



spiritsEUROPE ROAD MAP 2015

IMPLEMENTATION REPORT 2014

March 2015



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FOREWORD BY THE spiritsEUROPE PRESIDENT



spiritsEUROPE proudly represents 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.

Spirit drinks are enjoyed responsibly by the vast majority of consumers, in convivial, social settings. For centuries, they have formed a cornerstone of celebrations, family gatherings, events and meals.

However, it is also clear that a minority of consumers misuse alcohol, which can lead to significant harm to themselves, their families and society at large.

As producers of spirit drinks, we take our role in society seriously. We contribute to addressing alcohol-related harm by supporting a range of actions, from information campaigns on responsible drinking, to server training, anti drink-driving activations, community initiatives and much more. We also aim to contribute to a responsible drinking culture by adopting strict marketing guidelines.

We are committed to evaluating and publicly reporting these initiatives. While this poses methodological and budgetary constraints, we strive to improve the monitoring and evaluation of our programmes, which are key for a reliable assessment of our contribution.

Our sector's long term commitment is reflected in the 360 prevention initiatives carried out since the inception of the European Alcohol and Health Forum in 2007. Many of these initiatives are run in the individual countries by local producers and their stakeholders.

In 2014 alone, our network of national associations and companies funded and ran 146 different campaigns to help reduce alcohol-related harm.

The spirits sector at large has worked tirelessly over the past ten years in order to roll out numerous programmes, mobilize partners and stakeholders and highlight what has been done and what remains to be done to change attitudes and behaviours.

Although we have achieved much, we still have more to do in delivering out commitments to responsible drinking. We as a society, as educators, as parents and responsible adults, can always do more in changing social norms for the better.

This penultimate 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 www.drinksinitiatives.eu database.

A handwritten signature in black ink, appearing to be 'Joep Stassen', written over a light blue horizontal line.

**Joep Stassen, President
spiritsEUROPE**



Although these are challenging economic times, this year's report demonstrates that the resolve to live up to our commitments is still very much alive as shown in the ROAD MAP 2015 implementation activities taken over the past twelve months, from March 2014 to March 2015.

Now in its fourth year, the implementation of the ROAD MAP 2015 continues in the 22 EU Member States where spiritsEUROPE has a national member association. Although progress varied from country to country over the past twelve months, new initiatives have been developed and decisions have been taken to reach the objectives set for 2015.

Highlights of this year's implementation of the spiritsEUROPE ROAD MAP 2015 include:

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

Spirits producers have previously stated their willingness to work with all other stakeholders – from the public and private sector and operators down the value chain, as well as the NGO community. We firmly believe that only by working in partnership will it be possible to seriously reduce binge drinking, underage drinking, drinking during pregnancy, drinking and driving and so on. We reiterate that offer. Better collaboration between members of the European Alcohol and Health Forum and other bodies responsible for delivering the EU strategy, such as the CNAPA group, is essential to reach the shared objective of reducing harmful consumption of alcohol in Europe. Sharing good practices is good; sharing responsibility for joined-up campaigns and programmes would be even better.

As a result of the effort put by spirits producers into creating and running prevention programmes, many are now well established. Some of these programmes have been used as examples and have been adopted for use by other countries and many are run in partnerships which can vary from town halls to retail chains, from social media influencers to medical professionals.

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

Our spiritsEUROPE ROADMAP commitment is to display a responsible drinking message on labels, preferably in the form of a website. An increasing number of voluntary agreements are being taken and more companies are displaying either the responsibledrinking.eu portal (now also displaying generic calorie information based on a standard serving) or their own consumer information website address where meaningful information is provided to consumers on a variety of topics.

Four new countries have introduced a responsible drinking message on product labels. For instance, Finland added their new consumer information website to labels, and Latvian local producers represented in LANA implement a common RDM message voluntarily. A number of other countries are still in the process of implementing this objective, and discussions are in progress in many countries.

To conclude, although this report shows that there is still some way to go for the EU spirits sector is to live up to the goals set out in the ROAD MAP before the 2015 deadline, a substantial contribution has been made to contribute to reducing alcohol related-harm, as detailed in the drinksinitiatives.eu database.

As we are now entering the final year of our ambitious plan, we count on our members to redouble their efforts during the next 12 months in order to fill the remaining gaps.



**Paul Skehan, Director General
spiritsEUROPE**

HIGHLIGHTS OF 2014 AND REPORT FROM THE SECRETARIAT

The quick overview below presents the number of programs and initiatives launched since the inception of the European Alcohol and Health Forum, and those ongoing as of March 2015. For details about these, please see www.drinksinitiatives.eu and well as the detailed country pages in this report.

AREAS FOR ACTION	SINCE 2007	ONGOING IN 2014
Underage Drinking	76	29
Drink-Driving	103	21
Responsible Drinking	130	69
Resp. Service/Selling	30	12
Workplace	18	6
Alcohol and Pregnancy	9	7
Non-commercial alcohol	3	1
Other	5	1
TOTAL	374	146

Number of initiatives supported by spiritsEUROPE members since 2007 (March 2015)

In concrete terms, the spiritsEUROPE secretariat offered support to its members in the delivery of the spiritsEUROPE ROAD MAP through:

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

➤ Annual meeting with SAO meeting and exchange of best practice

spiritsEUROPE facilitated best practice exchange among Social Aspects Organisations (SAO) and members conducting prevention and education programmes across Europe, and beyond. Delegates from Canada and India joined the meeting organised in Brussels in May 2014 to share their experiences. Over the course of the two days, issues such as “preventing underage drinking”, “engaging with young adults” and “responsible and safe drinking” were covered. Participants also presented highlights of their prevention programmes and shared experience. The next SAO meeting will be held in Brussels in April 2015.

➤ 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. This financial support has allowed, especially in Eastern countries, the launch and development of sustainable prevention programmes that are still ongoing. Each year, spiritsEUROPE members and Social Aspects Organisations are invited to apply. Funding is only granted if strict conditions, in particular regarding sustainability, measurement and evaluation are upheld.

➤ Challenges faced by some of our members in 2014

Some of our members continued to encounter internal difficulties throughout 2014 making it difficult for them to carry on/or and invest in the evaluation of their ongoing prevention initiatives, or develop new programs. Fortunately other members were able to rectify their difficulties from the previous year. For those still in difficulty, spiritsEUROPE will evaluate the situation to help find appropriate solutions in order to bridge the gap towards the achievement of the spiritsEUROPE roadmap in 2015.

➤ spiritsEUROPE network: extending actions beyond our membership

This Roadmap report covers 22 countries where spiritsEUROPE has an active member, but spiritsEUROPE and its members also support activities in countries where we do not have member federations such as Croatia, Estonia, Lithuania, Luxembourg, Slovenia and Slovakia. The Estonian SAO (Talk About Alcohol) and the Slovakian SAO (Forum-PSR Slovensko) both implement country wide education programmes giving tools to teachers to address underage drinking. In Croatia, Lithuania, Luxembourg and Slovenia programmes are ran at local level by companies, such as the Responsible Party programme by Pernod Ricard.

The spiritsEUROPE ROADMAP report focuses on the work of the national associations who are members of spiritsEUROPE. However, spirits producing companies implement programmes both local, national level and European level to support the wider spirits sector's commitments. These companies carry out activities, both individually and through investing in national associations and SAOs.

spiritsEUROPE currently has 8 member companies: Bacardi-Martini | Beam Suntory | Brown-Forman | Gruppo Campari | Diageo | Moët Hennessy | Pernod-Ricard | Rémy-Cointreau

In 2014, these companies individually carried out 45 prevention campaigns in 15 countries, in addition to the activities of spiritsEUROPE national associations. However, some campaigns are EU wide, and as such, are carried out in countries where there is neither a member company nor a local Social Aspects Organisation like in Croatia, Lithuania and Slovenia.

Below are examples of campaigns carried out in 2014:

Underage drinking

The Latvian **“Runājot par alkoholu”** (Talk about alcohol) programme was launched in September 2013 with the support of Pernod Ricard. This tool for teachers is based on the Swedish model and is tailored to Latvian circumstances and law. It consists of a series of template lessons for students aged 13-17. Lessons can be used in their entirety or tailored, and can be incorporated into a variety of subjects. In-class exercises are geared towards the needs of young people and are designed to empower them to deal with social expectations and peer pressure. Competitions are run on twice yearly for students to illustrate their understanding of an alcohol related subject. Material for parents was developed with the aid of psychiatrists, doctors and coaches. It primarily consists of how to set an example, how to talk to children of different age groups and factual information on alcohol and its effects.



In 2014 around 1,700 pupils participated in the programme. The October 2014 student competition received 109 creative works, including 16 poems, two plays and one diary. Winning entries can be on the delfi.lv website.

In January 2015 a 2 year evaluation of the program will start. It will be a longitudinal study of the impact the program has on 7th to 9th graders, following the same classes for 2 years (end of 7th grade, throughout 8th grade and beginning of the 9th grade).



Financially supported by Diageo, **“Smashed”** was developed and is executed independently by Collingwood Learning. It is a long running hard hitting programme developed in consultation with young people. It is aimed at high school pupils aged 12-14 and is offered for free across the UK. Schools receive is an hour long live theatre performance, a 40 minute interactive workshop, teaching materials, and an evaluation. The dangers of alcohol misuse are explored and responsible decision making around alcohol is encouraged. It is hoped that young people take away an understanding of the facts, causes, and consequences surrounding alcohol misuse. The project forms a key part of schools Personal, social, health and economic (PSHE) curriculum.

Over the 10 years it's been run (until the 2013/2014 academic year) the programme has reached 1,165 schools and 210,320 students.

2013/2014 academic year (questionnaires given to students and to teachers) showed:

- Students: 91% learnt more about the risks of alcohol misuse; 89% now know who to talk to about alcohol issues; 96% enjoyed the programme and 81% said they would avoid alcohol misuse in the future.
- Teachers: 99% believe that the experience is a valuable aid to student learning; 98% believe that it explores "relevant issues" and 93% believe it supports the curriculum.

Responsible Drinking

“Responsible Party” has been run by Pernod Ricard in partnership with ESN (Erasmus Student Network) since 2010. Pernod Ricard provides the necessary information and prevention/communication/promotional tools to ESN sections which are in charge of organising the events and promoting the Responsible Party principles. Some simple organisation rules are part of the program like no open bars, no free alcoholic drinks and no advertising of the party based on alcohol and its price. Responsible Party Ambassadors, partygoers' peers, talk to students about how it is possible to have fun and be responsible at the same time and offer advice on responsible consumption such as not drinking because of peer pressure, alternating alcoholic drinks with soft drinks and not drinking too much. They also hand out information flyers, gadgets and when possible provide free water. A dedicated website (<http://www.responsible-party.com/>), Facebook page (<https://www.facebook.com/ResponsibleParty>) and mobile application (<https://play.google.com/store/apps/details?id=be.artwhere.respparty>) support the initiative. Actions are tailored to local markets and situations.



From September 2012 to July 2014, Responsible Parties reached more than 174,000 students in 30 countries which include Belgium, Bulgaria, Croatia, Estonia, Greece, Lithuania, Slovakia and Slovenia. The Facebook page was “liked” 2,200 times until December 2014.



The Italian “Conoscere l’Alcol” (Know Alcohol”) began in 2012 and is run by Diageo in partnership with the Ministry of Health, Supermarkets and the Fondazione Umberto Veronesi (NGO). Information points display educational resources (including aids to estimate one’s likely BAC; leaflets outlining the effects of alcohol on a person and when not to drink). Leaflets, banners and cards are also placed in the alcoholic section of the stores. In 2014 a competition was held and special events took place in order to encourage consumers to adopt responsible lifestyles, not only on the moderate and responsible consumption of alcoholic beverages, but also on behaviours to avoid (such as binge drinking, driving vehicles after drinking alcohol, consumption of alcohol and drugs).

