



# CEPS ROAD MAP 2015

[responsibledrinking.eu](http://responsibledrinking.eu)

## IMPLEMENTATION REPORT 2011

March 2012

## FOREWORD BY THE PRESIDENT



**We have achieved much but we have more to do in delivering our commitments to responsible drinking. The CEPS Road Map 2015 sets out where we are going and what we plan to achieve.**

The European spirits industry has been a leader in combating alcohol misuse and promoting responsible consumption by rolling out responsible drinking programmes and campaigns, working both independently and in partnership, across the EU. It is working with governments and other stakeholders to reduce misuse and is keen to develop additional initiatives to reduce it further.

**The European Spirits Organisation - CEPS acts as the European representative body for producers of spirit drinks** with a membership comprising 30 national associations representing the industry in 26 countries as well as a group of leading spirits producing companies.

Centuries of tradition, culture, commitment and craft have made the European Union the world's leading region for the production of spirits drinks. As with all beverages containing alcohol, moderate consumption of spirit drinks can have health benefits. Irresponsible consumption causes harm, not just to the consumer of those beverages but to society at large. As with any other food and drink product, the problems arise from misuse, not with responsible consumption.

**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.**

In November 2005, the European Spirits Organisation - CEPS adopted the Charter on Responsible Alcohol Consumption (the CEPS Charter) which listed a series of commitments that EU spirits producers agreed to implement by the end of 2010. A [comprehensive implementation report](#), assured by KPMG Sustainability, was delivered to the European Commission in 2010.

The CEPS ROAD MAP 2015 sets out our actions to deliver increasing consumer information and awareness and also to develop more responsible attitudes towards alcohol. The new commitments aim to build on what has already been achieved and seek to increase the coverage, scale and visibility of these initiatives; to make sure that where possible, they are increasingly undertaken in partnership with other stakeholders and properly monitored and evaluated. In parallel, the industry reinforces its commitment to responsible marketing communications through self-regulation.

We are now at the end of the first year of delivery of the CEPS ROAD MAP 2015. This report provides an overview of the new developments across the European Spirits Organisation member countries – while acknowledging the obvious fact that not all the objectives can be accomplished in a single year.

A handwritten signature in black ink, which appears to be 'G. Hewitt'.

Gavin Hewitt, President  
The European Spirits Organisation – CEPS

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## EXECUTIVE SUMMARY

Highlights of the first year of implementation of the CEPS ROAD MAP 2015:

- ***Approval of CEPS Guidelines for the development of responsible marketing communications***

The first CEPS Guidelines for the development of responsible marketing communications have been adopted at the end of 2011. They are building on existing standards applicable to the marketing communication of spirits drinks: the recently revised ICC Code of Advertising and Marketing Communication Practice, the latest national advertising self-regulatory codes, or the new EFRD Common Standards which have specific focus digital marketing communications. The CEPS guidelines provide a unique reference criterion across Europe for the development of future self-regulatory codes for responsible commercial communication of spirits drinks.

- ***Launch of an online training website and training seminars on responsible marketing communications, with specific focus on digital media***

A training seminar has been developed and rolled out in three EU countries in 2011: Romania, Bulgaria and the Czech Republic. They are a complement to the online training facility [marketresponsibly.eu](http://marketresponsibly.eu). Both tools are aimed at advertising agencies working with spirits clients, and spirits company marketers. The half day interactive training is designed to raise awareness and understanding of the standards applicable to spirits marketing communications, with a particular emphasis on how to apply the rules on digital and social media.

- ***Amendments at national level of self-regulatory standards and SRO remits to adequately cover digital media***

Spirits marketing communications in Europe are governed by national self-regulation standards covering responsible content and placement. These are, in most countries, enforced by the national independent SRO and are applicable to all media platforms. Work is on-going at international, EU and national level to ensure that the responsible content and placement standards in place are adequately transposed to the social media platforms and all other forms of digital media constantly emerging.

- ***Agreement at national level to include a responsible drinking message (RDM) on product labels, preferably in the form of a consumer information website:***

Discussions are in progress in many countries on how best to introduce RDMs in the form of a consumer information website; hence limited progress has been made on this objective in this first year. That said, this practice is becoming more common in Europe. Depending on the markets, voluntary sectoral agreements are being taken, and an increasing number of companies are displaying either their own consumer information website address, or the [responsibledrinking.eu](http://responsibledrinking.eu) portal.

- ***At least two prevention programmes in partnership with stakeholders; sustained for a minimum of 3 years, measured and evaluated***

Most of the countries are involved in prevention campaigns do so on a long term basis. There are clear improvements regarding measurement and evaluation of such programmes. Please see [drinksinitiatives.eu](http://drinksinitiatives.eu)

- ***Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol.***

This objective in itself is less straightforward compared to the other objectives. The aim is to work in partnership with relevant stakeholders to implement prevention programmes at national level but also to advocate in favour of proper enforcement of exiting legislation on LPA or BAC limits as effective strategies to reduce harm.

To conclude, the spirits industry has maintained and raised its level of commitment in 2011.

We will endeavor to continue this high level of achievement in the years to come.

Paul Skehan, Director General  
The European Spirits Organisation – CEPS

## MATURITY GRID FOR THE CEPS ROAD MAP 2015

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

CEPS ROAD MAP OBJECTIVES FOR 2015	NOT STARTED	IN PROGRESS	OBJECTIVE ACHIEVED
<b>Objective 1:</b> National agreement to include a responsible drinking message on <b>marketing communications</b> (preferably in the form of a consumer information website)	No agreement on a RDM at national level	1) RDM in place yet in less than 75% advertisements 2) RDM is not in the form of a web address	Recent monitoring data demonstrating that at least 75% of ads are covered with an RDM in the form of a website address
<b>Objective 2:</b> National agreement to include a responsible drinking message on <b>product labels</b> (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 implementing phase 3) RDM in place but no monitoring data available	Recent monitoring data demonstrating RDM is available in 80% of spirits containers, measured by volume, in the national market off-trade (excluding small containers below 50 ml)
<b>Objective 3:</b> Advertising code meeting the required standards, covering digital media and enforced by the national SRO where applicable - including the new provisions of the 2011 CEPS guidelines for digital/social media	No code in place or code not meeting required standards	1) Advertising Code not applicable to digital media and/or not yet enforced by the national SRO 2) New provisions of the 2011 CEPS guidelines for digital/social media not yet transposed	1) Advertising code covering digital media, & enforced by the SRO (see annex 3) 2) New provisions of the 2011 CEPS guidelines for digital/social media applied
<b>Objective 4:</b> 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	At least two prevention programmes in place and sustained for 3 years, with evaluation.
<b>Objective 5:</b> 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 CEPS ROAD MAP is a five year commitment, hence will be gradually achieved until 2015.
- Some commitments cannot be fulfilled in some markets due to the regulatory context or structural issues (ban, state monopolies etc)
- This report is only a snapshot of what is being delivered at national level. All the initiatives cannot be reported on in detail. For more information, please see [drinksinitiatives.eu](http://drinksinitiatives.eu)

Each country section will provide information on:

- Who is in charge of delivering the CEPS ROAD MAP 2015 (depending on the countries, it may be the CEPS 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 CEPS ROAD MAP 2015, and in some markets may be the best lever to deliver our responsibility commitments).
- A maturity grid for CEPS ROAD MAP 2015 objectives.
- A description of the main achievements per objectives listed in the CEPS ROAD MAP 2015.

## THE EUROPEAN SPIRITS ORGANISATION - CEPS ROAD MAP DELIVERY 2011

As in previous years, the European Spirits Organisation secretariat offered support to its members in the delivery of the CEPS ROAD MAP based on:

- Facilitation of exchanges of good practice among members through the organisation of workshops
- Technical support from the CEPS and EFRD secretariat and country visits
- Financial support from EFRD and its members

### 1) CEPS ROAD MAP SEMINAR 2011

During The European Spirits Organisation General Assembly organised in Portugal in June 2011, a seminar was dedicated to the implementation of the CEPS ROAD MAP, with a particular focus on evaluation and monitoring of prevention programmes. Participation extended beyond the CEPS Alcohol and Society committee to the wider CEPS membership. The first half of the event was dedicated to giving an overview of initiatives undertaken under each of the three pillars of the CEPS ROAD MAP. The second half of the event focused on the monitoring and evaluation of programmes funded, supported or run by CEPS members. The exchanges were held on the basis of the Best Practice Guidance developed by ICAP, in its "[A guide to evaluating prevention programmes](#)". Members with more experience in monitoring and evaluation shared practical examples with the wider CEPS membership.

### 2) National visits

As in previous years the CEPS Secretariat continued its visits to national associations to discuss, and provide technical support for the implementation of the CEPS ROAD MAP objectives. These visits have proven useful to foster understanding of the situation of the local trade association, and national attitude towards drinking. This understanding helps plan objectives, overcome potential stumbling blocks in the implementation of the CEPS ROAD MAP, and focus on the most relevant actions to be taken at national level given the local context. In 2011, CEPS secretariat visited the Czech Republic, Slovakia, and Romania.

### 3) EFRD support and funding of local prevention activities

Introduced in March 2007, the "EFRD kick-start fund" has supported the development of social responsibility programmes in various EU countries. As in the past, EFRD launched in January 2011 a call for tender among the CEPS members to access the kick-start fund. The allocation of funding is subject to strict conditions, in particular regarding measurement and evaluation. In 2011, kick-start fund amounting to a total of **€250.000** was allocated to the following countries:

1. *Denmark*: support for the development of education material for teachers and educators in upper secondary schools to try to prevent risky levels of alcohol consumption.
2. *Greece*: financial support for the European Responsible Young Driver initiative over the European Night without Accidents
3. *Hungary*: support for the development and roll-out of a new information tool to promote responsible drinking among consumers
4. *Latvia*: support to research on size of the illegal market and development of an information campaign to warn consumer on the danger of consuming such products.
5. *Poland*: financial support to reinforce existing drink-drive campaign and promotion of responsible drinking.
6. *Portugal*: support for research evaluation on 10 years of prevention campaign using social marketing tools
7. *Romania*: support for the development of a drink-drive prevention campaign
8. *Slovakia*: support to develop and deliver a server training programme. Support the European Young Driver for the European Night without accidents
9. *Spain*: support for a pilot and roll-out a prevention campaign about avoiding alcohol consumption during pregnancy

## SPECIFIC OUTCOMES

The objectives of the CEPS secretariat between 2011 and 2015 are to:

1. Adopt CEPS own Guidelines for the development of Responsible Marketing Communications, covering digital media
2. Develop a template for training seminars on responsible marketing communications, covering digital media
3. Prepare the Annual Report on the implementation of the CEPS ROAD MAP across the membership

4. Conduct Regular monitoring of compliance with advertising standards for spirits
5. Organize responsiblydrinking.eu event.
6. Develop a Template Best Practice guidance note on "Alcohol and workplace"

In 2011, CEPS decided to focus to deliver the first three objectives.

- **CEPS Guidelines for Responsible Marketing Communications**

While believing that commercial communication is essential for fair competition and a free consumer choice, CEPS members encourage responsible decision making regarding drinking by adults, fully accept consumer choice not to drink, and discourage the inappropriate and excessive consumption of their products.

Adopted in December 2011, the CEPS guidelines for the development of responsible marketing communication are designed to assist CEPS members in conducting their advertising and marketing of their products in accordance with these principles. CEPS Guidelines for Responsible Marketing Communications do not replace existing national regulatory standards, but provide reference criteria for the development and future amendment of national and sectoral self-regulatory codes applicable to marketing communications for spirits drinks. They come as an addition to the general principles of responsible marketing communications covered in the ICC Code of Advertising and Marketing Communication Practice.

The CEPS Guidelines build on codes previously endorsed at by members under the 2005-2010 CEPS Charter (2005 EFRD Common Standards) and existing national self-regulatory codes in Europe. The drafting groups also looked at the code applicable in the US (DISCUS) and the newly adopted EFRD-DISCUS guidelines for digital media. The CEPS Guidelines also enshrine in the text the principles of the CEPS RAD MAP regarding responsible drinking messages in advertising promotions, labeling, packaging in a comprehensive manner.

- **Training Seminar on responsible marketing**



Training seminars on responsible alcohol marketing have been developed and rolled out in three EU countries in 2011: Romania, Bulgaria and the Czech Republic. This half day training workshop, aimed at advertising agencies working with spirits clients and company marketers, is designed to raise awareness and understanding of the rules applicable to spirits marketing communications, with a particular emphasis on the new rules applicable for digital and social media. It is expected that the participants of the workshop will act as 'multipliers' in their agencies and with their clients in the alcohol industry. To facilitate this task, and regular training of new staff, an online training tool was developed: [marketresponsibly.eu](http://marketresponsibly.eu)

Evaluation was done via questionnaires handed over at the training sessions. Results in 2011 are:

Bulgaria: 23 participants

- 19 out of 23 participants "agree/strongly agree" they learned something new on marketing rules
- 22 out of 23 participants "agree/strongly agree" they learned something new on digital media self-regulatory rules.

