Deliver Change on Drink Delivery

Close legal loopholes in alcohol delivery services & bring forward legislation which allows for greater clarity on age verification, protection for intoxicated persons, point of sale & hours of both sale & delivery

Growth of E-commerce during the pandemic

- **Salesforce shopping index (51 countries, data from 1.2 billion shoppers)**
- US boosting its digital commerce output by 45% (Total e-commerce sector experienced 10 years of growth in just three months March — May 2020)
- Netherlands 108%
- Canada 111%
- The UK 91%

Salesforce: The time for digital transformation is now | TechRadar

United Nations Conference on Trade and Development (UNCTAD)

/ Online sales rose 59% in Australia, 46.7% in Britain, 32.4% in the US, and 14.6% in China

UN study: Online sales boom in 2020 during pandemic, lockdowns | News | DW | 03.05.2021

Growth of E-commerce sales of alcohol

/ IWSR U.S. alcohol e-commerce sales $5.6 billion in 2020 up from roughly $3 billion on 2019.

/ Across 10 core markets — Australia, Brazil, China, France, Germany, Italy, Japan, Spain, UK, and the U.S – alcohol e-commerce sales are expected to increase by 42%, to $24 billion, in 2020.

Online Alcohol Sales Surge Amid Coronavirus Pandemic (forbes.com)

Significant challenge for governments & policy makers

Alcohol licensing codes developed around place based alcohol retail outlets, where codes, regulations, ID checks etc. were designed around considerations of how best to manage sale of a licensed, legal psychoactive substance on or from a particular premises

International Alliance for Responsible Drinking (launched Feb 2021)

'New global alliance formed to promote the responsible sale and delivery of alcohol online'

'Ground breaking partnership between leading beer, wine, and spirits producers, online retailers, and e-commerce and delivery platforms to establish ***robust*** global standards for the online sale and delivery of alcohol beverages' (includes Drizly, Jumia, Uber Eats, Grab)

29012021-E-commerce-partnership-announcement.pdf (iard.org)

Self regulation – tried and tested tool to avoid effective regulation?

But the issue isn't new, just much bigger!

- 2005 – Intoxicating Liquor Bill
- 2009 – Ballymun community expressed concern about the issue at a local level
- 2010 – national current affairs programme 'Prime Time' did investigation into ease with which young people were accessing alcohol through drink delivery services
- 2017 – Ireland's special rappateur for Children launched ICAAN report which highlighted need to regulation of drink deliveries and called on Government to ensure that the Public Health Alcohol Act addressed this issue
- 2020 – ICAAN launched 'Deliver Change on Drink Delivery' campaign

EYES ON AGES A research on alcohol age limit policies in European Member States. Legislation, enforcement and research

/ 'Adopt a ban on selling alcohol through internet given the lack of effective age verification systems.

/ July 2013. https://ec.europa.eu/health/sites/health/files/alcohol/docs/eyes_on_ages_report_en.pdf

How does change happen?

- **Who decides what issues are on the 'political' and 'policy' agenda?**

- **What voices do government and statutory agencies listen to?**

- **Drugs policy area in Ireland– Communities have been active agents of change and partners in the policy arena**

- **Public health sphere – Role of communities has traditionally been that of passive recipient, beneficiary, or research subject**

Change from 'below'

- Decision to build a campaign from the grassroots up (framing, leadership)

- Concerns of communities on this issue had fallen largely on 'deaf ears'

- Methods – solidarity, collectivity, alliance building, communities leading, local level advocacy

- Support from legal experts   (pro bono critical given lack of resources)

- Media and communications

- Research

Recommendations / next steps

/Research and data collection – promote inclusion of question on drink delivery in population level surveys at national & European levels

/Continue work of the Eurocare sub group & develop shared policy position & advocacy

/European survey (also research MA)

/Focus on better protections for delivery agents, for underage persons and for intoxicated persons (and those to whom they may present a risk)

/Listen to and support community leadership

Thank You

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