



spiritsEUROPE ROAD MAP 2015 IMPLEMENTATION REPORT 2013

March 2014



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FOREWORD BY THE spiritsEUROPE PRESIDENT



spiritsEUROPE takes full part in the institutional dialogue on alcohol-related harm issues, harmonising and encouraging the contribution of spirits drinks sector.

We proudly represent 32 national associations as well as 8 leading multinational companies accounting for more than 300 protected geographical indications for spirits products. We are dedicated to ensuring the long term sustainability of this heritage, closely linked to the culture and history of our European regions.

But beyond the protection of this legacy, it is also our duty to make sure that our products are properly understood and consumed. The majority of people enjoying our products behave responsibly while a minority do not, causing harm to themselves, their families and society at large.

spiritsEUROPE and its members are fully aware of, and concerned about, the consequences that the abuse and misuse of alcohol can generate, and, for many years, have been fully engaged at European, national and local levels to contribute to reducing alcohol related harm. spiritsEUROPE promotes and supports the engagement of its members in programmes and initiatives aiming at raising the awareness of our consumers about responsible drinking and the circumstances in which one should not drink. We also contribute to supporting actions, in partnership with others, to tackle the consequences of alcohol misuse.

Progress is noticeable, statistics are going in the right direction in many countries but we, as producer, as parents and responsible adults, can always do more. We are actively engaged in a long road to change social norms for the better.

This long term commitment of spiritsEUROPE is reflected in the ROAD MAP 2015. 317 initiatives were put in place since the inception of the Alcohol and Health Forum, and 140 are currently in progress across Europe. We committed to evaluate and report publicly on these initiatives. While this poses methodological and budgetary constraints, we strive to improve the monitoring and the evaluation of our numerous programmes, which are key for a reliable assessment of our contribution.

This is the mid-term review of the spiritsEUROPE ROAD MAP 2015 delivery. Much has been achieved thanks to the constant commitment of our members. We can already see numerous positive outcomes, which is a great source of motivation to maintain our efforts. This report will give the reader a brief country-per-country overview of what is ongoing. For detailed information about each of the programmes mentioned, please visit the drinksinitiatives.eu database.

A handwritten signature in black ink, appearing to be 'Joep Stassen'. The signature is fluid and cursive, with a long horizontal line extending to the right.

**Joep Stassen, President
spiritsEUROPE**

EXECUTIVE SUMMARY



Highlights of the third year of implementation of the spiritsEUROPE ROAD MAP 2015 include:

- **Training seminars on responsible marketing communications, with specific focus on digital media**

In 2013 and early 2014, four countries hosted seminars: Ireland, Germany, Hungary and Estonia, gathering about 120 professionals. Belgium, Portugal and Austria have expressed interest in hosting similar events in the coming months. This is in addition to the 9 countries already visited in the last two years. Designed as a complement to the online training facility (marketresponsibly.eu), the seminars are organised at national level with local stakeholders in production, distribution and advertising to rehearse knowledge and skills on advertising standards in general - and digital media in particular. In 2013, as we were aiming to reach more attendees from advertising agencies and to strengthen our expertise and our recommendations, Dominic Lyle, Director-General of EACA, the European Association of Communications Agencies kindly agreed to participate in these sessions.

- **Progress in the use of responsible drinking message (RDM) on advertising and on product labels, in the form of a consumer information website**

Progress has been made in the use of RDMs on advertising, particularly in central eastern countries, a very positive signal that underlines the efforts of our members. Discussions are underway in many countries on how best to introduce Responsible Drinking Messages (RDMs) on labels. While the overall percentage of coverage remains difficult to assess due to the absence of a comprehensive labelling monitoring project in 2013, voluntary sectoral agreements are being taken and an increasing number of companies are displaying either the responsibledrinking.eu portal or their own consumer information website addresses.

- **Tackling underage drinking and irresponsible drinking by adults: incentivising action down the value chain**

Thanks to the great amount of work produced by our members and partners since the launch of the ROAD MAP 2015, numerous prevention and education programmes are now well established and duplicated from one country to another. We have managed to involve a wide range of partners, from medical professionals to the retail and hospitality sectors, an essential link in the value chain as their staffs are the ones in direct contact with consumers. Improvements in measurement and evaluation of such initiatives have to be made but we believe we are contributing to making a significant difference in changing awareness, attitudes and in the long term, behaviour.

To conclude, the European spirits sector continues to make a real contribution to contributing to reducing alcohol related-harm, as detailed in the drinksinitiatives.eu database. As we are now entering the second half of our ambitious plan, we are more motivated than ever to maintain this high level of achievement in the years to come.

A handwritten signature in blue ink that reads "Paul Skehan". The signature is fluid and cursive, with a long horizontal line extending to the right.

**Paul Skehan, Director General
spiritsEUROPE**

MATURITY GRID FOR THE spiritsEUROPE ROAD MAP 2015

(Inspired from past reporting and aimed at helping the reader identify efforts and progress made year-on-year by spiritsEUROPE members)

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015	NOT STARTED	IN PROGRESS	OBJECTIVE ACHIEVED
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	No agreement on an RDM at national level	1) RDM in place in less than 75% advertisements (or no recent monitoring data available) 2) RDM is not in the form of a web address	1) Recent monitoring data demonstrates that at least 75% of ads are covered with an RDM 2) RDM in the form of a website address
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)	No agreement at national level	1) Decision taken at association level 2) RDM on labels in implementation 3) RDM in place but no monitoring data available	Recent monitoring data demonstrates RDM is on 80% of spirits containers, measured by volume (excluding small containers below 50 ml), in the national off-trade market
Objective 3: Advertising code meets the required standards, covering digital media - including the provisions of the 2011 spiritsEUROPE guidelines for digital/social media and is enforced by the national SRO where applicable	No code in place or code does not meet required standards	1) Advertising code not applicable to digital media and/or not enforced by the national SRO 2) New provisions of the 2011 spiritsEUROPE guidelines for digital/social media not transposed	1) Advertising code covers digital media and is enforced by the SRO (see annex 3) 2) New provisions of the 2011 spiritsEUROPE guidelines for digital/social media applied
Objective 4: At least two prevention programmes in partnership with stakeholders; sustained for a minimum of 3 years, measured and evaluated	Absence of, or only one, prevention programme in place	1) At least two prevention programmes in place but not yet sustained for three years 2) No evaluation data available	1) At least two prevention programmes in place and sustained for three years 2) Recent evaluation data available
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	Nothing in place	Events organised with external stakeholders to identify/roll out effective harm reduction interventions at national level, and/or provide active support to law enforcement (LPA, BAC...)	Long term stakeholder involvement strategy including promotion of responsible drinking guidelines to consumers

NOTE TO THE READER

It is important to note that:

- The spiritsEUROPE ROAD MAP is a five year commitment, hence will be gradually achieved until 2015.
- Some commitments cannot be fulfilled in some markets due to the regulatory context or structural issues (ban, state monopolies etc).
- This report is only a snapshot of what is being delivered at national level. All the initiatives cannot be reported on in detail. For more information, please see drinksinitiatives.eu.

Each country section will provide the following information:

- Who is in charge of delivering the spiritsEUROPE ROAD MAP 2015 (depending on the countries, it may be the spiritsEUROPE member association and/or, if in place, the local Social Aspects Organisation). The reader should note that companies are also individually engaged in delivering the spiritsEUROPE ROAD MAP 2015, and in some markets may be the best lever to deliver our responsibility commitments.
- A maturity grid for spiritsEUROPE ROAD MAP 2015 objectives.
- A description of the main achievements per objectives listed in the spiritsEUROPE ROAD MAP 2015.

spiritsEUROPE ROAD MAP DELIVERY 2013

spiritsEUROPE offered support to its members in the delivery of the spiritsEUROPE ROAD MAP through:

- Facilitation of exchanges of good practice in prevention among members in dedicated seminars
- Organisation of digital workshops
- Technical support from the spiritsEUROPE secretariat and country visits
- Additional ad-hoc financial support

➤ Digital workshops in four countries

In 2010, the spirits sector made a number of commitments: to enhance responsible commercial communications, to encourage responsible drinking, and to engage more stakeholders on harm-reduction as part of the spiritsEUROPE Roadmap 2015. The training workshops represent one of the actions to deliver on the first objective, complemented by the training website www.marketresponsibly.eu



Over the last two years, spiritsEUROPE has visited Bulgaria, Czech Republic, Romania, Finland, Latvia, Greece, Spain, Ireland, Germany, Estonia, and most recently Hungary as part of its commitment to the European Alcohol & Health Forum (EAHF) to continuously train marketing professionals in agencies and companies.

The training workshops are organized at the national level in partnership with self-regulatory authorities and local stakeholders in beverage alcohol production, distribution, and advertising. They aim to increase knowledge and skills with respect to advertising standards in general and digital media in particular. At the end, attendees are invited to participate in an interactive case study session to test their knowledge. Participants are also invited to complete a feedback questionnaire, helping spiritsEUROPE to regularly adapt and improve the content of the training to meet the needs of the professionals.

Digital and social media platforms can allow for better safeguards and refined targeting to ensure commercial communication is intended for adults only. By selecting “wine and spirits” when creating a Facebook page, for example, the content, shares, and likes of the page are only visible to Facebook users above legal purchase age in their respective countries.

Adopted in April 2012, the spiritsEUROPE Guidelines for the development of responsible marketing communications were the first key deliverable of the spiritsEUROPE ROADMAP 2015. The spiritsEUROPE guidelines are an unprecedented effort of the whole sector to achieve the same understanding of what constitutes responsible commercial communications. Adopting pan-sectoral, pan-European guidelines as a single reference point are a vital part of that process. However, they do not replace existing national regulatory standards, but provide reference criteria for the development and future amendment of national and sectoral self-regulatory codes applicable to marketing communications for spirits drinks.

The spiritsEUROPE Guidelines put a specific emphasis on digital and social media, rationalise different standards in Europe into one single reference document, enshrine the spirits sector’s commitment to deliver responsible drinking messages in all its marketing communications and underline the spirits sector’s commitment to promote responsible consumption of product to adults only. In addition they gather several recently revised regional, national and company codes, standards and guidelines into a single sector-wide reference publication and serve as reference criteria for the development and future amendment of national self-regulatory codes applicable to marketing communications for spirits drinks across Europe.

➤ Annual meeting with SAOs and exchange of best practice

spiritsEUROPE also facilitated best practice exchange among Social Aspects Organisations (SAO) and members running prevention and education programmes across Europe, and beyond. Delegates from Canada and India joined the meeting organised in Bucharest in May 2013 to share their experiences. Over the course of the two days, we covered issues such as “preventing underage drinking” and “engaging young adults”, “responsible and safe drinking” (from

tackling illegal alcohol consumption to communicating low risk drinking guidelines and addressing drinking patterns). Participants presented the highlights of their prevention programmes and shared experience. The next SAO meeting will be held in Brussels in May 2014.

➤ **spiritsEUROPE support and funding of local prevention activities**

The “kick-start” fund was introduced in 2007 to support the development of social responsibility programs in some EU Member States. Since 2007, this financial support allowed, especially in Eastern countries, to launch and develop sustainable prevention programmes that are still on-going. At the beginning of each year, spiritsEUROPE’s members and Social Aspects Organisations were invited to apply for funding under strict conditions, in particular regarding sustainability, measurement and evaluation.

A total support budget of €100,000 was allocated for the year 2013, and divided between six countries according to the necessities of each local project:

1. **Malta:** Consumer information campaign
2. **Romania:** Anti-drink-drive campaign.
3. **Slovakia:** Responsible selling for no underage serving
4. **Denmark:** Extension of the ‘talk about alcohol’ education programme
5. **Poland:** innovative education program targeting underage drinking
6. **Spain:** Evaluation of the responsible serving programme: “tu sirves, tu decides”.

➤ **Challenges faced by some of our members in 2013**

In 2013, due to the current economic context, some of our members encountered internal difficulties (restructuring, funding issues, and loss of staff). For some, the ongoing situation resulted in the end of the membership to spiritsEUROPE. Others faced challenging internal situations, making it difficult for them to carry on/or and invest in the evaluation of their ongoing prevention initiatives, or develop new programs. In 2014, spiritsEUROPE will re-evaluate the situation to find appropriate solutions, and bridge the gap towards the achievement of the spiritsEUROPE ROADMAP by 2015.

➤ **spiritsEUROPE network: extending actions beyond our membership**

This ROADMAP report covers 23 countries where spiritsEUROPE has an active member, but spiritsEUROPE and its members also support activities in some countries where we have no member federation. We would like to underline here the excellent activities of the Estonian and Latvian SAOs, which have undertaken the local transposition and implementation of the successful “Talk about alcohol” education programme.

An innovative and successful prevention campaign is also led in Slovakia by the local SAO ‘Forum-PSR Slovensko’. The server training programme “Nemas 18? Nemas sancu!” (Not 18? No chance!) launched in summer 2011. To date, more than 6,000 bar staffs have been trained in over 2,000 bars throughout Slovakia giving them the skills to identify and deny sales of alcohol to under 18s. Following training, the evaluation showed that almost 100% of participants felt more confident and equipped to refuse sales to the underage and considered the training very useful in their daily work.



In the coming years, spiritsEUROPE will also follow the development of initiatives in Slovenia, Lithuania and Croatia with the strong intention to engage with the relevant national stakeholders and stretch the scope of our commitments at the European level.

HIGHLIGHTS OF 2013

spiritsEUROPE is proud to support its members in developing initiatives that make a real difference. We firmly believe that changing the social norm as regards to alcohol, through prevention and education programmes, is essential to reduce alcohol related harm.

The quick overview below presents some examples of successful programmes and initiatives launched or maintained this year on tackle underage drinking, a key focus issue for spiritsEUROPE and its members.

Thanks to an increased synergy and renewed exchanges of good practices between economic operators and external partners (NGOs, public authorities, teachers, parents, educators, retailers, etc.), some programmes have been transposed from a country to another, always adapted to best fit the local situation.

➤ Focus on the “Talk about alcohol” education programmes

The aim of the programme is to teach pupils and students about the risks related to underage alcohol consumption, delay the age of onset, and reduce the number of underage drinkers and overall underage drinking. Initially developed in Sweden, this programme was adapted to Denmark, Estonia, Finland, and Latvia. Other initiatives based on different yet similar life skill programmes have also been developed in Czech Republic, France, Poland, Spain and UK.

Each programme is tailored to the local context and to the specific needs of the target audience, and depends on how centralised school curriculum is in each country, and the possibility for teachers to use support material of their choosing. Teachers generally enjoy a lot of freedom on what they teach and on the teaching material they want to use. Nevertheless, the education programme share common objectives: reduce the age of onset, reduce the number of underage drinking and reduce overall underage drinking.

Overall principles for the design and roll-out of “Talk about alcohol” programmes:

- ✓ **Including all actors - students, teachers and parents:** As the first exposure to alcoholic beverages often occurs within the family environment, the role of parents in being prescriptors and educators is essential.
- ✓ **Involving teachers from the outset:** Teachers are at the centre of the education programmes, the success of which very much depends on their level of interest, motivation and involvement. Support of teacher associations, which can take many forms – e.g. co-design, approval, consultation - is a key added value.
- ✓ **Tailoring to the audience:** The programmes are tailored to the age of the target audience. The level of knowledge and awareness of the risks associated with alcohol consumption, the intensity of peer pressure and the likelihood of students to drink unsupervised are important factors to take into account.
- ✓ **Talking, not lecturing:** Programmes should not simply seek to impart knowledge, but focus on promoting a dialogue around alcohol, so as to assess students’ actual consumption habits, questions and (mis)perceptions.
- ✓ **Demystifying:** Many students have a wrong perception of how much their peers actually drink, which can have a very strong influence on what they think is expected of them.
- ✓ **Let’s get interactive!** Providing exercises and quizzes in addition to more conventional teaching materials is a stimulating way to engage with students.
- ✓ **Using all media:** In addition to classroom interventions, materials are also available in printed and digital formats, and tailored to the key targets: teachers, students and parents.



Detailed information (evaluation, key figures and facts) on the particular implementation of this program in each participant countries is available both in this report and more extensively on the www.drinksinitiatives.eu website.

➤ **Responsible selling and serving: involving the retail and on-trade sector in the protection of minors**



The long standing German programme “**Schu-Ju.de**” launched in 2007 is an online training programme, followed by a test for employees. It is aimed at staff members in the on and off-trade teaching them why and how to refuse service to underage people. Brochures and an ‘age control cards’ support the online initiative. In 2013, three informative videos were created for cooperating partners of the pub and restaurant, the retail and petrol station sectors. In total, an impressive 135,700 people have been “Schu-ju.de” certified between 2007 and the end of 2013.

The programme has been evaluated twice since the launch and the last evaluation in November/December 2013 shows very positive results. Overall, those who have been “Schu-Ju” certified challenge the age of their customers significantly more often than those who have not been through the training (Schu-Ju participants express doubts up to 5.4 times on average a week compared to 2.1 times for the control group). But more important, they ask significantly more often for a proof of age: 7.7 times a week compared to 3.4 times in the control group. The initiative is supported by co-operation partners from all relevant industries: bars, shops, patrol stations, restaurants, etc.)



Spain has also developed a successful programme: “**Tu sirves tu decides**” is implemented in the on and off-trade. Supported by FEBE, the nation-wide barmen associations and local municipalities, owners and staff in bars, hotels, restaurants and supermarkets are invited to attend a training session on responsible service of alcohol. Students attending hotel management and hospitality schools are trained too.

The three hour training module for serving staff includes:

- General information about alcohol, the law, rules governing advertising and promotion
- Materials to support responsible serving and selling
- Role-playing exercises
- Exercises about how to promote responsible drinking



Premises where training has taken place are identified with a sticker on the door certifying them as a “Responsible Business”. They are also mentioned on the website of the local municipality. To maintain this status, the premises must not be reported as violating any law regarding sale to minors, public health or disorder. Trainees receive an accredited certificate issued jointly by FEBE and the local municipality.