Romania: 35 participants

- 24 out of 35 participants "agree/strongly agree" they learned something new on marketing rules
- 29 out of 35 participants "agree/strongly agree" they learned something new on digital media self-regulatory rules.

As a result of the road show, the Romanian Forum for Responsible drinking decided to start the revision of its code to align it with the newly adopted on EFRD digital guidelines. The process should be completed mid-2012.

Czech Republic: 31 participants

- 17 out of 31 participants "agree/strongly agree" they learned something new on marketing rules
- 26 out of 31 participants "agree/strongly agree" they learned something new on digital media self-regulation rules.

**Organisation involved in the implementation of the CEPS ROAD MAP**

Fachverband der Nahrungs und Genussmittelindustrie Österreichs - (FNGO)

**Maturity grid 2010/2011**

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

**Objective 1:**

In 2008, the Austrian Spirits association launched a consumer information website [www.verantwortungsvoll.at](http://www.verantwortungsvoll.at). The address became the agreed Responsible Drinking Message (RDM) for the sector. The last RDM monitoring review by Xtreme in 2010 shows compliance at 100%. As no independent monitoring has been commissioned since, we are not able to confirm that Austria has maintained its level of compliance.

**Objective 2:**

No decision taken so far at national level and no example of individual company initiatives were shared with the CEPS secretariat at this stage.

**Objective 3:**

Austria a general advertising self-regulatory code, owned by the national SRO. It includes provisions regarding alcohol advertising. The code is enforced by the Österreichischer Werberat which is fully compliant with the EASA Principles for effective self-regulation (see Annex 3), 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 addendum to the national advertising code incorporating the important missing provisions regarding hazardous activities, alcohol content, performance, social and sexual success, audience threshold for minors, or new digital media rules.

**Objective 4:**

In 2008, the Austrian Spirits association launched a consumer information website: [www.verantwortungsvoll.at](http://www.verantwortungsvoll.at) developed with the support of EFRD. The website contains six sections (*introduction, Alcohol and its effects, alcohol & driving, alcohol & pregnancy as well as Top-Tips and a quiz for consumers to test how much they after going through the website*).

The number of visitors doubled since 2010 with a number of unique visitors in 2011 at 32.000 (Average: 3-4 pages per visitor/44% from Austria, 28% from .net / from .com, 8% from Germany, 2% from Switzerland).



**Objective 5:** No information was made available to CEPS secretariat.

**Organisation involved in the implementation of the CEPS ROAD MAP**

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

**Maturity grid 2010/2011**

CEPS ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011
<b>Objective 1:</b> National agreement to include a responsible drinking message on <b>marketing communications</b> (preferably in the form of a consumer information website)	→	→
<b>Objective 2:</b> National agreement to include a responsible drinking message on <b>product labels</b> (preferably in the form of a consumer information website)		
<b>Objective 3:</b> Advertising code meeting required standards, covering digital media, and enforced by the SRO - including the new 2011 CEPS guidelines for digital/social media	V	V
	→	→
<b>Objective 4:</b> At least two prevention programmes in partnership with stakeholders; sustained for a minimum of 3 years, measured and evaluated	→	→
<b>Objective 5:</b> 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 Responsible Drinking Messages (RDM): "Notre savoir-faire se déguste avec sagesse" (French); "Ons vakmanschap drink je met verstand" (Flemish). The last RDM monitoring review by Xtreme in 2010 shows compliance at 100% for TV and Print advertising (excluding advertorials). As no monitoring was commissioned since, we are not able to confirm that Belgium has maintained its level of compliance. There was no decision yet to add or replace the agreed RDM with a consumer information website address such as educalcool.be.

**Objective 2**

In 2011, no decision was taken at national level to introduce a RDM in the form of consumer information website address on labels.

**Objective 3**

In 2005, an advertising self-regulatory code was agreed by beer, wine and spirits producers, distributors, and consumer organisations (etc...) under the aegis of the Ministry of Health. The code was endorsed by a Royal Decree and is enforced by the local Self-Regulatory Organisation (Jury d'Ethique Publicitaire) which covers digital media, and is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3). Yet, since then, it has not been revised to include the missing required provisions and the new 2011 CEPS guidelines have not yet been transposed.

**Objective 4**

In 2008, in partnership with the trade union for gynaecologists and Youth protection institute (ONE), the FBVS launched an awareness campaign about the risks associated with drinking alcohol during Pregnancy. The campaign has been sustained since. In 2011, 10.00 posters and 25,000 flyers have been distributed all over the country.

In 2009, FBVS addressed *Alcohol and Workplace* thanks to 54.000 posters sent to 20,000 Belgium companies, inviting them hold internal discussions on the subject. The campaign was run together with Hermes, a company which created a theatre play on the subject. The campaign is now continued via the website educalcool.be.

In September 2010, the FBVS launched a consumer information website: [www.educalcool.be](http://www.educalcool.be) to promote responsible drinking among the adult population. Due to retirement of the Director General, the association has not been able to run the campaign promoting the website, but it should take place in 2012. The number of unique visitors to the website in 2011 was above 4.000. For more details, visit [drinksinitiatives.eu](http://drinksinitiatives.eu)



**Objective 5:** Belgium faced a special situation in 2011: the absence of government for more than a year, and the retirement of the Director General explain the lack of progress reported.

**Organisation involved in the implementation of the CEPS ROAD MAP**

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

**Maturity grid 2010/2011**

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

**Objective 1:**

In April 2010, a code of conduct was adopted by APITSD which requires a Responsible Drinking Message (RDM) on advertising: "Consume responsibly" (in Cyrillic) which is the same message as the consumer information website address [www.konsumirai-otgovorno.bg](http://www.konsumirai-otgovorno.bg) (in latin letters). The last RDM monitoring review by Xtreme in 2009 shows compliance at 25%. As no monitoring was commissioned since, we are not able to confirm Bulgaria has maintained or improved its level of compliance.

**Objective 2**

In 2011, no decision was taken at national level to introduce a RDM in the form of consumer information website address on labels.

**Objective 3:**

As mentioned above, a code of conduct was adopted in April 2010 by APITSD. The code is now being implemented by the Self-Regulatory Organisation (NCSR) - which covers digital media, and is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3). The APITSD code is fully aligned with the required standards. It has not yet been revised to transpose the new 2011 CEPS guidelines.

However, a training workshop, covering digital media, took place in September 2011 in Sofia. It was attended by relevant stakeholders, including representatives from the health ministry. It is therefore hoped that APITSD code will be aligned in 2012.

**Objective 4**

No prevention initiatives have been reported in 2011 by the associations or individual companies.

The traffic data on the consumer information website [www.konsumirai-otgovorno.bg](http://www.konsumirai-otgovorno.bg) for 2011 is close to 4,000 people.

**Objective 5:** No information was made available to the CEPS secretariat

**Organisation involved in the implementation of the CEPS ROAD MAP**

Union of the Czech Spirits Producers and Importers – (UCSP).

The SAO “Forum PSR” and UCSP merged at the end of 2010. The ‘Forum PSR’ brand was maintained for the promotion of responsible drinking.

**Maturity grid 2010/2011**

CEPS ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011
<b>Objective 1:</b> National agreement to include a responsible drinking message on <b>marketing communications</b> (preferably in the form of a consumer information website)	→	→
<b>Objective 2:</b> National agreement to include a responsible drinking message on <b>product labels</b> (preferably in the form of a consumer information website)		
<b>Objective 3:</b> Advertising code meeting required standards, covering digital media, and enforced by the SRO - including the new 2011 CEPS guidelines for digital/social media	✓	✓
	→	→
<b>Objective 4:</b> At least two prevention programmes in partnership with stakeholders; sustained for a minimum of 3 years, measured and evaluated	✓	→
<b>Objective 5:</b> 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 UCSP members. The 2009 RDM monitoring review by Xtreme shows compliance at 75% for EFRD members companies (44% for the other spirits companies). All the EFRD companies are using [www.pijsrozumem.cz](http://www.pijsrozumem.cz). However, there is no decision yet taken at UCSP level to promote [www.pijsrozumem.cz](http://www.pijsrozumem.cz) (Enjoy Responsibly). As no monitoring was commissioned since, we are not able to confirm that the Czech Republic maintained or improved its level of compliance.

**Objective 2**

In 2011, no decision was taken at national level to introduce an RDM in the form of consumer information website address on labels.

**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 (RPR) which covers digital media, and is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3). It has not yet been revised to integrate the 2011 digital media rules. However, a training workshop, covering digital media took place in October 2011 in Prague and was attended by 35 relevant stakeholders. It is hoped that UCSP code will be aligned in 2012.

**Objective 4**

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

Underage drinking

Following a pilot phase in 2006, the website [www.pobavmeseoalkoholu.cz](http://www.pobavmeseoalkoholu.cz) was officially launched in 2008 and is 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
- information as well as guidance to help parents discuss alcohol with their children.

The number of unique visitors on the website is slightly above 6,000 people, almost 30,000 pages viewed per year and more than 80% of new visits each year. The dissemination of the content of the site is done in partnership with an NGO

for drug prevention -SANANIM (234 classes covered in school year 2010/2011; to be doubled in 2011/2012). At the end of 2010, SCAN (drug institute) did an evaluation of both the website and school interventions by SANANIM<sup>1</sup>.

### Drink-drive

The commitment of the Czech Republic dates back to 2003 when Forum PSR joined the Pan-European Designated Driver campaign funded by DG Sanco “Domluvme se” (let’s agree). Since then, interventions have been running during the Summer and Christmas periods in partnership with the Ministry of Transport (BESIP). In 2009, Forum PSR supported the European Responsible Young Drivers over the European Night without Accidents on the 3<sup>rd</sup> week-end of October 2009. According to ETSC data, the number road death under alcohol influence in the CZ republic decreased by more than 10% between 2001 and 2008.

### Promote responsible drinking among adult population



In 2007, the consumer information website [www.pijsrozumem.cz](http://www.pijsrozumem.cz) was launched to promote responsible drinking among the adult population. Regular initiatives are launched to attract attention to the site.

The website was evaluated by the Charles University prior to the launch and is receiving a growing number of visits. The number of unique visitors in 2011 was 30.734, with 137,703 number of pages viewed, ie, an average of 4 pages per visitor

However, end of 2010, Forum PSR merged with UCSP which created problem of follow-up of the work in 2011. The prevention work should be back to normal in 2012.

Further details can be found on [www.drinksinitiatives.eu](http://www.drinksinitiatives.eu)

**Objective 5:** No information was made available to CEPS secretariat

<sup>1</sup> <http://www.drinksinitiatives.eu/details-dynamic.php?id=8>

**Organisation involved in the implementation of the CEPS ROAD MAP**

- Foreningen af Danske Spiritusfabrikanter c/o Pernod Ricard Denmark A/S - (FDSF)
- GODA, spirits and wine funded association to promote responsible drinking

**Maturity grid 2010/2011**

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

**Objective 1:**

Responsible Drinking Messages (RDM) are applied voluntarily by EFRD members and other companies. The last RDM monitoring review by Xtreme in 2009, shows compliance at 79%. Discussions have started to change the name of consumer information website ([www.1421.dk](http://www.1421.dk) - representing responsible drinking weekly guidelines for women and men) so as it is better understood as a Responsible Drinking Message on marketing communications. As no monitoring was commissioned since, we are not able to confirm that Denmark has maintained its level of compliance.

**Objective 2**

In 2011, no decision was taken at national level to introduce a RDM in the form of consumer information website address on labels.

**Objective 3:**

The Danish code of conduct was revised in November 2010 to meet the required standards. The new 2011 CEPS guidelines have not yet been transposed.

Due to the legal context and the existence of a Consumer Ombudsman, the enforcement mechanism in Denmark is different from the rest of Europe. Alcohol advertising is dealt with exclusively by the independent, non-political, co-regulatory body 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 Consumers Ombudsman to enforce the Code.

**Objective 4**

Since the foundation of GODA in October 1993, the drinks industry in Denmark has been taking an active role in prevention programmes.

Targeting underage drinking:

Along the years, GODA has developed and updated intervention tools targeting the key factors behind youth drinking. They are aimed at parents ('[When our children drink](#)', '[Dialogue on alcohol](#)'), educators and youth ([Alkoholpolitik på ungdomsuddannelser](#)) but also school environment with the programme [www.alkoholdialog.dk](http://www.alkoholdialog.dk) developed in 2009. It consists of print school-based teaching material and a website for students, teachers and parents. Between the launch and December 2011, 6,437 teaching kits have been ordered by the approximately 1,500 schools in Denmark. 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 help make lasting and



sustainable changes in young people's risk-taking behaviour in relation to alcohol. The evaluation is planned in spring 2012 via a quantitative survey of 120 students from 13 and 16 years old having gone through the programme, the same number of student in a control group, as well as a qualitative evaluation with 10 teachers. The education programme coupled with stricter legislation in terms of are producing some results: the percentage of boys and girls of 15 years consuming alcohol at least once a week have decrease from 39% in 2002 to 19% in 2010 (girls) and from 50% in 2002 to 2008% in 2010 (boys)<sup>2</sup>.

