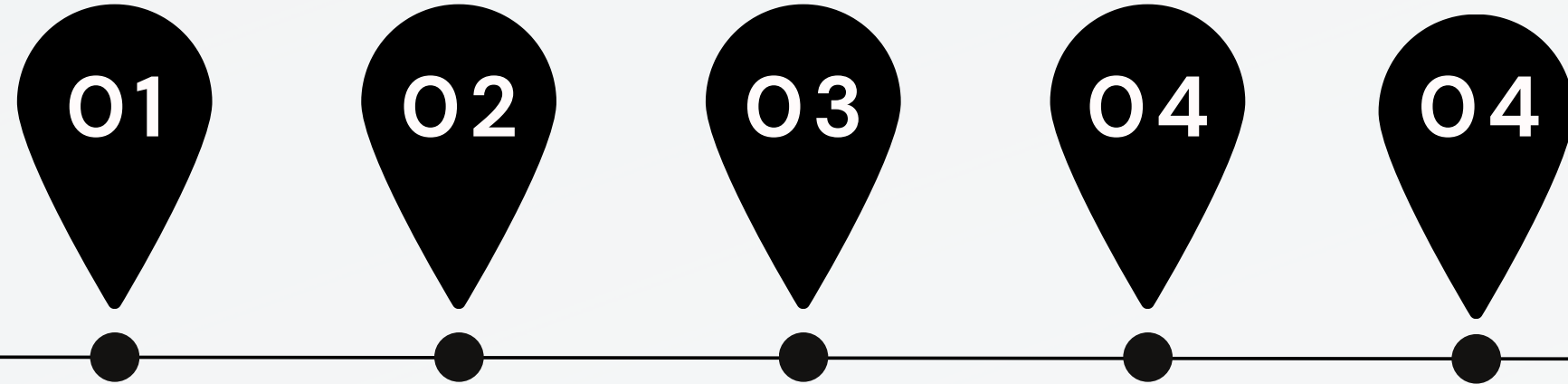
To identify the current corporate social responsibility (CSR) activities of the alcohol industry (AI) in Portugal

METHODS

Feb-Marc 2023



METHODS



01 SELECTION OF A SAMPLE OF AI ACTORS

- Superbock
- Sagres
- SOGRAPE Wines
- Central Society of Beers
- Port Wine Association
- Wine and Spirits Association of Portugal
- National Association of Spirit Drinks
- Portuguese Brewers Association
- Institute of Vine and Wine
- Interprofessional Organisation of Wine in Portugal

02 IDENTIFICATION OF SOURCES OF INFORMATION

- Websites (reports, press releases, leaflets, pamphlets, presentations, commentaries, transcripts from newspapers, radio, video materials)

03 DATA COLLECTION

- Key terms: health, responsible, moderation, social responsibility, sustainable development (+others using snowball technique)
- Materials From Jan 2019 forward

04 DATA ANALYSIS

- Qualitative thematic analysis using Microsoft Excel to manage the data
- Framework adapted from Myalon et al (2018) + 2 other CSR categories (Yoon et al)
- 7 main types of CSR initiatives