Since 2004, over 5,800 trainees and professionals received the programme from FEBE and near to 1,800 more received it from partners monitored by FEBE. Over 400 SMEs, businesses and hospitality schools have been accredited.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

Fachverband der Nahrungs und Genussmittelindustrie Österreichs (FNGO)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	→	→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	→	V →	V →	V →
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated				
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				

Objective 1

In 2008, the Austrian spirits association launched a consumer information website (www.verantwortungsvoll.at) which became the agreed Responsible Drinking Message (RDM) for the sector. Its take up and use is highlighted at the annual plenary of the spirit producers. The 2010 RDM monitoring review showed compliance at 100% for TV and print ads collected for the period. However, no independent monitoring has been commissioned since. As other sources of information are not available, so we are not able to confirm that Austria has maintained its level of compliance, but there is no reason to doubt it either.

Objective 2

In 2013, no decision was taken at national level to introduce an RDM in the form of a consumer information website address on product labels.

Objective 3

The Austrian advertising self-regulatory code is enforced by the local SRO (Österreichischer Werberat) which is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3). The code includes provisions regarding alcohol advertising, and covers digital media. However, from a spirits-specific point of view, no further progress has been reported on the adoption of a new spirits memorandum incorporating the missing provisions regarding hazardous activities, alcohol content, performance, social and sexual success, audience threshold for minors, or new digital media rules. It is nevertheless worth noting that 90% of Austrian spirits producers operate without proactively advertising their brands, and a basic information website is very often their only marketing activity.

Objective 4



The **consumer information website** (www.verantwortungsvoll.at), launched in 2008, contains six sections (introduction, alcohol and its effects, stages of life, alcohol and driving, top-tips and a quiz for consumers to test how much they have learnt after going through the website). In addition, the address is used by Austrian companies as their home page.

In 2011, the website had around 32,000 unique visitors, each viewing 3-4 pages. Most popular pages were the "alcohol and driving", "results of alcohol consumption" and "test yourself" pages. The site was not evaluated in 2012 and 2013.

Objective 5

No stakeholder outreach activities were undertaken in 2013. **The Austrian spirits association is going through a transition phase.** More developments should be reported in the year to come.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

Fédération Belge des Vins et Spiritueux (FBVS)/ Belgische Federatie van Wijn en Gedistilleerd (BFWG)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
	→	→	→	→
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→		
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				

Objective 1

At the end of 2005, producers and distributors agreed on the Responsible Drinking Message (RDM) “Notre savoir-faire se déguste avec sagesse” (French)/“Ons vakmanschap drink je met verstand” (Dutch) (taste our know-how wisely). There has been no decision yet to add or replace the agreed RDM with a consumer information website address such as www.educalcool.be. The last Pan-European RDM monitoring review in 2010 showed compliance at 100% for TV and print advertising (excluding advertorials). Official reports in Belgium confirm the level of compliance was maintained, as the RDM is compulsory under the national co-regulatory ‘Covenant’ (see below).

Objective 2

In 2013, no decision was taken at national level to introduce an RDM in the form of consumer information website address on labels.

Objective 3

The Self-Regulatory Organisation (Jury d’Ethique Publicitaire) is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3).

In 2005, The Belgian Covenant (Advertising Agreement) was signed by beer, wine and spirits producers, distributors, and consumer organisations (etc...) under the aegis of the Ministry of Health. On 25 January 2013, the Belgian minister of health, Laurette Onkelinx and different parties from economic operators, advertising sector, consumer organizations and hotel, restaurant and café confederations signed a revised ‘Covenant’, then transposed into a decree and published in the Official Journal. The monitoring of the implementation is undertaken by JEP but, if parties and consumers wish to, by Courts as well. The Decree cannot be modified without prior consent of those having signed the Covenant. The main amendments to the previous Covenant added new rules for digital media, preventing sale in vending machines not equipped with a ID control system, and the introduction of fines for non-compliance to JEP decisions:

- When the educational message in alcohol advertisements is missing or is not correct, a fine of €50 has to be paid to the JEP.
- A fine of €1,000/day is payable to JEP for non-compliance of its decision. Any parties to this Covenant can ask the payment of this amount to court.
- Repeat offenses by the advertiser or non-compliance with a decision of the JEP will systematically result in mandatory copy clearance for each new campaign during a minimum period of 12 months.

Nevertheless, the Belgian Covenant cannot be considered as fully aligned with the requirements of the 2012 spiritsEUROPE guidelines as audience thresholds and requirements for age affirmation mechanisms are not explicitly mentioned.

Objective 4

FBVS has ran a number of campaigns in the past, such as “Alcohol and Pregnancy” in 2008, “Alcohol and Workplace” in 2009 and “Enjoy the game responsibly” in 2010. Details of these programmes are available on www.drinksinitiatives.eu.

Currently the **consumer information website** (www.educalcool.be) is the only running activity. Launched in 2010, it aims to promote responsible drinking among the adult population. The number of unique visitors to the website in 2012 was around 4,000.



Objective 5

No stakeholder outreach activities were undertaken in 2013.

Between 2012 and 2014, the Belgian federation underwent a transition period resulting in the impossibility to run programmes or undertake new activities. This has now been resolved.

Organisation involved in the implementation of the spritsEUROPE ROAD MAP

Association of Producers, Importers and Traders of Spirit Drinks (APITSD)

Maturity grid 2010/2011/2012

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V →	V →	V →	V →
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated				
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				

Objective 1

In April 2010, the Code of Conduct was adopted by APITSD which requires the “consume responsibly” (in Cyrillic) Responsible Drinking Message (RDM) on advertising, which is the same message as the consumer information website address (www.konsumirai-otgovorno.bg). The last RDM monitoring review by Xtreme in 2009 shows compliance at 25%. Since no monitoring was commissioned since, we are not able to confirm whether Bulgaria has maintained or improved its level of compliance. For information, in 2012, international company showed full compliance with this requirement, while the local producers showed none. This resulted nevertheless in a noticeable increase in traffic on the national responsible drinking website.

Objective 2

In 2013, no decision was taken at national level to introduce an RDM in the form of consumer information website address on labels.

Objective 3



The Code of Conduct is fully aligned with the required standards and was reviewed in 2012 to transpose the 2012 spiritsEUROPE guidelines. However it has not been formally approved by industry members as no official forum could be organised given the fledging situation of the local federation. The code is implemented by the national Self-Regulatory Organisation (National Council for Self-Regulation), which covers digital media, and is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3).

Objective 4

The **consumer information website** (www.konsumirai-otgovorno.bg) was launched in 2009 and contains responsible drinking information. The website recorded more than 18,400 unique visitors in 2103 (vs. 4,000 in 2011). Local CSR and prevention programmes are ran by two companies but the local federation was not able to design and implement activities due to the difficult situation of the local federation since 2012.



Objective 5

The Bulgarian association is currently facing internal difficulties. There were no specific activities or pan-industry initiatives in 2013, again due to impossibility to convene formal meeting with members. Individual companies operating in the market (Pernod-Ricard and Brown Forman) were however in regular contact with local stakeholders in order to reduce of harm related to the abuse of alcohol.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

An organisation has been formed by the Cyprus Association of Spirits Importers (CASI) and the Cyprus Wineries' Association (CWA). Its name is «ΠΟΤΟ ΜΕ ΜΕΤΡΟ» (PmM) which means "Drink in Moderation".

Maturity grid (2010/2011) 2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)			→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO			→	✓
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated				→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol			→	→

Objective 1

Agreement has been reached to include the PmM logo and the URL of the **new consumer information website** www.potomemetro.com. At present, a set of guidelines for uniform inclusion of logo and URL on marketing communications are being developed, at the request of local companies.



Objective 2

No information available.

Objective 3

In 2013, two separate sectoral self-regulation codes (one for wine and spirits, and another one for beer) have been developed in cooperation with the local SRO named CARO (Cyprus Advertising Regulation Organisation), agreed by industry and enforced by the SRO. Both codes also cover digital media. Two press releases were sent and there were mentions in both print and online media. The codes were shared with the Cyprus Anti-Drugs Council (responsible also for national alcohol strategy) and the Cyprus Radio & Television Authority on May 2013.

CARO has an obligation to report annually to the two national authorities listed above on the complaints examined, the issues that arose, the media involved etc. There were no complaints for alcohol advertising to CARO in 2013. CARO is a member of the European Advertising Standards Alliance since January 2013 and is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3).

Objective 4

POTO ME METRO, in partnership with "REACTION Youth for the Prevention" a non-profit youth organization which mainly focus on road safety issues, launched "Dionysus" in 2013. A press conference was held on June 2013 at the Traffic Police Park. The ultimate purpose of the programme is the reduction of road accidents caused by drink-driving. Additional aim was to reduce alcohol over-consumption. The programme focused on young adults (18-24 years of age). "Dionysus" includes, inter alia:

- "Friendly" **alcotest Nights:**

A team of volunteers, together with a police officer, approached nightclub visitors when they were leaving the club. They asked for "the driver" of the group and encouraged him/her to undergo a "friendly" alcotest. If the drivers were

found to be above limits, they were persuaded not to drive (e.g. let a friend drive them home, leave their car etc). 4 events took place in Nicosia, Larnaca and Limassol. Safe return home flyers were distributed to all those leaving the clubs, with information on BAC limits' legislation in Cyprus and tips on how to return home safely. Some data to illustrate the results of this initiative:

	Date / Venue / City / Time	Drivers tested	Zero	Below Limit	Above Limit
1	25.8.2013 / Makenzi / Larnaca / Time: 01.30 - 05.00	96	39	44	13
2	14.9.2013 / Saripolou Square / Limassol / Time: 00.00 - 03.30	117	36	58	23
3	29.9.2013 / Makenzi / Larnaca / Time: 00.30 - 02.30	77	34	33	10
4	9.10.2013 / Students' Night / European University / Nicosia	43	11	20	12

- **Activities for Students:**

Three prevention activities were held at three Nicosia universities: University of Cyprus (November 2013), European University (October 2013), University of Nicosia (November 2013). Students were engaged through the use of a tablet application and tinted sunglasses, showing that one is slower to detect and react to danger on the road when one has consumed alcohol. Again, safe return home flyers were distributed to students present, with information on BAC limits' legislation in Cyprus and tips on how to return home safely.

Additionally PmM and many employees from spirits companies, participated in last year's "European Night Without Accident" event on 19 October 2013.

An evaluation will take place after the conclusion of Dionysus.

Objective 5

The activities mentioned in objective 4 above are organized with REACTION which is a non-profit youth organisation; some are implemented with the help of the Traffic Police. A meeting with the Traffic Police Chief took place in June 2013 during which we identified areas where we could work together to reduce traffic related accidents. PmM received an award by REACTION in a ceremony held on December 2013 for its support to REACTION activities in 2013.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

Union of the Czech Spirits Producers and Importers (UCSPI) - "Forum PSR" is used for the promotion of responsible drinking

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	✓	✓	✓	✓
	→	→	→	
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	✓	→	→	✓
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol			→	→

Objective 1

Responsible Drinking Messages (RDM) are voluntarily applied by the UCSPI members. **The consumer information website www.pijsrozumem.cz** (drink wisely) is used by all international companies and the main local producers. The generalisation of its use by all UCSPI members is planned within the next two years. Work on re-designing the page was started in 2013 to make it more user friendly and display clear information to visitors.

Objective 2

No official decision was taken at national level taken yet to introduce an RDM in the form of consumer information website address on labels, but companies announced in 2013 that they will use the website mentioned above.

Objective 3

The Czech Code of Ethics was adopted in 2006 and is fully aligned with the required standards. The Code of Ethics is enforced by the local Self-Regulatory Organisation (Rada Pro Reklamu) and is almost fully compliant with the EASA principles for effective self-regulation (see Annex 3). Since 2013, all UCSPI members applied age controls on their web pages.

Objective 4

For many years now, the Czech spirits producers have engaged in prevention programmes.

Underage drinking



Following a pilot phase in 2006, the "Pobavme Se O Alkoholu" (let's talk about alcohol) programme was launched. It is supported by a dedicated website (www.pobavmeseoalkoholu.cz) based on 3 pillars: an interactive part to be used by young people aged 11-16 in their leisure time; work sheets to help teachers address alcohol in science or civic education curricula and information as well as guidance to help parents discuss alcohol with their children.

In addition, school lessons are given to 13 year old pupils with the help of SANANIM (an NGO). The interactive lesson aims to raise awareness of the risks to the body, psyche and social environment associated with drinking alcohol at their age. The lessons are becoming very popular and in 2013 the demand for lessons was greater than the capacity to supply them. We are looking to the possibility to find other sources of money to cover bigger number of lessons.

In 2013, over 3,000 students from 396 classes in 156 schools were reached through the lessons and the website had over 10,000 visitors. The second year was successful and the programme is spreading to the entire Czech Republic.

Consumer information/drink driving

The **consumer information website** (www.pijrozumem.cz) was launched in 2007 and aims to promote responsible drinking among the adult population. It includes information on what alcohol is, the effects on the body and when not to drink. The redesign website recorded more than 36,000 unique visitors in 2013.



We also organized this year several successful press campaigns broadcasted on national radio and television. The main topics discussed were:

1. Women and alcohol
2. Responsible drinking of the age category 20-30 years
3. View on underage drinking by different age categories
4. Take a sip of alcohol will not damage the children health

In terms of communication around our activities, the PR agency Ogilvy pursued the work done in 2012 and generated this year 96 articles in the top Czech newspapers, on the radio and on television.

Objective 5

No stakeholder outreach activities were undertaken in 2013.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

Foreningen af Danske Spiritus Fabrikanter c/o Arcus Denmark (FDSF); God Alkoholkultur (GODA)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	co-regulatory Alcohol Ad. Board			
	→	→	→	→
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	✓	→	✓	✓
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→	→	✓

Objective 1

A number of companies apply Responsible Drinking Messages (RDMs) on a voluntarily basis. The last pan-European RDM monitoring in 2010 showed compliance at 79%. Since no monitoring was commissioned since at national level since, we are not able to confirm that this level of compliance was maintained or improved.

Objective 2

No decision yet taken at national level to introduce an RDM in the form of consumer information website address on labels.

Objective 3

The Danish Code of Conduct is almost fully aligned with the 2012 spiritsEUROPE guidelines but some specific digital media provisions are not yet transposed. Due to the legal context and the existence of a Consumer Ombudsman, the enforcement mechanism in Denmark is different from the rest of Europe. Alcohol advertising is dealt with exclusively by the independent, non-political, co-regulatory Alcohol Advertising Board (Alkoholreklamenævnet) which is not member of the EASA network. The Board is drawn up by the Danish Ministry of Economics and Business Affairs and is approved by the Danish Ministry of Health and the Consumer Ombudsman to enforce the Code.

Objective 4

GODA has a long standing commitment to reducing alcohol related harm and has been rolling out prevention programmes for almost 20 years.

Underage drinking

GODA has developed and updated intervention tools targeting key factors behind youth drinking for numerous years. Examples of programmes are currently being run:

“**Alkoholdialog**” (talk about alcohol) was developed in 2009. It is a school-based programme which consists of teaching materials, a website (www.alkoholdialog.dk), split into separate sections for students, teachers and parents, and an SMS application to be used during Alkoholdialog lessons. The objective is to create a socially responsible drinking environment (where young people underage do not drink and where older young people consume alcohol responsibly and moderately, if at all) and to help make lasting and sustainable changes in young people's risk-taking behaviour in relation to alcohol.

A total of 7,000 teaching materials have been ordered by the approximately 1,500 schools in Denmark. The website had 42,625 unique visitors in 2013 (up from under 11,000 in 2010).



“Hele Molevitten” (the whole lot) was created in 2012 for leisure and youth clubs. It is based on the bodily learning method where games and playing move focus away from sensitive topics, conversations become easier, even with the more difficult youth problems and players reflect on the challenges of youth through movement and playing. The material supports vulnerable young people without a strong network, enabling them to express their thoughts through play.



Other examples of ongoing programmes aimed at underage drinking are “Når vore børn drikker” (when our children drink) an educational film launched in 2010, “Alkoholpolitik på ungdomsuddannelser” (Alcohol policy in youth education places) an educational booklet launched in 2011 and “Dialog om alcohol” (dialogue about alcohol) a booklet for teachers launched in 2011.

Drink-driving

GODA has run drink-driving prevention campaigns since 1994. Currently ongoing are:



The “**European Night Without Accident**”, is supported since 2006. The primary target group is young people aged between 18 and 28 years and is carried out by young volunteers. Each group arriving at the club is asked to designate a driver for the evening. The driver is identified by a bracelet and when leaving the premises he/she is asked to undergo a breathalyser test. If they test negative (0.5 BAC or less), they are rewarded with a number of gifts. 3 clubs took part in 2013 and 6 volunteers did the breathalyser test, and none of the drivers were above the allowable limit



The “**Eksperimentet**” (experiment) was created in 1996. The short film highlights the effects drinking alcohol can have on driving ability by challenging a youth to drink-drive in a controlled environment.

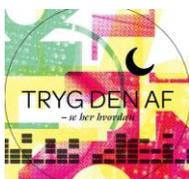
The video is still mandatory at Alcohol and Traffic courses aimed at persons wishing to acquire the driver’s license again following drunk driving. With an alcohol level about 1 per mille young test drivers in the video try in vain to avoid running over life-like dummies on the practice ground. Evaluation has not taken place since 2006.

Consumer information

In 2008, GODA launched a **consumer information website** (www.1421.dk) to promote responsible drinking. The address was recently changed to www.nydmedomtanke.dk (enjoy with care) so that it is better understood as an RDM when used on marketing communications. The website had 5,150 visitors in 2013.



A safer nightlife partnership



“**TRYG DEN AF**” (have fun be safe) was launched in 2010 and GODA joined as a partner in 2012 and took over responsibility for its running. The aim is to enhance nightlife safety and for a minimum of 95 % of the young people (18-30 years) who visit Copenhagen’s nightlife to feel safe. The project encourages everybody – guests, authorities, professionals and volunteers in Copenhagen’s nightlife – to take responsibility through positive behaviour and constructive cooperation.