In 2014, 50 Auchan hypermarkets and 100 Simply supermarkets took part. In addition 22 Simply supermarkets and 12 public areas in Marche, Lombardia and Piemonte and Veneto held special events. More than 250,000 shoppers were exposed to the campaign and it is estimated that three million people were reached. Over 18,000 coasters were distributed. 8,500 on trade consumers were reached.

2014 evaluation showed that over 60% said they would talk to family and friends, and almost 50% said they would think differently about what they drink. 80% of the people who tried the drink-driving simulator said they learned something new about alcohol consumption. 99% found the initiative interesting/very interesting. 99% found the materials clear and understandable. 68% said they were more informed about alcohol.

Responsible Service/Selling

“Nog Geen 25 Jaar? Laat je legitimatie zien!” (Younger than 25? Let’s see your ID!), was launched in 2012 by Bacardi-Martini in the Netherlands. The initiative was developed by the Dutch retailers with support of external stakeholders in order to ensure that alcohol is not sold to people under the Legal Purchase Age (LPA). Cashiers receive training in order to follow the requirement. The online training includes information on the ID requirement and the legislation on the sale of alcohol. If they complete the questionnaire at the end correctly they receive a certificate to show that they know that “Sometimes you have to say no” (“Soms moet je Nee verkopen”). Consumers are informed about the requirement through a TV commercial, leaflets, posters, stickers and shelf cards.



187,022 certificates have been issued (until December 2014) and 4,300 supermarkets take part in the campaign.

The November 2014 report by the CBL stated that 62% of cashiers comply with the age limit rules. This is an increase of over 14% on 2013. Several chains achieved an 80% compliance rate and higher. The CBL believes that the positive increase sets the sector to remain ambitious and continue down the same path with staff training, consumer information, the NIX18 campaign and mutual checks.

“Best Bar None” is a UK national award scheme supported by the Home Office and funded by Diageo and Pernod Ricard. The scheme recognises and awards outlets who demonstrate progress in the four areas addressed by the UK Licensing Act of 2003: (1) the prevention of crime and disorder; (2) public safety; (3) prevention of public nuisance; and, (4) protection of children from harm. It was piloted in Manchester in 2003 and found to improve standards in the night time economy and premises now compete to participate. More than 3,600 bars in 100 communities across the U.K. have become involved in the Best Bar None program.



Drink-Driving

The Spanish **“BBBien!”** (Drink Wise!) is a long running campaign by Diageo. To support an alternative means for consumers to return home public transport maps showing information on all the night bus networks in Madrid are handed out in bars, clubs and on buses. At weekends and the eve of holiday's extra "búhos" ("night owl") buses are made available between 11.30pm and 6am. The 'BBBien! app (iPhone <https://itunes.apple.com/es/app/bbbien/id403256103?mt=8> and Android: <https://play.google.com/store/apps/details?id=com.AGI.bbbien&hl=es>) was launched in December 2010. The app contains geo-references for taxi, night buses, subway and trains for every capital city in Spain. Taxis can also be called from the app. For each download Diageo donates 1 euro to AESLEME (Association for the Study of Spinal Cord Injury). The campaign is promoted through advertising and a social media presence.



In 2014, 50 million people were reached through the advertising campaign and media coverage. The Facebook page had over 4,000 fans and 300,000 impacts.

Other examples of initiatives include:

- **“SPRITZ RESPONSIBLY”**, ran in 2014 by Campari. It aimed to raise awareness in a modern and engaging way about the dangers of drink-driving and the national legal alcohol limits.
- **“RESPONSIB’ALL DAY”** began in 2011 and is a day when Pernod Ricard’s employees to stop their activities and rally around a common action: promoting responsible drinking.
- The **“Midwives Study Day”** began in 2012 and is run by Diageo and NOFAS-UK to provide positive health information to midwives. The training programme is for midwives to help them educate pregnant women about the risks of alcohol to their unborn child. The aim is to arm expectant mothers with the information they need to make an informed choice about their alcohol consumption in order to protect their unborn child.
- **“Mein kind will keinen alkohol”** (My child doesn't want any alcohol) Pernod Ricard was launched in Germany in 2010 and was expanded to Austria in 2011. It aims to raise awareness of Foetal Alcohol Syndrome (FAS) and to inform pregnant women (and their partners) about the risks of drinking alcohol during pregnancy.

This overview shows the commitment of spirits producing companies to support the objectives in the ROAD MAP 2015.

More information on these initiatives can be found on <http://www.drinksinitiatives.eu/>.

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	V
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 date 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.
- 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.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

Fachverband der Nahrungs und Genussmittelindustrie Österreichs (FNGO)

Maturity grid 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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					
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 (<http://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. Since other sources of information are not available 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 2014, no decision was taken at national level to introduce an RDM in the form of a consumer information website address on product labels.

Objective 30

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 pro-actively advertising their brands, and a basic information website is very often their only marketing activity.

Objective 4



The **consumer information website** (<http://www.verantwortungsvoll.at/>: responsible drinking), 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 2012, the website had around 32,000 unique visitors. More recent figures are not available.

Objective 5

No stakeholder outreach activities were undertaken in 2014. **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

Vinum & Spiritus Association Belgium (formerly Federation Belge de Vins et Spiritueux – FBVS/BFWG)

Maturity grid 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014
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	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	V
	→	→	→	NA	NA
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). As the RDM is compulsory under the national co-regulatory 'Covenant' (see below) compliance is monitored and reported on annually.

Objective 2

In 2014, 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 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, and the revised in 25 January 2013, and transposed into a decree published in the Official Journal. The monitoring of the implementation is undertaken by the JEP but, if parties and consumers wish to, by Courts as well. The main amendments to the previous Covenant added new rules for digital media, preventing sale in vending machines not equipped with an ID control system, and the introduction of fines for non-compliance with the JEP decisions.

Objective 4

Campaigns were run by the Belgian Federation (FBVS) in the past, such as "Alcohol and Pregnancy" in 2008, "Alcohol and Workplace" in 2009 and "Enjoy the game responsibly" in 2010. Details are available on <http://www.drinksinitiatives.eu>.

The **consumer information website** (<http://www.educalcool.be>) launched in 2010, it aims to promote responsible drinking among the adult population. A new website and campaign is being developed hence traffic information for educalcool.be are not available for now.

**Objective 5**

Between 2012 and 2014, the Belgian federation underwent a transition period, changing its name and statutes, resulting in the impossibility to run programmes or undertake new activities. Plans have been drawn to develop activities in 2015.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid 2010 to 2014

spritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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 →	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 (<http://konsumirai-otgovorno.bg/>). In 2012, international companies showed full compliance with this requirement, resulting in a noticeable increase in traffic on the national responsible drinking website. In addition large Bulgarian spirits producers use the Cyrillic “consume responsibly” RDM on advertising materials (including internet communication, TV ads and print materials).

Objective 2

In 2014, 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. 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).

A workshop on responsible commercial communication on digital media was organised in March 2015.

Objective 4

The **consumer information website** (<http://konsumirai-otgovorno.bg/>: drink responsibly) was launched in 2009. In 2014 a complete revamp began and the updated site went live again in February 2015. It contains a number of different targeted sections which include: Alcohol and Us, which provides general information about alcohol as well information such as guidelines for responsible drinking; Alcohol and Age, provides information such as the effect alcohol has on the body; Alcohol Outlets calls on APITSD members to sign the Bulgarian Charter for

Responsible Consumption and For Parents, which includes advice for parents.

Due to the recent re-launch, impact figures are not yet available for the website.

The “spirits are not for minors” campaign was launched at the end of 2014.

66 Bulgarian spirits producers and importers came together to sign the Bulgarian Charter for Responsible Drinking by which they re-emphasised their commitment not to sell alcohol to minors. At the same time, they officially launched an awareness campaign at the Whisky Festival 2014 largely attended by the “target group”, i.e., the wholesalers and retailers, who received an information leaflet and materials to place in their premises. Over 500 leaflets and 300 sets of 6 stickers each were distributed at the event. This is only the start of a campaign that will be further extended with more point of sale material in April 2015.



Since 2012, the “School for Parents” initiative has been run by Pernod Ricard in partnership with APITSD, the State Agency for Child Protection and the Ministry of Education. The programme is designed to tackle the problem of underage drinking through conversation in an informal environment between parents, teachers of children in the fourth and fifth grades (10-11 years old) and psychologists.

Meetings are kept informal so that the atmosphere is conducive for the full participation of parents. It tackles parents’ questions such as “how and when to talk about alcohol?”, “How to start the theme of responsible consumption with our children, without falling into extremes and negation?” and “How to develop their self-esteem so that they do not succumb to harmful influences?”

A teachers’ guide and a parents’ handbook “Small Talk Big Themes” have been created and are available on an interactive website (<http://predi18.org/>). The site provides an opportunity to exchange information, advice and opinions. It also has news, tips and events sections. Questions can also be asked to a team of experts from the State Agency for Child Protection and the National Child Hotline who will answer the questions within 72 hours. In 2015, the programme will be spread to areas outside of Sofia.

Objective 5

After several years of difficulty, the Bulgarian association was re-started. New partnerships are being built such as for the “School for Parents”.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

ΠΟΤΟ ΜΕ ΜΕΤΡΟ (POTO ME METRO - Drink in Moderation)

Maturity grid (2010/2011) 2012 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014
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
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

Objective 1

Agreement has been reached to include the ΠΟΤΟ ΜΕ ΜΕΤΡΟ logo and the URL of the new consumer information website <http://potomemetro.com/> which went live in March 2014. A set of guidelines for uniform inclusion of logo and URL on marketing communications were developed and given to the participating companies in September 2014. The implementation is in progress.



Objective 2

No information is available.

Objective 3

In 2013, two separate sectoral self-regulation codes (one for wine and spirits, and another one for beer) were developed in cooperation with the local SRO named CARO (Cyprus Advertising Regulation Organisation), agreed by sector and enforced by the SRO. Both codes cover digital media. CARO has been 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). The codes were shared with the Cyprus Anti-Drugs Council (also responsible 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 on the complaints examined, the issues that arose, the media involved etc. There were no complaints for alcohol advertising to CARO in 2014 (as was also the case in 2013).

Objective 4

Drink Driving

POTO ME METRO took part in the 2014 **Alcohol Awareness Week**, organised by the Cyprus Anti-Drugs Council (CAC) on 13-19 October 2014. The CAC is the supreme coordinating body in the field of substance dependency among three levels of prevention as defined by the World Health Organization. POTO ME METRO launched an advertising campaign to promote the designated driver concept among young people.



Due a lack of available public transport, especially at night, options for young people returning home after a night out are limited. It is usually the choice of either choosing a driver from within the group of friends or getting a taxi. The campaign stressed the importance of “caring for your friends who need you”. The creative consisted of 3 radio spots, 2 different banners and 2 different print ads, 3 of which were published in a major Sunday newspaper. A total of 391 radio spots were broadcast between 9 and 31 October 2014. Approximately 100 posters were distributed at 4 universities in Cyprus and the CAC. Moreover, participating POTO ME METRO companies shared relevant posts on their Facebook pages. The CAC also shared the posts, as did a well known DJ in Cyprus.

The campaign was presented on 23 January 2015 at the “1st National Summit for Road Safety Organizations” and was well received.

16 employees of POTO ME METRO member companies took part in the Pan-European “**European Night Without Accident**” event, held on the third Saturday of October every year. The 2014 event took place on 18 October.

In 2014, the Cyprus Ministry of Defence agreed to **lectures for soldiers on the dangers of drinking and driving**, to be implemented by REACTION. Discussions between the Army, REACTION and POTO ME METRO are under way, to determine how to best implement this initiative. It is estimated that 10-15 lectures (which will also include practical training) will take place in 2015.

