



Washington State  
**Liquor Control Board**

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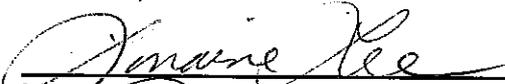
**Liquor Control Board Interim Policy #02 - 2009, Revised**

**Subject:** Liquor Suppliers Social Responsibility Survey - Pilot

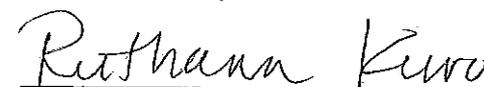
**Effective Date:** May 27, 2009

**Ending Date:** June 30, 2010

**Approved:**

  
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Lorraine Lee, Board Chairman

  
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Roger Hoen, Board Member

  
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Ruthann Kurose, Board Member

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**Background**

In 2008, a workgroup comprised of Liquor Control Board (LCB) staff, agency liquor suppliers, and a prevention community representative was created to develop a tool to measure social responsibility efforts and contributions made by liquor suppliers. The workgroup developed a tool called the "Supplier Social Responsibility Survey".

**Purpose Statement**

The purpose of Liquor Control Board Interim Policy #02 – 2009 is to document that the agency will pilot the Supplier Social Responsibility Survey to better understand and recognize the commendable social responsibility initiatives already underway by our suppliers, and to consider supplier social responsibility efforts as one component in business decisions. This Policy describes the Survey elements, duration of the pilot, and general process guidelines.

**Policy Statement**

One of the LCB's top priorities is to promote public safety. To support this mission the agency intends to use the Supplier Social Responsibility Survey to measure individual supplier efforts in four key areas:

- Providing and/or supporting education and tools to prevent underage access and use.
- Minimizing youth exposure to and impact of alcohol advertising.

- Providing and/or supporting education and tools to prevent over-consumption and encourage responsible use.
- Being a good steward of your local community and the environment (in support of the Governor's *Go Green Initiative*.)

Part of the LCB's vision is to be a *recognized national leader in alcohol and tobacco regulation, business operation and public safety, and a collaborative partner that establishes effective and lasting solutions*. By developing this survey in collaboration with our suppliers and the prevention community, the Board is defining and encouraging the desired social responsibility activities of suppliers.

#### **Policy Duration and Implementation**

The Supplier Social Responsibility Survey will be used for a six month trial basis to determine its effectiveness.

In July, approximately eight suppliers will complete the survey, and LCB staff will compile and analyze the results. In September, the remaining suppliers from the scorecard program, who supply 85% of the product we sell, will complete the survey.

Beginning with the January 2010 new listing meeting, non-scorecard suppliers presenting new products for listing consideration will begin completing the survey.

In January 2010, with survey results available from all suppliers presenting new products, staff will begin considering the survey data in the business decisions. At the conclusion of the six month pilot, in June 2010, the survey program will be reviewed with the Board to determine if any changes need to be made.

To communicate best practices to all suppliers, staff will highlight some of the efforts of individual suppliers, with their permission, on the LCB website. The supplier with the strongest social responsibility program will also be recognized in 2010 with a Supplier Social Responsibility Award.

#### **Attachments:**

Workgroup Charter  
Pilot Survey

5/1/09 (djb)