Promotion takes place mainly through a Facebook page (<http://www.facebook.com/trygdenaf?fref=ts>), a dedicated website (<http://trygdenaf.dk/>), the distribution of information leaflets containing advice and practical tips on how to have a safe and enjoyable night out, the display of posters and ads.

One initiative was rolled out during the Distortion Festival (music festival) where a campaign team from TRYG DEN AF gave guests water and advice for a safe trip home. In addition, guests were encouraged to use Facebook to pass on their own advice on how to make an outing in Copenhagen both festive and safe, and to participate in a competition to win tickets to Roskilde Festival 2013. The activities took place in cooperation with Copenhagen’s Police Force.

Objective 5

GODA has entered into cooperation with local authorities to raise awareness about responsible drinking/feeling safe in night life which will run for the next 2-3 years.

FINLAND

Organisation involved in the implementation of the SPIRITSEUROPE ROAD MAP

Finnish Food and Drink Industries' Federation (ETL)/ Finnish Alcoholic Beverages Industries' Association (FABIA)
The Association of Finish Alcoholic Beverage Suppliers (SAJK- companies are members of spiritsEUROPE)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)			→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO				
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated			→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				

Objective 1

Responsible Drinking Messages (RDM) are of limited relevance since direct and indirect advertising and sales promotion of alcoholic beverages over 22% ABV is strictly prohibited, and products between 1.2% and 22% are subject to restrictions on content and media placement. However, where possible, nearly all member companies include an RDM such as "Enjoy in moderation" or "Drink responsibly".

Objective 2

In the end of 2012, the decision was taken at national level to introduce a responsible consumption consumer information website in order to produce more information and facts on alcohol for consumers. The consumer website is about to be launched in the coming weeks.

Objective 3

Due to severe advertising restrictions, there is limited scope for self-regulation and therefore this commitment is not relevant for Finland. However in 2012, Finland hosted a spiritsEUROPE workshop on digital advertising for agencies and operators, as some have media presence in other markets.

Objective 4

According to the Alcohol Act, ALKO is not only the monopoly retailer for alcoholic beverages but is also responsible for the prevention of alcohol-related harm and the promotion of responsible drinking. Several campaigns have been launched by ALKO such as "In the company of children (wise parenthood)". The programme's partners are the National Institute for Health and Welfare, a research and development institute under the Finnish Ministry of Social Affairs, the A-Clinic Foundation, which operates to reduce and care for alcohol, drug and other addiction problems, and the Mannerheim League for Child Welfare, a non-governmental organisation that promotes children's rights. For more information see <http://www.lastenseurassa.fi/english.php> or www.alko.fi/alkoholijaterveys

Underage drinking

SAJK has run "Puhutaan alkoholista" (we talk about alcohol), an information source for teachers and web-based awareness programme since May 2010. It is aimed at teachers and educators in lower and secondary schools (students between 13-17 years) and provides systematic guidance and tools for alcohol education, as well as classroom activities for teachers and students. The aim is for teachers to encourage young people to postpone their first consumption of alcohol; reduce the number of young alcohol consumers and encourage young



people to adopt rational attitudes towards alcohol. Class-room exercises are designed to empower students in dealing with social expectations and peer-pressure. The teaching materials are compiled in a book that was sent to all secondary schools in Finland that use Finnish as the primary teaching language (780 schools). The last evaluation of the programme took place in 2011.



The “**youEi**” contest was launched in 2013. Students are asked to invent their own style of saying “no” to alcohol by dubbing a 30 seconds famous movie scene (3 choices).

Own dubbing will be recorded with mobile phone and sent as a multimedia message / email to the competition. Dubbing may be done individually or in groups depending on the teachers' choice. The best dubbings will be rewarded and released on Facebook and YouTube.

Objective 5

Given the legal context in Finland, no information is reported under this section.

Organisations involved in the implementation of the SPIRITSEUROPE ROAD MAP

Bureau National Interprofessionnel du Cognac (BNIC)

Fédération Française des Spiritueux (FFS)

Entreprise & Prévention (E&P)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Mandatory by law			
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	✓	✓	✓	✓
	→			
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	✓	→	✓	✓
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	✓	✓	✓	✓

Objective 1

Since 1991 and the adoption of the "Loi Evin", the health warning message "L'abus d'alcool est dangereux pour la santé" (the abuse of alcohol is dangerous for your health) has been mandatory. A voluntary agreement with the industry added a Responsible Drinking Message (RDM) "À consommer avec modération" (drink responsibly). However, the use of the consumer information website address (www.2340.fr) on advertising was attacked in court by ANPAA¹ and is not permitted since the mention "2340" is not officially part of the Loi Evin.

Objective 2

In 2013, no decision was taken at national level to introduce an RDM in the form of consumer information website address on labels.

Objective 3

As a result of the heavy restrictions imposed on advertising both on and offline by the Loi Evin, 'Entreprises&Prevention' (beer, wine and spirits companies) adopted a self-regulatory code to help ensure producers of alcoholic beverages comply with the opaque requirements law. The code was revised in 2011 to introduce provisions on digital media, in particular regarding age affirmation mechanisms. It is enforced by the local Self-Regulatory Organisation ARPP (Autorité de Régulation Professionnelle de la Publicité) which is fully compliant with EASA Principles for effective self-regulation (see Annex 3).

Objective 4

'Entreprises&Prevention' has developed a number of evaluated prevention programmes since its creation in 1990.

Underage drinking

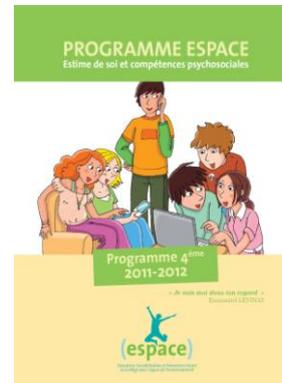
Launched in 2009, the "ESPACE" pilot school programme was run in the Limousin Region in partnership with relevant stakeholders. 1,200 children from 15 schools received 16 hours of lessons per year during three years (a further 15 schools were used as a control group). The lessons slotted in to two syllabus classes: the Self-Esteem and Psychosocial Skills (LAES) and Life and Earth Sciences (SVT) and parents were kept informed through meetings, a newsletter and a dedicated website.

¹ court case 13.02.2008: ANPAA against E&P

The programme has arrived to an end, and a final independent evaluation was conducted, the results of which will be available in April-May 2014. The evaluation methodology endeavours to determine the impact of the programme on attitudes, perceptions and knowledge of alcohol; measure the overall student development and the development of psychosocial skills and analyse the appropriateness of supports and tools.

Preliminary evaluation after the second year of intervention showed:

- 77% of pupils found the lessons interesting and 88% found them easy to understand.
- 46% of the test group got a minimum 6 out of 9 answers about alcohol right (compared to less than 30% year one). 25% of the control group got 6 or more answers right.
- A majority felt that the lessons had impact on their self-esteem and life-skills:
 - 80% felt confident (compared to 76% in control group).
 - 83% felt able to “say no” (compared to 79% in control group).
 - 67% felt able to be different (compared to 54% in control group)
- No measurable difference on trying alcohol, frequency of consumption or drunkenness.



Consumer information

‘Entreprises&Prevention’ has a long history of prevention campaigns in this area. These included campaigns for pregnant women and university students, which although ongoing are not evaluated. Two current campaigns which are evaluated are:



In September 2011 “Ce Soir il conclut” (tonight, he scores), the “serious game” aimed at tackling binge-drinking by 18 to 25 year olds was launched. The online game (www.cesoirilconclut.com) combines the web-series and arcade game styles and uses the highly popular “Make your mind up, Clement” hero. 100 mini videos were shot and assembled corresponding to the different possible combinations of actions/reactions that depend directly upon the amount of alcohol drunk by Clement, a young university student who is trying to seduce Chloe on an evening out. Throughout the game, players need to deal with situations similar to what they could experience at real life parties and make decisions, the outcome of these choices are based on the amount of alcohol already drunk by Clement. The game is publicised through Facebook (http://www.facebook.com/DecideToiClement?sk=app_4949752878) and Twitter (<https://twitter.com/Cesoirjeconclut>).

The game has already been played 72,000 times since its launch, the YouTube/daily motion videos have been viewed over 430,000 times and the Facebook page ‘liked’ almost 14,000 times.



2011 evaluation (653 questionnaires) showed that:

- The game was enjoyed by a mixed population (56% men and 44% women). The fact that the main character is a male has not been an obstacle for the participation of women.
- 87% the game very well/well designed and very interesting.
- The adjectives used the most to describe game are: Fun (28%), Original (27%) and Cool (26%).
- 2/3 played the entire game and thus saw the prevention messages in the game.
- 93% would advise their friends to try the game.
- After playing, respondents felt: “more alert to situations and risky behaviour” (32%); “better able to control their consumption in the evening” (30%) and “better informed about the effects of alcohol consumption” (21%).
- 4% believed that low risk drinking guidelines were above 4 units; 37% thought it was 2 units.

The consumer information website (www.2340.fr) was launched in 2007. It aims to inform consumers about low risk drinking levels: 2 units of alcohol for women, 3 for men, 4 units maximum per drinking occasion and 0 in certain

circumstances such as driving, when pregnant, at work or under medication. The website has received over 700,000 unique visitors to date.

A quality web-based survey conducted in 2012 (581 website users) showed:

- 67% considered the website very interesting/interesting and very relevant/relevant and informative.
- The unit calculator was the most appreciated section (23%) although 18% believed that all topics were interesting.
- 28% felt better informed about the low risk drinking guidelines; 24% felt more aware of the units concept and 16% were more vigilant about risky situations.
- 2/3 discovered the website through internet search engines but an increasing number of visitors (15%) were driven to the site due to information on labels.



Objective 5

In 2013, E&P promoted their engagement to help reduce alcohol-related harm both at national and international level and attended a number of events to further communicate and share with policy makers.

Organisation involved in the implementation of the SPIRITSEUROPE ROAD MAP

Bundesverband der Deutschen Spirituosen-Industrie und Importeure e.V (BSI) "Working Group on Alcohol & Responsibility"

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
	→	→	→	
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V

Objective 1

In April 2009, BSI introduced a Responsible Drinking Message (RDM) with the option of using the website address 'www.massvollgeniessen.de'. In 2013, German Advertising Council observed that 84% of advertising was covered by an RDM.

**Massvoll-
geniessen.de**

Objective 2

In 2013, no decision was taken at national level to introduce an RDM in the form of a consumer information website address on labels.

Objective 3

In Germany, self-regulation is governed by the "Code of Conduct for Alcoholic Beverages" which governs all forms of commercial communication (online and offline) and contains special provisions regarding social media (age affirmation, download advice notices, Facebook and Twitter safeguards).

Since changes have to be jointly agreed with the other operators from the beer and wine sector as well as the media and the agencies, there was no decision to update the code in 2013. The code is enforced by the Deutscher Werberat which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 3).

A roundtable discussion was held with spiritsEUROPE in Bonn on 6 February 2013 followed by a workshop on "Responsible Marketing Communication within the Voluntary Code of Conduct of the German Advertising Standards Council on commercial communications for alcoholic beverages", conducted by spiritsEUROPE and the German Advertising Council.

Objective 4

The Working Group on Alcohol & Responsibility of the BSI has a long history of implementing and maintaining targeted campaigns on issues such as drink-driving, workplace, pregnancy and underage drinking.

Underage drinking

A major area of focus is addressing underage drinking. The Working Group currently runs two long standing campaigns.

"**Schu-Ju.de**", launched in 2007, is an online training programme followed by a test. It is aimed at employees in the on and off-trade to learn why and how to refuse service to minors. Brochures and an 'age control' card support the online initiative. In June 2012, an advanced course was introduced for those who had already followed the training and

succeeded. In total, an impressive 135,700 people have been “Schu-ju.de” certified between 2007 and the end of 2013. Since 2013, three informative video films have been available for cooperation partners of the pub and restaurant, the retail and petrol station sectors.

The evaluation for 2013 brought the following results:

According to the analysis of the first part, 98 % of the participants in the online training attach great value to the observance of the laws for the protection of minors (89 % "entirely agree with the laws", 9 % "tend to be in favour") and, after the training, 59 % more often ask - according to their own judgement - for submission of a proof of age (35 %: "far more often than before", 24 %: "slightly more often than before"). In general, the online training meets with the participants' entire approval and gets the average mark of 1.86 (on a scale ranging from 1 (very good) to 6 (insufficient)). 89 % of the participants have given the mark 1 (26 %) or 2 (62 %) to the training.



The evaluation comparing peer groups (Part 2) revealed that participants in the "SchuJu" training group:

- have significantly more doubts about a customer's age when selling alcoholic drinks (doubts per week: “SchuJu”: 5.4 times, control group: 2.1 times).
- significantly more often ask for a proof of age when selling alcohol (identity checks per week: “SchuJu”: 7.7 times, control group: 3.4 times).
- mostly work at petrol stations (82 %) while control group participants mainly work for pubs and restaurants and the retail sector (95 %).
- more frequently have age control means available at their workplace ("SchuJu": 89 %, control group: 40 %).
- who do not have such age control means, would like to have more such means at their workplace ("SchuJu": 42%, control group: 14%).



“Klartext reden!” (tell it straight) was launched in 2006. It targets parents as role models through training workshops held in schools. It is supported by a training website (www.klartext-reden.de/), training module (www.klartext-elterntraining.de/) and brochure. Parents are asked to fill in an anonymous questionnaire to evaluate the impact of the workshops.

So far, over 5,781 parents have taken part in one of the 206 workshops held throughout Germany since 2006. In October 2012, a survey to evaluate the workshops was undertaken by Smartcon and KESSLER. 122 parents from 5 workshops answered questionnaires while a control group answered an online survey. Results show that the workshops have a significant impact on parents:

- 87% of participants felt better able to talk to their children about alcohol. In addition, 85% of workshop participants stated that they wanted to talk to their child about alcohol. Only 58% of parents who had not taken a workshop wanted the same.
- 85% of workshop participants thought that internet video portals had a “very high” or “fairly high” impact on their children compared to 56% of the control group.
- 96% of participants would recommend the workshops to other parents.

You will find further information in three video films at www.klartext-reden.de.

Consumer information

Two long-standing campaigns are currently run in Germany:

The **consumer information website** (www.massvoll-genießen.de: enjoy in moderation) address is used on all commercial communication (see Objective 1). It contains information on drink-driving, pregnancy, workplace, young people, parents, underage drinking, effects of alcohol and environmental aspects. It also



provides links to existing campaigns. Since its launch in 2009 it has had over 485,000 visitors.

In 2013, as many as 84 % of all members of the association used the www.massvoll-geniessen.de consumer website or a similar consumer information website.

The “**Verantwortung von Anfang an!**” (Responsibility from the beginning on!) pregnancy campaign was launched in 2009 and aims to inform women of the dangers of drinking alcohol whilst pregnant or nursing. The message is disseminated through flyers given to women in promotional mother/baby goods bags, posters displayed in doctor’s practices and a dedicated website (www.verantwortung-von-anfang-an.de/). In addition, a special leaflet created for school girls was launched in 2012. It is handed out in schools and girls can talk to a doctor from the ÄGGF (Medical Society for Health Advancement of Women).



The second evaluation of the "Verantwortung von Anfang an!" (Responsible from the Start!) 2013 prevention leaflet provides the proof that 88 % of the pregnant women who read the leaflet they obtained together with the "Happy Mom Bag" have learnt to completely abstain from alcohol during their pregnancy.

BSI organised a press conference with the Federal Drug Commissioner of the German Government, Dr. Gille, Dr. Feldmann, Dr. Albring and BSI on the "Responsible from the start!" prevention campaign in Berlin on 26 February 2013.

BSI is also working on building network with relevant stakeholders such as the German professional association of gynaecologists (Berufsverband der Frauenärzte e. V.) in 2012 and the IDS Information Display Services GmbH in 2013.

Objective 5

The campaigns presented above involve external stakeholders input from the onset to the delivery of the programme.

BSI also regularly organise seminars and other events to help identify and disseminate best practices in reducing alcohol-related harm, at European, federal and local level.

On 19 February 2013, BSI organised a debate evening event in the Brussels-based representative office of the German Federal State of North Rhine-Westphalia on the topic of 'Corporate Social Responsibility – voluntary corporate compliance versus increased regulation'. Presentations were delivered by Dr Günther Horzetzky, Secretary of State (SPD), Ministry of Economic Affairs, Energy, Industry, Medium-Sized Businesses and the Craft Sector of the State North Rhine-Westphalia; Dr Renate Sommer, Member of the European Parliament (EPP); and Dr Horst Schnellhardt, Member of the European Parliament (EPP) and 4th Enjoyment Ambassador for the responsible consumption of alcoholic beverages. An event on the same topic was hosted in Berlin on 14 November 2013 with the presence of Marie-Luise Dött, member of the German parliament, spokeswoman on environmental policy as well vice chairwoman of the parliamentary circle promoting SMEs and belonging to the CDU/CSU parliamentary group; Urs Meier, Ex-FIFA referee, businessman, consultant to UEFA and FIFA, football expert on the German ZDF TV channel and speaker; Prof. Dr. Julian Nida-Rümelin, retired minister of state, professor for philosophy, chair of philosophy IV, Ludwig-Maximilians university in Munich; Friedhelm Dornseifer, managing director of the Friedhelm Dornseifer group (trade), Angelika Wiesgen-Pick, managing director of BSI e. V. (Federal Association of the German Spirits Industry and Importers) presenting the BSI "Working Group on Alcohol and Responsibility".

Organisations involved in the implementation of the SPIRITSEUROPE ROAD MAP

Federation of Greek Distillates and Spirits (SEAOP)
Association of Alcoholic Drinks Distributors (ENEAP)

Maturity grid 2010/2011/2012

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	→	→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
	→	→		
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	→		
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→		

Objective 1

In 2006, ENEAP and SEAOP agreed to display “Apolafste Ypefthina” (drink responsibly) on all commercial communications by producers and distributors in Greece. The last monitoring in 2009 shows compliance at 85% . More than 75% of which also displayed www.eneap.com.gr. Since no monitoring has been commissioned since, we are not able to confirm whether Greece has maintained or improved its level of compliance in 2013.

