i-mark

Supporting independence from alcohol industry influence.

i-Mark for Charities, Community & Voluntary Organisations

A PLEDGE, A SET OF COMMITMENTS & A SYMBOL OF RESISTANCE

The i-mark Initiative was developed by the Irish Community Action on Alcohol Network and Well Ireland (Formerly Alcohol Forum Ireland) in direct response to concerns across communities about the growing influence of the alcohol industry in the areas of partnership, policy and school-based education.

In adopting the i-Mark organisations commit to analysing and understanding the inherent conflict of interest between our health and wellbeing and the motives of the alcohol industry, its funded charities, corporate social responsibility activities and its interest groups. In signing this pledge, organisations and individuals act to stop misleading marketing and alcohol industry funded 'awareness', 'education' and 'prevention' activities which serve to replace, detract from, undermine and / or confuse sound scientific evidence. In signing this pledge, you will be joining with others to raise awareness of significant conflict of interests and to protect people living in Ireland from misleading information funded and promoted by the alcohol industry.

In adopting the i-Mark organisations join a movement and pledge to :

1. Review any partnership or funding proposals against the questions outlined in the I-Mark toolkit

2. Never accept funding from, or enter into partnerships with, the alcohol industry, its subsidiary companies, trade organisations, its funded charities or social aspect public relations organisations (SAPRO's)

3. Never use or promote alcohol industry funded materials or programmes in either educational or out of school settings with young people

4. Scrutinise, challenge and raise awareness of the tactics of the alcohol industry in undermining public health in Ireland and beyond



Well Ireland
Formerly Alcohol Forum Ireland

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Irish Community Action on Alcohol Network

i-Mark is an initiative of Well Ireland & The Irish Community Action on Alcohol Network

To sign up or to find out more, get in touch
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