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EUROPEAN ALCOHOL AND HEALTH FORUM - COMMITMENT MONITORING REPORT (DRAI

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COMMITMENT #:	1216154882875-710
TITLE OF THE COMMITMENT:	Improving compliance with Code of Co Communications
NAME OF THE FORUM MEMBER ORGANISATION OWNING THE COMMITMENT:	Anheuser-Busch InBev
IS THIS A REPORT FOR AN ONGOING COMMITMENT OR A FINAL REPORT?:	Intermediate
WHAT IS THE TIME PERIOD COVERED BY THIS REPORT (IN THE CASE OF A FINAL REPORT, THE REPORTING PERIOD IS THE LIFE SPAN OF THE COMMITMENT)?	September 2007 - March 2009
POINT OF CONTACT FOR THE COMMITMENT (THE PERSON AUTHORISED BY THE ORGANISATION OWNII WHO CAN BE CONTACTED FOR INFORMATION ABOUT THE COMMITMENT):	

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COMMITMENT SUMMARY (BASED ON SUMMARY GIVEN IN ORIGINAL COMMITMENT FORM):

Building on the work that was done in 2005 when InBev's Code of Commercial Communications was launched, our commitment is to raise the implementation level of the Code and increase the belief within the company that it is important not only to work by the Code, but also to respect all local self-regulation rules. Due to the high turnover of marketing staff, awareness and knowledge of the Code is a constant challenge and calls for improved implementation efforts. Since 2005 we have gained several insights into the 'weak spots' of the current system and identified ways to improve implementation of the Code.

We committed to ensure a higher level of awareness and ownership of the Code within the marketing and sales functions and to ensure an even higher level of compliance. This entails:

1. Raising the levels of awareness of the importance of self-regulation through the Code among our senior management at global and local level and all of our marketing and sales staff, as well as agencies working for them
2. to maximize the level of compliance with AB InBev's Code of Commercial Communications
3. to ensure that AB InBev colleagues play a leading role at local level in raising the credibility and effectiveness of national self-regulation systems.

We committed to achieving this by:

- reinforcing the importance of complying with the global Code of Commercial Communications in all EU markets and 8 other key markets around the world.
- improving the existing training tools and sending regular reminders about the importance of the Code
- integrating sessions on the importance of self-regulation into senior internal meetings

LINK TO WEB SITES RELATING TO THE COMMITMENT:

for a full progress report on this commitment and related documents, please go to http://www.ab-inbev.com/go/responsible_brewer/responsible_drinking and check under 'EU Alcohol & Health Forum'

DESCRIPTION OF THE IMPLEMENTATION OF THE COMMITMENT (MAX. 500 WORDS):

1. We had our ads audited by an external auditor (Geoffrey Draughn) in the markets in the EU where we have a presence as a company (Belgium, Bulgaria, Italy, Germany, Czech Republic, France, Hungary, Romania, the Netherlands and the United Kingdom) for compliance against the Code.
2. a small working group combining corporate affairs and marketing colleagues was gathered to work on the tools provided by global corporate headquarters to improve implementation of the Code
3. an interactive 'train the trainer' session with the worldwide Corporate Affairs team was organized
4. an electronic Code webtool was created and cascaded to the marketing functions around the world
5. a session of the Global Marketing Leaders Team was devoted - with participation of the World Federation of Advertisers - to the Code, the webtool and the importance of self-regulation compliance with the Code.
6. The senior management team, as well as the senior directors at Global Headquarters were all given an introduction to the Code and a short training session as well as clear messages about the importance of self-regulation at the Senior Leaders Convention of Global Headquarters. Our Executive Board of Management also devoted some time to this.
7. a toolkit for local trainings was devised by global corporate affairs
8. local trainings of marketing people and their advertizing agencies were organized
9. an electronic learning tool was developed and all marketing functions were invited to participate by the Chief Marketing Officer, all corporate affairs and legal functions were invited by the Chief Legal Officer
10. At The Brewers of Europe, AB InBev plays an active role in seeking to ensure that the 7 Operational Standards to ensure Credible and effective Self-Regulation are implemented in all EU markets, with special emphasis on those markets where we have substantial market presence. Our VP Western Europe has stressed the importance with our general managers in EU markets, of self-regulation at the local level and ensured they put this on the agenda of their national brewing federation

11. as chair of the BoE's Self-Regulatory Task Force at The Brewers of Europe, we have helped organize three workshops to assist its members with the implementation of effective self-regulatory systems at the local level. These were all well-attended by brewing companies and national brewers associations and have helped several members make the step official filing and implementing a commitment to the Forum in terms of raising the credibility of Self-Regulation.

OBJECTIVES (CF. SECTIONS 4-5 OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER AND TO WHICH EXTENT HAVE THE OBJECTIVES SET OUT IN THE ORIGINAL COMMITMENT FORM BEEN REPORTING PERIOD? (MAX. 500 WORDS):

1. the audit gave useful indications on areas for improvement on which to focus to increase the compliance with the Code. The audit revealed that there was no need to start from scratch and confirmed that there already is a growing level of understanding of the Code among our local marketing colleagues. Information coming through from our marketing colleagues was that more guidance was needed in terms of understanding the nuances and applying the spirit as well as the letter of the Code.

2. the tools we developed (material for face-to-face trainings and electronic training) are contributing to a better understanding locally and raising the importance of self-regulation at national level.