# LIQUOR CONTROL BOARD (LCB) WORKGROUP CHARTER

<b>Title</b> Supplier Social Responsibility Advisory Workgroup
<b>Sponsor(s)</b> Lorraine Lee, LCB Board Chairman Pat McLaughlin, LCB Business Enterprise Director
<b>Purpose</b> <ul style="list-style-type: none"><li>• Increase awareness and measurement of direct WSLCB liquor suppliers' social responsibility efforts</li><li>• Enhance collaboration and partnership between LCB and stakeholders</li></ul>
<b>Objectives</b> <ol style="list-style-type: none"><li>1. Determine what social responsibility activities suppliers currently have underway.</li><li>2. Agree upon the definition of Social Responsibility and how it contributes to the LCB mission</li><li>3. Develop measures for supplier social responsibility contributions on the LCB supplier scorecard and for non-scorecard suppliers.</li></ol>
<b>Constraints</b> <ul style="list-style-type: none"><li>• Any recommendations that require additional funding or FTE's must be reviewed/approved by the Sponsors.</li><li>• Any recommendations or planned activities must align with the agency mission and regulatory authority.</li></ul>
<b>Agency Goals Supported</b> <ul style="list-style-type: none"><li>• Provide the highest level of public safety by continually assessing, analyzing, improving, and enforcing laws, regulations, and policies to ensure they are easy to understand, effective and reflect today's dynamic environment.</li><li>• Create a culture that fosters excellent customer service, communication, accountability, data driven decisions, and business initiated process improvement including the use of integrated technology.</li></ul>
<b>Timeframe</b> Meetings begin September 2008. Recommendations due to Sponsors by March 30, 2009.
<b>Team Lead</b> Debi Besser, Director of Purchasing, LCB
<b>Team Facilitator</b> Mona Moberg, Project Manager, LCB

**Additional Team Members**

Ruthann Kurose, Board Member, LCB  
Kimberly Ward, Buying Manager, LCB  
Steve Burnell, Marketing Manager, LCB  
Brent Young, Remy Cointreau USA (DRAW President)  
Matt McCarthy, Southern Wine/Spirits West (DRAW Vice President)  
Arick Liske, Diageo North America (DRAW member)  
Jeff Barr, Bacardi (DRAW member)  
Terry Adams, Ste. Michelle Wine Estates  
Bill Ingersoll, Young's Columbia  
Michael Langer, Prevention and Treatment Supervisor, Division of Alcohol And Substance Abuse, DSHS  
Kathe McDaniel, Retail District Manager, LCB  
Tony Masias, Alcohol Awareness Manager, LCB  
Jim Hutchins, Process Improvement Manager, LCB  
Brian Smith, Communications Director, LCB  
Megan Renick, Administrative Assistant, LCB

**Resources**

- Liquor Control Board Mission Statement
- DISCUS Code of Responsible Practices for Beverage Alcohol Advertising and Marketing
- Meeting room facilities

**Meeting Duration and Frequency**

- Meetings will be scheduled for approximately three hours monthly at the Olympia LCB office.

**Performance Measures**

- Criteria developed for measuring supplier social responsibility efforts, and definition of how they will influence business decisions.
- Communication of measures and program to partner community
- Increased level of supplier participation in social responsibility programs, two years from implementation.

(rev. 11/10/08)



# Liquor Supplier Social Responsibility Survey

Date: \_\_\_\_\_

Supplier Name: \_\_\_\_\_

Address: \_\_\_\_\_

Respondent's Name: \_\_\_\_\_

State/Province: \_\_\_\_\_

Position: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Thank you for participating in the Liquor Supplier Social Responsibility Survey, for suppliers who sell liquor (spirits, wine, and beer) to the Washington State Liquor Control Board (LCB). In line with the Board's top priority of promoting public safety, we would like to know about all the positive efforts your company is making in the social responsibility arena.

Please answer the questions in each of the 4 sections about your company's activities and initiatives in the communities where you do business, and especially those in Washington State. Please limit answers to 150 words; however, you can attach additional documents as necessary. Include any activities or programs conducted by brokers or distributors on your behalf.

We recognize that our suppliers will be at different stages of growth in their social responsibility programs and some may not be able to provide results for each question. If some questions do not apply to your company, simply indicate "N/A" with a brief explanation.

Through these survey results, we will be able to identify and share best practices, and discover potential partnerships and synergies between the LCB and our suppliers. We will recognize suppliers that have best-in-class social responsibility programs. We will also look at the survey results as an additional factor in influencing business decisions.

# Advertising

The Distilled Spirits Council of the United States (DISCUS) is the national trade association representing producers and marketers of distilled spirits sold in the US. They have developed a code of responsible practices for beverage alcohol advertising and marketing. There are similar organizations for the wine and beer industry that have also developed advertising guidelines. The LCB believes that such guidelines help to promote responsible marketing of alcoholic beverages.