Objective 2

In 2013, no decision was taken at national level to introduce a Responsible Drinking Messages (RDM) in the form of consumer information website address on labels.

Objective 3

A self-regulatory code was adopted by the industry in 2005 together with the Ministry of Health. It was amended in 2010 to include the missing provisions to meet the required standards, and again in September 2012 to include a specific provision on digital media.

The code and the additional provisions are enforced by the local Self-Regulatory Organisation (Advertising Self-Regulation Council) which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 3). In addition, Greece welcomed the spiritsEUROPE Training workshop in November 2012.

Objective 4Consumer information

The consumer website (<http://apolafste.ypefthina.gr> “enjoy responsibly”) offers a wide range of information including hints and tips for responsible drinking, information on non-commercial alcohol and advice not to drink-drive. In 2013 the website had 25.000 unique visitors.

Drink-driving

Since 2010 ENEAP and SEAOP, with the help of the IOAS (Road Safety Institute Panos Mylonas), run the **European Night Without Accident** (ENWA) every October. In Greece, the 2013 ENWA took place in 39 nightclubs in 21 different cities (including 5 for the first time). In each club, 6 to 8 volunteers were present. The coordination and guidance in all clubs were done by an experienced team familiar with the event's procedures.

Objective 5

No stakeholder outreach activities were undertaken by ENEAP and SEAOP in 2013.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Hungarian Spirits Association (HSA)

Maturity grid 2012/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
	→	→	→	→
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				→

Objective 1

In 2008, the HSA agreed on a common Responsible Drinking Message (RDM) "Minőséget, mértékkel" (quality, not quantity) to be included on all advertising. The RDM monitoring review in 2009 shows compliance at 46%. As no monitoring has been commissioned since, we are not able to confirm that Hungary has maintained or improved its level of compliance in 2013.

In 2013, HSA agreed to make it mandatory for each member company to include the RDM "A mérték a lényeg!" (Moderation matters!) of the responsible drinking umbrella brand "Italmérték" (Drink Measures) to any marketing communication.

Objective 2

In 2013, no decision was taken at national level to introduce an RDM in the form of consumer information website address on labels.

Objective 3

Spirits advertising is regulated by the general advertising code owned and enforced by the local Self-Regulatory Organisation (Önszabályozó Reklám Testület) which is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3). The code was revised in September 2009 and is now fully aligned with minimum required standards. However, the 2012 spiritsEUROPE guidelines are in the process to be transposed into the Hungarian advertising code and should be adopted in 2014. A spiritsEUROPE training workshop was organised in Budapest on 10 February 2014 and well attended.

Objective 4

Prevention programmes have been run in Hungary for a number of years, first by HAFRAC, the Hungarian SAO, then by HSA (after the merger of HAFRAC and HSA in 2010). The HSA is currently running two prevention programmes:

Consumer information

The "Ital Mertek" (drink measures) concept was created in 2010 to create a coordinated and rounded action in four key areas (responsible drinking, underage drinking, binge drinking and drink-driving). Pre existing drink-drive and education campaigns were incorporated into the new holistic concept. The



aim is to reach the majority of the target audience via efficient media channels to deliver the 'drink responsibly' message in a convincing and memorable way, to help consumers understand why responsible behaviour is important socially.

Promotion is carried out through a number of means:

- Campaign website: www.italmertek.hu. The website contains information on various topics such as what alcohol is, the 2-3-4-0 consumption guidelines and what a unit is. In addition it provides information and posters on the four areas of the campaign.
- Dedicated Facebook page: <http://www.facebook.com/italmertek> (more than 2,500 like so far)
- Distribution of campaign leaflets in top on-trade outlets & festivals.
- Active presence and informative advocacy of the responsible consumption and don't drink & drive messages at top summer festivals.
- The display of posters and advertising campaigns via various media channels.



In 2012, the campaign focused on key summer party-areas in Budapest and the main summer resort and festival areas. Later it focused on the busy pre-Christmas season in Budapest night-out areas. It reached hundreds of thousands of people through the 8 summer festivals in Hungary. The Facebook page has been 'liked' over 2,500 times.

In 2013, in addition, a "winter brochure", which provides specific advice for the Christmas period on the four key campaign areas, was distributed. A "house-party responsible drinking guide" has been developed at the end of 2013.

The messages are communicated and measured by GFK, an independent organisation, (and before that by Gallup). A representative survey of 500 consumers in January 2014 shows progress:

- awareness of the "Italmérték" umbrella brand has increased to 6% from 2% last year
- 37% know the measurement of a standard unit vs 23% before the programme started
- 64% understand the meaning of 2-3-4-0 responsible drinking rule vs 22% before the programme started.

Server training

The server training programme was developed in 2006 in collaboration with EFRD (now spiritsEUROPE), ICAP (International Center for Alcohol Policies) and Alcohol Focus Scotland and is carried out by KIT, the vocational training body for the catering industry. It covers the basic laws and responsibilities required of staff serving alcohol. In addition to training for staff, a programme to help the trainers deliver the programme was also developed.



In September 2011, the spirits industry decided to sign agreements with the top Bartenders' Academies and Schools in Hungary to include the educational materials developed by ICAP in the course, as well as include the most important knowledge elements of responsible serving into the final examination. Training sessions of the trainers started in October 2011 and continued through-out 2012 and 2013. An evaluation of the session feedback questionnaires expected to be ready by March 2014.

Objective 5

While no stakeholder outreach activities were undertaken in 2013, the current campaigns are done in partnership with external stakeholders.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Irish Spirits Association (ISA)

Mature Enjoyment of Alcohol in Society (MEAS)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
	→	→		
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V

Objective 1

In 2005 the drinks industry agreed to use the Responsible Drinking Message (RDM) "Enjoy [brand] responsibly" on all consumer-directed media marketing. Advertisements also invite consumers to "visit drinkaware.ie" (logo included). There are specific guidelines on positioning, character, size and font of the RDM and the drinkaware.ie logo should appear in colour with black text on a white background and the preferred position is bottom or top left. The last RDM monitoring review in 2009 and shows compliance at 93%. While no monitoring has been commissioned since, there is no reason to believe the compliance level would have dropped below the 75% threshold required.

Objective 2

In 2007 the Alcohol Beverage Federation of Ireland (ABFI) agreed with government that legislation would be brought forward to introduce pregnancy advice labels in addition to providing specific information about the number of alcohol units contained in any pre-packaged product. It was agreed that legislation would ensure uniformity across all products and avoid any confusion to the consumer. Although labels can be a useful tool, their effectiveness is diminished unless accompanied by a major consumer awareness campaign which was also agreed in 2007. No legislation has yet been brought forward although ABFI understand that the Government will introduce proposals on this issue during 2014.

Objective 3

A range of codes covers all alcohol products, including spirits. These include:

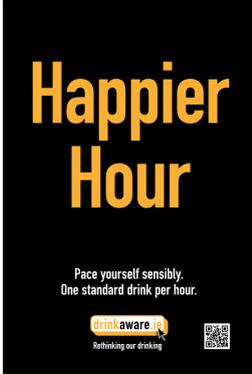
- The Advertising Standards Authority Ireland (ASAI) Code. It is enforced by ASAI the local SRO, fully compliant with the EASA Principles for effective self-regulation (see Annex 3).
- The Alcohol marketing, communication and sponsorship codes of practice are enforced by the Alcohol Marketing Communication Monitoring Body (AMCMB).

These codes are fully aligned with the required standards, but only the ASAI code has been expanded to cover social media (from 1 January 2013). ABFI have been working with both the ASAI and with Central Copy Clearance Ireland (CCCI) on ensuring a smooth transition to this expanded remit. In addition, the industry uses "best practice" guidance document on digital media to ensure that companies take all the steps possible to ensure that their marketing communications activities in this area are responsible, do not appeal to under 18s or encourage misuse.

ABFI also joined forces with spiritsEUROPE to deliver a digital and social media marketing training in March 2013. The course highlighted best practice in this area, and included speakers from Facebook.

Objective 4

The drinkaware.ie initiative was launched by MEAS in 2006. drinkaware.ie's overarching cultural change campaign aims to promote responsibility when drinking and challenge anti-social behaviour following drinking. The overarching cultural change message is communicated through a heavyweight, medium term, mass media campaign challenging the culture of drinking to excess and responsibility when drinking.



The first phase of the overarching campaign communicated the “**Know the One - That's One too Many**” message, the second phase (2007/09) communicated the “**Had Enough**” message. In March 2010, a new phase of the campaign was launched entitled “**Rethinking our Drinking**” which aimed to promote a change in people's attitude to alcohol abuse, with a view to prompting a re-appraisal of some drinking behaviours and the damage they can cause to innocent third-parties. The centrepiece of the campaign was a TV ad featuring CCTV style footage.

In April 2012 the second major phase of drinkaware.ie's “Rethinking Our Drinking” initiative was launched, called “**Pacing**”. While previous drinkaware.ie campaigns sought to confront society generally, and young people in particular, with the consequences of excessive drinking in public, especially for the sober innocent third party, this campaign focuses on how the Irish drink. While Irish people drink relatively infrequently compared to European counterparts, they drink a relatively large amount on an occasion of drinking, and drink at a faster pace.

The campaign *challenges drinking style, encourages consumers to take control of their drinking, and motivates them to enjoy the benefits of a more moderate style of drinking.* It is conveyed through a variety of media: TV, video on demand, cinema and radio advertising, along with extensive outdoor advertising and innovative use of social media. It communicates why, how, and that a better pace of drinking in Ireland can be adopted. Several digital touch points support the consumer focused initiative including the drinkaware.ie website, the drinkaware.ie Facebook page and the Reclaim Your Weekend website.



Research carried out in January 2014 shows that the campaign messages cut through very clearly:

- 73% of 18+ year olds who drink alcohol said they have become more aware of the benefits of pacing their drinking
- 65% of 18+ year olds who drink alcohol said they think about the pace of their drinking more often than they used to
- 63% of 18+ year olds who drink alcohol said they think about how much they drink more than they used to

To support the overarching campaign are the following:

- The **drinkaware.ie website**, has seen over 95 million hits since its launch in November 2006. The site provides information about standard drinks, the effects of alcohol on the body, downloadable drinkaware.ie guides and a drinks diary application. Combined unique visitor numbers to the site from January to December 2013 represent a 30% increase compared to 2012.
- The drinkaware.ie **Facebook page**, had 70,436 “likes” at the end of December 2013. This is an increase of approximately 29% when compared with December 2012. The page aims to engage the target market with quirky posts and responsible drinking information. The drinkaware.ie Facebook page is updated right across the week with a focus on times when the target market is most active on social media. The Reclaim Your Weekend website (delivered in partnership with MSN – Microsoft Networks) was a new initiative delivered in 2012 on the back of the “Pacing” campaign launch. The initiative encourages people to pace their drinking, that is drinking less and more slowly on an occasion of drinking, enabling them to drink moderately and make the most of the following day.



- **The Reclaim Your Weekend** site provides pacing hints and tips, plus information on things to do and places to go that cost nothing at all, as well as exclusive, attractively priced deals on events and activities across Ireland.



drinkaware.ie also runs a wide range of tactical initiatives targeting consumers at “points of danger” with relevant messages promoting responsible drinking behaviour.

One of the longest running tactical campaigns is “**The Morning After**”. Run in partnership with the Road Safety Authority the Morning After campaign aims to highlight the dangers of driving the morning after a night’s socialising with alcohol. Launched in 2007, it communicates two key pieces of information (1) the definition of a standard drink (2) the length of time it takes the body to eliminate alcohol. The two key messages are incorporated into a wallet sized card which is distributed through local police, retail outlets, petrol stations and various other outlets. To date over 4.2 million cards have been distributed.



In addition, in 2013 the ‘Morning After’ message below was included on over 5 million Ticketmaster tickets.

Mass media and posters displayed in pubs and clubs explain how traditional "stomach liners" or "cures" don't speed up the process by which alcohol is eliminated from the body.

Results of independent qualitative research conducted by Millward Browne Lansdowne (amongst a nationally representative sample of over 18 years old) in January 2014 show:

- 56% of all 18yrs+ now know the correct definition of a standard drink compared with 47% in November 2008
- 48% know the length of time it takes the body to eliminate one standard drink
- 74% of all 18yrs+ say that they are now likely to “organise transport to avoid anyone drink driving”

Furthermore the same research also found strong endorsement for the work of drinkaware.ie and the latest Pacing campaign show:

- drinkaware.ie is perceived as the leading organisation promoting “drinking in moderation” (59%) and is significantly ahead of the HSE (14%)
- 81% of all adults aged 18+ are aware of drinkaware.ie
- 86% of those aware of drinkaware.ie said the brand should be used more widely
- 87% of all adults aged 18+ said it is a good idea for drinkaware.ie to advertise about responsible drinking

Objective 5

The Irish Government published its Alcohol Strategy in October 2013 and the plan now moves into an implementation phase. While ABFI believes many of the proposals will be positive, there are a number of proposals that ABFI is concerned will not target misuse but will instead penalise responsible drinkers. In particular, ABFI does not believe proposals to limit advertising and marketing and sponsorship of sports will have an impact on misuse. ABFI is also concerned that the strategy does not include any education initiatives, thereby failing to acknowledge the role that parents and peers have in terms of underage drinking and is hoping to work with government to ensure a *whole of society approach* is taken to address the important issue of alcohol misuse.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Federazione Italiana Industriali Produttori Esportatori ed Importatori di Vini, Acquaviti, Liquori, Sciropi, Aceti ed Affini (Federvini)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
	→	→	→	
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				→

Objective 1

The Charter of Ethics on commercial communications supplements the national code on advertising and confirms the commitment to include a Responsible Drinking Message (RDM) on all advertising. The wording is not defined but the most commonly used is "bevi [brand] responsabilmente" (drink [brand] responsibly). No decision has been taken yet to add/convert the RDM into the consumer information website address (www.beresponsabile.it). The last RDM review showed compliance at 83%. No monitoring has been commissioned since so we are not able to confirm that Italy improved or maintained this level of compliance in 2013. According to Federvini, the percentage of compliance has most probably even risen due to the concentration of advertising investments in Italy (stark reduction of instances of advertising during the last two years as a consequence of the complex economic situation).

Objective 2

No decision was taken at national level to introduce an RDM in the form of consumer information website address on labels in 2012. However, members of FEDERVINI decided in 2013 that www.beresponsabile.it should be the mandatory mention to add on label in case members would like, on a voluntary basis, to commit on this objective.

Objective 3

The IAP self-regulation Code for Marketing Communication covers all marketing communications and includes specific rules on Alcohol beverages. Since the code is shared by beer, wine and spirits producers, it could not be amended to be aligned exactly with the spiritsEUROPE guidelines. However in 2012, at Federvini's demand, article 22 of the code was revised to strengthen the minor's protection rules. The spirits sector also adopted additional rules within the Charter of Ethics to include missing provisions on age of models and the 70/30 rule for minors.

The Code is enforced by the Self-Regulatory Organisation (Istituto dell'Autodisciplina Pubblicitaria) which is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3), and covers digital media.

Objective 4Consumer information

In 2010, Federvini launched the consumer website (www.beresponsabile.it: be responsible). It aims to raise and maintain the positive Mediterranean culture typified by low risk drinking patterns. Under the banner, "lo vivo mediterraneo" (I live Mediterranean) the consumer information website notably includes a description of the



“Mediterranean style” philosophy. The website has been renewed in 2013 to fit with the content of the Mediterranean Style approach. It records around 300 visitors per month.



- **The Facebook fan page “Io vivo mediterraneo” (I live Mediterranean)**

In 2013, Federvini continued its efforts to spread responsible drinking messages in investing digital platform through a Facebook fan page. The aim is to communicate about RDM, to promote the values related to the “Mediterranean Style” drinking pattern of moderate drinking while eating, and to deliver messages against misuse.

To maintain the page dynamic, a weekly editorial calendar is set up. Regular columns address items such as suggestions to responsible drinking, relevant statements of important people, suggestions on how to combine food and drinks.

The launch of the fan page “Io vivo mediterraneo” was supported with a campaign of Facebook advertisements and a press release. The page has more than 9 000 fans so far.

- **Advertising campaigns in Milan and Rome airports and tube stations**

As a complementary action to its strategy to promote the values related to the “Mediterranean Style” in alcohol consumption and the delivery of responsible drinking messages, Federvini launched in September 2013, two majors advertising campaigns in Milan and Rome. For two weeks in Rome and three weeks in Milan, commuters were addressed with a short version of the Drink Test App video. The same operation took place in the airports of Milan and Rome where travellers were presented with a short video which focuses on the Mediterranean Style from Federvini.

This campaign generated an impressive 7.673.381 impacts. The promotion of this campaign, especially highlighting the Drink Test, generated 51 stories on print and web media. Due to its success, the campaigns are foreseen to be repeated in 2014 and 2015. Both videos are available on www.drinksinitiatives.eu.

Drink-driving

- **The Drink Test Application**

Together with H3G-Tre Italia (the third Italian mobile company) & Fondazione Umberto Veronesi (Italian foundation dedicated to the widespread of scientific education and the support to the scientific research), Federvini supported and promoted the launch of an application (for Iphone, Android, Windows Phone) that helps understanding if, after drinking, you can still drive your car or not considering your theoretical BAC level. The App is available on on-line stores or via the dedicated website: www.drinktest.it



The Drink Test application gives information about the alcohol content in spirits, wine and beer consumptions (per unit), connects individual alcohol intake to sex, weight and food consumption, gives you information about the key figures and “numbers” about alcohol. If needed, the GPS and the A-GPS based technology allow you to find a taxi in the entire Italian territory.

The Drink Test App was launched during Vinitaly (April 2013) with a press conference and supported via a continuous media relations activity. A short video was produced in order to explain the correct usage of the App and share it on the net. Furthermore, Tre Italia texted a SMS on the Drink Test to around 700.000 of its clients. The message was : “Happy hour or dinner with your friends? Download the app drink test for free, use it and drink in a responsible way”. The presentation and the following media relations activity generated 49 direct stories on print, web and TV media. Around 9.000 people have downloaded the application so far.

