

The background is a vibrant blue with a complex, abstract pattern. It features several overlapping, wavy, organic shapes that create a sense of depth and movement. Scattered throughout the design are numerous circles of varying sizes, some appearing as if they are floating or attached to the larger shapes. The overall effect is a dynamic and textured blue field.

**Responsibility:
Think Globally, Act Locally**



INAUGURAL CONFERENCE

February 17-19, 2020 Omni Louisville Hotel

Think Globally Act Locally

WHO WE ARE?



ALEJANDRO FLORES

DIAGEO



PATRICK FLOOK

WHY WE WORK TOGETHER?

1. **We have a RESPONSIBILITY** to our consumers, employees and society
2. **It is fundamental for the long-term existence of our industry**
 - ✓ Commercially we compete vigorously however we together share the same goal of reducing alcohol misuse
 - ✓ Governments want to see Industry collaboration across all sectors
 - ✓ Governments Regulatory Agenda will generally impact all Alcohol categories
3. **WHO is playing a positive role in reducing alcohol related harm and economic operators have a crucial role to play!**
 - ✓ We are as strong as the weakest link
 - ✓ Leverage Knowledge and Funding



WHERE WE WORK?

THE CARIBBEAN AND CENTRAL AMERICA



33 Countries: 26 Caribbean, & 7 Central America

6 Official Languages: Spanish, French, English, Dutch, Creole, Papiamentu. The languages of the Caribbean reflect the regions diverse history and culture.

80 Population of 80m, of which 52m are LDA+

14 Currencies US, Euros, TT Dollars, Cayman Dollars, Bermuda Dollars, EC Dollars, Barbados Dollars, Bahamian Dollars, Suriname Dollars , Lempira (HN), Cordoba (NI), Quetzal (GT), Dominican Peso.

HOW DO WE WORK TOGETHER? OUR PRINCIPLES

PRINCIPLE

1. PARTNERSHIP

INPUTS

- *"A whole-of-society approach"*
- Support of the implementation of a national response to reduce harmful use of alcohol

OUTPUTS

- Proactive commitments
- Credibility for the sector
- Higher degree of acceptance and trust with all stakeholders

2. BEST PRACTICES SHARING

- Share and mobilize all available resources (expertise, funding, human resources, prioritization of projects, etc.)
- Cost-effective, sustainable and at scale

- Strengthen local responses to promote alcohol responsibility

• Ask, Listen and Learn (FAAR)



3. STAKEHOLDERS' NEEDS

- Proactively react and offer tangible commitments
- With focus to ensure our initiatives are in the public interest
- Provide value and expertise to government as producers

"PARTNERSHIP AND COLLABORATION ARE KEY FOR SUCCESS"

- PPPs (Public Private Partnerships) as a mechanism to accelerate ambitious actions on Global Industry Commitments **(IARD)**

WHAT HAVE WE ACHIEVED? OUR SUCCESSES TOGETHER



**Breathalyzer Introduction
Dominican Republic "PPP"**



MOU Dominican Republic

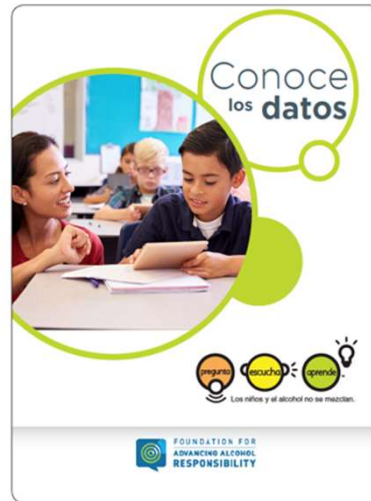


Responsibility Campaigns Trinidad

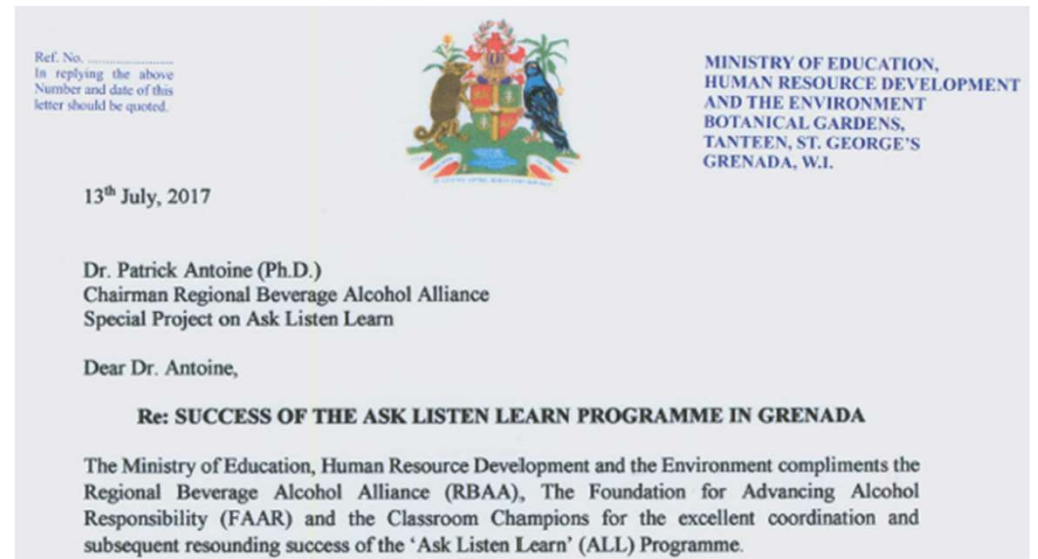


Bartender Training Panama

WHAT HAVE WE ACHIEVED? OUR SUCCESSES TOGETHER



Ask Listen and Learn Caribbean and DR



OUR APPROACH – THINK GLOBALLY, ACT LOCALLY

Partnering for Progress

The unique role of beer, wine, and spirits producers

Focus on Public – Private Partnerships: Case Studies

Partnership and collaboration are required to meet the ambition of the Sustainable Development Goals (SDGs), as well as the goals of the WHO Global Action Plan for the Prevention and Control of Noncommunicable Diseases (NCDs). IARD and its members are committed to playing our part to contribute to the achievement of these goals.



