



WHO DIALOGUE WITH REPRESENTATIVES OF ECONOMIC OPERATORS IN ALCOHOL PRODUCTION AND TRADE ON WAYS THEY COULD CONTRIBUTE TO REDUCING THE HARMFUL USE OF ALCOHOL: IMPACT OF THE COVID-19 PANDEMIC ON ALCOHOL PRODUCTION, MARKETING, DISTRIBUTION AND SALES

10 December 2020

(organized in two sessions with the same agenda to accommodate participants from different time zones)

1st session:

8.30-11.00

Geneva time

2nd session:

14.00-16.30

Geneva time

PROVISIONAL AGENDA

1. Welcome and introductions
 2. Background and objectives of the dialogue
 3. Impact of the COVID-19 pandemic on the global alcohol production:
 - a. Within major categories of alcoholic beverages (changes in product formulation or packaging)
 - b. Across major categories of alcoholic beverages (beer, wine, spirits)
 - c. Production of non-beverage alcohol (for sanitizers etc)
 - d. Informally or illicitly produced alcoholic averages
 - e. Available data on consumer insights
 - f. Other dimensions of impact related to alcohol production.
 4. Impact of the COVID-19 pandemic on global marketing, distribution and sales of alcoholic beverages:
 - a. On-premise/off-premise (across major categories of alcoholic beverages)
 - b. Across different distribution channels (including for e-commerce)
 - c. Duty-free sales and sales in popular tourist destinations
 - d. Stockpiling and waste
 - e. Marketing, including digital marketing, and in the context of restrictions to prevent COVID-19 transmission and at different stages of the COVID-19 pandemic
 - f. Available data on consumer insights
 - g. Other dimensions of impact related to distribution, marketing and sales of alcoholic beverages.
 5. 2021 dialogue with economic operators in alcohol production and trade and its preparation.
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