

Alcohol Education and Research Council

Guidelines on Interaction with the Alcohol Industry

The AERC defines the alcohol industry as “individuals and organisations that have a significant financial stake in the manufacture, distribution or retail of alcoholic beverages”

Involvement of the Alcohol Industry in AERC Governance

1. The trustees of the AERC come from a wide range of backgrounds, including the alcohol industry. The AERC considers that such representation is important but is equally keen to maintain its independence and ensure there is no undue influence. To that end, the maximum number of trustees from the industry will be three
2. No-one from the alcohol industry will be permitted to join committees that make decisions about funding, or otherwise be involved in the decision-making process

Receiving Funds from the Alcohol Industry

3. The AERC will not accept funds, in cash or in kind, from the alcohol industry

Use of the AERC Name and Logo

4. Nobody shall use the AERC’s name or logo without express written consent. The AERC will not give such consent for its name or logo to be used in the marketing or promotion of alcohol-related products
5. The AERC will be open about any cooperation between itself and the alcohol industry; however, it will not allow such cooperation to be used by the industry for PR or marketing purposes or in their communications with policy makers

Liaising with the Alcohol Industry

6. The AERC will liaise with the alcohol industry where this would be helpful to its work. However, it is always aware that there is the possibility of a conflict of interest when doing so. Although the industry is keen to reduce alcohol related harm there is, nevertheless, a clear commercial disincentive towards strategies that involve a reduction in per capita consumption of alcohol. The AERC, like the rest of the research and public health community will place this possible conflict towards the top of its concerns when liaison with the alcohol industry is involved
7. In developing relationships with the alcohol industry or other organisations, the reputation of the AERC and the work it funds must remain paramount. Scientific validity must not be compromised.
8. The AERC will accept hospitality from the alcohol industry but only where this is incidental to the conducting of other business