The International Alliance for Responsible Drinking (IARD) is dedicated to addressing harmful drinking worldwide and promoting responsible drinking, among those who choose to drink. IARD is supported by its member companies from all sectors of the regulated alcohol industry – beer, wine, and spirits – in their common purpose of being part of the solution to reducing the harmful use of alcohol.

• IARD believes that engagement with the private sector is vital for making progress on the NCDs. To this end, we favor a robust call for inclusion of the private sector in the outcome document of the HLM.

• IARD welcomed the recognition made in the High-Level Commission Report to a whole-of-government, whole-of-society, and cross sector approach in action against the NCDs, that includes the private sector.

• IARD wishes to engage a broad range of stakeholders to develop commitments that are supportive of, and complementary to, global efforts to reduce NCDs. We are eager to listen, engage and to build trust to ensure our actions are meaningful and effective.

• We wholeheartedly believe that robust partnerships amongst private and public sectors, and civil society are essential for delivering sustainable growth, development, and improved health. However, partnerships can only thrive where there is a broad, responsible, and appropriately regulated private sector, able to play its role in solving sustainable development challenges. IARD therefore urges governments to consider supporting the development of both self- and co-regulation, underpinned by effective, enabling regulation, as legitimate solutions to NCD challenges that actively include the private sector.

• Private sector actors from the food, drink, beer, wine, and spirits sectors are effective partners in accelerating progress towards the SDGs. Responsible businesses from all sectors can learn from each other’s successes and have positive impacts in many areas, including co-regulation, production, packaging, and marketing. For example, with the Beer, Wine and Spirits Producers’ Commitments to Reduce Harmful Drinking, our members have a track-record of supporting global, national and local efforts to reduce the harmful use of alcohol and report annually on progress. They also go beyond health goals, actively working towards SDG targets across the value chain of their businesses.