Consumer information

The **consumer information website** (<http://potomemetro.com/>: drink in moderation) was launched in March 2014. It contains sections on:

- **Alcohol Consumption:** general information on responsible consumption.
- **Excessive Consumption and the body:** information on the effects of excessive consumption on the body.
- **Crossing boundaries:** advice and information on subjects like hangover, binge drinking etc.
- **Stages of Life:** information specific to different times of life, e.g. for parents, athletes, pregnant women etc.
- **Top Tips:** Tips on ways to go out, have fun and be safe.
- **Drinking & Driving:** information on Cypriot legislation and advice on how to get home safely.
- **Myths Quiz:** tests knowledge on common myths.
- **PmM Activities:** info on activities to promote responsible drinking.



Objective 5

Drink-drive activities mentioned in objective 4 were promoted either through the partners REACTION or the Cyprus Anti-Drugs Council.

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 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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	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
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 <http://www.pijsrozumem.cz>, launched in 2007 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 years.

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 several 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 apply age controls on their web pages.

Objective 4Underage 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 (<http://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. The site was updated and modernised mid-2014 and merged with the consumer information website.

In addition, school lessons are given to 13 year old pupils with the help of SANANIM (an NGO). The interactive lessons aim to raise awareness of the risks to the body, psyche and social environment associated with drinking alcohol at their age. The lessons are increasing in popularity and in 2013 the demand for them was greater than the capacity to supply them. UCSPI is looking into the possibility to find other sources of funding to cover a larger volume of lessons.

In 2014 in addition to the re-vamped website, an instruction handbook for parents was created which emphasises parents talk to their children about alcohol; banners were placed on primary school web pages to advertise the programme and a primary schools database was created for the 620 primary schools in the Czech Republic.

The results of the 2014 evaluation (502 respondents, average age of 12) showed: 75% understood the presentation; 58% believed that the presentation helped them reconsider alcohol issues and 33% said that the presentation had helped them change their attitudes towards alcohol. The website was also evaluated and recommendations for improvement were suggested.

The website had more than 10,000 unique visitors and more than 47,500 views from November 2013 to October 2014.

Consumer information/drink driving

The **consumer information website** (<http://pijsrozumem.cz>: drink wisely) was launched in 2007 and revamped in 2014 in order to make it more user friendly. It aims to promote responsible drinking among the adult population. It is split into two overarching categories: the general public and young people. The general public section explains facts about alcohol and provides information such as alcohol units and maximal recommended quantities. The young people part aim to provide information and helpful tools for parents and teachers.



The website had more than 34,300 unique visitors and more than 103,000 views from November 2013 to October 2014.

Objective 5

No stakeholder outreach activities were undertaken in 2014.

Organisation involved in the implementation of the spiritsEUROPE ROAD MAP

The Danish Wine and Spirits Organisation - (VSOD) | God Alkoholkultur (GODA)

Maturity grid 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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	Alkoholreklamenævnet				
	NA	NA	NA	NA	NA
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	→	V	V	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→	→	V	V

Objective 1

A number of companies apply Responsible Drinking Messages (RDMs) on a voluntarily basis. The 2010 pan-European RDM monitoring 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 decisions were taken yet at national level to introduce an RDM in the form of consumer information website address on labels.

Objective 3

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. Due to the legal context and the existence of a Consumer Ombudsman, the enforcement mechanism in Denmark is also different from the rest of Europe.

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 (<http://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 41,244 unique visitors in 2014 (up from under 11,000 in 2010).



“Alko-holdninger” (Attitudes to Alcohol) is set of 3 film clips aimed at parents. It was launched late 2014 and aims to help parents set up agreed limits for their children’s alcohol consumption.

The film clips can be used at parents’ meetings to discuss parental roles and the dilemmas that often arise when young people start to get involved with alcohol and the party culture. They depict typical situations that are freeze-framed at the moment when the situation becomes critical. The initiative is supported by a dedicated website (<http://www.alko-holdninger.dk/>) where the film clips are hosted along with support material.

Other examples of ongoing programmes aimed at underage drinking are “Alkoholpolitik på ungdomsuddannelser” (Alcohol policy in secondary schools) an educational booklet launched in 2011, “Hele Molevitten” (the whole lot) a game based on the bodily learning method created in 2012 and “KvikStem” (Quickvote), an add on for secondary school classes created in 2014.

Drink-driving

GODA has run drink-driving prevention campaigns since 1994. Currently ongoing is “God trafik stil” (Good Traffic Style) which aims to promote responsible drinking behaviours with respect to road safety.

Launched late 2014, it is composed of a dedicated website (<http://godtrafikstil.dk/>) which contains information on the campaign, video clips and an interactive game, an iPhone and smartphone app which contains facts and advice on road safety and an educational programme for schools.



Consumer information

In 2008, GODA launched a **consumer information website** (<http://www.1421.dk/>) to promote responsible drinking. In 2012, the address was changed to <http://www.nydmedomtanke.dk/> but this address now points to <http://goda.dk/>. The website has sections on facts about alcohol, the when consumption becomes abuse and tips. It had 3,781 visitors in 2014.



Objective 5

The “Attitudes to Alcohol” programme is run in cooperation with SSP-Silkeborg (SSP is a formal partnership between Schools –Social Services – Police) and “Good Traffic Style” in cooperation with a number of local authorities.

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 - 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Ban: Spirits advertising extremely limited				
			→	→	→
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	Ban: very limited space for self-regulation				
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	State monopoly on prevention		→	→	→
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 the responsible consumption consumer information website (<http://www.nautikohtuudella.fi/>) in order to produce more information and facts on alcohol for consumers. The site was launched early 2014 and the address is now added to labels.

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 has been sent to 900 secondary schools by December 2014, which is almost all of the schools in the relevant age group. The last evaluation of the programme took place in 2011.

Consumer information

The **consumer information website** (<http://www.nautikohtuudella.fi>: Drink Wisely), launched mid-2014, provides a summary of information on healthy attitudes to alcohol. It also targets different groups of the population through sections specifically aimed at them:

- Young People: provides advice such as how to refuse an alcoholic drink, where to get help, the situation with the law and myths about drinking.
- Pregnancy: provides information such as what drinking alcohol does to both the mother and baby and, advice and help.
- Driving: provides information such as how to avoid drink-driving.
- Working Life: provides information such as moderate drinking and when to spot a problem at work.
- Parenthood: provides advice such as how to talk to young people about alcohol and how alcohol affects their child.



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

Fédération Française des Spiritueux (FFS) | Bureau National Interprofessionnel du Cognac (BNIC)
Entreprise & Prévention (E&P)

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014
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	V				
	→	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	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V

Objective 1

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 since 1991 following the adoption of the “Loi Evin”. A voluntary agreement with the sector added a Responsible Drinking Message (RDM) “À consommer avec modération” (drink responsibly). However, the use of the consumer information website address (<http://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 2014, 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, Entreprise & Prévention (beer, wine and spirits companies) adopted a self-regulatory code to help ensure that alcoholic beverage producers 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 ARPP (Autorité de Régulation Professionnelle de la Publicité) which is fully compliant with EASA Principles for effective self-regulation (see Annex 3).

In February 2015, a workshop on responsible commercial communication on digital media in the context of the Loi Evin was organised in Paris.

Objective 4

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 ended in 2013 and underwent several instalments of a thorough evaluation 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.

The last independent evaluation was carried out early 2014. Preliminary results show a significant improvement of alcohol knowledge and its effects with the experimental group. They also show a very significant difference between the experimental and control groups in terms of self esteem and psychosocial competences, especially as regards self-assertion (and, potentially, the capacity to refuse requests to drink).

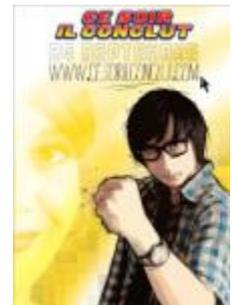
Since no definitive conclusion can be drawn concerning the impact of the programme on the experimental group due to their age, the ORS (Limousin Regional Health Observatory) and the scientific committee of ESPACE would like to carry out a final evaluation with "lycée" (upper secondary school) students.

Consumer information

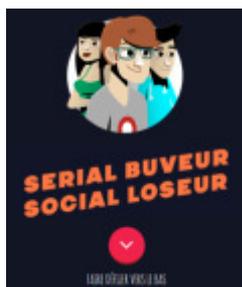


The **consumer information website** (<http://2340.fr/>) was launched in 2007. It aims to inform consumers about low risk drinking levels: 2 units of alcohol for women, 3 for men, 4 units maximum per drinking occasion and 0 in certain circumstances such as driving, when pregnant, at work or under medication. It was the website has received over 900,000 unique visitors to date.

Launched in September 2011, "**Ce Soir il conclut**" (Seal the Deal), the "serious game"; is aimed at tackling binge-drinking by 18 to 25 year olds (<http://www.cesoirilconclut.com/>). It 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 the main character. 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 drank.



The game has been played 100,000 times, the YouTube/daily motion videos have been viewed over 420,000 times and the Facebook page 'liked' almost 12,000 times until December 2014.



The web based "**Serial Buveur, Social Loseur**" ("Serial Drinker, Social Loser") was launched in 2014. It builds on the knowledge that in order to motivate young adults to control their drinking, it is not the risk to health, but rather the impact on their image and reputation in social networks. Visitors to the website (<http://www.serialbuveursocialloseur.fr/>) see the impact binge drinking has on the main character's health and social life. He gradually loses all credibility with his friends, classmates and prospective employers. He loses control of his virtual image when proof of his drunkenness is published on social networks through the "posts" and comments from friends. Responsible drinking messages are shown throughout the story and the user is prompted to compare their alcohol consumption to other

visitors via a set of questions/answers.

The website (and a declination for mobile phones) have received over 80,000 visits and reached over 5 million young adults through Facebook, until December 2014.

Objective 5

In 2014, Entreprise & Prévention 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 and Responsibility”

Maturity grid 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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
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	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	V
Objective 5: Promotion at national level of stakeholders’ engagement to help reduce harm related to the abuse of alcohol	V	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.massvoll-geniessen.de’. BSI observed that 84% of its members that were running TV and/or print ads in 2014 used a RDM in their advertising.

**Massvoll-
geniessen.de**



The **consumer information website** (www.massvoll-geniessen.de): “Enjoy in moderation”) contains information on drink-driving, pregnancy, workplace, young people, parents, underage drinking, effects of alcohol and environmental aspects etc. It also provides links to existing campaigns of the “Working Group on Alcohol and Responsibility”. Since its launch in 2009 it has had over 606,559 visitors as of December 2014.

Objective 2

In 2014, 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 on Commercial Communication 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 2014. The code is enforced by the Deutscher Werberat (German Advertising Standards Council) which is almost fully compliant with EASA Principles for effective self-regulation.

A roundtable discussion was held with spiritsEUROPE in Bonn on 6 February 2013 followed by workshops on “Responsible Marketing Communication within the limits of the Voluntary Code of Conduct of the German Advertising Standards Council on Commercial Communications for Alcoholic Beverages” and self-regulation of spiritsEUROPE in 2013 and 2014.

Objective 4

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

Underage drinking

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

“SchuJu” – initiative on training in the protection of minors, launched in 2007, targets catering, hotel, retail and filling station trainees and workers, plus teaching staff at vocational schools and other occupational training institutions. The initiative includes printed training material for vocational school instructors, three leaflets (for shops, catering establishments and filling stations respectively), a “SchuJu” age control disk, an information card for bars and an accompanying website <http://www.schu-ju.de/>. In June 2012, an advanced course was introduced for those who had already followed the training and passed. In total, an impressive 143,356 people have passed the basic course and 3,137 have passed the advanced course (as December 2014).