#### *Drink-driving:*



In 1996 already, GODA started drink-driving prevention campaigns. Some are still being used today by the police or driving schools, such as the [video](#) of the live experiment of a youth to drink under influence in a controlled environment. GODA was one of the first to take part in the Pan European designated driver campaign, and renewed actions every year. Since 2006, GODA supports Responsible Young Drivers for the European Night without Accidents.

#### *Promote responsible drinking by adult population:*

In 2008, GODA launched [www.1421.dk](http://www.1421.dk) with the aim to promote responsible drinking guidelines. The number of unique visitors in 2011 was little above 3,000. No evaluation of the website by consumers has been conducted so far.

GODA publishes an annual report available at [www.goda.dk/fileadmin/editor\\_uploads/pdf/Annual\\_Report\\_2010.pdf](http://www.goda.dk/fileadmin/editor_uploads/pdf/Annual_Report_2010.pdf)

More details can be found on [www.drinksinitiatives.eu](http://www.drinksinitiatives.eu)

#### **Objective 5:**

Provision of active support to law enforcement: Denmark changed its Legal Purchase Age legislation in 2010. The Association of the Danish Spirits Producers, together with VSOD, Wine and Spirits Association in Denmark has actively advocated in favour of an LPA at 18 years old for all products. The new law is differentiating between 16 and 18 years old for products below or above 16.5%.

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

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<sup>2</sup> Skolebørnsundersøgelsen 2010, Statens Institut for Folkesundhed 2011.

## FINLAND

### Organisation involved in the implementation of the CEPS ROAD MAP

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

### Maturity grid 2010/2011

CEPS ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011
<b>Objective 1:</b> National agreement to include a responsible drinking message on <b>marketing communications</b> (preferably in the form of a consumer information website)	Spirits advertising forbidden or extremely limited	
<b>Objective 2:</b> National agreement to include a responsible drinking message on <b>product labels</b> (preferably in the form of a consumer information website)		
<b>Objective 3:</b> Advertising code meeting required standards, covering digital media, and enforced by the SRO - including the new 2011 CEPS guidelines for digital/social media	Very limited space for self-regulation	
<b>Objective 4:</b> At least two prevention programmes in partnership with stakeholders; sustained for a minimum of 3 years, measured and evaluated	retail monopoly in charge of prevention	→
<b>Objective 5:</b> Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol.		

#### Objective 1:

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

For the same reason, there was no decision to introduce a consumer information website on advertising.

#### Objective 2

In 2011, no decision was taken at national level to introduce a RDM in the form of consumer information website address on 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, end of 2010, SAJK and the Finnish Association of Brewing and Soft drinks Industry organised a seminar on "Responsible Alcohol Marketing" and in 2012, Finland will welcome the CEPS Training Roadshow on advertising, covering digital media.

#### Objective 4

According to the Alcohol Act, ALKO is the monopoly retailer for alcoholic beverages, but is also responsible for the prevention of alcohol-related harm and promotion of responsible drinking. Several campaigns have been launched by ALKO (pregnancy; driving; adolescents; nutrition, physical activity etc), aimed both at the wider population and specific target groups: for more information see [www.lastenseurassa.fi/en\\_index.php](http://www.lastenseurassa.fi/en_index.php) or [www.alko.fi/alkoholijaterveys](http://www.alko.fi/alkoholijaterveys)

However, in May 2010, SAJK launched Puhutaan alkoholista (We talk about alcohol), an information source for teachers and web-based awareness programme. It is aimed at teachers and educators in lower and secondary schools (students between 13-17 years) and provides systematic guidance and tools for alcohol education, as well as classroom activities for teachers and students. The aim is for teachers to encourage young people to postpone their first consumption of alcohol; reduce the number of young alcohol consumers and encourage young people to adopt rational attitudes towards alcohol. Class-room exercises are designed to empower students in dealing with social expectations and peer-pressure. The teaching materials are compiled in a book that was sent to all secondary schools in Finland that use Finnish as the primary teaching language (780 schools).

In April 2011, 324 school teachers and administrators participated to a web-survey to get their feedback o the programme (72 % were women):

- Only about 10 % were familiar with the campaign materials in advance, but they said they found much in the way of new and useful ideas, as well as useful suggestions on how best to teach the material. These respondents appreciated the clear instructions on how to use the material.
- Respondents who used the materials said they drew from relevant parts in their teaching. Some respondents also used task suggestions and discussion topics in the student materials.
- One respondent said they used the tasks related to young people’s attitudes to alcohol, group pressure and partying.
- All respondents felt that the campaign teaching materials could be of use in their work. Not a single respondent said the material would not be useful.

In 2012, additional effort will focus on increasing visibility and use of the programme by teachers. A contest among students “It ok to say no to alcohol” is also planned to be launched. Students will be invited to invent their own style of saying "no" to alcohol by dubbing 30 seconds a famous scene in a movie (3 choices). Own dubbing will be recorded with mobile phone and sent as a multimedia message / email to the competition. Dubbing will be done individually or in groups upon teachers' choice. The Best dubbings will be rewarded and released on Facebook and YouTube.



**Objective 5:** No information was made available to CEPS secretariat.

**Organisations involved in the implementation of the CEPS ROAD MAP**

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

**Maturity grid 2010/2011**

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

**Objective 1:**

The French Loi Evin voted in 1991 requested a mandatory health warning message on advertising « L'abus d'alcool est dangereux pour la santé ». A voluntary agreement by the industry added a Responsible Drinking Message “À consommer avec modération”. However, when the industry wanted to add as well the consumer information website address [www.2340.fr](http://www.2340.fr) on advertising (to help consumer remember the low-risk drinking guidelines and be driven to a website for more information) it was attacked in court by ANPAA<sup>3</sup>. The industry lost the case as “2340” was not part of the Loi Evin.

**Objective 2**

In 2011, no decision was taken at national level to introduce a RDM in the form of consumer information website address on labels.

**Objective 3**

Since 1991, the Loi Evin imposes heavy restrictions on advertising offline as well as online. As a result Entreprise & Prévention (E&P) alongside with beer, wine and spirits companies adopted a self-regulatory code in 2004 to help ensure the producers of alcoholic beverages comply with the Loi Evin. The code is enforced by the local Self-Regulatory Organisation (ARPP) which is fully compliant with EASA Principles for effective self-regulation (see Annex 3). The code was revised in 2011 to introduce provisions on digital media, and in particular regarding age affirmation mechanisms.

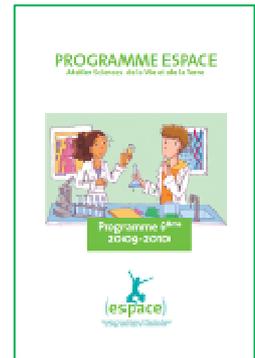
**Objective 4**

E&P has always developed prevention programmes with pilot evaluation prior to roll-out and subsequent evaluation on impact. E&P is engaged in prevention programmes aimed at underage people (“ESPACE programme”), workers (CD-ROM for Directors of Human resources to implement alcohol police at work), drink-drive campaigns, pregnancy campaigns, etc. All have been sustained since their launch.

ESPACE: The “ESPACE” pilot school programme is run in the Limousin Region in partnership with relevant stakeholders. The programme is entering its final phase: 3<sup>rd</sup> year of the programme with 1200 children (16 hours of intervention per year) and support of the parents. The programme is independently evaluated using a control group. Final results will be known 2013 but intermediate results (N=1151) show:

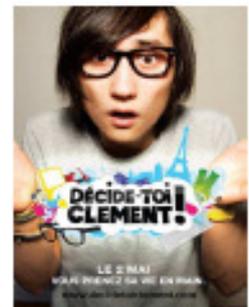
<sup>3</sup> court case 13.02.2008: ANPAA against E&P

- **A teaching material very positively rated by teachers and pupils** (75% think the workshop was interesting; 75% have been surprised; 73% think they have learned some things)
- **No impact at this stage on experimentation** / frequency of consumption or drunkenness: experimentation with beer : 49% drank beer in controlled group vs 43% in intervention group.
- **Increased knowledge on alcohol:** At baseline, the level of knowledge (% of 6 good answers out of 9 questions) was the same both for the action and control group at less than 30% of good answers. After one year intervention there are significant results with 46% good answer in action group compared to only 25% in the control group.
- **Significant impact on self-esteem and life-skills**
  - Feeling confident: 80% in intervention (76 for control group)
  - Feeling able to "say no": 83% in intervention (79 in control group)
  - Feeling capable of reducing a request: 78% in intervention (68 in control group)
  - Allowing oneself to be different: 67% in intervention (54% in control group)



### Young Adults

Launch of the online "serious game" to tackle extreme drinking by 18 to 25 years old in France "Tonight, he scores..." [www.cesoirilconclut.com](http://www.cesoirilconclut.com). This online game offers Internet users to help Clement, hero of the web-series "Make up your mind Clement" to seduce Chloe in an evening out. Throughout the game, players must deal with situations similar to what they can experience at parties in real life and make decisions.



A multimedia campaign using Facebook and Twitter is used to attract attention of the target group. The game already a success with 35,000 players and 350,000 views on YouTube since the launch on 29 September.

Evaluation based on 653 questionnaires is showing that:

- The game was joined by a mixed population: 56% men and 44% women. The fact that the main character is a man has not been an obstacle to the participation of women.
- 87% of respondents found the game "Very well designed and very interesting" or "well-designed and interesting."
- The adjectives used the most to describe the serious games are: Fun (28%), Original (27%) and Cool (26%).
- 2/3 of respondents were able to play the entire game, thus being faced with all prevention messages conveyed by Enterprise& Prevention through the Serious Game.
- 93% of respondents would advise their friends to the game.
- After playing Serious Games, respondents felt "more alert to situations and risky behavior" (32%), "better able to manage their consumption in the evening" (30%) and "better informed about the effects of alcohol consumption" (21%).
- Only 4% of respondents believe that low risk drinking guidelines are above 4 units. Below this threshold, opinions are divided: 37% cite two units of alcohol, corresponding to the legal limit for driving.

### Promote responsible consumption by adult consumers



[www.2340.fr](http://www.2340.fr) was launch in 2007 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, etc. The website has received to date over 400,000 unique visitors (108,028 in 2011). An evaluation was conducted in 2009 with 200 participants; 70% found the site interesting and 51% felt better informed after visiting the site. Awareness of the site is achieved through mass media campaigns and some brands have included the address on their labels.

Follow-up evaluation with 581 online questionnaires shows the website is appreciated:

- 67% consider it is "very interesting / very relevant" "interesting /relevant" and "informative"
- The "assessment of alcohol unit/unit calculator is the section most appreciated by visitors (23%) but 18% believe that all topics are interesting

- 2/3 have discovered the website through search engines on internet **but an increasing number of visitors (15%) have been driven to the site thank to information on labels.**
- 28% feel "better informed about the low risk drinking guidelines after visiting the site; 24% "more aware of the concept of units of alcohol" and 16% "more vigilant about risky situations"
- Nearly half of Internet users are mere consumers.

#### Objective 5

In 2006, as part of their commitment to the European Road Safety Charter, E&P went through the certification process for a fixed electronic breathalyzer to be placed in bars and discos carrying the "C Ki Ki Conduit" slogan. In 2007, a pilot evaluation to judge the impact of the breathalyzer was conducted by the 'Préfecture' and E&P in Loire-Atlantique with very positive results. This pilot project was then rolled-out nationally with more than 600 bars equipped with the fixed electronic breathalyzer. A recent survey published in 2010 by E&P, shows that for 73% of those premises already equipped, the electronic breathalyzers has a deterring effect on all those drivers with BAC over the limits. It is considered as a useful investment by 71% of the bar owners interviewed and 86% would recommend it to others. 81% of bar owners claim that their customers are interested in using the electronic breathalyzer. This initiative inspired the French Government: in a Decree published in September 2011, it is now mandatory to make available to consumers one or more devices that test BAC limits in premises selling alcohol and closing between 2 and 7 am. The electronic breathalyzer, launched as a voluntary industry initiative will certainly be one of those.



E&P is also promoting industry leadership in favour of Unit Labeling within the French Conseil de Moderation et de Prévention to help consumers assessing their consumption.

**Organisation involved in the implementation of the CEPS ROAD MAP**

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

**Maturity grid 2010/2011**

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

**Objective 1**

In April 2009, BSI adopted the rule of introducing a Responsible Drinking Message (RDM) with the option to use a website address "massvollgeniessen.de". The last RDM monitoring review by Xtreme in 2009 shows compliance at 52% but a national monitoring review in August 2010 shows progress, with an average of 80% advertising covered by an RDM (including another web address promoting moderation in German culture (initiative-genusskultur.de). As no monitoring has been commissioned since, we are not able to confirm that Germany has maintained, lowered or improved its level of compliance in 2011.

