

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

SCOPE AND PURPOSE

In May 2022, the 75th World Health Assembly adopted the Action plan (2022-2030) to effectively implement the Global strategy to reduce the harmful use of alcohol as a public health priority (GAAP 2022-2030).

The [GAAP 2022–2030](#) aims to boost the implementation of the Global strategy to reduce the harmful use of alcohol and leverage the available evidence and policy know-how in alcohol control to reduce the harms associated with alcohol consumption. The action plan sets out six crucial areas for action as well as corresponding global targets and indicators. It proposes specific actions and measures by Member States, the WHO Secretariat and by other stakeholders, including proposed measures for economic operators in alcohol production and trade.

The objectives of the dialogue are to provide information about the Global alcohol action plan 2022-2030 and the measures proposed in the plan for economic operators in alcohol production and trade, as well as to explore opportunities and plans for specific measures by economic operators to implement the Global alcohol action plan 2022-2030 within their core roles as developers, producers, distributors, marketers and sellers of alcoholic beverages.

The dialogue will be organized as a hybrid meeting that will take place at WHO Headquarters in Geneva, Switzerland, with web-based connection for those invited participants who cannot attend in-person. A detailed program and weblink to connect will be circulated in advance of the dialogue.

The dialogue does not imply collaboration or partnership between WHO and economic operators in alcohol beverage production and trade. However, the outcomes of the dialogue will be taken into consideration in WHO activities to implement the Global alcohol action plan (2022-2030) and to achieve the SDG 2030 health targets.