Since 2013, three informative video films with examples for catering, retail and filling stations have been integrated into the “SchuJu” website.

In 2014 an off-trade brochure was added to the Grips & Co Brand Training Box, which is a training handbook for sellers and cashiers. 10,000 have been distributed in 2014.

The website has been revamped in 2014, in order to provide employees, according to specific sectors, relevant materials and tips which can be downloaded or ordered.

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 beverages (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).
- are younger than control group participants ("SchuJu": 56% are younger than 36 years, control group: 63% are 36 years or older).
- mostly work at petrol stations (82%) while control group participants mainly work for hospitality 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 website (<http://www.klartext-reden.de/>), training module (<http://www.klartext-elterntertraining.de/>) and brochure. Parents are asked to fill in an anonymous questionnaire to evaluate the impact of the workshops.

So far, over 6,150 parents have taken part in one of the 221 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:

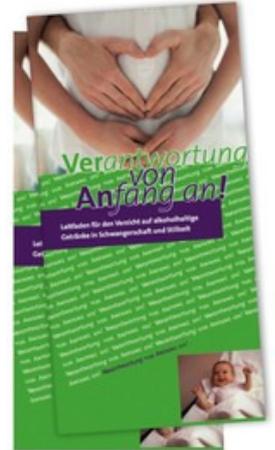
- 87% of participants felt better able to talk to their children about alcohol. In addition, 85% of workshop participants stated that they wanted to talk to their child about alcohol. Only 58% of parents who had not taken a workshop wanted the same.

- 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 <http://www.klartext-reden.de/>.

Pregnancy

The “**Verantwortung von Anfang an!**” (“Responsible from the Start! – Initiative on abstinence from alcohol during pregnancy and nursing”) initiative was launched in 2009 and aims to inform women of the dangers of drinking alcohol whilst pregnancy or nursing. The message is disseminated through leaflets which are given to women in promotional mother/baby goods bags, posters displayed in doctor’s practices and a dedicated website (<http://www.verantwortung-von-anfang-an.de/>). In addition, a special flyer created for girls aged 12 and above and young women was launched in 2012.



The third evaluation of the "Verantwortung von Anfang an!" (“Responsible from the Start!”) 2014 prevention leaflet showed that 78% of the pregnant women who read the leaflet they obtained together with the "Happy Mom Bag" and “wireltern.de Present Bag 1” have learnt to completely abstain from alcohol during their pregnancy.

The initiative has reached more than 2.2 million women since its launch in 2009. 80,000 of the special flyers were handed out to girls and young women together with the “Happy Me Bags” through gynaecological practices in 2014 (since beginning of launch: 160,000 flyers distributed). An evaluation with 358 students (aged between 12 and 15 years) took place at the end of 2012. Results show that 81% of those who had read the flyer have gained new knowledge by reading it. Despite the fact that 78% of the students who already knew that consuming alcoholic beverages during pregnancy could lead to the child being disabled found the leaflet productive and 90% the talk by the ÄGGF doctor interesting. 91% said a child which is born healthy was the most important thing for them.

Since 2012: Build-up a network with the German Professional Association of Gynaecologists

Since 2013: Build-up a network with IDS Information Display Services GmbH

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 initiative in Berlin on 26 February 2013.

Workplace

The “**Hinsehen, Zuhören Ansprechen!**” (“Look, Listen, Talk!”) leaflet was published (2nd edition) in 2009. The revised leaflet was compiled in cooperation with Berufsgenossenschaft Nahrungsmittel und Gastgewerbe (BGN), the German Social Accident Insurance Institution for the foodstuffs and catering sector. The leaflet provides help and guidance on addressing the subject of and taking responsibility regarding alcohol in the workplace.



Drink-driving



The ‘**DON’T DRINK AND DRIVE**’ initiative has been going on since 1993, making it one of Germany’s longest-running road safety initiatives. It is supported by the beer, wine, sparkling wine and spirits sector federations. The initiative aims to further reduce alcohol-related accidents. It primarily targets young male drivers aged 18 to 24 because statistics show that this group accounts for an above-average percentage of accidents involving alcohol. The initiative includes a website, www.ddad.de, which was relaunched on 1 August 2007 and optimised for mobile devices on 13 May 2014. The initiative also consist of packs for catering establishments (containing posters, aprons, stickers and beer mats), posters and, for events, the ‘DON’T DRINK AND DRIVE Academy’ (formerly named ‘DON’T DRINK AND DRIVE Party Patrol’).

In August 2008, the initiators of the 'DDAD' campaign signed the European Road Safety Charter (ERSC) and thus support the aim of reducing the annual number of fatal traffic accidents in Europe to 25,000. Therefore, the commitment was renewed in 2011 for

further years.

Since 2010, an app has been available as part of the cooperation between "DDAD" and "fairTAXI". In addition, 'DDAD' has had its own Facebook page since April 2011.

On 28 April 2013, the Federal Minister for Transport, Building and Urban Development (2009 - 2013), Dr. Peter Ramsauer, took over the nationwide patronage for the 'DON'T DRINK AND DRIVE' campaign during a Munich press conference.

Since 2014, the 'DON'T DRINK AND DRIVE' campaign has been addressing also vocational schools and driving schools using the new 'DON'T DRINK AND DRIVE Academy' concept together with a new logo. Patronage was taken over in 2014 by Winfried Hermann, the Baden-Wuerttemberg Minister of Transport and Infrastructure, Stuttgart.

Objective 5

BSI regularly organise seminars, workshops and other events to help identify and disseminate best practices in reducing alcohol-related harm.

On 29 October 2014, around 160 guests including Dr. Claudia Lücking-Michel (Member of the German Bundestag - CDU - Christian Democratic Union), Ingrid Fischbach (Member of the German Bundestag - CDU - Christian Democratic Union - and Parliamentary State Secretary of the Federal Ministry of Health), Ulrich Kelber (Member of the German Bundestag - SPD - Social Democratic Party - and Parliamentary State Secretary of the Federal Ministry of Justice and Consumer Protection), Dr. Robert Kloos (State Secretary of the Federal Ministry of Food and Agriculture) and Werner Gatzert (State Secretary of the Federal Ministry of Finance) attended the "Political Soirée". During their speech, they stated that they endorsed the necessity of providing information about alcoholic beverages as part of health policy and that they therefore appreciated the activities of the "Working Group on Alcohol and Responsibility".

On 15 February 2012, BSI officially supported the New Alcohol Strategy adopted by the Federal Government and is committed to further playing its part in reducing alcohol related harm in Germany.

On 19 February 2013, BSI organised an evening event in the Brussels-based representative office of the German Federal State of North Rhine-Westphalia hosting many stakeholders of the European Parliament and the EU Commission and focussing on:

„Corporate Social Responsibility – voluntary corporate compliance instead of increased regulation".

Presentations were delivered by the following speakers:

- 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)
- Dr. Horst Schnellhardt, Member of the European Parliament (EPP) (2013), 4th Enjoyment Ambassador for the responsible consumption of alcoholic beverages.

The 12th BSI Spirit Drinks Forum was held in Berlin on 14 November 2013 - focussing on "Corporate Social Responsibility - better than further regulation" and featuring the following speakers:

- Marie-Luise Dött, Member of the German Bundestag, spokeswoman on environmental policy as well as 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"
- Prof. Dr. Norbert Bolz, professor for media studies, Technische Universität Berlin, Faculty I – Humanities, Institute for language and communication, subject media studies.

Organisations involved in the implementation of the SPIRITSEUROPE ROAD MAP

Greek Federation of Spirits Producers (SEAOP) | Hellenic Association of Drinks Distributors (ENEAP)

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014
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	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. As no recent monitoring data is available, we are not able to confirm the compliance level.

Objective 2

In 2014, no decision was taken at national level to introduce a Responsible Drinking Message (RDM) in the form of consumer information website address on labels.

Objective 3

A self-regulatory code was adopted by the sector 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 cover digital media. It was followed by a dedicated training on responsible commercial communication on digital media, organised in collaboration with Facebook.

The code and the additional provisions are enforced by the local Self-Regulatory Organisation SEE (Advertising Self-Regulation Council) which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 3).

Objective 4Consumer information

The **consumer website** (<http://apolafste.ypefthina.gr>) 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 2014 the website had 17,800 unique visitors.

Drink-driving

Since 2010 ENEAP and SEAOP, with the help of the IOAS (Road Safety Institute Panos Mylonas), has run the **European Night Without Accident (ENWA)** every October. In 2014 ENWA took place in 32 nightclubs and with 500 volunteers. There were 2,525 designated drivers of which 56% took a breathalyser test. Of these 76% were below the legal limit.

Objective 5

Several partnerships are being explored to develop new projects in Greece. The financial situation of the country made it difficult to undertake activities for the past two years, but the outlook is improving.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Hungarian Spirits Association (HSA)

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014
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	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. In 2013, HSA agreed to make it mandatory for every 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. As no recent monitoring data is available, we are not able to confirm the compliance level.

Objective 2

In 2014, 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. The 2012 spiritsEUROPE guidelines were transposed into the Hungarian advertising code and adopted in 2014. 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>. The Facebook page regularly runs quizzes in order to engage with viewers.
- Active presence informing about responsible consumption and don't drink & drive messages at summer festivals complemented by posters and leaflets outlining the key concepts of the campaign.

Since 2012, new leaflets has been introduced yearly, each focussing on a specific topic.

In 2014 the "House-party" and "Festival" responsible drinking leaflets were launched. They provide tips for how to drink responsibly at home and at a festival. 9 festivals were visited, reaching a potential 692,000 consumers. The facebook page has been liked over 2,500 times (until December 2014). The website was visited 4,975 times in 2013 and this figure rose to 9,721 in 2014. Around 6,000 leaflets and 800 t-shirts were handed out in 2014.



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

- awareness of the "Italmérték" umbrella brand increased to 6% from 2% in 2013.
- 37% know the measurement of 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

In September 2011, the spirits sector signed 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, 2013 and 2014.



Objective 5

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 from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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	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	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	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V

Objective 1

Since 2005 the drinks sector 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. The 2010 RDM monitoring review showed compliance at 93%.

Objective 2

A regulatory proposal with provisions for alcohol beverage labelling was brought forward by the Government early 2015.

Objective 3

Several codes covers all alcohol beverage advertising:

- 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 sector 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 4Cultural change campaign

Drinkaware.ie 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 the "Had Enough" message. In March 2010, a new phase of the campaign was launched entitled "Rethinking our Drinking" promoting 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*”. This was the first campaign to focus 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 and the drinkaware.ie Facebook page.

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**: it has had over 1.5 million visits 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.
- The drinkaware.ie **Facebook page**: it has had almost 80,000 “likes” at the end of February 2015. 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.



Tactical initiatives

Launched in 2007, “**The Morning After**” is 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. 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. Since 2013 the “Morning After” message has been included on Ticketmaster tickets. Until May 2014 over 4.2 million information cards had been distributed and over 6 million Ticketmaster event tickets had displayed a “Morning After” message. In addition, 605 posters were displayed in colleges and hospitality premises.



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”

Objective 5

The current campaigns are done in partnership with external stakeholders.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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
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	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

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 (<http://www.beresponsabile.it/>). The 2010 RDM review showed compliance at 83%.

Objective 2

No decision was taken at national level to introduce an RDM in the form of consumer information website address on labels in 2014. However, members of FEDERVINI decided in 2013 that <http://www.beresponsabile.it/> should be the appropriate 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

IO VIVO  MEDITERRANEO

In 2010, Federvini launched the **consumer information website** (<http://www.beresponsabile.it/>: be responsible).