**Objective 2**

In 2011, no decision was taken at national level to introduce an RDM in the form of consumer information website address on labels.

**Objective 3**

In Germany, self-regulation is governed by the Deutscher Werberat which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 3). The "Deutscher Werberat Code of Conduct for Alcoholic Beverages" code is shared with the other alcoholic beverages sectors. As changes have to be jointly agreed, there was no decision to update the code in 2011.

**Objective 4:**

Over the years, the Working Group on Alcohol & Responsibility of the BSI has implemented targeted prevention programmes on issues such as drink-drive, workplace, pregnancy, underage etc. They have been positively evaluated and are sustained ever since. The main example is the intervention aimed at addressing underage drinking:

Schu-Ju.de online training programme for employees in the on and off-trade to learn why and how to refuse service to underage and intoxicated people (over 100.000 employees reached so far).



Another targeted approach was the launch in 2006 of the "Tell it straight" campaigns to offer support to parents in their role as model (14.000 parents reached so far). Prior to roll-out in 2006, the campaign was evaluated with 273 parents, followed by a second evaluation in 2011 with 128 parents in the district of Kitzingen. Evaluation results show progress over the years:

- 91% of parents felt better prepared for a discussion with their children compared to 71% in 2006



- 89% of parents see themselves in a better position in the future to put clear boundaries to children when it comes to alcohol compared to 63% in 2006
- 87% had a conversation with their children about alcohol compared to 85% in 2006 and 96% are using tips and advice delivered at the workshop to engage in a dialogue with their children.
- Overall, 88% said they gained new knowledge and 94% of parents would recommend the "Tell it straight" workshops.

Combined approach of enforcement of legislation together with targeted interventions is producing result. According to the “Alcohol Consumption among teenagers and young adults in Germany in 2010” study issued by German Federal Centre for Health Education (BZgA), there was an obvious drop in regular alcohol consumption in adolescents between 12 and 17 years (decrease by 7% of regular consumption and by 6% of binge drinking occasions)

More examples of the German action to reduce harm could be mentioned such as the brochure "**Responsibility from the start!** on alcohol & pregnancy with one million brochures distributed ([verantwortung-von-anfang-an.de](http://verantwortung-von-anfang-an.de)); **Don't drink-and drive campaign** ([ddad.de](http://ddad.de)); the booklet "**Observing, listening and responding!** on alcohol and workplace and finally the consumer information website [massvollgeniessen.de](http://massvollgeniessen.de) with 160.000 unique visitors since the launch end of 2009.



### Objective 5

Very regularly, the BSI is organising seminars and events to help identify best practice to reduce alcohol-related harm such as Political Guest Evenings. The most recent one was attended by Mr Mechthild Dyckmans (German Federal Drug Commissioner); Peeter Blesser (Parliamentary State Secretary in the Federal Ministry for Food, Agriculture and Consumer Protection); 70 member of Parliament to exchange with Dr Erik Schweickert, professor of International wine business.

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.

**AKTUELL** Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V.

Nr. 2/2012  
15. Februar 2012

– Pressemitteilung –

**Der Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e. V. (BSI) unterstützt die Strategie zur Alkoholpolitik der Bundesregierung**

**Organisations involved in the implementation of the CEPS ROAD MAP**

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

**Maturity grid 2010/2011**

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

**Objective 1**

In 2006, the message “Apolafste Ypefthina” (drink responsibly) was agreed by ENEAP and SEAOP to be displayed in all commercial communications by producers and distributors in Greece. The last Responsible Drinking Messages (RDM) monitoring review by Xtreme in 2009 shows compliance at 85% with more than 75% with the RDM accompanied with [www.eneap.com.gr](http://www.eneap.com.gr) which was at the time the website offering consumer information on responsible drinking. As no monitoring has been commissioned since, we are not able to confirm that Greece has maintained or improved its level of compliance in 2011.

**Objective 2**

In 2011, no decision was taken at national level to introduce a Responsible Drinking Messages (RDM) in the form of consumer information website address on labels.

**Objective 3**

A self-regulatory code was adopted by the industry in 2005 together with the Ministry of Health and was amended in 2010 to include the missing provisions to meet the required standards. The code and the additional provisions are enforced by the local Self-Regulatory Organisation (SEE) which is fully compliant with EASA Principles for effective self-regulation (see Annex 3). Discussions have started to amend the code again in 2012 to include specific provision on digital media, and Greece will welcome the CEPS Training Roadshow.

**Objective 4**



In the past, ENEAP and SEAOP have been active in training bar staff to serve alcohol responsibly, address underage drinking with TV commercial in partnership with Ministry of Health.

Another area where spirits producers and distributors have been very active for the last 10 years was actions to help reduce drunk-driving. In 2011, for the second year, a partnership was signed to support the European Night without Accidents (ENWA) with the following results:

- The ENWA 2011 took place in 26+ nightclubs in 17 different cities (14 cities in 2010) with good media coverage helping to increase public awareness.
- More than 2000 bracelets were distributed and

most of the participants were familiar with the event and its process. Thus, it was easier for the volunteers to communicate the message in depth. 1200 youngsters (60%) came back to do the breathalyzer tests (in contrast with the year 2010: 44% did the test)

Partnership with Traffic Police allows controls over the campaign showing that where the action is repeated year on year, deathly accidents and serious injuries are reducing: e.g. the Chalkida area had a reduction of 67% of accidents according to the results that has been recorder. In Athens, Thessalonica and large cities the results recorded are encouraging as well.

2011							
Young Drivers taking part		Alco-tests done		Number of tests < BAC		Number of positive tests	
							
1323	677	793	407	651	349	142	58

These data (1/6 above BAC level) are an improvement compared to previous years with ¼ above BAC when tested by police forces.



Promoting responsible drinking among adult population by reinforcing positive drinking patterns is a long term objective of the Greek industry. In previous years, TV spots were broadcast, for instance showing how excessive consumption (beyond social enjoyment) can lead to isolation. The consumer information website [www.apolafste.ypefthin.gr](http://www.apolafste.ypefthin.gr) has offered information, hints and tips for responsible drinking to more than 40.000 people in 2011 but no dedicated evaluation of the website with consumers.

#### Objective 5

In March 2009, “The Alliance for Safety and Courtesy on the Roads to the Future” was formed as an initiative of the Road Safety Institute (Panos Milonas) with active participation from companies. The commitment is to take actions for the next 3 years.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- Hungarian Spirits Association - (HSA)
- HAFRAC (merged into HAS in January 2010)

**Maturity grid 2010/2011**

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

**Objective 1**

In 2008, the Hungarian association agreed on a common Responsible Drinking Message (RDM) "Minőséget, mértékkel" (Quality, not Quantity) to be included on all advertising. The last RDM monitoring review by Xtreme in 2009 shows compliance at 46%. Decision remains to be taken by the association to promote the consumer information website on advertising: [www.italmertek.hu](http://www.italmertek.hu). As no monitoring has been commissioned since, we are not able to confirm that Hungary has maintained or improved its level of compliance in 2011.

**Objective 2**

In 2011, no decision was taken at national level to introduce an RDM in the form of consumer information website address on labels.

**Objective 3**

Spirits industry advertising is regulated by the general advertising code owned by the local Self-Regulatory Organisation (ÖRT). The code is enforced by ÖRT which is fully compliant with the EASA Principles for effective self-regulation (see Annex 3). The code was revised in September 2009 and is now fully aligned with minimum required standards. However, the newly adopted guidelines have not yet been transposed into the Hungarian code.

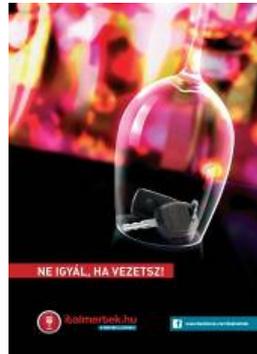
**Objective 4**

In 2006, HAFRAC, with the support of EFRD, developed a server training programme that has been rolled-out by KIT, the vocational training body for the catering industry. In September 2011, the spirits industry decided to sign agreements with the top Bartenders' Academies and Schools in Hungary to include the educational materials developed with KT into their course, as well as include the most important knowledge elements of responsible serving into the final examination. Training sessions of the trainers took place in October and November 2011 for training to start in early 2012.



In 2011, HAFRAC decided to work on a coordinated action under the social brand name: Italmertek (Drink Unit) to raise Hungarian knowledge and awareness on responsible drinking through. The key messages are:

- What is a unit of alcohol and what are the low-risk drinking guidelines for adult consumers for men and women
- No binge drinking session
- No to drink-driving: message promoted by HAFRC since 2005 within the Pan-European Designated driver
- Don't drink under 18 years old



The message was promoted to hundreds of thousands of people through Summer festivals in Hungary, through posters and brochures, advertising campaigns as well as social media presence on Youtube and Facebook.



A Winter brochure was distributed over Xmas to Hungarian consumers and a “Summer” version will available in 2012 for Summer outdoor events. This new brochure, gathering the key messages through one single brand *Italmertek.hu* is a new achievement. All the messages have been communicated and measured for a long time by an independent organisation GFK (and before that by Gallup). Progress is shown when tracking the knowledge and the understanding of “unit” by Hungarian consumers:

- 62% of consumers are familiar with the drink-drive campaign and messages compared to zero when launched in 2005 as part of the Pan-European designated driver campaign.
- In 2008 when the information campaign on “alcohol unit” started, 16% of consumers had the right answer of the alcohol content in a unit of alcohol and 28% was over estimating that content. In 2010, 27% have the right answer and nobody is making an over estimation.

The number of unique visitors to the consumer information website in 2011 was 10,099 but interesting is also to note the huge increase on Facebook impact

**Objective 5**

No information available

**Organisations involved in the implementation of the CEPS ROAD MAP**

- Irish Spirits Association - (ISA)
- Mature Enjoyment of Alcohol in Society (MEAS)

**Maturity grid 2010/2011**

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

**Objective 1**

In 2005 the drinks industry agreed to use "Enjoy [brand] responsibly" on all consumer-directed media marketing with specific guidelines on positioning, character, size and font. Advertisements also invite consumers to "visit [drinkaware.ie, logo included]". The drinkaware.ie logo should appear in colour with black text on a white background; the preferred position is bottom or top left.

The last RDM monitoring review by Xtreme in 2009 shows compliance at 93% with drinkaware.ie. As no monitoring has been commissioned since, we are not able to confirm that Ireland has maintained its level of compliance in 2011 although there is no reason to believe this would not be the case.

**Objective 2**

In mid-2007 ABFI agreed with government that legislation would be brought forward to introduce pregnancy advice labels in addition to providing specific information about the number of alcohol units contained in any pre-packaged product. It was agreed that legislation would ensure uniformity across all products and avoid any confusion to the consumer. Labels can be a useful tool. However, their effectiveness is diminished unless accompanied by a major consumer awareness campaign. This too was agreed in 2007. However, no legislation has yet been brought forward.

**Objective 3**

There is a range of codes in Ireland that cover all alcohol products, including spirits. These include:

- The Advertising Standards Authority Ireland (ASAI) Code which is the local SRO, fully compliant with the EASA Principles for effective self-regulation (see Annex 5).
- The Alcohol marketing, communication and sponsorship codes of practice adopted in 2006 and updated in 2008 are enforced by the Alcohol Marketing Communication Monitoring Body (AMCMB).

These codes are fully aligned with the required standards but the existing codes in Ireland have not yet been revised to include specific provisions regarding digital media.

The industry has developed a best practice guidance document on digital media. These rules 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 18's or encourage misuse.

**Objective 4**

The drinkaware.ie initiative was launched by MEAS in 2006. drinkaware.ie's overarching cultural change campaign aims to promote responsibility when drinking and challenge anti-social behaviour following drinking.

It is supported by:

- A number of tactical initiatives targeting consumers at “points of danger” with relevant messages promoting responsible drinking behaviour: A heavy weight, medium term, mass media campaign challenging the culture of drinking to excess and responsibility when drinking. The first phase communicated the message “Know the One - That’s One too Many”, the second phase (2007/09) communicated the message “[Had Enough](#)”. In March 2010 a new phase of the campaign was launched entitled “[Rethinking our Drinking](#)”. The campaign aims to promote a change in people’s attitude to alcohol abuse, with a view to prompting a re-appraisal of some drinking behaviours and the damage they can cause to innocent third-parties. The centrepiece of the most recent campaign is a TV ad featuring CCTV style footage.
- A website ([www.drinkaware.ie](http://www.drinkaware.ie)) of the same name supports the drinkaware.ie consumer focused initiative. All outgoing consumer communications from MEAS are under the drinkaware.ie brand. The drinkaware.ie website was redesigned and re-launched in December 2008. The new look website allows greater levels of interaction with site visitors. The site hosts a redeveloped drinks diary which gives the user customised hints, tips and recommendations based on the number of drinks they input, allowing them to make more informed decisions about their drinking behaviour.
- The website provides information about standard drinks, the effects of alcohol on the body and information relating to different life stages and contexts, as well as downloadable drinkaware.ie guides, produced to support the communication campaigns.