1

Focus on Public-Private Partnerships

The IARD drink driving project in Dominican Republic



2

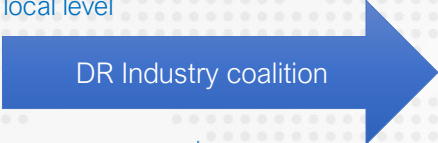
Focus on Public-Private Partnerships

Ask, Listen, Learn

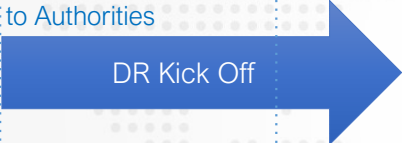


ASK LISTEN LEARN - DOMINICAN REPUBLIC JOURNEY

2015 Industry reach out at the local level



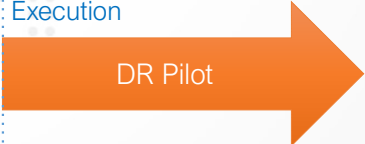
2016 First Presentation to Authorities



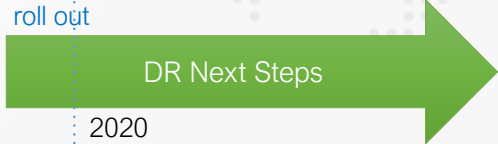
2017 CSPM Appointed as partner for the programme in DR
Approval from all stakeholders: Ministry of Education, Ministry of Health, OPS, Alcohol Multilateral Table



2019 Pilot Set Up and Execution



2019-2021 Kick off nationwide roll out



2015 2016 2017 2018 2019 2020

WHAT HAVE WE LEARNED?

1. PARTNERSHIP

1. We KNOW the region and have ENGAGED key stakeholders. Don't be a lone wolf. **PARTNERSHIP is strength.**

2. BEST PRACTICES SHARING

2. We should not reinvent the wheel; we must leverage the expertise we have among the Industry members and replicate BEST PRACTICES.

3. STAKEHOLDERS' NEEDS

3. We should focus on result-oriented initiatives that can be objectively measured in order to address STAKEHOLDERS' NEEDS and be credible as a sector.

The Future
NEXT EXIT 

We will make a significant impact on the reduction of the misuse of alcohol only by working Together

Responsibility: Think Globally, Act Locally

Huber's Starlight Distillery: Local Partnerships Advocating for Responsibility

Background

- Huber's located in Starlight, Indiana – just 20 minutes from Louisville.
- Huber's was listed as the **#6 Tourist Attraction** with 689,500 visitors as reported Louisville's Business First Book of Lists .
- Along with Huber's Starlight Distillery being listed as the **#1 distillery when ranked by attendance** with 245,000 visitors.
- **Diversified operation** in addition to a distillery.
- Orchard & Farm, Winery, & Event Facility

Responsibility

- Introduced to the ***Responsibility.Org*** group during one of the ***DISCUS meetings*** that I attended about 4 years ago.
- Enjoyed hearing about this organization and their goals to ***promote responsibility*** which aligned nicely with our company goals.
- DISCUS ***advocated for all distilleries*** to step out in their communities with this platform whenever possible.
- Huber's started hosting a few ***local high school proms*** in their Plantation Hall Event Hall at the request of the high school leadership.
- ***Promoting responsible consumption*** has always been a ***priority*** for Huber's.

Partnership

- **Clark County Sheriff's** leadership team approached me 4 years ago with the concept and ask us to partner and provide the space for "**Impaired Driving Education**".
- **Clark County** had other local companies signed on to provide (at no cost) transportation to & from the school, some snacks from a local restaurant (Zaxby's), along with Huber's for the space & lunch.
- Concept was a **perfect match** for us knowing that we hosted many of the high school proms that would be attending these sessions.
- High impact & impression for students with minimal effort in organizing resulting in **tremendous outreach and support** of our community!
- WIN * WIN * FOR * ALL!

Impaired Driving Agenda

- Clark County contacted **six (6) schools** to participate.
- **School Resource Coordinators** were the main point of contact.
- The “scheduled week” was coordinated with Huber’s.
- Clark County Sheriff’s coordinated content.
- Basic agenda had students being picked up with partner transportation company, arriving on-site for instruction, lunch, and back to school.
- **3 hour timeframe.**
- Simple agenda yet effective.

Results

- Six (6) Schools
- 180 Students receiving impaired driving education
- 6 Partners
- 6 days
- **Zero incidents** with the students attending prom as reported by the Clark County Sheriff's offices for all years.
- X 4 years
- 4th Annual event happening April 3, April 6 – 10, 2020.
- After this year, **720 students** will have completed the program.
- **Awareness = Results!**

Media Coverage

- <http://www.wave3.com/2019/04/09/high-school-students-get-hands-on-teaching-dangers-drunk-driving/>
- <https://www.whas11.com/video/news/local/indiana/hands-on-drinking-and-driving-lesson-for-indiana-students/417-9ed3e286-6567-4708-8417-e8e4fccc1f26>

The Clark
County
Sheriff's Team



The Students



Productive Partnerships