It aims to raise and maintain the positive Mediterranean culture typified by low risk drinking patterns. It was renewed in 2013, and now hosts the "**Io vivo mediterraneo**" (I live Mediterranean) message and philosophy. It records around 300 visitors per month.

In 2013, Federvini continued its efforts to spread responsible drinking messages by investing in a Facebook fan page (<https://www.facebook.com/loVivoMediterraneo>). The aim is to communicate about RDMs, to promote the values related to the “Mediterranean Style” and to deliver messages against misuse. Regular posts address responsible drinking, relevant statements of important people, suggestions on how to combine food and drinks. The launch of the fan page “lo vivo mediterraneo” was supported with a campaign of Facebook advertisements and a press release. The page had more than 9,000 fans in December 2014.



Drink-driving

The Drink Test Application, was launched in April 2013 in association with H3G-Tre Italia (the third Italian mobile company) and the Fondazione Umberto Veronesi (Italian foundation dedicated to the widespread of scientific education and the support to the scientific research). It aims to help the consumer check whether or not they can still drive after drinking by evaluating their theoretical BAC level. It is available in on-line stores or via the dedicated website: <http://www.drinktest.it/>.



January 2014)

The Drink Test application provides information about the alcohol content in spirits, wine and beer (per unit), works out an individual's consumption based on their sex, weight and food intake and provides “key figures and numbers about alcohol” information. The GPS and the A-GPS based technology allows the consumer to find a taxi anywhere in Italy. A short video was produced to explain how to use the application and how to share it. The app was downloaded 9,000 times (until

Objective 5

In 2014, Federvini was proactive in the field of prevention and 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 Alcohol Industry Association (LANA)

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2013	2014
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)			→	→	→	V
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	→	→	→	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	V

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, purchase or transfer to (or by) underage persons is prohibited*). Warning messages have to be sized at least 10% of the ad and are mandatory on digital media too. No monitoring is required given the strict regulations in place.

Objective 2

In 2014, the responsible drinking message (RDM) was further introduced on product labels by association members. While no legal regulation requires any RDM, all local producers represented at LANA have implemented a common RDM message consisting of two points: 1) address of the consumer information website <http://responsibledrinking.eu/> (EU landing site chosen for export reasons – due to small domestic market size, same products are widely exported); 2) logos related to the threat of alcohol consumption for pregnant persons and drivers. No market monitoring yet and warning labels are out of scope for imported products with no Latvia-specific design.

**Objective 3**

Spirits advertising is banned, on TV, radio and outdoor. Advertisements are 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) the provisions of which are similar or stricter than spiritsEUROPE Guidelines. Leading local and imported beverages companies representing over 50% of the market (e.g. Latvijas balzams, SPI Distribution, Pernod Ricard) have introduced their own marketing communication guidelines which include an independent adjudicator as steering body.

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.

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 and receive answers from experts.

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 (NCA)



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 on the social welfare and economy of Latvia. Dedicated research was carried out in 2011 by researchers from the top ranking University of Latvia in partnership with private research companies, spiritsEUROPE and International Center for Alcohol Policies (ICAP). 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.

The 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).

Following the insights from the research that confirmed a need to inform consumers “**Aizkulises**” (“Backstage”) communication programme was launched. It aims to change attitudes towards NCA consumption and consumption behaviour. It addresses the community of people 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. In 2014, the messages were communicated via mass media, website (www.atbildigi.lv), presentations to decision makers and academic conferences.

Furthermore, LANA initiated a 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.

Objective 5

In 2014, LANA undertook an initiative to liaison with health sector 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 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.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

The Sense Group (TSG)

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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
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	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 May 2010, the spirits sector in Malta agreed to introduce a Responsible Drinking Message (RDM) on advertising (<http://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 grid colour is grey since there is no local spirits production in Malta. spiritsEUROPE members are invited to use responsibledrinking.eu. However, TSG members voluntarily use the <http://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. The code was revised mid 2014 to include the spiritsEUROPE digital media provisions.

Objective 4Consumer information

The **consumer information website** (<http://www.drinkawaremalta.com/>), which was launched in November 2009 and revamped in 2012 to make it more attractive to the target audiences and establish it as the foremost source for information on alcohol consumption. A section for campaigns and a "how alcohol affects your brain" interactive game were introduced. In addition, new elements that create stronger interaction with viewers such as specific impactful marketing messages/concepts, unit calculator, contests with incentives, social media (primarily Facebook) presence and linkage were added. Awareness raising campaigns are regularly run to attract a larger audience to the site and a Facebook page has been created.



The website had around 6,230 visitors in 2014, which is similar to the previous year. However, the visibility of the site has increased as people searching for relevant terms are now able to find drinkawaremalta.com more easily on Google. The Facebook page had 805 “likes” as of December 2014 and the advertising reach on Facebook hits around 20,000 people per month.

Post campaign research carried out in mid-November to early-December 2014 (403 respondents) showed:

- All most all (97.5%) understood that excessive drinking could cause harm to the drinker or to others and 3/4 believed that the government should do more to combat it.
- Almost 3/4 believed that their friends would think badly of them if they were drunk and most (9.31%) believed that being drunk in public was unattractive.
- Almost 2/3 stated that they thought more about how much they drank than they used to.
- The most common reason to drink was to socialise (78.9%) and more than half of those who drank alcohol consumed different types during the same night.
- Compared to the previous year respondents seemed to drink less frequently. In addition, the number who had suffered from a hangover (22.4%) and the number who had drunk heavily during past month (35.2%), had significantly decreased. The preferred alcoholic beverages remained the same.
- Awareness of drinkawaremalta.com had increased by 15.8%. 30.8% had heard of the site and just over 20% had visited it. More recalled seeing mention of the site on TV than via any other medium (54.8%). This was followed by social media (32.3%), outdoor (20.2%) and cinema (15.3%).

In 2014, the advertising campaign carried the “**You have a choice. BE DRINK AWARE**” message. It expanded from the previous year’s campaign, which had focussed on the negative effects of alcohol abuse on a person’s lifestyle, to promote individual and social wellbeing. It aimed to raise awareness about the misuse of alcohol including binge brawling, underage drinking, and drink driving.



The series of three television and internet commercials reminded different segments of people not to take any chances with their lives and to be responsible. The 30 second public service messages were shot with real life scenarios that underpin a

sensible spirit of drinking. The videos received more than 30,000 You Tube views (as of December 2014) and were broadcast on national TV during autumn 2014 reaching audiences of hundreds of thousands on prime time slots. The evaluation showed:

- 71.7% believe that “all the advertising about drinking moderately is definitely having an impact” and that they have become more aware of excessive drinking and how it affects others (86.1%).
- The reach of adverts promoting responsible drinking patterns increased compared to the previous year. Those who claimed they did not recall seeing the adverts decreased by 10% (TV was the most effective media for the adverts followed by YouTube, Social Media Websites and Cinema adverts).
- The “Out of control” and the “Know your limits” videos were considered the most effective in encouraging people to drink sensibly (93% and 87.6%) and the impact of public drunkenness on others (92.6% and 89.1%).
- The “Out of control” video was the most effective in making people think about their own drinking behaviour (67.5%).
- 90.3% thought the ads illustrated how getting drunk is embarrassing; 89.6 thought that they showed that getting drunk spoils other people’s night out and 88.6% thought they showed that they would regret getting drunk the next day.
- Respondents’ knowledge about the Blood Alcohol Content level for a person to be able to drive according to the drink-drive laws in Malta increased slightly compared to the previous year.

Objective 5

Several direct interventions in the media were made by the Sense Group’s Director General during the 2014 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 from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)					V
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	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

Objective 1:

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. Responsible Drinking Messages (RDM) have been communicated to the Dutch population since 2005 and in 2007, the website address <http://genietmaardrinkmetmate.nl> (enjoy responsibly) was created. It was changed to a more consumer friendly site in end 2011 <http://www.drinkwiizer.info/> and revamped in 2013. The 2010 RDM monitoring review in 2009 showed compliance at 94%.

In 2014 the LPA was increased from 16 years to 18 years. As a consequence the logo used previously "Not 16, no drop" (geen 16, geen drupel) was replaced by "Not 18, no alcohol" (Geen 18, geen alcohol). The beer and wine sectors also embraced this new slogan to be used on all ads. The STIVA self regulatory code now holds that all ads must bear this slogan.

Objective 2:

In 2013 progress was made in the sector wide introduction of pregnancy logos. By spring 2013, 30% of spirits companies on the market used the pregnancy logo. All national producers committed to using the pregnancy logo on all their bottles. A phase in period was necessary for producers of imported products, who received clear recommendations on how to display the logo.

In 2014 the progress on the use of pregnancy logos was again measured. By June 2014 around 50% of all spirit labels available in retail had a pregnancy logo. During the course of 2014 some major importers started too with the use of these logos. Given the relative long period before newly introduced labels are visible on retail shelves, it is expected that the spirits sector will comply with the targets set for 2016, a minimum of 60% of all labels using pregnancy logos.

Objective 3

The STIVA code is fully aligned with the required standards and is incorporated into the Nederlandse 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 sector in the Netherlands has a long history of carrying out prevention programmes aimed at reducing harm in a number of areas.

Underage drinking

STIVA has either run or supported several long term initiatives aimed at reducing underage drinking. Some look at a better enforcement of legal purchase age, which changed to 18 for all alcoholic beverages in 1st January 2014. STIVA has shipped about 11,000 display stickers to alcohol selling outlets to raise awareness for the new legal purchasing age. Others aim to change attitudes towards underage drinking. The “**Talk About Alcohol**” website (<http://www.pratenoveralcohol.nl>) which offers information and advice to parents on how to talk to their children about alcohol.

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.

Finally, STIVA developed and supports the online server training programme for student convents. This LkV IVA online tool includes a test for responsible serving of alcoholic beverages. In 2014 5,757 certificates were granted which adds up to a total of 12,000 certificates since the start of this online tool in June 2012.

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 (<http://www.nederlandveilig.nl/bob/campagne/>) and in 2012 a Facebook page (<http://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 assured for 2012/2014 when the coalition resigned the cooperation agreement to run it over that period. From 2011 to the end of 2014: Over 37,000 alcotests were conducted in more than 200 locations and 500,000 visitors reached at events. In addition more than a million people have been reached with the campaign and the Facebook page has over 18,400 followers (From 2011 to December 2014).

The effectiveness of the campaign is suggested by statistics released by the Ministry of Infrastructure and Environment in 2014 that show a decrease in the number of over the limit drivers. Of the drivers stopped and breathalysed by the police 1.8% of experienced drivers were over the limit in 2013 (4.1% in 2002) and 2.5% of novice drivers (less than 5 years since gaining their license and maximum BAC limit 0.2g) were over the limit (4.8% in 2008).

In 2014 another 3 years continuation of the Bob Campaign was signed between STIVA, its partners and VVN for the period 2015-2017.

Consumer information

In 2011, the **consumer information website** (<http://www.drinkwijzer.info/>: Drink Wiser) was launched by the spirits sector association to promote responsible drinking guidelines among adult consumers. In 2013, the site was re-vamped with premium displays and small icons displayed on social media. The first activation of the online campaign (October – November 2013) reached around 45 million views resulting in 15,000 visitors to the site. The second activation (December – January 2014) drew 28,000 visitors to the website. The number of viewers clicking on the on line ads was some 46,000.



In 2014 in October and December another episode of the Drinkwijzer campaign took place. The total number of pageviews was less than the previous campaign, but the number of viewers actually clicking on the ad was considerably higher at 83,000.