All in all, drinkaware.ie has seen over 69 million hits since its launch in November 2006. Combined unique visitor numbers to the site from January to December 2011 represent a 34% increase compared to 2010. The drinkaware.ie social media presence has also greatly increased. In early 2011 the drinkaware.ie Facebook page had just over 2,000 “likes”. This figure has now grown to over 39,000 “likes” (until mid-January 2012).

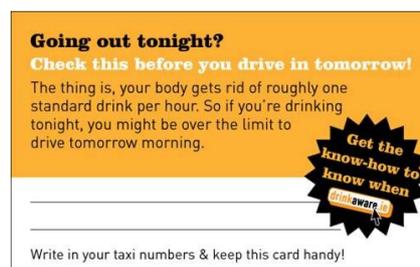
Research by *Amárach Research* in January 2011 (amongst a nationally representative sample of over 18 years old) found that:

- [www.drinkaware.ie](http://www.drinkaware.ie) is the “top of mind” unprompted website in Ireland promoting responsible drinking for 74% of young adults and 54% of all adults, making drinkaware.ie the most widely recognised website of its kind .
- At a prompted level, awareness is high at 84% of all adults 18+, 1 in 5 having ever visited the site. Awareness of drinkaware.ie becomes even more prominent in the target age cohort of 18-24 years with 93% of this group aware of the site, an extremely strong figure.

Quantitative and Qualitative research is undertaken annually since 2007 to evaluate the drinkaware.ie initiative. This research has produced encouraging results in terms of attitude and behaviour change. The 2012 research indicates that:

- Awareness of drinkaware.ie remains high across all cohorts, with 89% of respondents having “seen or heard anything about drinkaware.ie”.
- Research has also shown drinkaware.ie to be a highly accepted brand; 92% of all adults have said the drinkaware.ie brand should be used more widely.
- The research also shows that intolerance of public drunkenness is strong. Key increases this year are recorded in “unattractive to opposite sex” (92% agree), become much more aware of excessive drinking and how it affects others (82% agree). These indicators suggest that the key campaign objective - *to erode social permission for excessive public drunkenness by amplifying the impact on the sober innocent*- are really impacting on people’s attitudes to drinking.

Run in partnership with the Road Safety Authority the Morning After campaign aims to highlight the dangers of driving the morning after a night’s socialising with alcohol. Launched in 2007 the campaign communicates two key pieces of information (1) the definition of a standard drink (2) the length of time it takes the body to eliminate alcohol. The two key messages are incorporated into a wallet sized card which is distributed through local police, retail outlets, petrol stations and various other outlets. To date (March 2012) over 3.6 million cards have been distributed.



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

Results of independent qualitative research in January 2012 show:

- 63% of respondents now know the correct definition of a standard drink compared with 47% in November 2008.
- The percentage of respondents who know the length of time it takes the body to eliminate one standard drink has increased sharply, from 16% in November 2008 to 51% in January 2012
- 83% of respondents say that they are now likely to 'organise transport to avoid anyone drink driving'.

Further details can be found at [www.drinkinitiatives.eu](http://www.drinkinitiatives.eu)

#### **Objective 5**

MEAS and ABFI were members of a National Steering Group which 'aimed to develop alcohol policies for an overall National Substance Misuse Strategy to cover the period up to 2016'. The Group was chaired by The Department of Health. The Steering Group report was published in February 2012. The report is currently being discussed at government level. An action plan is expected to be announced in the coming months.

**Organisations involved in the implementation of the CEPS ROAD MAP**

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

**Maturity grid 2010/2011**

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

**Objective 1**

A Charter of Ethics on commercial communications supplementing the national code on advertising was adopted on 15 June 2010. The Charter confirms the commitment to include a Responsible Drinking Message (RDM) on all advertising. Carat review for the year 2009 shows compliance at 83% based on number of ads published over the year 2009. As no monitoring has been commissioned since, we are not able to confirm that Italy has maintained its level of compliance in 2011 although there is no reason to believe this would not be the case.

To ensure a regular communication on the key messages over the year, FEDERVINI launched a consumer information website [www.beresponsabile.it](http://www.beresponsabile.it) at the end of 2010. No decision taken yet to add/convert the existing RDM into the consumer information website address for all commercial communications in Europe.

**Objective 2**

In 2011, no decision was taken at national level to introduce a RDM in the form of consumer information website address on labels.

**Objective 3**

The IAP self-regulation code for Marketing Communication, 50<sup>th</sup> Edition in 2010, covers all media and includes specific rules on Alcohol beverages. As the code is shared by beer, wine and spirits producers, it could not be amended to be aligned exactly with the required Standards. As a result, the spirits industry adopted in June 2010 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 (IAP) which is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 3). No amendments to the code have been adopted in 2011.

**Objective 4**

In 2010, Federvini launched [www.beresponsabile.it](http://www.beresponsabile.it) to raise and maintain the positive Mediterranean culture with low risk drinking patterns level. The consumer information website contains six sections:

- **Calculate the alcohol** – BAC level calculated on the basis of sex and body weight.
- **What is alcohol** – basic information about alcohol and different types of alcoholic beverages.
- **Drink responsibly** – contains general information about drinking responsibly, the benefits of drinking responsibly and the damage irresponsible consumption can cause. There is also information specific to different groups such as parents, pregnant women and those at work and sections on what the law says about alcohol in different situations such as when driving, being drunkness in public and selling alcohol to minors and Federvini's Code of Conduct on Commercial Communications.
- **Mediterranean style** – WHAT: general "Mediterranean style" philosophy, ITALIAN EXAMPLE and CONSUMER FRIENDLY: highlight results of research carried out by ISPO on behalf of Federvini. In Italian example the aim is to

understand how the Mediterranean style influences consumption behaviour of young people and Consumer friendly aims to show how the Mediterranean style influences consumer behaviour.

- **False myths** - False myths about the effects of alcohol on the body, how to disguise the effects of alcohol abuse and social behaviour.
- **The world** - links to other consumer information websites.

No information available as to the number of visitors to the consumer information website.

Interventions in Italy are mostly driven by company initiatives and therefore not necessarily sustained and measured over three years. The most recent example is the intervention by Pernod Ricard, together with the Virgin Radio's DJ Ringo which has developed a campaign "Party & Taxi" to:

- To inform drivers about the risks of drink-driving.
- To promote the designated driver or alternative means of getting home after a night out.
- To promote the responsible consumption of alcoholic beverages particularly among young people.

In order to encourage consumers to arrive safely home, from 1 May to 30 November 2011, a 10€ taxi voucher is given when buying one of the company's promotional bottles. In order to claim the voucher consumers must register online via the dedicated [website](#). Upon doing so they are automatically put forward for a weekly draw (run over a 30 week period) for a chance to win a Party-Taxi Card, worth €100. At the end of the promotional period, consumers will also be put forward for a chance to win a 7 day trip for two to New York.

The action is promoted through the media, notably by DJ Ringo who encourages Virgin Radio's listeners to say no to the misuse of alcohol and driving while intoxicated.



As part of the wider "Responsib'ALL Day", from 13 to 26 June 2011, Italian employees visited various outlets to talk about responsible consumption and to promote Party & Taxi. Trucks displaying "don't drink and drive" banners also drove around Milan. (For more information on this global action that reached 18,000 employees in 70 countries worldwide see [here](#)).

Further details can be found at [www.drinkinitiatives.eu](http://www.drinkinitiatives.eu)

## Objective 5



ISTITUTO PER GLI STUDI SULLA PUBBLICA OPINIONE

**Lo stile del bere "mediterraneo"**

Uno studio quantitativo  
condotto sulla popolazione maggiore di 13  
anni residente in  
Italia, Francia, Germania, Gran Bretagna e  
Malta

Bruxelles, 3 maggio 2011



RIC 16 026/01 0

In 2011, Federvini has been communicating widely the outcome of research started in 2009 to compare drinking patterns in Italy with other EU countries such as France, Germany, Malta and the UK. The objective is to gather data on behaviours and patterns to develop evidence-based prevention programmes that are adapted to the local culture and context.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- Association of Latvian Spirits Producers and Distributors (LADRIA)

**Maturity grid 2010/2011**

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

**Objective 1:**

In Latvia, the "Handling of Alcoholic Beverages Law" (2004) provides that all kind of alcohol advertisements should include a warning against the negative consequences of drinking alcohol, occupying at least 10% of the commercial, and in black letters on white background. Although there is no fixed text, the most common one used by LADRIA members is "Alcohol consumption has a negative impact" (*Alkohola lietošana ir negatīva ietekme*).

**Objective 2**

In 2011, no decision was taken at national level to introduce a RDM in the form of consumer information website address on labels. However, Latvijas Balzams, the largest producer representing 26% market share will introduce RDMs on labels in 2012.

**Objective 3**

In Latvia, spirits advertising is banned on TV and radio and strictly regulated on print in terms of content and placement (e.g. bans on external pages (cover) of print media; posters advertising forbidden on walls of educational and medical institutions and bans in public transports). Permitted marketing communications are strictly regulated through legislation<sup>4</sup> the provisions of which are similar to the EFRD Common Standards. Although advertising is heavily restricted, the industry has adopted self-regulation rules:

- Latvian Advertising Association's (LAA) Code of Ethics (last revised in November 2009), including specific provisions on alcohol and enforced by a Board of Ethics (independent jury panel) offering copy-advice and handling consumer complaints ([www.lra.lv/main.php?item=50](http://www.lra.lv/main.php?item=50)).
- LADRIA Code on Marketing Communications Code of Ethics to self-regulate advertising in all print and electronic media. This code is fully in line with EFRD Common Standards, including the 70/30 rule for minors. The code is enforced by a Council of Ethics monitoring compliance with the code, which was endorsed by the other member companies of LADRIA.

Lastly, consumers can file complaints to public authorities, either the Consumer Rights Protection Centre; the Competition Council or the National Radio and Television Council, according to their respective competence. Sanctions provided by the law range from a request to amend the advertising to administrative penalties in the form of fines.

LADRIA has not yet amended the existing code to include specific provisions on digital media but is planning to do so in 2012 and to run a training session for members with the support of CEPS/EFRD.

**Objective 4**

On 30 June 2010, LADRIA launched a consumer information website: [www.dzeratbildigi.lv](http://www.dzeratbildigi.lv)

<sup>4</sup> Advertising Law (1999); Handling of Alcoholic Beverages Law (2004); Radio and TV law (1995)

In order to provide credible and accurate information, page content was developed in collaboration with experts on alcohol consumption, using different sources of information, including data from “*Latvijas Anonīmo Alkoholiķu sadraudzība*” (The fellowship of Latvian Alcoholics Anonymous). It contains the following topics:

- **You and alcohol:** Advice for different groups such as young people and pregnant women.
- **Facts about alcohol:** Information such as how alcohol affects health and drink-driving.
- **Further reading:** Advice about the effects of excessive alcohol consumption. Help: How to make sure that drinking does not become a problem and where to go for support.
- **Quiz:** where visitors can test their knowledge (and misperceptions) about alcohol.
- **Tips and hints for responsible drinking:** such as how to drink less and help for a hangover.
- **Online support:** visitors can ask anonymous questions to a doctor.

In order to promote the website and its message:

- **Detailed presentations were given to senior students in Riga** on the subject of responsible drinking. Questions such as "What is responsible drinking?" and "How can the youth face it in everyday life?" were asked to encourage students to take part in a discussion (attended by a doctor) after the presentation.
- **Promotional ads** (length 45 seconds) were displayed on digital screens located near the cash-desks in several MAXIMA supermarkets (one of the largest retail trade chains in Latvia).
- **Promotional video** ([interactive experiment](#)). Its aim is to clearly 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 warning never to copy it. The link to the experiment also can be found on facebook, twitter and draugiem (networking sites). More than 1,700 facebook users indicated that they liked the experiment video and there have been more than 370 tweets on twitter about it.



In 2011, LADRIA undertook a major project about illegal alcohol with the aim to:

- Assess the nature, size and impact of non-commercial alcohol turnover in the country, its negative social and economic impact in order to drive preventive initiatives (represents 40% of the alcohol consumed in Latvia).
- Educate society on distinguishing between commercial and counterfeit product
- Raise awareness on harmful impact of non-commercial alcohol to health and promote a change of behaviour by Latvian consumers

Information was communicated to the general public through:

- A new page created on the [www.dzeratbildigi.lv/bezakcizes-produkts/](http://www.dzeratbildigi.lv/bezakcizes-produkts/) website with 20,407 unique visitors in 2011 and 168,617 pages viewed until end of 2011.
- presentations at secondary schools in Riga by LADRIA volunteers.
- Communication piece regarding harm and problems related to non-commercial alcohol was executed via major media – multiple coverage on top 3 TV channels (TV3, LNT, LTV1), leading national news agency (LETA), national press, reaching about 840,000 people (out of a 2 million population).



