



**World Health
Organization**

**WHO DIALOGUE (HYBRID) WITH ECONOMIC OPERATORS IN ALCOHOL
PRODUCTION AND TRADE ON THE GLOBAL ALCOHOL ACTION PLAN'S
PROPOSED MEASURES FOR ECONOMIC OPERATORS**

15-16 February 2023

WHO Headquarters, Geneva, Switzerland

AGENDA

1. Welcoming address from WHO Secretariat
 2. Introduction of participants
 3. Background, objectives and procedures of the dialogue
 4. Introduction to the Action plan (2022-2030) to effectively implement the global strategy to reduce the harmful use of alcohol (GAAP 2022-2030)
 5. Implementation of GAAP 2022-2030: role of different stakeholders with a focus on economic operators in alcohol production and trade
 6. Proposed measures in GAAP 2022-2030 for economic operators in alcohol production and trade across six action areas:
 - a. Implementation of high-impact strategies and interventions
 - b. Advocacy, awareness and commitment
 - c. Partnership, dialogue and coordination
 - d. Technical support and capacity building
 - e. Knowledge production and information systems
 - f. Resource mobilization
 7. Opportunities and plans for specific measures by economic operators to implement GAAP 2022-2030 across the following main areas:
 - a. Production and packaging, product formulations, no-alcohol and lower-alcohol products
 - b. Consumer information, labelling of alcoholic beverages
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- c. Marketing and advertising of alcoholic beverages, self- and co-regulatory measures, cross-border marketing, elimination of marketing and advertising to minors, elimination of commercial activities targeted towards other high-risk groups
 - d. Distribution, delivery and sales of alcoholic beverages, elimination of sales of alcoholic beverages to minors
 - e. Data on alcohol production, formulation of alcohol beverages, distribution and sales; unrecorded alcohol
- 8. Monitoring the measures undertaken by economic operators in alcohol production and trade to implement GAAP 2022-2030
 - 9. Final discussion, conclusions and next steps