Objective 5

In 2013, Federvini has been proactive in the field of prevention and has engaged with stakeholders, such as the Fondazione Umberto Veronesi, to promote responsible drinking messages nation-wide through a targeted communication plan to maximize the visibility of the project.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Latvian Association of Alcohol Industry (LANA)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Mandatory by law			
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	Restricted by law			
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→	✓
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	✓	✓	✓

Objective 1

In Latvia, the "Handling of Alcoholic Beverages Law" stipulates that alcohol advertisements should include a warning against the negative consequences of drinking alcohol. Since 2013, an additional warning was added regarding sales and transfer of alcohol to underage consumers. The common warning used by LANA members is "Alkohola lietošanai ir negatīva ietekme, tā pārdošanam iegādāšanās un nodošana nepilngadīgām personām ir aizliegta" (Alcohol consumption has a negative impact, its sale, purchasing by or transfer to underage persons is prohibited). The size of warning messages has to be at least 10% of the ad and are mandatory on digital media too. New message variations will be introduced in 2014 following recommendations by Ministry of Health. No monitoring given the mandatory nature of the requirement.

Objective 2

In 2012, no decision was taken at national level to introduce a Responsible Drinking Message (RDM) in the form of consumer information website address on labels. However, since the end of 2103, all new local and international products produced and distributed by Latvijas Balzams, the largest producer and the only local producer represented in LANA, feature common voluntary RDM. RDM consists of common elements: (i) consumer information website www.responsibledrinking.eu (due to high share of exports, producer has preferred international solution offering links to all country websites); (ii) logos related to the threat of alcohol consumption for pregnant persons and drivers.



Objective 3

From mid-2014, spirits advertising will be banned on TV and radio, on outdoor and strictly regulated on print in terms of content and placement. Permitted marketing communications are strictly regulated through legislation (Advertising Law; Handling of Alcoholic Beverages Law; and the Digital Mass Media Law). Although advertising is heavily restricted, the industry has adopted self-regulation rules:

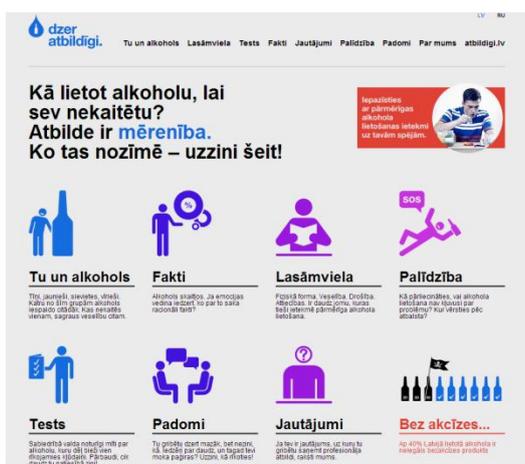
- LANA Code on Marketing Communications is in line with spiritsEUROPE Guidelines. The code is enforced by LANA's Council.
- The largest local producer Latvijas Balzams has enacted and enforced on its distributors The Code of Responsible Marketing Communications (latest revision – May, 2013) aligned with the spiritsEUROPE Guidelines.
- Latvian Advertising Association's (LAA) Code of Ethics (last revised in November 2009), includes specific provisions on alcohol and is enforced by the Board of Ethics. In addition, the Association offers copy-advice and hands consumer complaints.
- Latvian Council of Marketing Professionals has confirmed its readiness to act as arbitrary on demand.

Digital media features the same requirements as defined by spiritsEUROPE and aligned with ICC Code of Advertising and Marketing Communication Practice, including mandatory age verification and health warning messages. Consumers can file complaints with public authorities, (the Consumer Rights Protection Centre, the Competition Council or the National Radio and Television Council), according to their respective competence. Sanctions provided by the law range from a request to amend the advertising to administrative penalties in the form of fines.

Objective 4

LANA has encouraged responsible consumption for a number of years through its information website – since 2010 it has been consistently improved and extended. In 2011 it started a new information campaign to inform consumers of the dangers of consuming non-commercial alcohol given the high percentage of it consumed in Latvia. Now both programmes are sustained for at least 3 years already and developed further – see details below:

Consumer information



LANA launched its **consumer information website** (www.dzeratbildigi.lv - drink responsibly) in June 2010. In order to provide credible and accurate information, page content was developed in collaboration with experts. It contains information on a number of topics such as who shouldn't drink, facts about alcohol and excessive consumption. It also offers visitors the opportunity to ask questions to be answered online. The website and its message is spread through advertisements and a promotional video (<http://www.dzeratbildigi.lv/lv/eksperiments/>) which aims to show that immoderate drinking limits human perception and abilities. The video records an experiment to show the effect that alcohol has on the participant. It was conducted in the presence and strict control of a doctor and contains a warning never to copy it. The video was awarded at national advertising contest in 2011.

Non-commercial alcohol

LANA has been concerned with the non-commercial alcohol (NCA) issue for a number of years due to the severe consequences of the illicit alcohol turnover on the social welfare and economy of Latvia. The dedicated research was carried out in 2011 by researchers from the top ranking university: University of Latvia in partnership with private research companies, spiritsEUROPE and International Center for Alcohol Policies (ICAP).

Results were widely communicated by both academia and industry, presented to state authorities (including Ministry of Health, Ministry of Welfare, Ministry of Interior Affairs, Ministry of Finance, State Revenue Service).

Key findings of the research suggested that NCA is a severe issue as:

- 21% of consumption by absolute alcohol (32-40% from strong spirits) is illicit;
- over a half of population have been engaged in consumption situations of NCA;
- 56% of regular NCA consumers had consumed it for over 10;
- 53% were unable to distinguish between commercial and counterfeit bottles.

In 2012, following the insights from the research that confirmed a need to inform consumers, the **“Aizkulises”** (“Backstage”) campaign was launched. Its goal was to change attitudes towards NCA consumption, and consumption behaviour. It addresses those either consuming/buying NCA, or the ones who are in a position to influence decision of use/purchase of NCA. It attempts to tackle the imaginary emotional benefit (“smart shopping”) by exposing the real possibility of the damage to health. It further aims to educate society on distinguishing between commercial and counterfeit products. The campaign involved advertising agencies and media working ‘pro bono’, State Police, Medical Doctors Association and other stakeholders gathered around LANA as leader.



The message is communicated a number of ways:

- a dedicated page on the drink responsibly website (<http://www.dzeratbildigi.lv/lv/bezakcizes-produkts/>) with infographics and statistics.

- a dedicated “Be Responsible” website <http://www.atbildigi.lv/#raksti-raksts-1> which includes a blog, videos and a myth buster section.
- TV & video materials distributed to TV and online platforms which show real-life/documentary stories highlighting the lack of safety procedures during the production of NCA, lethal cases resulting from consumption, etc.
- posters displayed on buses and in streets.
- presentations at high schools and colleges.

LATVIJA: BEZAKČĪZES ALKOHOLA LIELVALSTS



Most of campaign outdoor media lasted till summer 2013 and some by the end of the year supported by OOH media owners.

In 2013, the ongoing communication was maintained also via mass media, website, presentations to decision makers and academic conferences.

The issue was raised at pan-Baltic level starting collaboration across 3 countries within research, prevention and communication of the issue together with academia, healthcare specialists.

Objective 5

In 2012, LANA promoted the engagement to help reduce harm related to the abuse of alcohol both at national and international level. Following research revealing that approximately one-third of Latvian youth over 13 years old regularly consume alcohol beverages, approximately 90% consider alcohol easy to obtain, and that 85% of males and 90% of females report having consumed alcohol by 16 years old, LANA undertook an initiative to liaise with the health sector.

LANA was the initiator of unprecedented memorandum of collaboration signed by the spirits, beer industry NGO's and Latvian Medical Doctors Association (LMDA) as the leading health industry NGO to fight two common issues: (i) illicit non-commercial alcohol and (ii) underage and binge drinking. In the light of memorandum, LANA and LMDA have defined a common ground for legislative initiatives and followed their commitments.

LANA was proactive in academic research field to assist in development evidence based policy initiatives and sharing its information with policy makers. LANA representatives supported by academia attended a number of international conferences and local events to further communicate and share findings and suggested solutions. Events covered over 10 international conferences where the research was communicated. The effort was carried out within the scope of the “Backstage” programme to fight NCA.

In December, 2013 LANA held a multilateral round-table with Ministry of Health, State Revenue Service, Customs Department and other institutions to share findings and future visions on NCA issues.

Furthermore LANA initiated pan-Baltic research project on NCA supported by ICAP and steered by independent academia group representing 3 top universities of the Baltic States (University of Latvia, Tartu University and Kaunas University of Technology) and health industry professionals to apply already proven methodology in the most extensive research thus far providing policy makers independent and comparable data for all the three markets to assist in policy making. The results due in 2014 will be made publically available to all stakeholders – from policy makers to academia.



Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Fédération Luxembourgeoise des industries et du négoce des vins, liqueurs et spiritueux c/o CLC

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)				
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	→	→	→	→
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated				
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				

Objective 1

No information available.

Objective 2

No information available.

Objective 3

The Advertising Council of Luxembourg (CPL) established an advertising self-regulation code, the Luxembourg Code of Practice in Advertising, which applies to all media members of the Commission pour l'Ethique en Publicité (CLEP), the Self-Regulatory Organisation. The code does not meet the minimum requirements and has not been revised to include specific provision on digital media. CLEP is not fully compliant with the EASA Principles for effective self-regulation (see Annex 3).

Objective 4

An interactive consumer information website www.educalcool.lu / www.educalkohol.lu was launched in February 2012. It provides information on what responsible consumption is, hints and tips to help reduce alcohol-related harm, the dangers of excessive drinking, a quiz to test knowledge as well as reference to the law regarding Blood Alcohol Concentration (BAC) limits for drink-drive, legal purchasing age, etc. No information on site visits is available at spiritsEUROPE.

**Objective 5**

No information available.

As there is only one distiller in Luxembourg, **Luxembourg is represented within spiritsEUROPE by delegation via the Belgian Wine and Spirits Federation. The transition period undergone by the Belgian federation impacted the ability to develop activities in Luxembourg.**

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

The Sense Group (TSG)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	Public broadcasting authority in charge			
	→	→	→	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→		→	→

Objective 1:

In May 2010, the spirits sector in Malta agreed to introduce a Responsible Drinking Message (RDM) on advertising (www.drinkawaremalta.com). The six industry members of the TSG (representing the majority of the beer and spirit market and some imported wine business) all complied with the requirement. In 2013 two new members joined TSG, including a major local wine producer, and are now also displaying the website message in their communications. Due to the size of the local market, the compliance level can easily be verified and sits above the 75 % threshold.

Objective 2

The colour on the grid turned to grey as there is no production of local spirits in Malta. TSG members voluntarily use the www.drinkawaremalta.com logo across all consumer product touch points where possible. TSG Members are encouraged to increase usage and include labels where feasible and a drive to get non-members and third party players (like event promoters) to participate is underway.

**Objective 3**

Alcohol advertising is prohibited on TV and radio before 9pm. The Public Broadcasting Authority can receive consumer complaints on TV & radio advertising (there is no Self-Regulatory Organisation in Malta).

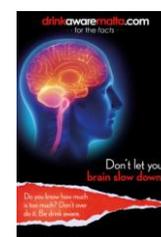
A responsible marketing communication code was approved in May 2010 and is aligned with the required standards. However, it has not yet been revised to include the spiritsEUROPE digital media provisions. There is still an on-going discussion and a revised code will be finally concluded in mid-2014.

Objective 4

The TSG has a history of undertaking prevention programmes. Current programmes are:

The **consumer information website** (www.drinkawaremalta.com), which was launched in November 2009, contains information and advice on a number of topics such what a standard drink is, responsible drinking guidelines, Blood Alcohol Concentration (BAC) and the law. Site revamp began in 2012 to make it more attractive to target audiences and establish it as the foremost source for information on alcohol consumption.

New campaigns were introduced and a "how alcohol affects your brain" interactive game was introduced. The site will introduced new elements that create stronger interaction with viewers such as specific impactful marketing messages/concepts, social media (primarily Facebook) presence and linkage. Since the revamp began the site has had 6230 unique visitors (between September 2012 and December 2013) and there has been a significant increase in awareness and use of it.



The 2013 campaign focused on the negative effects of alcohol abuse on a person's lifestyle. Inviting consumers to be more Drink Aware, it visualised direct impact of alcohol abuse on the brain, work and emotional issues. The aim was also to take more people to the website and the campaigns were run between September and December 2012.

Due to financial constraints it was decided to focus mainly on targeting young adults (18-24) through a set of images showing possible aftermaths of excessive drinking/drink-driving. The images were displayed on bus shelters, on TV, in pub adverts and on social media, radio, and outdoor billboards. In addition, students were targeted with leaflets, survey questionnaires and give-aways to incite them to participate online.

University students were reached through campuses and invited to browse the drinkawaremalta.com site on a specially installed booth during the October Fresher's week and Campus Fest. Thousands of free giveaways with the campaign message and site address were once more handed out (handy small and drinkawaremalta.com branded flat LED torches).



Post campaign research carried out in January 2014 (400 respondents) showed:

- The Road Safety Authorities were most readily associated with advertising for responsible drinking patterns (In 2013, Sedqa a public agency that works to prevent drug and alcohol abuse was mostly associated).
- 36.5% of respondents mentioned that they had seen an advert about drinking alcohol in moderation (2013: 36.1%)
- The campaign also seems to have generated more awareness of BAC levels within awareness of levels going up to 23.6% from 12.3% in 2013, making respondents more knowledgeable about the alcohol content of a standard drink, and able to evaluate how much is too much. General awareness (at 84.7% of respondents) that of what constitutes too much drink if you are driving currently varies from “zero to 3 drinks max if driving”.
- The advertising campaigns had a lower reach of 15% to 18% (2013 was 20 to 25%). The results can be explained by:
 - Reduced exposure time, but campaign theme could also have been less eye-catching compared to “facebook” style last year, particularly with university audiences.
 - The timing of the research (7th to 21st January), is that it is post NYE celebrations. This year, the wide reaching authority's programme of awareness/enforcement resulted in the majority of people, especially youths, opting for group transport to avoid drink driving. This on one hand had a very good effect on road safety (only 5 people tested positive on NYE breathalyser testing).
- According to the order of mentions, outdoor advertising (bus shelters) seems to have proved to be the most effective, followed by TV, social media presence and websites.

Objective 5

Several direct interventions in the media were made by the new Director General for the TSG during the 2013 campaign period along with TV discussion programme attendances (live and pre-recorded), press interviews and commenting on alcohol related articles in the general media.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

spiritsNL

Stichting Verantwoorde Alcoholconsumptie (STIVA)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→	→	V

Objective 1:

Responsible Drinking Message (RDM) have been communicated to the Dutch population since 2005 and in 2007, the website address <http://genietmaardrinkmetmate.nl> (enjoy responsibly) was created. The revised STIVA code (adopted in 2011) states that all advertising on television, in cinemas, in theatres and on closed-circuit television must contain a clearly visible educational slogan or logo. The last RDM monitoring review in 2009 shows compliance at 94%.

Objective 2:

No decision has been taken to introduce an RDM on labels.

In 2013 progress has been made in the sector wide introduction of pregnancy logos. By spring 2013, spirits companies on the market had a recorded use on 30% of all labels showing the pregnancy logo. All national producers have committed to the use of pregnancy logo on all their bottles. A phase in period is necessary for producers of imported products, who have received clear recommendations on how to display the logo.

Objective 3

The STIVA code is fully aligned with the required standards and is incorporated into the Nederlands Reclame Code. The Code was revised in 2011 to include additional conditions on digital media, and in 2013 the Code was revised again adapting elements associated with the new legal purchasing age of 18 years for all alcoholic beverages.

The Code is enforced by the local Self-Regulatory Organisation (Stichting Reclame Code) which is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3).

Objective 4

The drinks industry in the Netherlands has a long history of carrying out prevention programmes aimed at reducing harm in a number of areas.

Underage drinking:

STIVA currently either undertake or supports a number of long term initiatives aimed at reducing underage drinking:

- The **"Talk About Alcohol"** website (www.pratenoveralcohol.nl) was launched in 2007. It offers information and advice to parents on how to talk to their children about alcohol.
- STIVA also supported the long term information campaign to raise awareness of the minimum purchase age legislation (16 for beer and wine, 18 for spirits). This requirement changed to 18 for all alcoholic beverages starting January 1st 2014. STIVA has shipped about 11.000 display stickers to alcohol selling outlets to raise awareness for the new legal purchasing age.

- STIVA also run short term campaigns based on the 2010 “**Take Zero**” film competition. Numerous studies have suggested the effectiveness of these short/long campaigns:
 - The 2012 Lifestyle Research (published by CBS) showed the percentage of underage drinkers (12 to 15) has decreased significantly from 23.7% to 16.8%. In addition, in this group the number of heavy drinkers decreased from 1.1% to 0.4%.
 - The 2012 Surveillance Project Research shows a continuing downward trend in alcohol consumption by young people: 20.3% decrease in the number of 12 year olds who had drunk alcohol (55.7% in 2007); 35% decrease of 14 year olds who had been drunk in the past 30 days and a 14.2% decrease in the number of 12 year olds who had drunk 5 or more drinks on more than one occasion in the past month (17.5% in 2003).

Finally, STIVA supports the online server training programme (<http://www.verantwoordalcoholschenken.nl/>) which educates hospitality sector staff on a range of subjects such as the law and regulations dealing with alcohol sales.



Drink driving

The Netherlands was one of the first countries to introduce the designated driver (“**BOB**”) concept in 2001. The initiative is run by the Ministry of Infrastructure and Environment and Safe Transport Netherlands (VVN) with STIVA as one of the partners. The campaign combines education and enforcement in its aim to reduce drink-driving.