## Objective 5

In 2011, events were organised with policy makers to identify and roll-out intervention to reduce harm from consumption of illegal alcohol. This effort was done in partnership with the Latvian Confederation of Employers within the scope of the programme to fight shadow economy (included non-commercial alcohol topic on smuggling). Round-table discussion with high level officials from State Revenue Service and Police authorities as well as discussion with members of the Latvian Parliament took place in the last quarter of 2011, resulting in a joint position paper to fight shadow economy, and including industry recommendations. Legislative changes were enforced in early 2012 (decreased limits for non-taxable alcohol import allowance for private individuals – estimated state budget revenues over EUR 2m annually). Important to also note that research results revealing the problem of underage consumption has been shared with health professionals and state authorities to look for solutions to be implemented.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- Fédération Luxembourgeoise des Producteurs de Vin et Spiritueux (FLPVS)

**Maturity grid 2010/2011**

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

**Objective 1**

No information available at CEPS.

**Objective 2**

No information available at CEPS.

**Objective 3**

The Advertising Council of Luxembourg - CPL was officially registered on 20 November 2008. The aims of the Council were to put in place an advertising self-regulation code, and to adopt and recommend the observance of all codes that can be used to put into practice its aims. This was pushed forward notably through the efforts of the Brasserie Nationale, with assistance from The Brewers of Europe and EASA. The Luxembourg Code of Practice in Advertising applies to all media (members of the CLEP-Commission pour l'Éthique en Publicité). Its section on alcohol advertising and stipulates that:

- Advertising should not promote irresponsible or excessive drinking.
- Advertising should not target primarily minors and will avoid showing minors.
- Advertising should not associate alcohol consumption with driving a propelled vehicle

This code is not meeting the minimum requirements expected at the end of 2010 and has not been revised to include specific provision on digital media. The new SRO in Luxembourg, CLEP was launched on 19 May 2009. Its mission is to enforce the Luxembourg code of advertising practice (see Annex 3).

**Objective 4**

An interactive consumer information website [www.educalcool.lu](http://www.educalcool.lu) / [www.educalkohol.lu](http://www.educalkohol.lu) has been launched in February 2012 providing information on what responsible consumption is with hints and tips to help reduce alcohol-related harm, the dangers of excessive drinking, a quiz to test knowledge as well as reference to the law regarding Blood Alcohol Concentration (BAC) limits for drink-drive, legal purchasing age, etc.

**Objective 5**

No information available at CEPS.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- The Malta Chamber of Commerce, Enterprise and Industry – (TMCCEUI)
- The Sense Group (TSG)

**Maturity grid 2010/2011**

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

**Objective 1:**

In May 2010 the Spirits Industry in Malta agreed on introducing a Responsible Drinking Message (RDM) on advertising: [www.drinkawaremalta.com](http://www.drinkawaremalta.com) but no data are available to measure the level of compliance.

**Objective 2**

No progress made in 2011 on this roadmap objective.

**Objective 3**

A code to cover responsible marketing communication was approved in May 2010 and is aligned with the required standards. There is no SRO in Malta but there exists a Public Broadcasting Authority receiving consumer complaints on TV & Radio advertising. Alcohol advertising is prohibited on TV and radio before 9pm. The code has not yet been revised to include the newly adopted digital media provisions.

**Objective 4**

[www.drinkwaremalta.com](http://www.drinkwaremalta.com) was launched in November 2009 to promote responsible consumption.

The website contains the following sections:

- Alcohol and You: information on what a standard drink is and guidelines on responsible drinking.
- Alcohol and its effects: explanations about the effect of alcohol on the body.
- Life stages: times of life when standard drinking guidelines do not apply, for instance: under 18, when pregnant, when at work and the elderly.
- Drinking and driving: advice and information on avoiding drink driving by using a designated driver or other means of transport, Blood Alcohol Concentration (BAC) and the law.
- Tips Zone: tips on Enjoying a safe night out; How to be a perfect host; How to stay safer during the summer holidays; For the morning after and what to do if someone has drunk too much.
- Test yourself: Quiz for the consumer to check how much they know about alcohol.

So far more than 2,000 people have visited the website.

**Objective 5**

A Conference with public health authorities, NGOs, and other relaxant stakeholders, including Commissioner Dalli took place in May 2010 in Malta but was not followed by a similar initiative in 2011.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- Commissie Gedistilleerd - (CG)
- STIVA

**Maturity grid 2010/2011**

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

**Objective 1:**

Since 2005 the drinks industry has been communicating a responsible drinking message to the Dutch population to enjoy alcohol but in moderation.

In April 2007 a new website [www.genietmaardrinkmetmat.nl](http://www.genietmaardrinkmetmat.nl) (more than 23,000 unique visitors in 2011) was created to communicate the messages all year round. As of June 2010, a new logo was agreed upon by the industry and the Government. The revised STIVA code adopted in 2011 says in paragraph 1 (p.26) "in the case of advertising messages for alcoholic beverages that are broadcasted on television, in cinemas, theatres and closed-circuit television, every broadcast shall in any case contain the - clearly visible – educational slogan or logo mentioned in paragraph 2; i.e. "in advertisements for strong alcoholic beverages the slogan "Geniet, maar drink met mate" shall be used. For low alcoholic beverages the logo "Geen 16? Geen druppel" shall be used, such as further elaborated in the explanation. (following rules for size, font, etc). The rules will be mandatory as from April 2012.

The last RDM monitoring review by Xtreme in 2009 shows compliance at 94.% with slogan but not with a consumer information website. No data available for 2011 to demonstrate that compliance level was maintained, but there is no reason to believe it was not.

**Objective 2:**

The decision has not been taken yet to introduce an RDM on labels.

**Objective 3**

The STIVA code which goes beyond the EFRD Common Standards, is incorporated into the broad Nederlands Reclame Code enforced by the local Self-Regulatory Organisation (SRC) which is fully compliant with the EASA Principles for effective self-regulation (see Annex 3). The code was revised in 2011 and is including a revised Article 24 (p.18 to 20) on digital marketing, includes some extra conditions that advertising messages in the form of digital marketing have to comply with. The new rules will have to be implemented by July 2012.

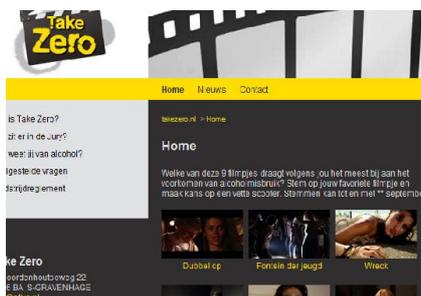
**Objective 4**

For many years, the drinks industry in the Netherlands has been working on reducing underage drinking, including through server training programmes (<http://www.verantwoordalcoholschenken.nl/>), fighting drinking and driving and more generally promoting responsible drinking by adult population

Parents and underage drinking

[www.pratenoveralcohol.nl](http://www.pratenoveralcohol.nl) is a website offering information and advice to parents on how to talk to their children about alcohol. Associated with the new slogan "not a drop below 16", promoted by all the stakeholders, Netherlands is reducing the social acceptance of drinking before that age. The logo was displayed about 20,000 times in both 2010 and

2011. An evaluation in April 2011 shows that over half of the general population (58%) and 3/4 of parents (73%) were familiar with the logo. The logo scored an appreciation of 6,7 out of 10.



In Autumn 2010, STIVA launched a film competition “Take Zero” among young people aged 12 to 17 years old with the aim to highlight that excessive drinking has negative consequences for themselves and the people around them. The initiative ran from mid-September to mid-October 2010 and consisted of two competitions. The first was a short film competition (see movies on the [website](#)); and the winner was invited to attend a TV show, including participation of two Dutch MPs debating with young people about alcohol (more info at <http://www.drinksinitiatives.eu/details-dynamic.php?id=474>).

Over 23,000 people visited the TakeZero website of which 2,269 people voted; the commercial was broadcast 400 times. The evaluation made clear that the campaign had an effect on 78% of the respondents (from “drinking less” to “I talked about alcohol consumption and excessive drinking with my friends” (22% of the respondents stated that the campaign didn't have an effect on them).

### Drink drive prevention

The Netherlands was one of the first countries together with Belgium to have introduced the designated driver concept “BOB” and in 2001, joined the Pan-European designated driver campaign funded by the EU Commission. The campaign was updated in 2010 with a new [website](#) and in 2011, the "Bobsport" message was launched focusing on a “safe journey home after a sports game” and carrying a new tagline: "100% BOB 0% alcohol - To get home safely, stay in control" (<http://www.nederlandveilig.nl/bob/campagne/>).

The 2011 edition ran from February to June and was accompanied by a television and radio commercial. Visitors to football, hockey, tennis and netball clubs in five provinces were targeted and encouraged to nominate a designated driver to take them home safely. Police carried out extra alcohol tests in the areas around the sports clubs. In 2011 random drivers were stopped on the weekend (between 10pm and 4 am) to test their BAC level. 2,4% of drivers were over the limit which is the lowest levels since the introduction of the BAC limit in 1974.



Last but not least, a new website was launched end of 2011 by the spirits industry association [www.drinkwiizer.info](http://www.drinkwiizer.info) to promote responsible drinking guidelines among adult consumers.

### **Objective 5**

STIVA is organising several events along the year with relevant stakeholders. However the aim is to advocate on LPA enforcement rather than on setting an LPA at 18 years old for all alcoholic beverages. Drink-drive results are such that there is little need for advocacy on BAC limit: BOB is not drinking at all.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- Polish Spirits Producers Association – (PPS)

**Maturity grid 2010/2011**

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

**Objective 1**

Spirits advertising is banned for TV, radio, print and outdoors. Nevertheless, PPS adopted a code of conduct in 2006 including a provision for a Responsible Drinking Message (either [www.pijodpowiedzialnie.pl](http://www.pijodpowiedzialnie.pl) or any other agreed information about responsible consumption of alcohol) to be included in permitted commercial communications (e.g. internet, POS material). There is no monitoring review process in place to assess compliance given the high level of restrictions in place.

**Objective 2**

There is no agreement at national level to introduce an RDM on labels.

**Objective 3**

The code of conduct adopted in 2006 is including all the relevant provisions contained in the EFRD Common Standards (excluding 70/30 which is not relevant as advertising is forbidden). The code is enforced by the Self-Regulatory Organisation (Rada Reklamy) which is fully compliant with the EASA Principles on effective self-regulation (see Annex35).

The code has not yet been revised to introduce digital media rules but important is to note that there are heavy restrictions on this type of commercial communication as well as off-line.

**Objective 4**

For a couple of years, PPS is running prevention campaigns which are measured and evaluated by independent research bodies:

- Alcohol and pregnancy
- Drink-driving
- Server training programmes
- Consumer information on responsible drinking

In 2008, PPS launched the pregnancy campaign “Better start for your child” together with Gynaecologists providing information and promoting abstinence. Dissemination of the message was achieved through thousands of brochures, posters, leaflets, both for practitioners and patients as well as through media coverage with press and radio interviews. In 2011:

- 2,200 mini billboards and 110,000 leaflets were distributed in 1,000 pharmacies in Poland
- 12,000 leaflets were distributed to patients in 86 health centres
- 30,000 leaflets were distributed during pre-marriage courses



- 700,000 pregnancy tests were sold with campaign information and website address placed on the products
- 100,000 copies of ABC Health of Mother and Child Magazine with information about the campaign inside
- Educational programme “Better Start for your Child” was created and broadcasted in cooperation with hospital channel TV Medica
- Activities dedicated to medical staff: leaflets were inserted in Journal of Nursing and Midwifery (10,000 copies) and in quarterly Midwife (5,000 copies); the campaign was presented on the 1st National Congress of Midwives (Nov 2011), 320 leaflets were distributed during and after this event

Yearly evaluation is showing:

- In 2009, after 2 years of the campaign, 21% said that the campaign had changed their attitude to drinking alcohol during pregnancy (increasing from 11% post evaluation in 2008).
- In 2010, the campaign reached 48% of the target group. Future mums saw the campaign on posters (39%) and leaflets in health public centres (57%). The campaign was seen as clear and informative (80%) and worth remembering (82%).
- In 2011 the campaign was perceived by women first of all as informative (92%) and worth remembering (91%), increasing from 80% and 82% in 2010. The creative concept was ranked higher in all evaluated dimensions.

In 2004, the drinks industry partnered with MIVA (representing the Catholic Church) to launch the designated driver concept in Poland “KRZYS”, as part of the pan-European designated driver campaign funded by the EU Commission. Starting in 2006, support is given to the Responsible Young Driver programme as part of the European Night without Accident. In 2009 PPS, together with the Police and the National Road Safety Authority, launched a huge national “Don’t drink and drive” campaign which is sustained with credible partners such as National Headquarters of the Police; local Police units, the Motor Transport Institute (ITS), the “KRZYŚ” Foundation, the Polish Motor Union (PZM) and British Petroleum (petrol stations).



