

KPMG ASSURANCE OF 1ST INTERIM REPORT ON THE EUROPEAN BEER PLEDGE

DEFINITIONS AND CRITERIA

GENERAL OVERVIEW OF REPORTING CRITERIA APPLICABLE FOR THE REPORT

The reporting in general must meet the following principles:

- Accuracy: Sufficiently accurate and detailed for stakeholders to assess the performance of The Brewers of Europe, national brewers association and beer companies in Europe
- Balance: The report should give a reasonable assessment of the performance, not exaggerating any aspects and reporting any areas for improvement as appropriate
- Completeness: Criteria should be sufficiently complete to avoid inaccurate conclusions.
- Timeliness: The Beer Pledge having been launched in February 2012 and preparations taken place over the previous six months, reporting should cover new activities from only mid-2011 onwards and with a greater focus on any activities following the actual launch date. The end date of the reporting period is March 2013.
- Comparability: Issues and information should be selected, compiled and reported consistently. In this case on the basis of the WBA GSRI database and the Alcohol and Health Forum database. Reporting should be made in such a way as to compare performance, in particular over time but also amongst similar activities.

All activities must meet the following criteria:

- In line with at least one of the three pillars of the EU beer pledge
- Taking place in minimum one EU country (plus Croatia, Norway, Switzerland or Turkey)
- Activity can be carried out (or financed):
 - Either by the national brewers association
 - Or by a broader network of which the national association is a member
 - Or by an individual brewing company (where relevant market coverage could be included)
 - Or by a consortium of companies
 - Or by a broader network of which either one of more brewing company is a member
- The activity must have been:
 - Started on or after 1 January 2012
 - Or ongoing on or after the date of the Beer Pledge launch - 28 February 2012

For reporting, in the case of all activities it is requested to provide where possible:

- A start date, end date if applicable and dates of any reviews
- The country/countries or region in which the activity took place
- The objectives of the activity
 - The issue that the activity aims to tackle
 - Target audiences
 - The baseline situation
 - The objectives that the activity aims to achieve
- The activities performed
 - Qualitative information
 - Quantitative information
- Details of any activity partners
- Qualitative and quantitative results
 - Outputs of the activity
 - Also evaluation of impact on the issue the activity aimed to tackle
- A contact point and useful links for further information

PILLAR 1: INCREASE CONSUMER KNOWLEDGE OF BEER AND ITS RESPONSIBLE CONSUMPTION

Expand the use of information platforms to increase the information available

- Information platforms is an all-encompassing term to cover all tools (both hard or virtual) that convey information e.g. books, posters, labels, leaflets, websites, Twitter feeds, blogs, conferences etc.
- Information platforms are the tools that actually provide the information
- Expansion may entail expansion, either literally (in terms of the range or quantity of content) or geographically, of existing platforms
- Expansion may also mean the creation of new platforms

Drive consumers to these educational sources

- These are tools which, whilst not delivering themselves all or any of the information sought by the consumer, may direct the consumer to the information or education source
- These tools may be website links, QR codes, phone numbers, addresses, campaign reminders etc.
- The education sources may include the information platforms as mentioned above (either created or supported in part by brewers or sometimes totally independent from brewer involvement e.g. a government or NGO website) but also may be people e.g. General Practitioners

PILLAR 2: ENSURE RESPONSIBLE ADVERTISING AND MARKETING

Extend best practise in advertising self-regulation

- Reference here remains the 7 operational standards Definitions document
- In particular this should look at initiatives to ensure the codes and systems are also encompassing and managing complaints on promotions using new and digital media

Further enhance citizens' awareness of complaints' mechanisms

- See 6.1 of 7OS Definitions document
- Covers initiatives run by the association, run by companies or run by organisations with full or part brewer funding (e.g. SROs)

Develop partnerships with digital and social media providers

- This should cover any joint activities or increased cooperation (e.g. meetings or joint codes/contracts etc.) between brewers associations, brewing companies or organisations part of fully funded by brewers, with companies or organisations representing new media
- This may encompass start-up meetings or conferences with public declarations of cooperation but also signed agreements between parties

Develop toolkits

- This could cover toolkits but also workshops on the practical implementation of parts of this pillar e.g. encompassing digital media
- Additionally an EU toolkit on good practise techniques for increasing consumer awareness of self-regulatory systems and in particular complaints mechanisms

PILLAR 3: ADDRESS ALCOHOL MISUSE

Disseminate and support implementation of best practise campaigns against irresponsible drinking

- This should capture campaigns funded or part funded by brewers or brewer-funded organisations and addressing any of the 4 areas highlighted in Pillar 3
- Best practise may be assessed on the basis of some or all of the following:
 - o partners (both the number and breadth) with whom the brewer engaged, in particular those from outside the industry (e.g. NGOs, governments etc.)
 - o third party support/endorsement of the project
 - o the use of indicators measuring the issue being addressed, the activities carried out, and the impact on the problem (either as the campaign individually or as part of the broader efforts against the issue)
 - o repetition, with ongoing improvements (also on the basis of results and outcomes), of the activities

Develop toolkits

- These toolkits outline elements for good practises, taking concrete examples that can guide the process of adaptation, development and replication of initiatives. They should cover the following issues:
 - o Background
 - o Research base
 - o Key elements to consider and incorporate
 - o Partnerships to explore
- Whilst intended to cover toolkits developed at EU level this may also look at any toolkits developed at local level to either guide companies or guide different operations within individual companies.