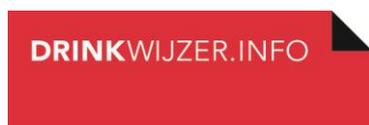


Direct contact with the public is obtained through numerous events and activities throughout the year at national, regional and local level carried out by volunteers. Advertising takes place in addition to events. In 2010, online presence was reinforced by the creation of a website (www.nederlandveilig.nl/bob/campagne/) and in 2012, a Facebook page (www.facebook.com/bedanktBob) was launched.

In addition, the “**BOBsport**” message, launched in 2011 encourages those attending games to designate a driver to take them home after the game. The focus is on having a safe journey home and uses the “100% BOB 0% alcohol - To get home safely, stay in control” tagline to highlight the fact that it is best not to drink any alcohol at all before driving. In 2012 the “BOBsport” message was spread to athletes in Friesland, Zeeland, Flevoland, Gelderland and South Holland who were educated about drink-driving. The rollout of the campaign was assured for 2012/2014 when the coalition resigned the cooperation agreement to run it over that period. In 2013 the BOBsport campaign covered all provinces in the Netherlands. The effectiveness of the campaign is suggested by statistics released by the Ministry of Infrastructure and Environment in June 2012 that show a decrease in the number of over the limit drivers. Of the drivers stopped and breathalysed by the police 2.4% of experienced drivers were over the limit in 2011 (4.1% in 2002) and 4.2% of novice drivers (less than 5 years since gaining their license and maximum BAC limit 0.2g) were over the limit (4.2 % in 2012).

Consumer information

STIVA launched the **consumer information website** (www.genietmaardrinkmetmat.nl: enjoy responsibly) website in 2007 and the address features on all marketing communications (see Objective 1). The site provides information on responsible drinking such as what moderate drinking is and when not to drink at all. In 2013, the site had 13.667unique visitors.



In 2011, the “**drinking pointer**” website (www.drinkwijzer.info) was launched by the spirits industry association to promote responsible drinking guidelines among adult consumers. A new app was launched on the site at the end of 2012 which aims to give consumers more insight to their own drinking behaviour. In 2013, a new relaunch of the campaign took place with premium displays and small icons that were displayed on social media. The first activation of the online campaign was visible between October and November and the second at the end of December until the beginning of January 2014. The total number of impressions of the first activation amount to some 45 million resulting in some 15,000 visitors to the site. The second activation is still analysed for final results, although the first impressions seem successful with a total number of some 28,000 website visitors.

Objective 5

STIVA organises several events during the year with relevant stakeholders. In 2013, 6 meetings were held.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Polish Spirits Producers Association (PPS)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Restricted by law			
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	✓
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	✓	✓	✓	✓
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	✓	✓	✓	✓
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	✓	✓	✓

Objective 1

Spirits advertising is banned for TV, radio, print and outdoors. Nevertheless, PPS adopted a code of conduct in 2006 which includes a provision for a Responsible Drinking Message (RDM). Either www.pijodpowiedzialnie.pl (drink responsibly) or any other agreed information about the responsible consumption of alcohol is to be included in the medium where commercial communications. There is no monitoring review process in place to assess compliance given the high level of restrictions in place.

Objective 2

The agreement at national level to include an RDM on product labels was signed by PPS's members in 2012. Each member is obliged to put an RDM on all alcohol product labels before the end of 2015. The RDM is preferably the Polish website (www.pijodpowiedzialnie.pl), however www.responsibledrinking.eu or other appropriate form is acceptable.

Objective 3

The code of conduct, adopted in 2006 and revised in 2011, includes all the relevant provisions contained in the spiritsEUROPE guidelines (excluding 70/30 which is not relevant since advertising spirits is forbidden). Even though the code has not yet been revised to introduce digital media rules since there are heavy restrictions on this type of commercial communication, digital media rules form part of PPS' SR Committee 2014 agenda.

The code is enforced by the Self-Regulatory Organisation (Rada Reklamy) which is almost fully compliant with the EASA Principles on effective self-regulation (see Annex 3).

Objective 4

PPS has run measured and evaluated prevention campaigns for a number of years. In 2013 PPS have decided to implement an LBG (London Benchmarking Group) model for the first time to analyse activities using this state of the art methodology of measuring social engagement. There were analysed two social campaigns: "Don't Drink and Drive" and "A Better Start for Your Child" that have been conducted since 2008. Thanks to the LBG model it was able to prepare a comprehensive summary of a 5-year-history of these programmes, assessing financial and non-financial commitment, achieved results and social effects.

Alcohol and pregnancy

"**Lepszy Start**" (A Better start for your child) was launched in 2008 in response to research (carried out by TNS on behalf of PPS) showing that a number of women consumed alcohol during pregnancy (around 13%) mainly due to ignorance. Many thought that small amounts of alcohol, especially beer



or wine, could not harm the developing baby, a view often shared by those close to them. The campaign was launched in partnership with a number of relevant health bodies (for example: gynaecologists, midwives and medical centres). It provides information on the dangers of drinking alcohol during pregnancy and promotes abstinence among pregnant women. Dissemination of the message to pregnant women is achieved through brochures, posters and leaflets for and dedicated website (www.lepszystart.com.pl/) and Facebook ([hwww.facebook.com/zdrowa.ciaza](https://www.facebook.com/zdrowa.ciaza)) pages. In addition, information articles are placed in various media (magazines, online, tv and press) and the campaigns ten minute film is shown throughout the year on TV Medica (medical channel). Medical personnel also receive leaflets and attend workshops in order to help them discuss the issue with their patients.

Summary of Results:

During the campaign 20% of women changed their attitude towards alcohol intake what constitutes 100% increase from the start of the campaign. 88% of pregnant women declare that there is no acceptable dose of alcohol during pregnancy, in comparison to 68% during the first wave of research study. According to available data in the last 10 years the number of women in Poland that declared alcohol consumption during pregnancy dropped from 33% to 6%.

Social results:

- 1,330,000 patients and medical personnel – campaign audience
- 240 participants of educational actions in average
- 128,270 campaign viewers in Internet

Social effects:

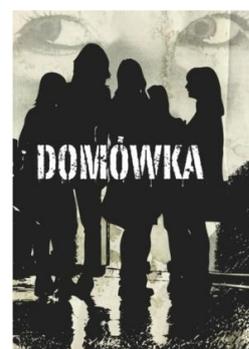
The campaign led to changes in pregnant women mindset who, at its beginning, were convinced that tiny dose of consumed alcohol definitely has no adverse affect on their child's health (67%) whatsoever. In the last stage of the campaign 88% of these women declared that no dose of consumed alcohol is allowed. In addition, during the campaign, the number of doctors who make pregnant women aware of alcohol harmful effects also rose – in 2010 it increased by 10%.

Underage drinking

Domówka ("House Party")

In 2013, the Department of Communication Command of the Metropolitan Police launched, with the support of PPS, a new initiative aimed at promoting safe and healthy lifestyles among young people (including attitudes free of alcohol and other psychoactive substances) and at highlighting the consequences.

The main tool is a short educational film tailored for young people in middle and high schools. It is used by police, teachers and educators as a teaching aid in the ongoing prevention activities. The film and the accompanying script lesson are free of charge and are distributed by police units throughout the country.



The film was created within the frame of the Programme for Crime Prevention and Security Protection Citizens and Law Enforcement for the City of Warsaw for the years 2012 - 2014 called "Safe Warsaw". The official release took place on March 2013 and gathered some guests of honour such as the Ombudsman for Children, the Vice minister of Education and the High Representatives of the Police Department.

1 000 copies have been distributed by the Police across Poland and 20 classes attended the pilot educational programme conducted by NGO's.

Laboratorium Wiedzy Pozytywnej ("Positive Learning Laboratory")

The program is led by the MONAR Association with various partners such as the Foundation for Social Education, the Charitable Society of Warsaw and including PPS. MONAR is a non-governmental organization that helps people in difficult life circumstances



and who may be socially excluded (homeless, living with AIDS or addicted to alcohol and drugs).

The objective is to reduce under-age drinking and delay the age of alcohol initiation, to build and strengthen skills that lead to attitudes free of alcohol and other psychoactive substances among young people and to raise awareness among parents about addiction issues. The programme was created in 2012-2013 by NGO's with support of scientists. The final shape of the programme was preceded by research in three focus groups (young people, students, parents) and trials in 20 classes that took place in January to June 2013. The film "House Party" (see above) prepared by PPS in 2013 is one of the tools in the programme

The programme is dedicated to junior high schools (13-14 years old) and requires cooperation with school (headmaster, counsellors). It consists of a set of meetings: 12 for young people, 2 for parents, 2 for teachers. The programme is conducted by professional trainers with experience in youth education. For 2013, it represents 500 young people, 400 parents, 20 teachers, 520 hours of meetings. So far, given the first results of a survey, 84% of teachers and 75% of parents had a positive opinion about the programme.

In 2014, the final version of the programme will be conducted in 20 classes in 3 regions in Poland.

Drink-driving

The Polish Spirits sector has either supported or organised drink-driving campaigns since 2004 with for example the partnership with MIVA (representing the Catholic Church) to launch "KRZYS" the designated driver concept in Poland as part of the pan-European designated driver campaign in 2004. It has also supported the Responsible Young Driver programme as part of the European Night without Accident since 2006.



"Pięś? Nie jedź!" (Drunk? Don't drive!) was launched in 2008. The campaign is conducted as part of a governmental programme "Safer Together", both on local and national level. Partners of the campaign are: Ministry of the Interior, Main Police Headquarters of Poland, Motor Transport Institute, Polish Automobile and Motorcycle Association, „Krzyś" Foundation, Polish Chamber of Liquid Fuel, Polish Organisation of Oil Industry and Trade and oil companies: BP and LOTOS.

Evaluation:

"The Don't Drink and Drive" campaign is accompanied by an annual evaluation conducted by the TNS. The evaluation results indicate huge campaign recognition of 92% and visible attitude changes and drivers' approach to drink-driving.

Summary of Results:

The campaign, together with increased Police controls, led to nearly double drop in casualties in the last 10 years. Evaluation research showed that 25% of persons who were reached by the campaign changed their attitude towards drink-driving, while 84% declare to stop others from drink-driving.

Social results:

- 976,040 students from 90 universities in 19 cities reached by the campaign
- more than 9 million campaign audience in 11 Polish cities
- Ad spot broadcast 2,184 times in public TV, TVN and theme TV channels
- 1,4 million viewers in studio cinemas and Multikino cinemas
- 811 radio broadcasts

Social effects:

- 4 years of campaign resulted in its high recognition rate (92%)
- More than half of drivers (53%) who were reached by the campaign declared attitude changes as a result
- 84% declare that they will stop others from drink-driving
- The number of persons who saw drink-drivers in a pub or a cafe dropped by 10% – at the beginning of campaign it was 55%, in its final stage it was 45%
- The number of persons killed by drink-drivers dropped by nearly 1/3, in 2008 in this way died 444 people, while in 2012 the number of casualties dropped to 306
- The number of road accidents caused by drink-drivers dropped by 14% from 3,617 in 2008 to 3,125 in 2012

Non-commercial alcohol

In August 2013 PPS launched a nationwide social campaign carried out under the slogan “Stop illegal alcohol”, which was a response to the alarming data associated with level of consumption of illegal alcohol in Poland. The campaign was conducted in three selected regions of Poland: north, north – west and south – east.

The aim of the campaign was to raise awareness of Poles on the negative health effect posed by the consumption of illegal alcohol, starting from visual loss through death. PPS warns as well against buying alcohol from the so called “reliable sources”. In 2013 the campaign reach was:

- 100 billboards and 1 900 posters
- 18 fullbacks of buses
- 5 ads in local newspaper
- 306 radio spot broadcasted in 5 local radio stations



Evaluation:

Recently completed campaign showed that Poles are often aware of the health risk associated with alcohol of unknown sources, but it does not deter them before buying.

- Almost half of respondents (45%) admit to knowledge of alcohol without the band. Frequently bought it at bazaars, markets or at the market. As a place of such purchase, the respondents also indicate spontaneous hangout and shops (alcohol sold “under the counter”).
- The vast majority of Poles reaches for illegal alcohol because of its attractive price. This argument convinces three out of four respondents. Nearly one is five choosing to buy because the bad financial situation, and a few because of curiosity or habits.

Consumer information



PPS launched the first Polish **consumer information website** (www.pijodpowiedzialnie.pl: drink responsibly) in July 2008. It contains responsible drinking information such as the effects of alcohol on the body, recommended levels of consumption for men and women, when not to drink at all and the consequences of alcohol abuse. Separate sections host materials and information on the "pregnancy without drinking" and "don't drink and drive" campaigns. In 2012 advice not to drink alcohol of unknown origin was added to the website. It is promoted on labels, on communication materials at events and during social campaigns. It received 35 450 unique visitors in 2013.

Objective 5

All PPS campaigns are carried out in partnership with public and private bodies. For further information please see PPS social responsibility report <http://pps.waw.pl/raport2012/en/>

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Associação dos Comerciantes e Industriais de Bebidas Espirituosas e Vinhos (ACIBEV)

Associação Nacional de Empresas de Bebidas Espirituosas (ANEBE)

Maturity grid 2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	→	V	V	V
	→	→	→	
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V

Objective 1

The self-regulatory code adopted in 2002 states that all advertising should contain the Responsible Drinking Message (RDM) "Seja responsável. Beba com moderação" (be responsible, drink moderately). Since 1 June 2009, all ANEBE member companies display the consumer information website address (www.bebacomcabeça.pt /drink with your head) on all commercial communications. The last RDM monitoring in 2010 shows compliance at 91% (including 20% of the ads with the website address). While monitoring data is not available for 2012, there is no reason to believe that the compliance level has dropped below the 75% threshold.

Objective 2

No decision was taken to introduce the RDM on labels.

Objective 3

In 2002, ANEBE, APAN (Association for advertisers), Vini Portugal and APA (communication agencies) adopted a code covering wine and spirits advertising. Until 2013, the code was not fully aligned with the required standards since the age of models and the 70/30 rules were missing and it didn't cover specific rules on social media. However, the national code was revised and will be launched in April 2014. Should the standards by which the spirits industry abide be higher than the general advertising code to be agreed on (and enforced by ICAP), the strongest provisions will prevail.

The code is enforced by the local Self-Regulatory Organisation, ICAP (Instituto Civil da Autodisciplina da Publicidade) which is fully compliant with EASA Principles for effective self-regulation (see Annex 3).

Objective 4

Portugal has carried out prevention programmes for a number of years. Current programmes are:

Drink Driving

In 2002 ANEBE established a broad partnership in creating the "100 Cool" designated driver concept, making it one of the oldest continuous campaigns of its kind in Portugal. The objective is to decrease the number of alcohol-related road deaths and injuries especially within the 18-30 year old age range. Instead of vividly showing the often disastrous consequences of drink-driving, focus is firmly on investing in youth education about the issue and empowering young people feel able to say no to alcoholic drinks if they are going to be driving later in the evening. It is promoted through a mass media campaign (TV, radio, cinema and poster billboards), a dedicated website



(www.100percentocool.pt). In addition, leaflets and gifts are distributed to the on-trade via the “Night Brigade”, a team of young volunteers who encourage groups of young people to designate a driver for the evening. Those agreeing are tested before leaving.



In addition the “Drive Me” online social community (accessed through the 100% Cool website) was launched in summer 2010. It offers registered users the possibility to offer ‘designated driver’ services for a given period of time and in specified locations. Those offering the service are subject to random breath controls by the police. If the driver has a blood alcohol concentration (BAC) of 0%, they are rewarded with a voucher to be activated on the Drive Me website where they can win gifts and rating points. By rewarding responsible drivers it is hoped that the message will be reinforced strongly not only to the driver but also to the passengers, friends and family members.

Drive Me is integrated as an application on Facebook, Hi5 and Twitter. In addition a mobile phone downloadable application is being developed in conjunction with the police so that registered users are able to check for safer rides home anytime and anywhere.

Statistics suggest that the campaign has contributed to raising awareness in Portugal. In 2012 the GNR (National Police) stated that “Given the decrease in injuries to young drivers, it is clear that young people are particularly aware and interested in receiving information about defensive driving in order to alter their potentially risky behaviour”. This idea is supported by recent research by ANEBE which showed an 85% awareness of the campaign and 75% affirmation of being designated driver among the target group. The campaign has also received recognition for example the Euro Effie in 2005 (the only campaign developed in Portugal that received one) and by the International Center for Alcohol Policies (ICAP) in 2012 as an example of effectiveness in reducing alcohol consumption among drivers.

In 2013 the reduction of road fatalities whether in general population or among youth placed Portugal in the group of countries in Europe with highest trends of diminishing fatalities. Portuguese youth is now second only to Hungary in terms of road fatalities and injuries. Moreover statistics released by the Forensic Institute show a consolidated and continued reduction of drivers autopsied with positive BAC.

Consumer information

In 2008, ANEBE launched a **consumer information website** (www.bebacomcabeca.pt). It contains responsible drinking information such as what a unit of alcohol is and recommended maximum levels of consumption. It is promoted through posters, in the press and commercial communication by supporting companies. The number of unique visitors in 2012 was 25,448 people.



Consumer information/underage drinking

The “100% Cool Territory (Barrio Alto)” campaign, co-developed with Bairro Alto Traders Association, was developed in 2012 and implemented during 2013. It was developed as a response to increasing concern with the growing phenomenon of underage/excessive drinking. Most larger cities in Portugal have areas where bars and clubs are concentrated and where young people, sometimes below legal drinking age (16) buy bottles or large quantities of drinks and proceed to consume outside creating public nuisance problems (litter, noise, violence, excessive drinking).

The Bairro Alto area of Lisbon was chosen to reach the target group (16-35 year olds) since it has a very high concentration of bars, nightclubs and off licenses and has a high level of crime. It also has a credible association representing the bars and clubs with a proven track record in dealing with a diversity of issues affecting the area. In addition the town hall has a particular interest in finding solutions for the problems caused by drinking out in the open.

The campaign message will be disseminated through:

- The display of information materials and signage alerting consumers that they are entering an area where responsibility and moderation are encouraged by alcoholic brands, night operators and the town hall.