The campaign messages are promoted through TV and cinema spots, leaflet and posters (530.000 leaflet and 1800 posters distributed in 2011). The campaign was also promoted via the internet through a dedicated website [www.pilesniejedz.pl](http://www.pilesniejedz.pl) (donotdrinkanddrive.pl) and on social networks such as Facebook and other sites often visited by the target group. The campaign is independently evaluated (N=400) with positive results in 2011:

- 88% of the respondents had contact with at least one of the elements of the campaign. The strongest medium in the campaign was the TV spot – it was seen by 76%. 55% saw a poster, 46% saw the campaign on the internet (increased from 35% in 2009)
- 46% of the respondents declare that, thanks to the campaign, they will change their attitude toward driving a car under the influence of alcohol.
- 84% of the respondents declare that, under the influence of the campaign, they will try to withhold others from driving a car after the consumption of alcohol. It is 8% more than in 2009, when the last such campaign was conducted in the whole of Poland.
- Almost 82% of drivers are aware that alcohol consumption impairs driving the car but knowledge is not reflected in their behaviour. 14% admitted to driving a car under the influence of alcohol (50% of them once and 31% more than once)
- 78% of the respondents indicated drunk drivers as the most important cause of traffic collisions before excessive speed and recklessness of the other drivers and 67% are aware of the permissible BAC limit of alcohol in blood.
- 72% drivers admit that there is no “safe” amount of alcohol which can be drunk to drive a car safely (but 21% thinks that one beer has no influence and 3% indicated two beers)

The consumer information website [www.pijodpowiedzialnie.pl](http://www.pijodpowiedzialnie.pl) was launched in July 2008 and received 28,500 unique visitors in 2011.

Further details can be found at [www.drinkinitiatives.eu](http://www.drinkinitiatives.eu)



#### Objective 5

All the PPS campaign are done in partnership with public and private partnerships but no regular events are organised by the spirit sector.

**Organisations involved in the implementation of the CEPS ROAD MAP**

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

**Maturity grid 2010/2011**

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

**Objective 1**

The self-regulatory code adopted in 2002 states that all advertising should contain a Responsible Drinking Message (RDM) “Seja responsável. Beba com moderação” (be responsible, drink moderately). Since 2008, companies have been invited to add the consumer information website address [www.bebacomcabeça.pt](http://www.bebacomcabeça.pt). The last RDM monitoring review by Xtreme in 2009 shows compliance at 91% (including 20% of the ads with the website address) but no independent data available for 2011, although there is no reason to believe that the compliance level has changed.

**Objective 2**

No decision has been taken by ANEBE members to introduce the RDM on labels.

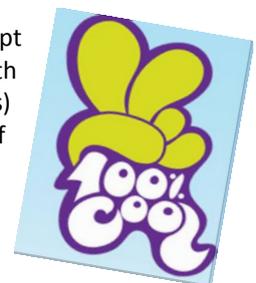
**Objective 3**

In 2002, ANEBE, APAN (Association for advertisers), Vini Portugal and APA (communication agencies) adopted a code covering wine and spirits advertising. The code is enforced by the local Self-Regulatory Organisation (ICAP) which is fully compliant with EASA Principles for effective self-regulation (see Annex 3).

The code is not fully aligned with the required Standards: the age of models and the 70/30 rules are missing and the code is not covering specific rules on social media. Yet the latest development is that the national code is currently being revised, including its chapter on alcoholic beverages. All the provisions required are included in the draft text. The revision should be completed in the months to come. Should the standards by which the spirits industry abide be higher than the general advertising code to be agreed on (and enforced by ICAP), the strongest provisions will prevail.

**Objective 4**

In 2002 ANEBE established a broad partnership to communicate the designated driver concept “100% cool driver with BP petrol stations, the Ministry of Internal Affairs, the Portuguese Youth Institute, the National Republican Guard and the Public Safety Police (rural and urban police forces) and the Presidency of the Portuguese Republic. The objective is to decrease the number of alcohol-related road deaths and injuries especially within the 18-30 year old age range. The campaign is promoted through a mass media campaign (TV, Radio, cinema and poster billboards), a dedicated website ” [www.100percentocool.pt](http://www.100percentocool.pt) <<http://www.100percentocool.pt>> and on-trade distribution of leaflets and gifts.



Based on these good results, ANEBE launched in Summer 2010 “Drive Me”: a social community website where people register to offer “designated driver services” for a given period of time and in specified locations, and will be subject to random breath controls as agreed with Based on these good results, ANEBE launched in Summer 2010 “Drive Me”: a social community website where people

register to offer “designated driver services” for a given period of time and in specified locations, and will be subject to random breath controls as agreed with the police. The police will reward the young people registered on the website which are below the blood alcohol concentration (BAC) limit with a voucher bearing a code number. By entering the code on the website, they can win gifts and points for their rating in this community website. “Drive Me” is integrated as an application on Face Book, Hi5 and Twitter and a mobile phone downloadable application is being developed so that registered users are able to check for safer rides home anytime and anywhere. This website is communicated via a press campaign, a viral campaign and through the internet with pop-ups.

The latest statistics on drink-driving released by the Police, working in cooperation with ANEBE during the summer of 2011, reveal that the number of young people aged 18 to 30 years old driving with a BAC 0 has increased to nearly 80%. Out of 1,323 drivers tested, 266 young drivers had a positive BAC but were below the legal limit; 15 people had a BAC between 0,50 and 0,79 and only 11 had a BAC between 0,80 and 1,19.

### Strong adherence to the concept over a 10 year period

<p><i>Research:</i></p> <ul style="list-style-type: none"> <li>• 100%Cool Awareness: 85% among the target group 18 to 25 years old</li> <li>• Practice of the 100%Cool concept: 75% have been at least once the designated driver</li> </ul>	<p><i>Drive Me website:</i></p> <ul style="list-style-type: none"> <li>▪ number of registrations: 4.000;</li> <li>▪ average number of site visitors: 6.336</li> <li>▪ number of new visitors: 70,28% of total visitors</li> </ul>
<p><i>Communication:</i></p> <ul style="list-style-type: none"> <li>▪ In 2011 alone more than 115 in press articles and references, 10 in TV</li> <li>▪ The only campaign developed in Portugal that was awarded the Euro Effie in 2005</li> </ul>	<p><i>Night Brigades (100%Cool):</i></p> <ul style="list-style-type: none"> <li>▪ More than 92.200 youngsters have been in contact with the Brigade</li> <li>▪ 24.484 alcohol tests</li> <li>▪ 8.128 youngsters presented 0% in alcohol tests</li> </ul>



24.12.2011 <http://tv1.rtp.pt/noticias/index.php?article=512703&tm=8&layout=122&visual=61>

In 2008, ANEBE launched [www.bebacomcabeça.pt](http://www.bebacomcabeça.pt) (drink with your head) to promote the responsible consumption of alcohol especially among the 18-40 age group and to raise awareness of the alcohol unit as the best means to promote moderate and responsible consumption. The website was promoted through: posters on lamp posts, bus shelters, in squares or public fountains, in the press and commercial communication by supporting companies. The website is also supported by the retail sector (APED). As of 1 June 2009 all ANEBE member companies display the logo and website address on all commercial communications. This resulted in an increase of visits to the website. The number of unique visitors in 2011 was close to 20.000 people.

In 2011, ANEBE launched a huge evaluation research (qualitative, followed by a quantitative) of both recall/awareness on 100% Cool and [bebacomcabeça.pt](http://www.bebacomcabeça.pt) campaigns as well as to evaluate the general attitudes and behaviours towards alcoholic beverages, or drinking and driving and the role played by ANEBE’s campaigns in any changes observed.

Further details can be found at [www.drinkinitiatives.eu](http://www.drinkinitiatives.eu)

### Objective 5

In 2009 and 2011, ANEBE organised a series of policy debates at the Portuguese Parliament to address priority issues such as drink-driving and youth drinking. This session was chaired by MPs from the Road Safety Committee and opened by the Vice President of Parliament. The closing session was presided by the Minister of Internal Affairs. During those days' discussions MPs and other stakeholders had the chance to hear the latest results of the industry's activities as well as being informed about the outcome of most recent studies on trends with regards to young people and drink-driving. A third edition of this seminar is likely to occur in 2013.

ANEBE is also one of the founding member 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.



**Organisations involved in the implementation of the CEPS ROAD MAP**

- Federation of Alcohol Industry and Spirits from Romania – (GARANT)
- Romanian Forum for Responsible Drinking (RFRD) (SAO created in June 2010)

**Maturity grid 2010/2011**

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

**Objective 1**

Until November 2009, Responsible Drinking Messages (RDM) were voluntarily applied by brands. In November 2009, a consumer information website "[www.consuma-responsabil.ro](http://www.consuma-responsabil.ro)" was launched by GARANT and the RFRD. It was agreed that the website name would become the RDM to be placed on all advertising. This provision is now included in the self-regulatory code adopted by the RFRD on 22 July 2010. The last RDM monitoring review by Xtreme in 2009 shows compliance at 50% but no independent data available for 2011.

**Objective 2**

No decision has been taken by GARANT or RFRD members to introduce the RDM on labels but this is part of the strategic objective to have the consumer website address on the labels of the 200 products belonging to the 7 members of the RFRD.

**Objective 3**

On 22 July 2010, despite restrictive regulations on advertising (ban on TV and radio advertising during the day, on outdoors and on front/back cover of print) the RFRD representing the major spirits producers and importers adopted a code of conduct which is fully aligned with the EFRD Common Standards.

The code is enforced by the local Self-Regulation Organisation (RAC) as soon as the RFRD membership application is agreed. RAC is not yet fully compliant with the EASA principles for effective self-regulation (see Annex 3).

Following EFRD/CEPS Training Roadshow in Bucarest in October 2011, the RFRD is working at amending the advertising code to include specific provisions on digital media.

**Objective 4**

Driving under alcohol influence is a real issue in Romania. According to the latest data by the Commission, Romania is the country which has made the least progress in terms of road death reduction and has the highest number of road death per thousand of inhabitants. As a result, once created the Romania Forum for Responsible Drinking decided to focus its first effort on drinking-driving (BAC level at zero in Romania).

RFRD launched a two wave campaign (summer and Christmas 2011) "**You choose who you are going to meet tonight! If you have consumed alcohol, you do not drive**", targeted at 18 to 35 year olds in partnership with the Romanian Traffic Police. The awareness raising was achieved through:



- Distribution of car odorising and bumper sticker (24.000),
- Poster display in police stations (about 100);
- 30s video spot on [www.consuma-responsabil.ro](http://www.consuma-responsabil.ro);
- 20 full-page advertising in the on-trade magazine 24FUN reaching about 360,000 people.
- Display for several weeks in a popular location of Bucharest of the POLITAXI car with an estimated 600,000 viewers.



Benchmark evaluation prior to the campaign with 150 interviewees shows that:

- 65% of those consuming alcohol do so at home, while 40% of the respondents usually have a drink in the on-trade.
- 97% of alcohol is consumed in the company of family or friends (only 3% prefer drinking alone).
- Drinking and driving is admitted by about 1 out of 5 alcohol consumers, most of them stating that it happened extremely rare, when they had no other choice of getting home or when they had little alcohol.

The follows-up results are expected in spring 2012.

The consumer information website to help promoting responsible drinking by adult consumers, launched at the end of 2009 has received about 11,000 unique visitors in 2011 but has not yet been evaluated.



Further details can be found at [www.drinkinitiatives.eu](http://www.drinkinitiatives.eu)

### Objective 5

The RFRD has been very active in 2010 and 2011 to develop partnership approach with relevant stakeholders:

- Partnership with the National Road Police to develop and implement the drink-drive campaign and support strict enforcement of the BAC level.
- Cooperation with the Romanian brewers within the Interministerial Committee for alcohol related-harm and support to their national campaign to enforce LPA in Romania “Alcohol does not make you older than you are!”.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- Association of Manufacturers of Alcohol and Alcoholic Beverages in Slovakia – (AMAABS)
- Forum-PSR Slovensko (SAO created in June 2010)

**Maturity grid 2010/2011**

CEPS ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011
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<b>Objective 3:</b> Advertising code meeting required standards, covering digital media, and enforced by the SRO - including the new 2011 CEPS guidelines for digital/social media	√	√
	→	→
<b>Objective 4:</b> At least two prevention programmes in partnership with stakeholders; sustained for a minimum of 3 years, measured and evaluated	→	→
<b>Objective 5:</b> Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol.	→	→

**Commitment 1:**

Forum PSR Slovensko adopted a Code of Ethics on 11 June 2010. The last provision invites members to insert a Responsible Drinking Message (RDM) on all advertising and promotional material where possible: Pi s rozumom ([www.pisrozumom.sk](http://www.pisrozumom.sk)). The last RDM monitoring review by Xtreme in 2009 (which took place prior to the adoption of the Code of Ethics) shows compliance at 14.%.