Objective 5

STIVA organises several events during the year with relevant stakeholders. In 2014, 8 meetings were held. In November 2014 the annual STIVA symposium took place with 150 people present. In June 2014 SpiritsNL hosted the general Assembly of spiritsEUROPE and in November the launch of the 2014 Drinkwijzer campaign took place during an official kick off meeting including external speakers.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Employers Association Polish Spirits Industry (ZP PPS)

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014
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	✓	✓	✓	✓	✓
	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

Spirits advertising is banned for TV, radio, print and outdoors. Nevertheless, ZP PPS adopted a code of conduct in 2006 which includes a provision for a Responsible Drinking Message (RDM). Either <http://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 ZP PPS's members in 2012. Every member is obliged to put an RDM on all alcohol product labels before the end of 2015. The RDM is preferably the Polish website (<http://www.pijodpowiedzialnie.pl/>), however <http://www.responsible drinking.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 are part of internal regulations in many companies. 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 4Alcohol and pregnancy

“**Lepszy Start**” (Better start for your child) was launched in 2008 in partnership with a number of relevant health bodies (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, dedicated website (<http://www.lepszystart.com.pl/>) and Facebook (<http://www.facebook.com/zdrowa.ciaza>) pages. It is the most visited FB fanpage dedicated to pregnant women in Poland with over 50,000 fans. 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). Evaluation shows that 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%.

Underage drinking

In 2013, the Department of Communication of the Metropolitan Police launched, with the support of ZP PPS, **Domówka** ("House Party") to promote safe and healthy lifestyles among young people (including conscious shaping of attitudes against the use of alcohol and other psychoactive substances among young people) and highlight the consequences of risky behaviour. The main tool is a short educational film tailored for young people in middle and high schools. 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, Security Citizen Security and Law Enforcement for Warsaw 2012 – 2014" otherwise known as "Safe Warsaw". The official release took place on March 2013 and guests of honour such as the Ombudsman for Children, the Vice minister of Education and the High Representatives of the Police Department attended.



It is used by police, teachers and educators as a teaching aid in ongoing prevention activities. 1,000 copies were distributed by the Police across Poland until March 2014.



Launched in 2013, the **Laboratorium Wiedzy Pozytywnej** ("Positive Learning Laboratory") program is led by the MONAR Association with various partners such as the Foundation for Social Education, the Charitable Society of Warsaw and ZP 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 objectives are to reduce under-age drinking, to delay the age of a young person's first drink, to build and strengthen skills in the conscious shaping of attitudes against the use of alcohol and other psychoactive substances among young people. The programme is aimed at junior high school students (13-14 years old) and requires cooperation with the school headmaster and counsellors. It consists of a set of meetings: 2 for parents, 2 for teachers, and 12 for teenagers carried out by professional trainers with experience in youth education. As part of the lessons the film "House Party" (see above) is used in the programme. A dedicated website (<http://pozytywnelaboratorium.pl/>) was developed in 2014 and a "train the trainer" module for teachers and school psychologists is under preparation.

In 2014, 359 young people, 124 parents and 68 teachers took part in the programme from 3 districts of Poland. The 2014 evaluation was carried out by the Institute of Sociology of the University of Warsaw after the end of classes in June 2014. 128 teachers, 68 parents and 111 students took part in a quantitative evaluation (pre and post survey). The results show:

- Teachers rated highly the usefulness of the course in broadening or consolidating their skills. 74% declared that their expectations of the classes had been fulfilled at least to some extent.
- Parents found the teachers very well prepared to teach the lessons. 70% declared that their expectations of the classes had been fulfilled at least to some extent.
- 66% of students declared that their expectations of the classes had been fulfilled at least to some extent.

Consumer information

ZP PPS launched the **consumer information website** (<http://www.pijodpowiedzialnie.pl/>: drink responsibly) in July 2008. In 2014 it was updated with a new look and feel. The site contains a number of sections, like a responsible drinking section which contains information such as the effects of alcohol on the body and recommended levels of consumption for men and women, a drink calculator section and a section highlighting the campaigns carried out.

Objective 5

All ZP PPS campaigns, like the Positive Learning Library are carried out in partnership with public and private bodies.

Social debates



In 2014 ZP PPS launched public debates to address problems associated with the harmful consumption of alcohol. The aim of the project is to track the main issues and to discuss with experts what the best tools to solve those specific problems are. The meetings are attended by experts from selected areas. The project is conducted in partnership with CASE (Centre of Social and Economic Research) and City Councils.

In 2014 four meetings took place with total number of 36 guests from council administration, police, educators, experts on prevention and statistics. In total 66 experts were approached, invited and informed about the initiative. At the end of the project a summary report with the list of recommendations and best practices will be produced.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Associação de Vinhos e Espirituosas de Portugal (ACIBEV)

Associação Nacional de Empresas de Bebidas Espirituosas (ANEBE)

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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	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	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 <http://www.bebacomcabeça.pt/> on all commercial communications. ACIBEV member companies display the "Seja Responsável. Beba com Moderação" RDM on all commercial communications.

Objective 2

No decision was taken to introduce the RDM on labels.

Objective 3

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).

The 2002 code covering wine and spirits advertising was revised in 2013, while still missing some required provisions. Should the standards by which the spirits sector abide be higher than the general advertising code to be agreed on (and enforced by ICAP), the strongest provisions was to prevail. The national code was revised again in April 2014 and applies to all beverages.

The "Self-Regulation Code of Commercial Communication on Alcoholic Beverages - Wine and Spirits" signing took place on 6 October 2014 in Lisbon. It was signed by 40 industry associations and companies, including ACIBEV and 24 ACIBEV associates. The Code is one of the most advanced documents in the international context, establishing new rules, in particular to protect the health, helping industry players to be able to communicate both ethically and legally. As a result of the approval from the ICAP Self-Regulation Code of Commercial Advertising on Alcoholic Beverages - Wine & Spirits, ACIBEV joined the Pre-Clearance System.

Objective 4Drink Driving

In 2002 ANEBE established a broad partnership in creating the "100% Cool" designated driver concept, making it one of the oldest continuous campaigns in Europe. The objective was to decrease the number of alcohol-related road deaths and injuries especially within the 18-30 year old age range. It focused on empowering young people feel able to say no to alcoholic drinks if they are driving. It is promoted through a mass media campaign (TV, radio, cinema and poster billboards), a dedicated website (<http://www.100percentocool.pt/>) and Facebook page (<http://www.facebook.com/100percentocool?sk=wall>). 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.

In August 2014 the GNR (national police) and ANEBE carried out activities on five occasions in Albufeira and Vilamoura. 316 young people were stopped and of those breathalysed, 220 showed no blood alcohol at all or were driving below the legal alcohol limit.

The “Drive Me” online carpooling network (<http://driveme.100percentocool.pt/login.php>) was launched in summer 2010 to support 100%Cool. It enables registered users to offer to be the designated driver 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. Drive Me is integrated as an application on Facebook, Hi5 and Twitter. In addition a mobile phone downloadable responsive web site is being developed in conjunction with the police so that registered users are able to check for safer rides home anytime and anywhere and will be launched in the next few months.



Recent research by ANEBE showed an 85% awareness of the campaign and 75% affirmation of being designated driver among the target group. 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.

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.

The latest figures continue to show two very positive trends: one despite the increase in BAC tests by the Police Forces there is a decrease in drivers that are driving with alcohol; the other is that the number of people that have died and are autopsied coming up with positive BAC is also diminishing. These two trends point out that not only the number of BAC related infractions is being reduced but also as a result the number of BAC connected road deaths is also diminishing.

Consumer information



In 2008, ANEBE launched a **consumer information website** (<http://www.bebacomcabeca.pt/>: drink with your head). 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 2014 was approximately 24,000 unique visitors

Responsible Service

The responsible service training program “Responsible service creates sustainable business” was launched on 28 October 2014 as a joint effort between ACIBEV and APHORT, with the support of Sogrape Vinhos and ViniPortugal. The project aims to promote moderate and responsible consumption and to reduce alcohol-related harm through owners, managers, professionals, bartenders and sommeliers.

Divided into three parts, the programme includes information on responsible service of alcohol and how to solve problems caused by abuse. The online programme includes an online exam and certificate and is supported by a “Professionals Manual” guide. The program was launched as part of ACIBEV’s commitment to the Portuguese Alcohol and Health Forum.



Objective 5

In 2014 ANEBE organised a third series of policy debates at the Portuguese Parliament in June and the first edition of ANEBE Talks Distilling Reality at the University of Lisbon to address priority issues such as drink-driving and youth drinking.

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

ACIBEV is also a member at the National Council for Drugs, Addiction and the harmful use of Alcohol.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Federation of Industry and Spirits from Romania (GARANT)

Romanian Forum for Responsible Drinking (RFRD)

Maturity grid 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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

RFRD member companies include the RDM in form of consumer information website (www.consuma-responsabil.ro) on some types of advertising (TV commercials, print and below-the-line campaigns). RFRD member companies represent approximately 60% of the registered spirits market in Romania and are 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 contained the RDM. This provision was included in the self-regulatory code adopted by the RFRD members in 2010.

Objective 2

In 2013 RFRD members decided to introduce the consumer information website (www.consuma-responsabil.ro) on labels. Progress is ongoing since many RFRD member products are imported and, therefore, carry generic labeling.

Objective 3

In July 2010 RFRD adopted a self-regulatory code of conduct which is fully aligned with the required standards. In 2012 the Digital Annex was adopted and added to the code. 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).

Objective 4Drink driving

2014 was the fourth year of the Politaxi campaign. RFRD activity was it spent on consolidating research, keeping stakeholders' engagement and supporting PR initiatives. The decision was taken to move the successful on-site "POLITAXI" campaign online following research carried out in October 2013. The research showed that the number of drink-driving male drivers (below 45 years) was on a downward trend and the number of drivers that claimed that they would not drink-drive in the future had risen to 95%. In addition awareness of POLITAXI had risen to

71%, more than double that of the previous year.

Although planned for 2014, the launch of the dedicated Facebook page has been delayed awaiting the Romanian Road Police approval to launch it. Once launched, it is estimated that the "You choose who you are

going to meet tonight. The police or a taxi? It's up to you" message will be displayed around a million times over the course of one year. Impact will be evaluated in the number of "likes" that posts gather verses the average number of "likes" for the same type of post in other sectors (i.e. beers and their consumer information/prevention websites).

Consumer information

Launched at the end of 2009, the **consumer information website** (<http://www.consuma-responsabil.ro>: Consume Responsibly) 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. In 2014 the site had 35,000 unique visitors.



Objective 5

In 2014, RFRD maintained its partnership with the National Road Police.

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 from 2010 to 2014

SPIRITSEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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

In 2008, the Responsible Drinking Message (RDM) “Disfruta de un consumo responsable” was agreed upon, complemented by the consumer information website <http://www.disfrutadeunconsumoresponsable.es/> in 2010. The website combines the RDM with 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).

Objective 2

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

Objective 3

In 2006, FEBE adopted its Code of Conduct which has since been revised three times. It was amended in 2008 to include the missing provisions on age of models and the 70/30 rule, in 2012 to include some provisions for digital media and in 2013 to include all provisions on digital media.

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 4Consumer information

The **consumer information website** (<http://www.disfrutadeunconsumoresponsable.es/>): Enjoy responsible drinking) was launched in 2008 and revamped in 2011 when it was decided that to raise awareness and visibility and merge the different prevention programme websites into one single portal.

The website is promoted via advertisements, the inclusion of the website address on all commercial communications and information brochures distributed through the designated driver and responsible serving programmes.

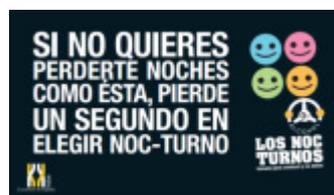
The number of unique visitors to the website has steadily increased from 56,471 in 2013 to 88,125 in 2014.