- The Responsible service of alcohol programme, given to bars and nightclubs in the area.
- Improvements made to accessibility, lighting and other elements.
- Street events to promote moderation and responsible drinking messages.
- Corporate/Institutional Communications, advertising and media coverage to lever reputation with endorsement of Key Opinion Leaders and Public Figures to generate curiosity, enhance attractiveness of the offer and create buzz around and special activities.

Impact and evaluation information has been conducted by is not yet available.

Objective 5

In 2009 and 2011, ANEBE organised a series of policy debates at the Portuguese Parliament to address priority issues such as drink-driving and youth drinking. A third edition of this seminar is likely to occur in 2014.

ANEBE is also one of the founding members of the Portuguese Alcohol & Health Forum, an elected part of its Executive Committee, bringing together all the relevant public and private stakeholders to introduce effective strategies to reduce alcohol-related harm in Portugal. This Forum follows the model of the European Alcohol and Health Forum launched by the European Commission in 2007.

This Forum was renewed in 2013 and ANEBE was re elected to its Executive Committee which is key to continued interaction with the definition of the Plan to Combat addiction 2013-2020.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Spirits Romania – The Association of Spirits Producers and Importers in Romania (SR)
Romanian Forum for Responsible Drinking (RFRD)

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	✓
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	✓	✓	✓	✓
	✓	✓	✓	
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	✓	✓	✓

Objective 1

2013 shows progress in terms of placing the RDM in form of consumer information website (www.consuma-responsabil.ro) on advertising. Both TV commercials as well as print and below-the-line campaigns include the responsibility message on the communication of the RFRD member companies. RFRD member companies represent approximately 60% of the registered spirits market in Romania being also the most active in terms of consumer communication. As per the latest measurement carried out by Media Image, an independent press monitoring and auditing company mid 2013, more than 75% of advertising of the RFRD member companies did contain responsibility message. This provision was included in the self-regulatory code adopted by the RFRD members on 22 July 2010.

Objective 2

Presence of RDM on labels in the form of the consumer information website www.consuma-responsabil.ro was adopted by all RFRD membership. Progress in this aspect is ongoing. Many products from RFRD membership are imported, therefore carry a generic labeling. More brands being expected to include the RDM on their labels in the near future.

Objective 3

The code is enforced by the local Self-Regulation Organisation (Romanian Advertising Council) which is not fully compliant with EASA Principles for effective self-regulation (see Annex 3).

In 2010 RFRD adopted a code of conduct which is fully aligned with the required standards. The digital Annex has been translated into local language and adopted by all members, along with their online partner agencies, as well as reinforced by RAC.

Objective 4

Romania has been focusing its consumer prevention messages on Don't Drink and Drive theme.

2013 was the third year when the already successful "POLITAXI" campaign took place. The half Taxi, half police car was displayed in the trendiest seaside resort clubbing resort in the Black Sea during the summer for 10 weeks. The campaign carries the message "You choose who you are going to meet tonight. The police or a taxi? It's up to you."





After the campaign with national exposure in 2012 whereby the POLITAXI car along with the promotional activity has travelled in 8 cities (the cities with the highest drink/driving reported cases in Romania), the decision was taken in 2013 to expose the car for a longer period of time in the hottest seaside resort in Romania (Mamaia). An estimated reach of 3 million people / season has been reported – high traffic, both seaside residents and 1 day visitors (between 18-45 years of age, mostly young people, clubbers type, outgoing lifestyle, fun seekers, with purchasing power and ready to spend, most likely to consume spirits and also a with a higher incidence on drink driving vs the national average - 6% for Constanta county vs 4% national average).

Also, Mamaia is Romania’s best clubbing destination for the summer, with mass events and youth beach festivals. The consumer prevention website was highly visible on the sides of the POLITAXI support, being visited +22% vs 2012, reaching 45,000 unique visitors. Also, the support of the car had the National Road Police logo, as well as the logos of the members company.

As shown in the research conducted in October 2013, the incidence of Drink Driving among male drivers below 45 years old decreased (- 4pp in 2013 vs 2012). Whereas in 2012 only 32% of the respondents had seen a Don’t Drink and Drive campaign, in 2013 60% of the respondents had seen a Don’t Drink and Drive campaign. In 2012, 68% of people were not recalling awareness of the “Don’t Drink and Drive campaign”. In 2013, the results are completely reversed. 71% of the respondents have seen the “Don’t Drink and Drive campaign”.

Romania is ranked “in progress” under objective 4 due to activation of one single campaign (Don’t Drink and Drive via POLITAXI and “City Manifest”) for a duration of under 3 years.

Launched at the end of 2009, the **consumer information website** (<http://www.consuma-responsabil.ro>) aims provide adult consumers with the information to help them drink responsibly. It contains sections such as the effects of alcohol on the body and advice when not to drink. The end of 2013 the site had received 45,500 unique visitors (compared to 38,500 in 2012).



Objective 5

The RFRD kept its partnerships with relevant stakeholders for 2013 as well.

- A partnership exists with the National Road Police to develop and implement the drink-drive campaign and support strict enforcement of the BAC level.
- Local authorities and Mayor Houses offering free media space for campaigns, where available (i.e the seaside resort where the POLITAXI car was displayed for the summer was offered by Constanta City Hall to RFRD for free for 10 weeks).

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Federación Española de Bebidas Espirituosas (FEBE)

Federación de Bodegas del Marco de Jerez (FEDEJEREZ)

Fundación Alcohol y Sociedad (FAS)

Maturity grid 2010/2011/2012/2013

SPIRITSEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
	→	→		
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V

Objective 1

In 1999, the Responsible Drinking Message (RDM): “Bebe con moderación. Es tu responsabilidad” was agreed and then updated to “Disfruta de un consumo responsable” in 2008. A final update was undertaken in 2010 when the consumer information website www.disfrutadeunconsumoresponsable.es was created. The website combines the RDM with the benefit of an awareness message for the consumer to make an informed choice.

The RDM is included in the self-regulatory code and its implementation is mandatory and monitored by the SRO (Autocontrol) leading to near 100% compliance.

Objective 2

In 2012, the Board of FEBE decided to introduce a Responsible Drinking Messages (RDM) in the form of consumer information website address on labels at national level, provided that this message link to a European web page that is the same for all the member states, and all the spirit producers in Europe use the same RDM in all its labels.

Objective 3

In 2006, FEBE adopted its Code of Conduct which has since been revised twice. It was amended in 2008 to include the missing provisions on age of models and the 70/30 rule, and a revised version including relevant provisions for digital media was adopted in 2012. The decision to include the digital media was ratified in Assembly in March 2013.

The code is enforced by the local Self-Regulatory Organisation (Autocontrol) which is fully compliant with EASA Principles on effective self-regulation (see Annex 3).

Objective 4

The Spirits sector in Spain has always been committed to helping reduce alcohol-related harm and ran long standing evaluated campaigns. Examples of long standing commitments are:

Consumer information

A **consumer information website** which was launched in 2008 and has since been revamped was re-launched. It was decided that to raise awareness and visibility, all the different prevention programme websites should be merged into one single portal (www.disfrutadeunconsumoresponsable.es). The Portal is promoted via advertisements, the inclusion of the website address on all commercial communications and brochures to provide information on responsible

drinking distributed through the designated driver and responsible serving programmes. The number of unique visitors to the website has steadily increased from 23,715 in 2008 to 59,644 in 2012. In 2013 the number of visitors was 56,471.



Visitors are able to fill-in a questionnaire before leaving the website to provide their opinion on the content of the site, ease of navigation, quality and quantity of the information provided, etc. In 2013, the user profile was shared equally between men and women with a mean age of 27. In general, the assessment made by users of the portal is very positive: 84% found the content of the site useful; 92% found the level of information was sufficient and 97% considered both layout and content good to very good. The section that is found most useful is the general information about alcohol (30%) followed by drink and drive (25%), the other sections were scored evenly. In addition, 70% of visitors would recommend the website to others.

Designated driver

Spain was one of the first countries to join the Pan-European designated driver campaign in 2001. The name of the campaign “El Lince, Programa un conductor cada noche” evolved over the years to become “**Noc-turnos**”. Partners include Road Safety Authorities, municipalities, youth representation as well as the on-trade sector. The objective is to raise awareness of the dangers of drink-driving among young people, to encourage the designated driver concept as a normal behaviour and to increase the knowledge of the designated driver figure among young people.



The concept is promoted through mass media advertisements such as radio and internet. On-site promotions are organised by sending young monitors to bars and discos early in the evening. Their role is to encourage consumers to become a designated driver for the evening. Participants receive a card as proof of their commitment and agreement to be checked during the evening. Free soft drinks, T-shirts and vouchers for petrol are given as a reward if the driver tests negative (breathalyzer test). Prior to leaving, all designated drivers are asked to fill in a questionnaire.



The campaign is constantly evolving with recent developments like the introduction of the “Mediterranean style” message, where a group of friends are recommended to be responsible and to drink with moderation (alternate alcoholic beverages with non alcoholic and to eat snacks) and the launch of a free new application available for [iPhone](#), [Android](#) and [Facebook](#). The simple app allows users to choose a designated driver, enables easy estimation of BAC levels and provides advice and information on alcoholic beverages.

In 2013:

- 10 events were held by FEBE and one by a municipality.
- There was an average of 129 designated drivers (2010: 121, 2011: 119 and 2012: 123). A total of 1,296 designated drivers took part (5 were eliminated after drinking alcohol), around 4,100 friends and 9,600 wider public were reached.
- The “Noc-Turnos” page on Tuenti had more than 5,600 followers.
- The Facebook page had more than 1,000 fans.

Evaluation carried out in 2012 showed:

- 61% of youth say they would not drink if they had to drive (double the figure from 2001).
- 7 out of 10 were fully familiar with the designated driver concept (a 50% increase compared to 2001).
- 80% of them say they would try to stop a friend driving after drinking.



The evaluation of the 2013 questionnaires is still in progress. Generally speaking, improved attitude and behaviours over a decade can be seen in road safety data from the Ministry of Transport. For instance, Traffic accidents were reduced the most between 8pm and 7am, the time when the Noc-Turnos programme is active. Accidents during those hours have been reduced by 60% since the start of the programme.

University training in responsible consumption

Partners: Granada town hall and Granada University / Huelva town hall and Huelva University

The main objective of this initiative is to spread the responsible drinking message among young adult consumers. Raising awareness about responsible drinking among college students will make that they take more responsible decisions when they drink alcohol.



This initiative consists on a talk of about an hour, where we transmit to young people (18-25) the following points:

- Basic concepts about what the alcoholic beverages are
- Benefits and harms of their consumption
- What a responsible consumption is
- How to estimate BAC levels and UBE (standard units)
- How to uncover myths and false beliefs about the consumption of alcohol



Training is based on the model of the influence of peers. We training a small group with the idea that later, they inform and influence on the rest. This makes that communication and transmission of values, are made between equals, and it makes both the intervention and messages, fit the final recipient. Since 2011 we developed five University training in responsible consumption in Granada and Huelva. We have trained around 500 students so far.



Underage drinking

The Fundación Alcohol y Sociedad (FAS) runs a number of programmes aimed at reducing underage drinking, including the “**Adolescence and alcohol programme**”, since 2001. The programme focuses on the main source of influence for minors, teachers, families and peers and is carried out by specially trained professionals in secondary schools and the objective is to delay the onset of alcohol consumption and reduce the number of underage drinkers, to reduce the quantity of alcohol consumed by underage drinkers and to raise awareness of the effects of underage drinking.

“The Adolescence and alcohol programme” is carried out by specially trained monitors and held in secondary schools (targeted to students aged between 12 to 18 years old). The programme uses guides for students, teachers and families as well as workshops for parents and students.

Results for the 2012-2013 year show:

- 75,593 students from 591 schools have been involved in the programme
- Over 110 families attended the workshops for parents
- Over 50 teachers used the website programme www.lascarasdelalcohol.com.es
- Since 2001 over 1,826,801 students from 11,204 schools have participated in the Programme. The Programme has received administrative support from local public authorities where it was implemented.

Evaluation carried out in 2012 showed:

- Schools satisfaction: 4.70 out of 5
- Parents evaluation: 4.5 out of 5
- Teacher’s evaluation guides: 4.5 out of 5

Since 2010, Alcohol and Society Foundation is carrying out a longitudinal study of five years with the ‘Instituto Deusto de

Drogodependencias'. In 2015, Alcohol and Society Foundation will have the final results about the behavior changes of students who received the programme.

Responsible service/selling

"Tu sirves tu decides" is a programme promoting responsible serving and selling of alcoholic beverages in the on and off-trade. Through agreements between FEBE, nation-wide barmen associations and local municipalities, all owners and staff in bars, hotels, restaurants and supermarkets are invited to attend a training session on responsible service of alcohol. Pupils from hospitality schools are trained too. The three hour training module for serving staff includes:

- General information about alcohol, the law, rules governing advertising and promotion
- Materials to support responsible serving and selling
- Role-playing exercises
- Exercises about how to promote responsible drinking

Premises where training has taken place are identified with a sticker on the door certifying it as a "Responsible Business" and mentioned on the website of the local municipality. To maintain this status, the premises must not be reported as violating any law regarding sale to minors, public health or disorder. Attendees receive an accredited certificate issued jointly by FEBE and the local municipality. Further information can be found under <http://www.disfrutadeunconsumoresponsable.com/servir/Tu-sirves-tu-decides.aspx>

Results for 2013 year show:

- 1489 trainees and professionals received the programme from FEBE
- More than 120 business and hospitality schools received the programme

Total results 2004 - 2013 show that:

- Over 5800 trainees and professionals received the programme from FEBE and near to 1800 more received it from partners monitored by FEBE
- About 400 business and hospitality schools received the programme



Evaluation by the participants (pre/post questionnaires) valued very positively the programme as a tool that will help the sustainability of their business. It was felt even more beneficial for experienced staff. A second evaluation will take place during 2014 focusing in the effect of the programme to make actual changes in the way professionals serve and/or sell alcohol.

Objective 5



In 2013, FEBE in collaboration with the Health Ministry launched a campaign against alcohol consumption by minors called "Children, not a single drop: over 100 reasons why a child should not drink alcoholic beverages".

With this partnership, FEBE and Health Ministry will try to convey the message why the only valid option for minors is zero consumption. The objectives of the campaign are to inform and raise awareness, so as to delay the age of onset and increase the perception of risks related to premature consumption on physical and mental health developments of minors. This campaign will last 18 month and aims to change the perception around underage drinking to make it socially unacceptable, helping parents to set clearer rules for their kids and stick to them.

The campaign will comprise the following activities:

- For Adults: "Guide of Reasons for parents and educators. The campaign will also involve celebrities giving their reasons why children should not drink a single drop of alcohol.
- For minors, the campaign will feature a video created by renowned rap and hip hop artist, Rayden. His songs emphasize the ability of young people to believe in themselves, to face and overcome common teenagers' problems without fear. The goal is to reach minors directly, so this part of the campaign will be developed in Internet and social media.
- Finally, companies will be able to support the campaign with a logo created for the occasion "Minor: not a drop" to be displayed at point of sales or consumption.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

The Swedish Spirits & Wine Suppliers (SSWS)

Maturity grid 2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Restricted by law			
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
	→	→		
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol		→	V	V

Objective 1

Alcohol advertising alcoholic beverages above 15°abv is banned for, except at point-of-sale. Below 15° abv only print advertising is allowed. Advertising must have one fifth of the space devoted to information about the risks related to alcohol consumption (for example: "alcohol can damage your health"). According to the statutory ordinance there are 11 different possible texts to choose from. spiritsEUROPE's objective No 1 is therefore not relevant for Sweden.

Objective 2

In 2013, no decision was taken at national level to introduce a Responsible Drinking Messages (RDM) in the form of consumer information website address on labels.

Objective 3

The Swedish law (Alcohol Act) is very strict. The self-regulation code is therefore mainly developed as a complement in helping to support the interpretation of the law. In 2006, The Swedish Spirits & Wine Suppliers together with the Brewers of Sweden and the Association of Swedish Advertisers adopted a joint recommendation on advertising for alcoholic and low alcohol beverages. The Swedish Marketing Federation joined in 2008 and at the same time the recommendation was revised to incorporate missing rules to comply with guidelines. The code was once again revised in 2011 to comply with the updated Alcohol Act and to include digital media.

Enforcement of the code is ensured by the Alcohol Marketing Supervisor (Alkoholgranskningsmannen, AGM). The AGM ensures compliance and handle complaints via an independent Scrutineer. The AGM publishes the rulings on the web, according to the idea of "naming and shaming".

The General Swedish advertising Self-Regulatory Organisation (Reklamombudsmannen) was established in 2009. The SRO is almost fully compliant with the EASA principles on effective self-regulation (see Annex 3). The only feature missing is "copy-advice" which is carried by AGM.

Objective 4

The SSWS has carried out prevention programmes for a number of years. The ongoing campaigns are:

Underage drinking

- **Via teachers**

The "Prata om Alkohol" (POA) programme (talk about alcohol), launched in 2006, aims to provide guidance and a toolbox for teachers and schools to teach, discuss, inform, and create a deeper debate and understanding of alcohol among 13-19 year olds.

The objectives are to:

- Postpone the onset of alcohol consumption.
- Change attitudes to alcohol and related behaviour amongst youths.
- Reduce over-consumption and motivate youths to drink responsibly.

Teachers order the self-instructive teacher's workbook (available both in print and online) and implement it on their own at schools, help is provided by telephone or e-mail. In addition, every year, five training days are organised for teachers, conducted by professional instructors together with local authorities.



By the end of 2013, more than 75% of the target 2,700 schools have been reached and over 5,000 teachers and 250,000 students have used the programme. Over 5,000 students have participated in the short story competition and around 500 entered the advertising competition (250 different entries) reaching around 600,000 through various means.

- **via sport leaders**

During 2012, POA initiated a programme for professionals and youth leaders in sports in co-operation with the national organization for high schools with professional sports education (NIU). The aim is to reach and influence young people who are training for a professional career within sports. They are at a high degree of training and may become sports leaders and future role models for youngsters. This work has progressed during 2013 and is now considered a program within POA, "The NIU-program" (National Sport Education).