04 SUMMARY OF MAIN FINDINGS

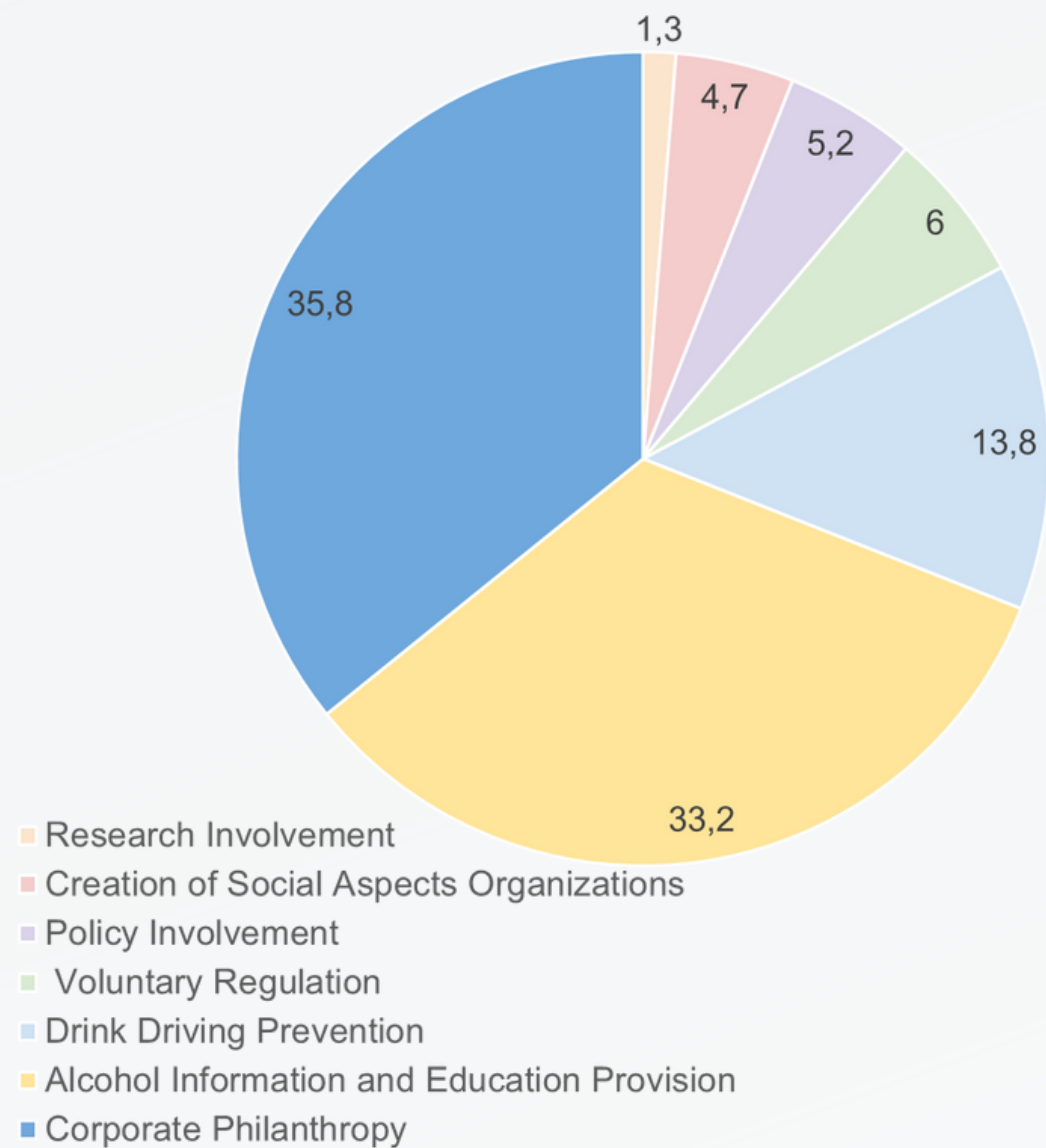
Type of CSR activity Identified	Description
Alcohol Information and Education Provision	Provision of education and information (on issues such as personal and/or parental responsibility, moderation, under-age drinking, health effects of drinking alcohol, (e.g. including in campaigns))
Voluntary Regulation	Self-regulation and voluntary market initiatives including voluntary codes of conduct (statements of support for national industry codes of alcohol advertising standards, establishment of internal marketing review committees and systems of self-regulation), promoting training of industry employees and other stakeholders (training programs about alcohol responsibility for employees, supporting programs that help educate bar and wait staff on how to serve and sell responsibly)
Drink Driving Prevention	Interventions for drink driving prevention including information and education
Research Involvement	Support of research/researchers and dissemination of research findings on alcohol and health
Policy Involvement	Activities designed to influence policy making, in any phase of the policy making process
Creation of Social Aspects Organisations	Development and funding and other types of support of social aspects organizations (non profit organisations, partnerships or networks, usually funded at least partially by the beverage alcohol industry, that exist specifically to address the areas of misuse associated with alcohol)
Corporate Philanthropy	Social outreach encompasses activities from disaster relief charity work and sponsorships to underserved communities such as hunger and poverty charities to environmental sustainability initiatives including reduction of water use and carbon emission; Also when the alcohol industry has initiatives towards supporting the economy (e.g., the catering sector during the covid-19 pandemic...) Support/partnership with health protection and promotion entities (such as when the alcohol industry supports cancer associations...) Sponsorship of the arts usually takes place either in the form of endowments and scholarships/awards to young artists or funding to highly publicized cultural events; brand name attachment to events, such as sport events and music,

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 2. Yoon, S., Lam, T.H. The illusion of righteousness: corporate social responsibility practices of the alcohol industry. *BMC Public Health* 13, 630 (2013). <https://doi.org/10.1186/1471-2458-13-630>

RESULTS

GLOBAL PICTURE

Categories of CSR (%)