3. with the help from global corporate affairs, all of our local Corporate Affairs colleagues play active roles in the industry federations when it comes down to ensuring the credibility and effectiveness of self-regulation. At Global headquarters, we provide advice to local colleagues as to how they can help ensure that their local system is credible and effective.

Overall, we would say this commitment is very much 'in progress', we can notice a positive development in terms of the importance that is attached to compliance with the Code and self-regulation in general but this will need to be measured over the course of 2009.

RELEVANCE (I.E. HOW DID THE COMMITMENT DURING THE REPORTING PERIOD CONTRIBUTE TO ACHIEVING THE AIMS OF THE FORUM - CF. SECTION 3 OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER) (MAX. 250 WORDS):

This AB InBev commitment is to be viewed in the context of the Brewers of Europe's commitment to strengthen self-regulation in EU Member States along the lines of the best practice criteria for effective self-regulation drawn up by the European Commission and the European Advertising Standards Alliance (EASA) in the context of the EU Advertising Round Table, held in 2005-2006. This commitment and all the actions taken during the reporting period were designed to contribute to responsible commercial communications and effective self-regulation of commercial communications.

Due to the high turnover of people especially in the marketing department, there is room for improvement: awareness of the importance and thorough knowledge of the Code is a constant challenge and calls for improved implementation efforts. We

also noticed that there are varying levels of compliance with the Code in different markets.

As an important brewer in a number of markets in the EU, our leadership with regard to responsible commercial communications should also help to set a high standard across the industry. This leadership role involves both setting high ethical standards at corporate level and promoting self-regulatory standards and systems among the industry to maximise the effectiveness of self-regulation across the EU.

INPUT INDICATORS (RESOURCES ALLOCATED TO THE COMMITMENT ("WHAT WAS DONE TO PUT THE O PRACTICE?") - CF. SECTION 5A OF THE MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHAR WORDS):

the below hours are an estimation of the work that has gone into the commitment, a more detailed account can be found in our full interim report which is available at http://www.ab-inbev.com/go/responsible_brewer/responsible_drinking under 'EU Alcohol & Health Forum'

Presentations senior internal audiences at global headquarters: min 10 hours
 Tools for local Code trainings and train-the-trainer session: min 250 hours
 Local preparation of awareness and training sessions: min 822 hours
 Code audit preparation and execution: min 417 hours
 preparation e-learning exercise: min 292.5 hours
 creation of electronic webtool: min 120 hours
 input into The Brewers of Europe on importance of credible self-regulation: min 316 hours
 local input into national brewing federations on importance of credible self-regulation: min 774 hours

OUTPUT INDICATORS (MEASURE FROM A QUANTITATIVE POINT OF VIEW THE RESULTS CREATED THRU INPUTS ("WHAT WAS ACHIEVED WITH THE RESOURCES ALLOCATED TO THE COMMITMENT") - CF. SEC MONITORING COMMITMENT IN ANNEX II OF THE FORUM CHARTER) (MAX. 250 WORDS):

the below number of people reached are an estimation, a more detailed account can be found in our full interim report which is available at http://www.ab-inbev.com/go/responsible_brewer/responsible_drinking under 'EU Alcohol & Health Forum'

Internal senior audiences: min 120
 Internal local audiences (not marketing trainings): min 100
 Trainers toolkit : 9
 local internal trainings: min 225
 web-based Code tool: all marketing functions
 Internal participation e-learning webtool: min 225
 Local brewing federations: min 145

OUTCOME AND IMPACT INDICATORS (HOW SUCCESSFUL HAS THE COMMITMENT BEEN DURING THE REI RELATION TO THE ORIGINAL OBJECTIVES - CF. SECTION 6 OF THE MONITORING COMMITMENT IN ANI CHARTER. THESE INDICATIONS GO BEYOND THE MINIMUM AGREED REQUIREMENTS TO MONITOR A CO EXPECTED THAT THIS TYPE OF EVALUATION WILL NOT BE CARRIED OUT FOR ALL COMMITMENTS.) (A

Short term:

We can see a positive development: a lot of attention was given to the Code and correct implementation over the course of 2008 and this is continuing in 2009. We also notice that the national federations are giving self-regulation of advertising more importance. In 2009, we will be able to report on outcome better when we have assessed the awareness and the correct implementation of the Code again, through a repeat audit exercise.

Medium term:

Long term:

Other:

EVALUATION DETAILS (TOOLS AND METHODS USED, INTERNAL OR EXTERNAL EVALUATORS...)(MAX. 250 WORDS) (*MANDATORY ONLY FOR FINAL REPORT):

- audit by external evaluator

OTHER COMMENTS RELATED TO MONITORING THE COMMITMENT (THIS SECTION IS TO BE USED TO ADD INFORMATION WHICH CAN BE USEFUL IN TERMS OF UNDERSTANDING ISSUES RELATING TO THE MONI COMMITMENT, SUCH AS, ANY MAJOR OBSTACLES THAT HAVE BEEN ENCOUNTERED, SOURCES OF DATA BASIC DETAILS OF THE COMMITMENT HAVE BEEN CHANGED, THIS FIELD IS TO BE USED TO EXPLAIN WERE CHANGED.) (MAX. 300 WORDS):

DISSEMINATION (HOW WERE THE RESULTS OF THE COMMITMENT DISSEMINATED?) (MAX. 250 WORDS) FOR FINAL REPORT):

REFERENCES TO FURTHER INFORMATION RELATING TO THE MONITORING OF THE COMMITMENT:

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