Evaluation by the teachers

A quantitative web survey is held every year among teachers and other existing users of the programme. Its purpose is to measure the usability and perceived impact amongst participants (300-400 each year). Results from the 2013 web survey:

- 60% of respondents say that they have started using the programme and 70% of the "non-users" say that they will start to use it soon.
- 70 % of respondents believe that the programme influences pupils to delay the age of consumption.
- 85% of respondents believe that the programme lead to better attitude and motivates to drink responsibly.
- 99% say they would recommend the programme to colleagues.

Evaluation by the Swedish Department of Education

During the end of 2012 and communicated during 2013, The Swedish Department of Education, conducted a study on several preventions programs, ranking them by dedicated factors. POA came out as one of the top programs. Several results in the study argue in favour of "Prata Om Alkohol" as an effective school material for alcohol prevention.

Consumer information

The **consumer information website** (www.drinkwise.se), launched ten years ago was totally revamped in 2012. It gives information on the four alcohol free zones; youth, pregnancy, traffic and work. Traffic information was not available.



Objective 5

Activities within POA are communicated at seminars and participation on fairs and congresses (i.e The National School Fair and The Sports & Health Fair / Royal Medical Institute in London in 2012). The industry involvement is also communicated through web sites, newsletters, advertising and in dialogue with stake holders.

However, Sweden is a special case given the role and mission of the retail monopoly. The industry is somewhat limited in actions and communication around alcohol.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

The Wine and Spirit Trade Association (WSTA)

The Scotch Whisky Association (SWA)

The Portman Group (TPG)

The Drinkaware Trust (*independent UK-wide, public facing charity with the objective of positively changing public behaviour and national drinking culture to help reduce alcohol-related harm. It is funded by industry and supported by the Government and a wide range of stakeholders. Campaign programmes are decided by its independent Board of Trustees*).

Maturity grid 2010/2011/2012/2013

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)	→	→	→	→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V

Objective 1

In 2004 most companies agreed to promote the website www.drinkaware.co.uk on their advertising even though there was no industry-wide agreement to display a Responsible Drinking Message (RDM). Some companies chose to supplement this with a responsible drinking message, the most common being "Please drink responsibly". As of 1 July 2009 member companies of the Scotch Whisky Association have to include a responsible drinking message on all advertising and print based point-of-sale material.

The last RDM monitoring in 2012 showed compliance at 87%. 65% of all the print and TV ads chose to display www.drinkaware.co.uk (113 out of 174 ads). While no EU-wide RDM monitoring was commissioned in 2013, monitoring information is available at national level.

Objective 2

As part of the Public Health Responsibility Deal agreed with the UK Government, the alcohol industry has pledged to implement a labelling scheme on 80% of drinks' containers measured by volume, in the UK off trade by December 2013. There are five elements in the agreed scheme:

Three mandatory elements

- 1) Unit Alcohol content
- 2) Chief Medical Officer's daily guidelines for men and women
- 3) Pregnancy warning (sentence or logo)

Two optional elements

- 4) Drinkaware.co.uk
- 5) Responsibility statement (e.g., please drink responsibly)



Compliance will be assessed by an independent market survey the results of which will be available in May 2014.

Objective 3

The UK Self-Regulatory Organisation the "ASA" (The Advertising Standards Authority) governs advertising through two Codes of Practice (CAP and BCAP codes) covering all forms of advertising, marketing and communication activities. The

codes cover general provisions as well as specific rules on alcohol advertising, including digital media. They are enforced by ASA which is fully compliant with the EASA Principles on self-regulation (see Annex 3).

In addition, The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks was first introduced in 1996. The Code, whose 5th Edition was launched in November 2012, is supported by the industry, and applies to all pre-packaged alcoholic drinks and covers the drink's naming, packaging, point-of-sale advertising, brand websites, sponsorship, branded merchandise, advertorials, press releases and sampling. The 5th Edition extends the remit of the Code so that it applies to all marketing not otherwise regulated by the ASA or Ofcom.

The Portman Group's Code of Practice has an open and accessible complaints system. Complaints under the Code are ruled on by an Independent Complaints Panel. If the product is found in breach of the Code, a Retailer Alert Bulletin is issued, asking retailers not to stock the offending product unless and until it has been amended to comply with the Code.

The Portman Group has also published a new Sponsorship Code which came into force on 31 January 2014. This is separate but consistent with its Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks. As an integral part of each new alcohol sponsorship agreement, drinks companies must ensure there is a recognisable commitment to promoting responsible drinking and/or supporting diversionary/community activities; taking into account the size scale reach and length of the sponsorship.

Finally, the SWA Code of Practice sets out minimum standards for the marketing and promotion of Scotch whisky brands. The code is mandatory in the EU. Member companies are requested to apply it globally. It is enforced by an Independent Complaints Panel which has sanctions at its disposal such as the withdrawal of marketing, naming and shaming or the imposition of fines.

As a result, self-regulation on spirits advertising in the UK is fully compliant with the spiritsEUROPE responsible marketing communications, including on digital media rules.

Objective 4

For a long time the Drinkaware Trust, the Wine and Spirit Trade Association (WSTA) and the Scotch Whisky Association (SWA) have been running prevention programmes to reduce alcohol related-harm which are measured and evaluated. The UK is therefore fully compliant with the objective of the spiritsEUROPE Roadmap. Some examples are given below:

Drinkaware

What's in your Glass?

Drinkaware worked with Berkshire Public Health Authority to pilot and evaluate the impact of unit measures on claimed alcohol consumption. This involved the development and distribution of more than 18,000 'What's in your glass?' kits in 110 Berkshire pharmacies. The kits provide practical support and advice to help consumers understand the impact of their alcohol consumption on their health and cut back.



Parents and Young People



In 2013, Drinkaware's parents campaign ran on radio, posters, digital and via PR. Drinkaware's annual KPI research shows this has helped increase the average age of the first supervised drink by over a year since 2010. The campaign drove a six fold increase in visits to the parents' content on the Drinkaware website. It has also helped to establish Drinkaware as the authoritative expert on the influence of parents on underage drinking with Drinkaware CEO Elaine Hindal conducting BBC, ITV and Sky interviews.

Community Alcohol Partnerships

Community Alcohol Partnerships bring together local retailers, trading standards, police, health services, education providers and other local stakeholders to tackle the problem of underage drinking and associated anti-social behaviour.

The CAP model is unique in that it recognises that retail is part of the solution and has been shown to be more effective than traditional enforcement methods alone. Each CAP scheme operates in a clearly delineated and usually compact local community and draws on local partners to develop and implement delivery at grassroots level.



Community Alcohol Partnerships is a Community Interest Company with an independent Chair and an expert Advisory Board including retailers and members from the voluntary and charity sectors, the police and trading standards.

Community Alcohol Partnerships are funded by all major alcohol retailers and a number of alcohol producers that are collectively investing nearly £1m over three years. Since inception, over 60 CAPs have been rolled out in England, Wales, Northern Ireland and Scotland.

The core activity of Community Alcohol Partnerships includes:

- **Education** - Each CAP includes some educational aspects. These might include partnering with local schools to deliver age appropriate alcohol education, teacher training support and parental advice and guidance;
- **Enforcement Activity** - CAPs focus on both the supply and the demand side of underage drinking and treat retailers as part of the solution and not part of the problem. The enforcement activity is informed by all stakeholders, who share information and co-ordinate their response. Police patrols are supported by evidence from stakeholders and follow up activity co-ordinated with the local authority and retailers;
- **Training** - CAP retailers champion the use of Challenge 25 and also support independent retailers with training including on conflict resolution, identifying fake ID and how to make a challenge. They ensure that all messages and literature are co-ordinated across the CAP area, targeting specific groups where appropriate.

Projects that Community Alcohol Partnerships have supported include:

- **CAP Teacher Training Programs**

These are designed to enhance teachers' ability to deliver the PSHE curriculum around alcohol. Generally, the support and training given to teachers to deliver these courses is minimal and therefore these programs dramatically increase the quality of teaching on the subject.

- **Alcohol Awareness Courses**

Young people found in possession of alcohol are encouraged to attend awareness courses with their parents/guardians. This method was piloted in the Barnsley Community Alcohol with evidence of behaviour change leading to reduced or zero consumption after the intervention.

- **Diversionsary Activity Schemes**

Provision of a range of activities for young people is encouraged to ensure that young people have fun, healthy things to do that do not involve alcohol. Various projects have been trialled with positive effects including:

- **Sport FX**

Sport FX teaches young people values such as teamwork, respect and sportsmanship whilst keeping them away from unsupervised activities where alcohol may be consumed. Barnsley CAP reported a 30% reduction of alcohol-related ASB following the introduction of the since the Sports FX programme.

- **Youth Cafés**

Youth cafés provide an opportunity for young people to meet socially without the influence of alcohol. They also provide a neutral ground where youth workers can engage with young people to give help and advice to move them away from risky behaviours. The youth outreach team working out of a recently sponsored Youth Café in Oswestry was able to provide support and guidance to a number of young people with positive effects.

- **Mobile outreach services**

These services have a significant role to play in preventing alcohol related harm. They are normally staffed by volunteer youth workers supported by medical personnel and occasionally police. They travel to hot spot areas ensuring the most cost effective way of providing the required services to those most in need. These units can also be used as a base in town centres at weekends to assist with managing issues surrounding the late night economy.

- **School Theatre Workshops**

Working with the Alcohol Education Trust and others, CAP is able to fund well-constructed PSHE programmes of Alcohol Education within the school curriculum, supplying all relevant material. These programmes often include a parental alcohol advice evening. In addition, interactive Alcohol Education Theatre workshops have been used extensively to help bring to life the dangers of alcohol by involving them in the activity. These events have been found to be most effective when run as part of an on-going alcohol education program.

Results:

- The St Neots CAP (2007) saw a 45% reduction in ASB;
- In the **Durham** CAP (2012), early intervention patrols resulted in a marked reduction in associated ASB (37.2%) compared to the rest of the County (8.8%);
- The **Barnsley** CAP (2011) saw a 30% reduction in alcohol related ASB compared with 7.4% in the control areas;
- In **Islington** (2011), the first inner city CAP. youth alcohol related accidents requiring the attention of the London Ambulance Service were halved during the life of the CAP and a test purchase program at the end of the training period resulted in no failures;
- In **Derry** (2011), referrals to youth diversion officers decreased from 114 – 40 and youth nuisance decreased by 50%
- **Kent** Community Alcohol Partnership (2009) was the first county wide partnership that now has 11 separate CAPs and a county-wide framework to support local communities to deal with underage drinking and related anti-social behaviour.

For more information please visit: www.communityalcoholpartnerships.co.uk

Scotch Whisky Action Fund: Tackling alcohol-related harms

The Scotch Whisky Association (SWA) has established a fund to tackle alcohol-related harm as an extension of its commitment to addressing misuse and promoting responsible drinking. The £500,000 **Scotch Whisky Action Fund** complements the work of the SWA's members. A total of £100,000 will be available each year from 2014 to 2018 to projects working to reduce alcohol-related harm in Scotland.

The fund will invest in projects from charities and other organisations that work to reduce the impact of alcohol-related harm in Scotland's communities. **The Scotch Whisky Action Fund** will be managed by Foundation Scotland, an independent charity.

The **Scotch Whisky Action Fund** will support and develop projects and initiatives delivering targeted interventions to tackle harm among young people aged 18 and under, families affected by misuse and communities suffering as a result of irresponsible or excessive consumption of alcohol. Research commissioned by the SWA revealed that more work,

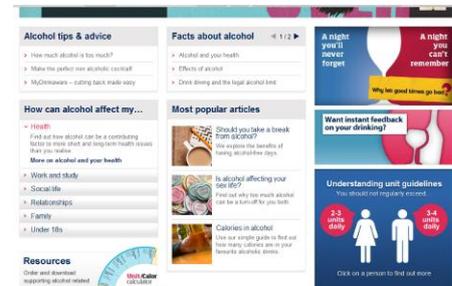
and funding, is required to develop existing initiatives and support new programmes to combat misuse across these three themes. The fund would particularly welcome applications from innovative or pilot initiatives which aim to test new approaches within these themes.

Applications for support of new projects can seek an award of up to £10,000; existing initiatives, with a proven track record, can receive help up to £25,000. For more information on the Fund visit <http://www.foundationscotland.org.uk/programmes/scotch-whisky-action-fund.aspx>

Consumer information

The **drinkaware.co.uk website** (widely communicated to consumers through campaigns, advertising and labels) promoting in particular the responsible drinking guidelines has seen a huge increase in the number of unique visitors from 2.8 million in 2011 to 5.8 million in 2013.

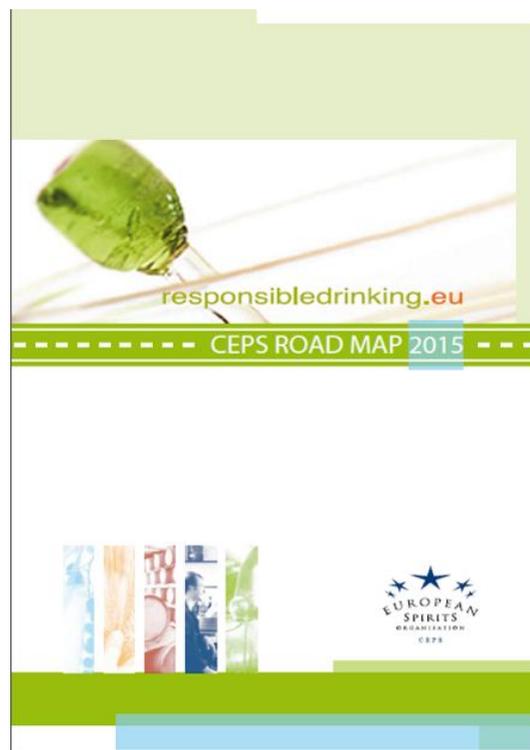
Over 125,000 people have completed the Audit C questionnaire (a self-assessment tool to help consumers determine whether or not they are drinking too much) on the website and may have reduced their drinking as a result.



Objective 5

Drinkaware hold an annual conference and a series of workshops to discuss issues around alcohol and its misuse. These include sharing research and the impacts of its programmes. The WSTA and SWA engage in regular events and seminars with public stakeholders to promote responsible drinking and interventions being undertaken by industry to reduce alcohol-related harm. In November 2013 WSTA and SWA, as part of a Scottish Government Alcohol Industry Partnership (SGAIP) initiative, attended an information sharing seminar with Alcohol and Drug Partnerships (ADPs) aimed at extending knowledge of opportunities for ADPs to engage with the SGAIP to address alcohol misuse.

ANNEX 1: spiritsEUROPE ROADMAP 2015



THE COMMITMENT

It is our conviction that behavioural and cultural change is the key to reducing alcohol-related harm. To achieve this we need to apply multi-stakeholder, long term approaches that focus on targeted interventions aiming at positively impacting consumption patterns. Spirits industry programmes should focus not only on increasing consumer information and awareness but also on developing more responsible attitudes towards alcohol. In parallel, the industry will reinforce its commitment to responsible marketing communications through self-regulation.

A Comprehensive Social Aspects Strategy

- EU and national implementation plans of the actions included in the Road Map between 2011-2015
- Actions and commitments to include a greater emphasis on stakeholder engagement and evaluation
- National social aspects progress reports to be integrated into the yearly Progress Report

Three pillar commitments:

- Enhance responsible commercial communications
- Encourage responsible drinking
- Engage more stakeholders

Read more here: <http://spirits.eu/files/36/roadmap-2015.pdf>

ANNEX 2: List of spiritsEUROPE members in 2013

Austria

Fachverband der Nahrungs und Genussmittelindustrie Österreichs (FNGO)

Belgium

Fédération Belge des Vins et Spiritueux (FBVS)/ Belgische Federatie van Wijn en Gedistilleerd (BFWG)

Bulgaria

Association of Producers, Importers and Traders of Spirit Drinks (APITSD)

Cyprus

Cyprus Wineries Association (CWA)

Czech Republic

Union of the Czech Spirits Producers and Importers (UCSPI)

Denmark

Foreningen af Danske Spiritus Fabrikanter c/o Arcus Denmark (FDSF)

Finland

Finnish Food and Drink Industries' Federation (ETL)/ Finnish Alcoholic Beverages Industries' Association (FABIA)

France

Bureau National Interprofessionnel du Cognac (BNIC)
Fédération Française des Spiritueux (FFS)

Germany

Bundesverband der Deutschen Spirituosen-Industrie und –Importeure (BSI)
Bundesverband der Obstverschlussbrenner (BOVB)

Greece

Federation of Greek Distillates and Spirits (SEAOP)

Hungary

Hungarian Spirits Association (HSA)

Ireland

Irish Spirits Association (ISA)

Italy

Federazione Italiana Industriali Produttori Esportatori ed Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti ed Affini (FEDERVINI)

Latvia

Latvian Association of Alcohol Industry (LANA)

Luxembourg

Fédération Luxembourgeoise des Producteurs de Vin et Spiritueux (FLPVS)

Malta

The Sense Group (TSG)

The Netherlands

spiritsNL

Poland

Polish Spirits Industry (PPS)

Portugal

Associação dos Comerciantes e Industriais de Bebidas Espirituosas e Vinhos (ACIBEV)
Associação Nacional de Empresas de Bebidas Espirituosas (ANEBE)

Romania

Spirits Romania – The Association of Spirits Producers and Importers in Romania (SR)

Spain

Federación Española de Bebidas Espirituosas (FEBE)
Federación de Bodegas del Marco de Jerez (FEDEJEREZ)

Sweden

The Swedish Spirits & Wine Suppliers (SSWS)

United Kingdom

The Scotch Whisky Association (SWA)
The Wine and Spirits Trade Association (WSTA)

European Spirits Companies Liaison Group (ESCLG)

- Bacardi-Martini
- Beam Global
- Brown-Forman Beverages UK
- Davide Campari Milano
- Diageo
- Moët Hennessy
- Pernod-Ricard
- Rémy-Cointreau



For more information visit drinksinitiatives.eu and responsibledrinking.eu

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