The “**Formaciones de consumo responsable en Universidades**” (University training in responsible consumption) was launched in 2011 and is run in partnership with Granada town hall and Granada University / Huelva town hall and Huelva University. The main objective is to spread the responsible drinking message among young adult consumers. It is hoped that by raising awareness of responsible drinking among college students (18-25 year olds) that they will take more responsible decisions when they drink alcohol.



The initiative consists of an hour long talk of about an hour, where a number of points are raised: what alcoholic beverages are; benefits and harms of their consumption; what responsible consumption is; how to estimate BAC levels and UBE (standard units) and how to uncover myths and false beliefs about the consumption of alcohol. Once a small group has received the talk it is hoped that they inform and influence their peers. This means that the communication and transmission of values are made between equals making both the intervention and messages, fit the final recipient. Five university talks have taken place with a total of around 500 students so far (until December 2014).

Designated driver



Spain was one of the first countries to join the Pan-European designated driver campaign in 2001. The initial campaign evolved to become “**Noc-turnos**” (night shift). Partners include road safety authorities, municipalities, youth representation and 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 on radio and internet and on Facebook (<http://www.facebook.com/Conductoralternativo>). On-site promotions are organised by sending monitors to bars and discos early in 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 (breathalyser 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 (<http://itunes.apple.com/es/app/los-noc-turnos/id466306961?mt=8>) and Android (https://market.android.com/details?id=es.dsicom.nocturnos&feature=search_result). The app allows users to choose a designated driver, enables easy estimation of BAC levels and provides advice and information on alcoholic beverages.

By the end of 2014: 12 events were held by FEBE and one by a municipality. There was an average of 1,262 designated drivers around 4,038 friends and 10,000 wider public were reached. The Facebook page had more than 1,100 fans.

Responsible service/selling

“**Tu sirves tu decides**” (you serve, you decide) promotes responsible serving and selling of alcoholic beverages in the on and off-trade. Through agreements between FEBE, nationwide 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 also trained. 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>

In 2014: 1,319 trainees and professionals from 93 business and hospitality schools took part in the programme.

An evaluation took place during 2014 focusing in the effect of the programme to make actual changes in the way professionals serve and/or sell alcohol. Results show differences between professionals that took part in our courses three to eight months after the evaluation and professionals that never took part. For example, trained professionals do not drink at all while working, more often than untrained professionals. Also, in premises where trained professionals work information about house rules regarding alcohol are more often find at public disposal.

Underage drinking



The Fundación Alcohol y Sociedad (FAS) has run a number of programmes aimed at reducing underage drinking over the years. **“Adolescencia y Alcohol”** (Adolescence and Alcohol) was launched in 2001. The programme focuses on the main sources of influence for minors: teachers, families and peers and is carried out by specially trained professionals in secondary schools (students aged between 12 to 18 years old). The objective is to delay the onset of alcohol consumption, reduce the number of underage drinkers and the quantity of alcohol consumed by them and to raise awareness of the effects of underage drinking. The programme uses guides for

students, teachers and families as well as workshops for parents and students. Teachers may use the Faces of Alcohol website (<http://www.lascarasdelalcohol.com/es/>).

Results for the 2013-2014 year show: 99,276 students from 764 schools took part in the programme. Over 1,870 families attended the workshops for parents and over 29 teachers used the website programme. Since 2001 over 1,962,077 students from 11,204 schools have participated in the Programme.

Evaluation carried out in 2014 to find out how satisfied users were (5 point scale) showed: schools: 4,8 out of 5, parents: 4,8 out of 5 and teachers: 4,8 out of 5.

FAS, in partnership with the Instituto Deusto de Drogodependencias (drug addiction institute), began a five year longitudinal study in 2010. The study will focus on the behavioural changes of students who have taken part in the programme. The final results will be available in 2015.

FEBE, in collaboration with the Ministry of health, launched the **“Menores ni una gota”** (Minors, not a single drop) in 2014 in order to inform and raise awareness of the risks related to premature consumption. It is the first campaign where the Spirits Sector and the Ministry of Health have collaborated together to address the problem of underage drinking.



Different activities have been developed to target at adults and minors.

For parents and adults: The site <http://www.menoresniunagota.es/> offers tools and messages for parents to talk at home with their children and promote alternative leisure activities. It has been visited over 13,200 times since launch.

The **“Guide of 100 Reasons why a minor should not drink”**, was written by Rocio Ramos Paúl, a psychologist and also known as “Super nanny” from a TV program focusing on child behavior. The guide is free and can be downloaded from the website; it’s is a tool for parents on how to approach the subject, the website also offers families a variety of leisure activities to do with their children and other ideas. It has been downloaded more than 2,500 times until the present.

To increase the awareness of the whole society of the risks of underage drinking; over 130 celebrities offered their support by video message giving reasons why children should not drink alcohol. The videos are hosted on YouTube (<https://www.youtube.com/user/masdecienrazones/videos>), Facebook (<https://www.facebook.com/masdecienrazones>) and Twitter (<https://twitter.com/menoresnigota>) are very active and favoured to our messages) pages were also created and are very active.

In order to have a long lasting message, the “**Connected cities**” project was developed. It provides city councils with tools to confront underage alcohol consumption in their region. So far, over 20 cities and entities have taken advantage of the project.

For minors: The site <http://www.eligesertumismo.es/> is targeted at minors and is where activities are initiated by promoting a variety of competitions through social network to suggest and encourage alternative leisure activities. Furthermore, it is supported by “Rayden”, a renowned rap and hip hop artist whose songs emphasize young people's ability to think as individuals and in one another, to face and overcome common teenage problems without fear and believe. His single "Sé Tú Mismo" has had over 265,000 visits on YouTube and over 1,150 downloads of the single.

Within months the campaign the site has had over 23,000 visits and almost 2,000 followers on Twitter and Facebook with an average growth of 100 minors following our community per month.

To evaluate the efficiency of the campaign a quantitative pre-test was implemented. The results shows:

- Parents are unaware of when their children begin to consume alcohol (parents believe it is around 15 but results show it is closer to 14).
- Some parents believe drinks with a low alcohol content e.g. beer and/or wine are not so harmful for their children.
- The main reasons why children drink is due to a social environment and peer pressure.
- Both targets are aware of the risks of underage consumption (parents 77% Vs minors 27%).
- The targets are more aware of the short term risks involved in consuming alcohol, such as an accident or being sick rather than the long term
- 7 out of 10 minors, and 9 out of 10 parents, thought very positively about the campaigns message.
- Both parents and minors highlighted the fact that messages are tailored for and at targets.
- 7 out of 10 parents thought positively about the campaigns material and tools. They also thought them to be a very helpful tool in which to talk to their children about alcohol consumption.
- The campaign increased awareness of the risk of underage alcohol consumption in both target groups: 59% of minors and 73% of the parents recognised the risks.
- 90% of the parents valued the spirits sector's campaign development focusing on the risks and wellbeing of adolescents. 78% of the minors thought the same.

Objective 5

Both FEBE and FAS run their campaigns with regional and national stakeholders. For instance, in 2014 the “Minors, not a single drop” campaign was run with the Ministry of Health, celebrities, town halls and social stakeholders.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

The Swedish Spirits & Wine Suppliers (SSWS)

Maturity grid from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 <i>(see page 5 for details)</i>	2010	2011	2012	2013	2014
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	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		→	V	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. Therefore, objective No 1 is not relevant for Sweden.

Objective 2

In 2014, 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. The 2006 code was revised in 2008 and then again 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 handles complaints via an independent scrutinizer. The AGM publishes the rulings on the web using the "naming and shaming" method.

Objective 4

The SSWS has carried out prevention programmes for a number of years. They currently have two ongoing campaigns.

Underage drinking

Launched in 2006, "**Prata om Alkohol**" (Talk about Alcohol) is a research-based programme which focuses on teaching resistance to peer pressure and learn a way to say "no" to alcohol. Teachers use a self-instructional workbook to implement the programme on their own although help is provided if needed. In addition, every year, five training days are organised for teachers, conducted by professional instructors in partnership with local authorities. Classroom activities use exercises, questions, group discussion, role play and drama to explore the themes like responsible drinking. Parents are kept informed and encouraged to discuss alcohol related issues with their children.

The Talk about Alcohol programme also has a dedicated website (<http://www.prataomalkohol.se/>) which contains information on the programme.



By the end of 2014: more than 75% of the target 2,700 schools had ordered materials; around 10,000 teachers and 620,000 students had used the programme; over 7,800 students had participated in the short story

competition and 27,000 copies had been ordered; 500 students had entered the advertising competition reaching around 600,000 through various means. The website receives around 20,000 unique visits per year.

A quantitative web survey is held every year for teachers. Its purpose is to measure the usability and perceived impact amongst participants (2014: 80 responses). Results from the 2014 web survey show:

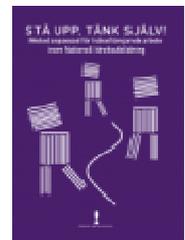
- 70% say that they have used the programme (up 10% from last year).
- 65% believe that the programme influences pupils to delay the age they have their first drink.
- 90% would recommend the programme to colleagues.

A long-term scientific study, covering attitudes and behaviour over three years began in 2014. Over 1,000 pupils take part (intervention and control group). Students who take part in the polls receive a cinema ticket as remuneration for the time spent. Final results will be announced summer 2017.



Students are further engaged through yearly advertising and story competitions. The “Short Story” competition encourages students to write on the theme of youth and alcohol. A book containing the best stories is later produced. The “Tell a hundred - at least” advertising campaign challenge encourages students to create a campaign to influence young people not to consume alcohol and not to drink and drive called. Examples of previous campaigns are available as Youtube clips, Facebook pages, blogs, websites, school plays, letters to newspapers, etc and winning entries are and winning entries are posted to the competition blog (<http://berattaforphundraandra.se/>).

Launched in 2012, the “Stand up and Think for Yourself” booklet is aimed at those in the “NIU-program” (National Sport Education). The NIU programme aims to influence young people who are training for a professional career within sports. The material is designed for elite sport students and leaders at NIU high schools and includes practical exercises.



Consumer information

The **consumer information website** (<http://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.

Objective 5

Due to the existence of a retail monopoly also doing prevention, economic operators are somewhat limited in actions and communication around alcohol.

Activities within Talk about Alcohol are communicated at seminars, pedagogical fairs and congresses.

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 from 2010 to 2014

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014
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	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)	→	→	→	→	V
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	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	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V

Objective 1

In 2004 most companies agreed to promote the website <http://www.drinkaware.co.uk/> on their advertising even though there was no sector-wide agreement to display a Responsible Drinking Message (RDM). Some companies chose to supplement this with a RDM, 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 <http://www.drinkaware.co.uk/> (113 out of 174 ads). While no EU-wide RDM monitoring was commissioned in 2014, monitoring information is available at national level.

Objective 2

As part of the Public Health Responsibility Deal agreed with the UK Government, the alcohol sector 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, and 3) Pregnancy warning (sentence or logo)

Two optional elements: 1) Drinkaware.co.uk, and 2) Responsibility statement (e.g., please drink responsibly)

Compliance was assessed by an independent evaluator Camden BRI and established at 80%, and up to 90.7% for the pregnancy logo. See <https://responsibilitydeal.dh.gov.uk/campden-bri-report-on-responsibility-deal-alcohol-labelling-pledge/>

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 5th Edition was launched in November 2012, is supported by the sector, 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 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.