(1-1). Please describe any advertising codes that your company adheres to, such as the DISCUS Code, or codes from the Wine Institute.

(1-2). For any advertising guidelines to which you subscribe, how do you train and ensure compliance to such expectations?

(1-3). Has DISCUS (or other industry group) ever determined that your company had an advertisement not compliant with the industry advertising code? If so, what action was taken?

(1-4). In an effort to reduce youth exposure to alcohol advertising, many companies have set a minimum percent requirement of over-21 viewing population for the media where they advertise. Please describe your standards in this area.

# Underage Access

Preventing youth access requires the involvement of the alcohol industry as well as the prevention community. There are many things suppliers can do to decrease youth access to alcohol, as well as reduce their exposure to alcohol advertising.

(2-1). Please describe how your advertising addresses the prevention of underage access and use. This can include advertising on TV, radio, internet, billboards, print ads, etc

(2-2). Please describe any associations your company has with organizations that provides training to prevent underage access and use, such as Century Council or RuAD

(2-3). Please describe how your point-of-sale materials (POS) address the prevention of underage access and use. POS would include off-premise materials such as bottle necker and back cards, or on-premise materials such as table-tents, etc

(2-4). Please describe any on-line or printed educational materials you provide on the subject of prevention of underage access and use. This could include links on your website

(2-5). Does your website require users to enter their birthdate in order to access your site?

(2-6). Please describe the frequency and approach for any training you provide your sales and marketing employees on the effects of underage alcohol use

(2-7). Please describe any information on the prevention of underage access that you include in your on-premise product trainings to licensees, such as tips on recognizing fake ID's

(2-8). What other efforts, if any, is your company undertaking to prevent underage access and use?

# Responsible Use

Everyone has a role to play to ensure that alcohol consumers conduct themselves in a manner that is healthy for them, their families, and communities. Educating consumers on responsible use includes information on the effects of binge drinking, over-consumption, and drinking and driving.

(3-1) How do you ensure responsible drinking behavior by your own employees? Some companies have a code of conduct, or provisions to pay for taxi or accommodations for people who over-consume.

(3-2) If any of your staff interacts directly with end consumers, what kind of training on responsible use do you provide that staff?

(3-3) Please describe your company's policy on requiring sales employees to attend alcohol server training?

(3-4) Please describe any partnerships with community organizations or groups that provide education to the public to encourage responsible use? Examples include law enforcement, MADD, etc.

(3-5) Please describe any information on the prevention of over-consumption that you include in your on-premise product trainings to licensees, such as tips on how to cut off customers without upsetting them.

(3-6) Please describe any messages in your point-of-sale material (POS) about responsible use? POS includes off-premise materials such as bottle neckers, back cards or on-premise materials such as table tents, etc.

(3-7) Please describe any other innovative methods and tools your organization uses to emphasize responsible use. Examples could include texting information to alcohol servers, or additional training opportunities.

# Good Steward

Caring for, and investing in, your community and environment will provide long lasting benefits to your company and society as a whole. There are many different ways to positively impact the communities where you conduct business.

(4-1). Please describe any programs or activities your company is involved in to give back to the community. Examples may include donations to charitable organizations, or allowing employees paid work time to volunteer.

(4-2). For any vehicles that are used in conducting your business, please describe any policies or initiatives to make those vehicles more environmentally friendly.

(4-3). Please describe any of your companies initiatives to increase sustainable packaging for your products. If you already have recycled and/or biodegradable packaging, what percent of your products are packaged in those materials?

(4-4). Please describe any company policies or initiatives to reduce energy consumption and/or waste generation. Examples might include 4/10 work weeks or recycling programs.

(4-5). Please describe any other efforts underway to reduce your company's impact on the environment. Examples might include using recycled paper, or constructing "green" buildings.

(4-6). How does your company ensure fair and ethical sourcing? Examples might include a Women/Minority/Disadvantaged sourcing policy, or efforts to ensure products are responsibly produced (fair wages, environmentally sensitive, no child labor).

*Thank you for your responses. Your efforts are greatly appreciated!*

Print Survey

Submit Survey by E Mail