CSR activities by AI actors

AI	Alcohol Information and Education Provision	Voluntary Regulation	Drink Driving Prevention	Research Involvement	Policy Involvement	Creation of Social Aspects Organizations	Corporate Philanthropy	TOTAL
ANEBE	2	2	1	0	2	3	2	12
SAGRES	7	0	3	0	0	0	1	11
SOGRAPE	1	0	0	0	1	0	17	19
ACIBEV	31	7	17	0	6	4	7	72
SCC	12	2	6	0	0	0	27	47
IVV	2	0	0	0	0	1	5	8
ViniPortugal	4	0	0	0	0	1	3	8
SUPERBOCK	3	0	0	0	0	0	5	8
AEVP	1	0	1	0	1	1	0	4
APCV	14	3	4	3	2	1	16	43
TOTAL	77	14	32	3	12	11	83	232

RESULTS

CORPORATE PHILANTHROPY

We want to be equally great at making a **positive impact** in a world that is facing huge challenges: climate change, water scarcity” “Over the past decade... we have worked to brew a better world” “we want to raise the bar even higher: setting ourselves on a path to carbon neutrality across our value chain, maximize circularity and replenishing the water we consume. Circular economy. Less waste” ”

“To build lasting friendships, it's essential to adopt routines and habits that **respect the environment and by protecting the environment, we ensure the future of friendships** allowing us to fully enjoy the best of gatherings”

“We are committed to fostering relationships **based on integrity, ethics, and responsibility** and promoting a culture of **friendship and happiness**, striving to **safeguard, respect, and preserve the communities and places it serves**”

ENVIRONMENTAL SUSTAINABILITY

- “**Decarbonisation of production processes**”
- “**Reducing energy and water consumption**”
- “**Incorporating cleaner production technologies**”
- “**Constructing photovoltaic panels**”
- “**Using more sustainability packaging**”
- “**Minimizing waste and ensuring proper disposal**”
- **Meeting recycling targets**”
- **Participation and coordination of sustainability conferences**
- **Signing of coalitions, city and national level commitments**
- **Implementing projects for climate and nature action**
- **Promotion of tap water consumption**
- **Implementing reusable/returnable bottles and cups**
- **Creation of a national certification standard for sustainability in the sector**

CHARITY WORK

- Partnerships with animal NGOs to support companion animals
- Donating and delivering meals to health care professionals
- Production and delivering hand sanitiser and paracetic acid to health centers, security civil protection forces, municipal services
- Fundraising actions and donations of sale profits to hospitals, health and disability associations and communities
- Support to restaurant/catering/beverage establishments and artists
- Protocols with municipal councils to support families in need

SPONSORSHIP OF THE ARTS AND CULTURAL EVENTS

- Sponsoring of several musical festivals, national festivities, and radio stations
- Brand naming of emblematic venues
- Patronage of concert halls
- awards to young woman artists
- multimedia campaigns, special editions of drinks, online platforms and sponsorship of football and F1 events

RESULTS

CORPORATE PHILANTHROPY

“As a tribute to doctors and nurses, Superbock renamed its alcohol-free beer as Super Doc and converted the removed alcohol into hand sanitiser gel donated to hospitals to assist in the fight against Covid-19”



“10% of online wine sales to the Hospitals of Santa Maria in Lisbon and São João in Porto”

“The fundraising for mental health through the Walking for Mental Health raised 8,184 euros that were donated to the World Federation for Mental Health”

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CORPORATE PHILANTHROPY

“The sector’s contribution to culture, education, and sports through sponsorships, scholarships, and patronage amounted to about 26.6 million euros in 2019 and continued with approximately 24.5 million euros in 2020”



“Central de Cervejas signed a sponsorship and partnership contract within the scope of the cultural activity programming in public spaces

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RESULTS

PROVISION OF EDUCATION AND INFORMATION

“Educating is crucial”
Goal “to reach as many people as possible”
Through “Established partnerships with authorities, NGOs, and experts”

“Education is the only way to combat the radicalism associated with the consumption of alcoholic beverages”...“restrictions are a wrong formula with disastrous consequence”

“We believe that if you're going to drink” ...“always do so in **moderation**, at the right time, in the right place, and for the right reasons.”
“the priority is Informing, educating, and raising awareness about the impact of harmful and dangerous alcohol consumption, and **appropriate consumption patterns**”

“SCC 10% of the marketing budget for the Heineken® brand dedicated to campaigns promoting **responsible consumption**”

“Based on available scientific evidence and various references provided by several public health authorities, it is acceptable that the **range of moderate, low-risk consumption** be established within the guidelines outlined below: Up to 2 drink units per day for women and Up to 3 drink units per day for men”

Special sections/FAQs and advice about health and alcohol, including drinking guidelines. Pamphlets and brochures, education campaigns, films, webinars

||| EO KALORAMA Artists **Info** Partners Press Contact

Our partners
ANEBE (Associação Nacional de Empresas de Bebidas Espirituosas) in partnership with DICAD will carry out the Action "Minors not a drop" and action responsible sale of alcohol and Risk Reduction in the use of alcohol and drugs that aims to sensitize festival participants to moderate alcohol consumption and contemplates interventions with operators and bar staff about the responsible sale of alcoholic beverages, with a special focus on the complete prohibition of alcoholic beverages to minors.