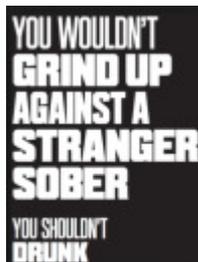
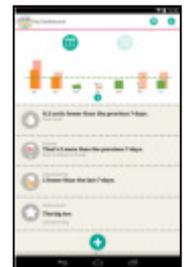
Finally, the SWA Code of Practice sets out minimum standards for the marketing and promotion of Scotch whisky brands. The Code is mandatory in the EU and member companies are requested to apply it globally. It is enforced by an Independent Complaints Panel which has sanctions at its disposal such as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

Drinkaware

Drinkaware launched the **“Track and Calculate Units App”** mobile app in the summer of 2014. The app allows users to track their alcohol consumption using an extensive database of alcohol brands, set personal goals based on their drinking habits and unlock achievements when making positive changes. It also has a unique pinpoint location function to provide extra support in the places that are identified as ‘weak spots’, such as pubs or the local off licences. Other features include support with regular customised feedback on progress to help users meet their goals and food equivalents based on users alcohol and calorie intake. The app is available from the App Store (<https://itunes.apple.com/gb/app/drinkaware-track-calculate/id901389586?mt=8>) or Google Play (<https://play.google.com/store/apps/details?id=uk.co.drinkaware>).



The **“Wouldn't Shouldn't”** pilot was launched to address sexual harassment in the night-time economy. It was carried out in partnership with Nottingham Crime & Drugs Partnership (NCDP) across Nottingham and Nottinghamshire in October to December 2014. The project, underpinned by a strategic review commissioned by Drinkaware in 2013, aimed to address the low level sexual harassment that many young adults experience as part of a normal night out and encourage people to question their own behaviour when drunk while empowering others to speak out.

The project, run as part of the Home Office Local Alcohol Action Areas (LAAAs) initiative, consisted of an advertising campaign in cinemas, in venues and on digital and mobile platforms such as YouTube and Spotify. Advertising used the strapline ‘You wouldn’t sober, you shouldn’t drunk’. Simultaneously, the project introduced a number of “club hosts” to venues in Nottingham and Mansfield, aimed at enhancing the feeling of customer safety in the night-time economy. Results of the campaign will be published in Spring 2015 when it will be decided to expand the campaign nationwide.

The Drinkaware **consumer information website** (<http://www.drinkaware.co.uk/>) is widely communicated to consumers through campaigns, advertising and labels. It 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 8.3 million in 2014. This is a 40% increase on 2013.)



- **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. Funders have pledged increased levels of funding for the period 2015-2017. CAP funding partners for 2015-2017 are Aldi, Asda, the Association of Convenience Stores (ACS), Bargain Booze/Conviviality Retail, Co-op, Diageo, Heineken, Lidl, One Stop, Marks and Spencer, Molson Coors, Morrison's, Sainsbury's, SHS Drinks, Spar, Tesco and Waitrose. Together they have pledged a total of more than £1,200,000 over the next three year funding period.

Projects that Community Alcohol Partnerships have supported include: CAP Teacher Training Programs, Alcohol Awareness Courses, Diversionary Activity Schemes, Youth Cafés and School Theatre Workshops. Since inception, over 80 CAPs have been rolled out in England, Wales, Northern Ireland and Scotland. 31 CAPs were launched in 2014, a record number in any one year. This includes 9 CAPs in 8 Local Alcohol Action Areas bringing to 12 the number of CAPs set up so far in Local Alcohol Areas.

The CAPs has a dedicated website (<http://www.communityalcoholpartnerships.co.uk/>) where more information can be found.

Scotch Whisky Action Fund

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.

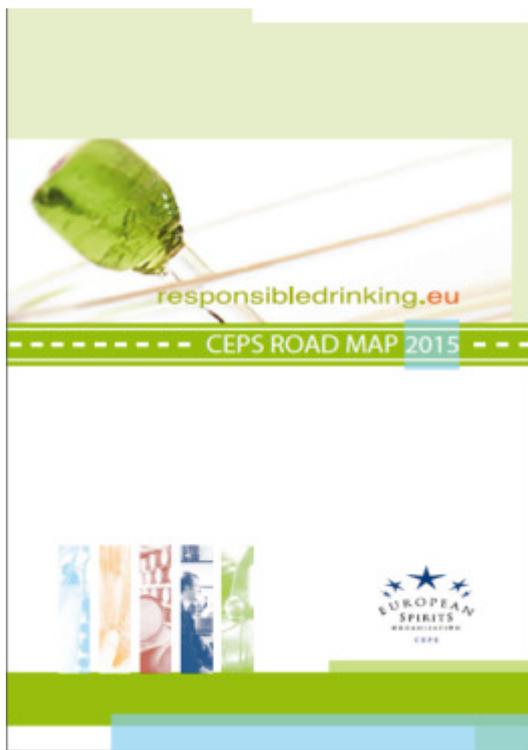
The **Scotch Whisky Action Fund** will support and develop projects and initiatives delivering targeted interventions to tackle harm among young people aged 18 and under, families affected by misuse and communities suffering as a result of irresponsible or excessive consumption of alcohol. Research commissioned 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. A total of eight projects received Funding in 2014. For more information on the Fund visit <http://www.foundationscotland.org.uk/programmes/scotch-whisky-action-fund.aspx>

Objective 5

Drinkaware holds 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 sector to reduce alcohol-related harm.

In 2014 Drinkaware co-hosted a fringe debate at the autumn Labour, Conservative and Liberal Democrat party conferences. Titled 'Prevention is better than cure: Community based interventions to promote a healthy lifestyle' the debate was co-hosted with the Royal Pharmaceutical Society. Discussion explored community based interventions to prevent ill health and promote healthy lifestyle choices towards alcohol.

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 sector programmes should focus not only on increasing consumer information and awareness but also on developing more responsible attitudes towards alcohol. In parallel, the sector 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 2014

Austria

Fachverband der Nahrungs und Genussmittelindustrie Österreichs (FNGO)

Belgium

Vinum & Spiritus Association Belgium (VSAB)

Bulgaria

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

Cyprus

Cyprus Association of Spirits Importers & Distributors (CASID)

Czech Republic

Union of the Czech Spirits Producers and Importers (UCSPI)

Denmark

The Danish Wine and Spirits Organisation (VSOD)

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

Greek Federation of Spirits Producers (SEAOP)
Hellenic Association of Drinks Producers (ENEAP)

Hungary

Hungarian Spirits Association (HSA)

Ireland

Irish Spirits Association (ISA)

Italy

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

Latvia

Latvian Association of Alcohol Industry (LANA)

Malta

The Sense Group (TSG)

The Netherlands

spiritsNL

Poland

Polish Spirits Industry (PPS)

Portugal

Associação de Vinhos e Espirituosas de Portugal (ACIBEV)

Associação Nacional de Empresas de Bebidas Espirituosas (ANEBE)

Romania

Federation of Alcohol Industry and Spirits from Romania (GARANT)

The Association of Romanian Spirits Producers and Importers (Spirits Romania)

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 Suntory
- Brown-Forman
- Gruppo Campari
- Diageo
- Moët Hennessy
- Pernod-Ricard
- Rémy-Cointreau

ANNEX 3: Self-Regulation Enforcement

Best Practice Recommendations scoreboard for all EASA SRO members

updated 12/03/2015

Best Practice Recommendations

	DE																																						
Recommendation of Best Practice regarding:	AU	AT	BE	BG	BR	CA	CL	CO	CY	CZ	SV	FI	FR	DW	WBZ	GR	HU	IN	IE	IT	LT	LU	MX	NL	NZ	PE	PL	PT	RO	SK	SL	ES	SE	CH	TK	UK	ZA		
Confidentiality of complainant's ID	✓	✓	✓	✓	✗	✓		n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓		
Claims substantiation	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Own-initiative monitoring	✗	→	✗	✗	✓		✗	→	✗	✗	→	✗	✓	✓	✗	✓	✓	✓	✓	✓	✗	✗	✗	✓	✓	✗	✓	✓	✓	✗	✓	✗	✓	→	✗	✓	✓	✗	
Code drafting & consultation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	n/a	✓	✓	n/a	✓	✓	✓	✓	✓	→	→	→	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	n/a	✓	✓	✓	
Communications & awareness	✓	✓	✓	✗	✓	✓		✓	✓	→	→	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	✓	✓	✓	✓	✓	→	✓	✓	✓	✓	✓	✓	✓	✓	
Copy advice	✓	✓	✓	✓	✓	✓	→	→	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗	✓	n/a		
Publication of decisions	✓	✓	✓	✓	✓	✓	→	→	✓	✓	→	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	→	→	✓	✓	✓	✓	✓	→	✓	✓	✓	✓	✓	✓	✗	✓	✓	
Jury composition	✓	✓	✓	✓	✓	✓	✗	→	✓	✓	✓	✓	✓	✗	n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Complaints handling	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Standards of Service	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓	✓			✓	✓	✓	✗		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Digital Marketing Communications	✓	✓	✓	✓	✓	✓		✓	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	→	→	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Online Behavioural Advertising	n/a	→	→	→	→	n/a	n/a	n/a	✗	→	✗	✓	✓	✓	n/a	✓	✓	n/a	✓	→	✗	→	n/a	→	n/a	n/a	→	✓	→	→	→	→	→	✓	✓	✗	→	✓	n/a

Other

ICC Food and Beverage framework	✓	✓	✓	✓	n/a	n/a		→	✓	✓	→	✓	✓	✓	n/a	✓	✓	n/a	✓	✓	→		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	n/a	✓	✓	
Consolidated ICC Code (2011)	✓	✓	✓	✓	n/a	n/a		✓	✓	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	→		✓	✓	✓	✓	✓	→	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗

Key:

- ✓ In place
- In development
- ✗ Not in place
- n/a Not applicable
- International member
- European member

Notes:

AU: Code drafting & consultation - While ASB does not control the Codes, the Advertiser Association (AANA) does consult on Code changes, and ASB provides input.
Copy Advice - Provided by the Australian Association of National Advertisers.
Consolidated ICC Code (2011) - ASB applies all sections of the ICC Code that are appropriate for Australian circumstances.

BR: CONAR seeks permanent alignment with international standards, especially those included in the ICC Code.

CH: Code drafting & consultation - CSL develops sectoral agreements together with the Industry (e.g. alcohol, tobacco, direct marketing, etc)

CO: Publication of decisions - CONARP only publishes decisions on own website and only with the authorisation of the complainant.

CY: Code drafting & consultation - CARO is responsible for code drafting. Consultation with industry only at present.
Consolidated ICC Code (2011) - CARO only applies ICC Consolidated Code Chapters "General Provisions" and "Chapter A for Sales Promotions".

DE: OBA - In Germany, OBA complaints are handled by Der Deutsche Datenschutzrat Online-Werbung (DDOW)

GR: Jury composition - ZEE does not have any lay experts in its Jury of 1st instance but the Appeals Jury is composed of 50% lay experts.

FR: Confidentiality of complainant's ID - ARPP does not reveal the complainant's name in the Jury adjudication published on the website.

IT: Own-initiative monitoring - IAP does not formally carry out own-initiative monitoring but does organise informal, non-organised, own-initiative monitoring.

NL: Consolidated ICC Code (2011) - SRC applies the ICC Consolidated Code following an industry consultations that produced similar outcomes.

NZ: Copy Advice - ASA NZ only provides informal copy advice.

PE: Confidentiality of complainant's ID - CONAR Peru publishes the name of complainant for all cases for transparency and awareness.

RO: Publication of decisions: RAC publishes decisions on its own website available for the members of the Advertising Association.

SL: Consolidated ICC Code (2011) - SOZ applies ICC Code apart from Chapter "Direct Marketing".

TK: OBA - Agreement between EDAA and RÖK to have a system in place by 2015. RÖK will play a role consistent with EU members.

UK: Consolidated ICC Code (2011) - Where ASA identifies inconsistency between the UK Advertising Codes and the ICC Code, they will address it.



For more information visit drinksinitiatives.eu and responsibledrinking.eu

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