RESULTS

DRINK DRIVING PREVENTION

Tips and FAQs, brochures, videos, banners, media campaigns related to alcohol and driving, blood alcohol concentration and legal limits for drivers and the impact of alcohol consumption on driving ability

Participation in conferences, meetings and initiatives in collaboration to public entities including National Road Safety Authority

ACIBEV participated in the European Mobility Week campaign "Zero Deaths on the Road Every Day" and attended a conference debate at a university in Lisbon about road safety in Portugal

"Our sector is affiliated with the Brewers of Europe, an organisation that sponsors this event, which publicly advocates, like us and all the national brewing associations that make it up, that there is a total incompatibility between the consumption of alcoholic beverages and driving"

"Visitors had the opportunity to simulate driving under the influence of alcohol using glasses with different alcohol levels"

"ACIBEV offered breathalyser tests to visitors, a crucial initiative to raise awareness about the importance of moderation and the dangers of driving under the influence of alcoholic beverages"

13.11.2022

"If you drink, don't drive!" ACIBEV raises awareness to the risks of drinking and driving in three wine fairs in Lisbon



RESULTS

VOLUNTARY REGULATION

Development and adoption of training programmes

Professionals involved on selling and/or serving alcohol must act as "police officers" "ensuring that no one will break any law", and should recognise signs of intoxication and refuse service to these individuals as well as to minors

ANEBE, ACIBEV, APCV, SCC, AEVP adhered to the Self-Advertising Regulation code for commercial communication regarding alcoholic beverages to broadcast advertising based on a prior analysis by ARP (Self-Regulation of Advertising), which attests to the ethical and legal compliance of that.



ACIBEV & ViniPortugal partner to implement Responsible Service Training

RESULTS

POLICY INVOLVEMENT

ACIBEV represents the wine sector at Portuguese Alcohol and Health Forum



The majority involve CPA strategies (access/influence to policy-making rather than CSR, but membership in the National Forum on Alcohol and Health is the main avenue for pure CSR activities

-a “framework of multi-partnerships, both public and private”, which allows them to partner with the Portuguese government, the health ministry, and SICAD (General Directorate for Intervention on Addictive Behaviours and Dependencies) and implement their “social responsibility programs”

“This membership aligns with the company's Sustainability policy, as it allows Sogrape to stand out to the consumer as a responsible organization and directly contributes to the development of effective policies aimed at reducing problems related to harmful alcohol consumption”

The projects of ANEBE, committed to the national goals of the National Plan for Reducing Alcohol-Related Problems, and to the reduction of harmful consumption, actively contribute to strengthening prevention and education for responsible, moderate, and intelligent consumption”

DISCUSSION

- **STRENGTH:** ANALYSES ALL CSR INFORMATION PROVIDED BY THE MAJOR NATIONAL AI ACTORS
- **LIMITATIONS:** NOT ALL AI ACTORS INCLUDED, NOT EXHAUSTIVE IN ASSESSING CSR COMMUNICATION, BASED ON PUBLIC INFORMATION

DISCUSSION

- AI USES EDUCATION FOR STRATEGIC INTERESTS, ADVOCATING IT OVER REGULATIONS AND EMPHASISES MODERATION AND PERSONAL RESPONSIBILITY
- THE PORTUGUESE PUBLIC DOES NOT HAVE ACCESS TO ACCURATE AND EVIDENCE-BASED INFORMATION ABOUT ALCOHOL AND HEALTH
- VOLUNTARY REGULATION DOES NOT SEEM TO WORK (TRANSPARENCY CONCERNS)

DISCUSSION

- ACTIVE AI PATRONAGE IN CULTURAL, MUSICAL, AND SPORTS EVENTS, TARGETING MINORS
- CSR IN SCHOOLS PROMPTS DEBATE: SHOULD INDUSTRY COMMUNICATE WITH YOUTH?

DISCUSSION

- AI INVOLVEMENT IN THE ALCOHOL AND HEALTH FORUM LACKS CLEAR EVIDENCE OF EFFECTIVENESS AND PROVIDES A PLATFORM FOR CPA AND CSR

CONCLUSIONS

CSR actions taken by the Portuguese AI through partnerships with public bodies give them additional positive attention, helping promote its image and gain commercial advantage



AI may influence public knowledge and perception of alcohol harms, undermining their support for effective policies

We should be questioning industry roles within its inherent conflict of interest

Calls for monitoring and potential regulation

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Thank you!

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