**Objective 2:**

No decision has been taken by AMAABS and Forum PSR members to introduce the RDM on labels

**Objective 3:**

The Code of Ethics was adopted by Forum PSR Slovensko on 11 June 2010 and is fully aligned with the EFRD Common Standards. The Forum PSR code is enforced by the local Self-Regulatory Organisation (RPR) which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 3). The code has not yet been revised to include newly adopted provisions on digital and social media.

**Objective 4**

Created in 2009, Forum PSR Slovensko launched in summer 2011 a server training programme in Slovakia. In 2011, more than 3,000 bar staff were trained in 1,000 bars which have certified with a visible sticker on the door of the premises.

- Trainers received a manual package to deliver the training covering:
  - Information on the legislation; hints and tips, including on how to refuse selling to underage or intoxicated people
  - A Step By Step instruction material to develop skills
  - Most frequently asked questions
- 5,000 attractive, practical and easy to use information brochures left behind training sessions
- 20,000 Leaflet for customers informing them about the training content and about “new way of serving alcohol in this bar”
- All available [www.pisrozumom.sk/prebarmanov](http://www.pisrozumom.sk/prebarmanov)



In addition, every trainee was invited to join on-line game to guess the age of young people between 15 and 20 years old. The objective was to demonstrate that it is something hard to guess and thus in case of doubts server must check ID or refuse selling of alcoholic beverages. Finally bar owners were offered a free use of an online application for bars to design and print their beverages menu, including mandatory consumers' information website address & logo to help promoting responsible drinking.

Evaluation of the programme was done with the 2914 trainees who filled in a written questionnaire BEFORE and AFTER the training session, followed by a web-survey once month after. A qualitative survey was done with the ten trainers to identify areas for improvement in the programme.

Before the training, 81% had never read the very restrictive legislation applying in Slovakia in particular regarding underage and this was the biggest surprise that emerged over all the training sessions and yet 92% had been confronted with situation when somebody else wanted to order alcohol for a friend below the legal purchasing age.

Following training sessions:

- 99% felt equipped with knowledge and skills to refusing selling to underage
- 68% felt the training was very useful and 31% useful
- 99% claimed they would participate to a new training sessions

The trainers are recommending more regular training sessions to ensure all the staff is trained in a sector with high-turnover, part-time contracts and students working during holiday seasons.



For the first time, Forum PSR partnered with the Responsible Young Drivers to support the European Night without Accidents campaign which ran on 15 October 2011 in 220 clubs and discos in Slovakia. People are welcomed by young volunteers. If they came by car, they are invited not to drink and receive a bracelet for non-alcoholic drinks. When they leave, they are asked to perform a breath test and if the test is negative, they receive a small gift. More than 64% of performed test were negative, which is unfortunately lower than in 2010 (close to 80%).

In July 2010, a consumer information website: [www.pisrozumom.sk](http://www.pisrozumom.sk), mirroring the one in the Czech Republic was launched by Forum PSR Slovensko. As described above, the website name has become the social responsibility brand and every prevention campaign organized by Forum PSR is promoting the website which received more than 3000 unique visitors in 2011.



### Objective 5

The important media covering of the server training programme gave the opportunity to Forum PSR to advocate in favour of strict enforcement of LPA in on and off-trade. The same holds true with the drink-drive campaign in October to advocate for enforcement of BAC limits.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- Federación Española de Bebidas Espirituosas - (FEBE)
- Federación de Bodegas del Marco de Jerez - (FEDEJEREZ)
- Fundación Alcohol y Sociedad (FAS)

**Maturity grid 2010/2011**

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

**Objective 1**

Already back in 1999, a Responsible Drinking Message (RDM) was agreed “Bebe con moderación. Es tu responsabilidad”. In 2008, “Disfruta de un consumo responsable” was adopted as new message. The final step taken in 2010 was to create a consumer information website [www.disfrutadeunconsumoresponsable.es](http://www.disfrutadeunconsumoresponsable.es) which combines the name of the RDM with the benefit of an awareness message, and additional information for to the consumer to make an informed choice.

The last RDM monitoring review by Xtreme in 2009 shows compliance at 89% with “disfruta de un consumo responsable”. In 2011, only two cases were registered by the SRO – Autocontrol- for missing the consumer information website address which means that Spain is close to 100% compliance.

**Objective 2**

In 2011, 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**

In 2006, FEBE adopted a code of conduct covering the main provisions of the EFRD Common Standards. In 2008 the code was amended to include the missing provisions on age of models and the 70/30 rule. A revised version including relevant provisions for digital media will be adopted in 2012.

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

**Objective 4**

The Spirits producers in Spain have always been committed to help reducing alcohol-related harm in a number of key areas: underage drinking, drink-driving, responsible service of alcohol, promote responsible drinking by adult population and in 2012, a new campaign will be launched to communicate the message of abstinence to pregnant women.

In 2010, all the prevention programme websites were merged into one single Portal to ease the communication of key messages:

[www.disfrutadeunconsumoresponsable.es](http://www.disfrutadeunconsumoresponsable.es)

There are 5 sections on the Portal:

- 1) **Knowing** – general information such as what an alcoholic beverage is, types of alcoholic beverages, etc.
- 2) **Understanding** - information such the effects of alcohol on the body and its differing effects in men and women, what a standard drink is, standard drinks calculator.
- 3) **Sharing** - information such as misconceptions about alcohol that could lead to harmful alcohol consumption, a test for consumers to check their consumption and a survey section.
- 4) **Serving** – information to promote responsible serving and alcoholic beverages in the trade and the "Tú Sirves, Tú Decides" [Responsible Serving](#) programme.
- 5) **Driving** – information such as the BAC limits in Spain and the "Noc-turnos" [designated driver](#) programme.

The Portal is promoted via the following tools:

- TV spot highlighting the "enough for today" message was shown during the Christmas 2008 period.
- As mentioned above, inclusion of the website address on all commercial communications
- Brochures to provide information on responsible drinking distributed through the [designated driver](#) program and through the [Responsible Serving](#) programme.

Infórmate en:  
www.DisfrutaDeUnConsumoResponsable.com

Febe

La Federación Española de Bebidas Espirituosas te recomienda:

1. Bebe despacio, disfrutando de la bebida y del momento de consumo.  
Tu cuerpo tarda entre 60 y 90 minutos en eliminar 10 gramos de alcohol puro.
2. Aprende a conocer tus límites. Reconoce cuando has bebido suficiente.
3. Alterna bebidas alcohólicas con no alcohólicas. Recuerda que el alcohol deshidrata.
4. Come mientras bebes. Favorece una absorción más lenta del alcohol.
5. Los menores de edad no pueden ni deben beber. Es obligación de todos evitarlo.
6. No bebas si vas a conducir. Elige a tu Conductor Alternativo.
7. Si estás embarazada no debes ingerir ni una gota de alcohol. Puede perjudicar al desarrollo del feto.
8. Si tomas alguna medicación no debes tomar bebidas alcohólicas. Podrían alterar el efecto de los fármacos.
9. Infórmate debidamente sobre las bebidas alcohólicas. Existen muchos mitos asociados a su consumo.
10. Ayúdanos a difundir estos consejos entre tus amigos. Juntos fomentamos conductas responsables.

¿Tomamos algo?

Febe

The number of unique visitors to the website has steadily increased from 23,715 in 2008 to 86,727 unique visitors in the year 2011.

Visitors are able to fill-in a questionnaire before leaving the website to provide their opinion on the content of the site, easy navigation, quality and quantity of the information provided, etc. The user profile is shared equally between men and women with a mean age of 25years. In general, the assessment made by users of the new portal is very positive: 86% found the content of the site useful; 75% found the level of information was sufficient and 96% considered both layout and content good to very good. The section that is found most useful is the one on general information about alcohol (25%), followed by the one on drink-drive (18%), the other sections being scored evenly. 75% of visitors would recommend the website to others. Finally, they claim to have found the website following another link or search on google (46%) and 30% through Internet advertising.



Spain was one of the first countries to join the Pan-European designated driver campaign in 2001. The name of the campaign "El Lince", "Programa un conductor cada noche" and now "Noc-turnos" evolved over the years to adapt to the target group. Partners include Road Safety Authorities, municipalities, youth representation as well as the on-trade sector. The objective is to raise awareness of the dangers of drink-driving among young people and to implement the designated driver concept as a normal behaviour. To increase the knowledge of the designated driver figure among young people the concept is promoted through mass media advertisements such as radio and internet.

On-site promotions are organized by sending "Young Monitors" to bars and discos early in the evening. Their role is to encourage consumers to become a designated driver. Participants receive a card as proof of their commitment and agreement to be checked during the evening. Free soft drinks, T-shirts and vouchers for petrol are given as a reward if the driver tests negative (breathalyzer test). Prior to leaving, all designated drivers are asked to fill in a questionnaire.

New developments happened in 2011 which was the transmission of the "Mediterranean style" message: The group of friends are recommended to be responsible and to drink with moderation (alternate alcoholic beverages with non alcoholic and to eat snacks). Even the designated driver's friends receive a free soft drink and a snack as a reward. To this aim, a new partnership was built with Grefusa providing free snacks.

2011 also saw the launch of a free new application available for iPhone, Android and Facebook. The simple app allows users to choose a designated driver, enables easy estimation of BAC levels and provides advice and information on alcoholic beverages. In order to encourage its use the most active users were entered into a prize draw (between September and December 2011). Winners could receive a 20€ petrol voucher, an iPod nano or 2 safe driving courses. Several municipalities asked if they could run "Noc-turnos" events themselves, complementing the FEBE activities.



Specifically to 2011:

- 6 events were held by FEBE and 4 by municipalities.
- There was an average of 119 designated drivers (similar to 2010 which had 121). A total of 714 designated drivers took part (2 were eliminated after drinking alcohol), 2,284 friends and 5,700 wider public were reached.
- The "Noc-Turnos" page on Tuenti had more than 47,000 views, over 4,000 clicks to the responsible drinking website and more than 5,600 followers.
- The Facebook page had more than 1.000 fans.
- There were 579 users of the android application and 761 of the iPhone application.

E valuation is always accompanying Spanish interventions. In 2011, the 714 questionnaires show:

- 62% would not drink and drive (similar to 2010).
- 81% would try to stop a drink-driver from driving.
- 90% of the designated driver's friends drink the same or less than usual (similar to previous years).
- 40% find it easy to be the designated driver. Men and under 25's find it harder and women and over 25's easier.
- 70% of drivers who had taken part would agree to be designated driver in future (figure has remained stable).
- The number of friends who rotate the designated driver has increased from 26% in 2007 to 35% in 2011. Those that take the decision as a group has risen to 37% in 2011 from 24% in 2007. The rise has been gradual over the years.

Overall, in 10 years of campaign,

- 61% of youth say they will not drink if they have to drive, which is double compared to 2001
- 7 out of 10 are fully familiar with the designated driver concept, which is a 50% increase compared to 2001
- Increase in responsibility within the youth target as 80% of them say they would try to stop a friend driving after drinking.

Improved attitude and behaviours over a decade can be seen in road safety data from the Ministry of Transport:

- The number of deaths has decreased the most between the age group of 15 to 25 years (designated driver's target). Compared to 2010, in 2011 there has been a reduction of deaths of 26%. Compared to 2000 the reduction has been in 2011 of 79.3%.
- In 2001 there were 1.174 deaths, while in 2010, there were 363 (69% less).
- The time at which traffic accidents have been reduced the most is going from 20 to 07 hours. Precisely when FEBE develop the Noc-turnos programme. In 10 years, the accidents that happen at those hours have decreased by 60%.
- In 2001, there were 4,067 deaths due to traffic accidents, while in 2011 there were 1,479, representing 64% less.



In 2011, as part of the "Manifest against the consumption of alcoholic beverages by minors"(see below), Alcohol and Society Foundation in collaboration with the INJUVE (Youth Ministry) developed a campaign to help eradicating underage drinking. The main objective of the campaign is to inform young people of the consequences of underage drinking and the reasons why minors should not drink. Flyers and posters have been distributed and displayed in 3,700 youth centres across the country where young people meet for leisure time. The campaign is having a great success, with repeated request for updated material

Further details on [www.drinkinitiatives.eu](http://www.drinkinitiatives.eu)

## Objective 5



The intense debates about underage alcohol consumption in Spain resulted in the signature of a Great Social Pact to fight consumption by minors in September 2011. The Pact reflects the provisions of the EU alcohol strategy regarding cooperation between stakeholders, self-regulation, and developing communication and education campaigns. Signed by more than 52 institutions declaring their willingness to work together to achieve zero consumption of alcohol by minors, it creates a working platform where all stakeholders can compare views, cooperate and take action together. An institutional advertising campaign aiming at educating young people about the risks of alcohol abuse was also developed.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- The Swedish Spirits & Wine Suppliers (SSWS)

**Maturity grid 2010/2011**

CEPS ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011
<b>Objective 1:</b> National agreement to include a responsible drinking message on <b>marketing communications</b> (preferably in the form of a consumer information website)	Not relevant for Sweden	
<b>Objective 2:</b> National agreement to include a responsible drinking message on <b>product labels</b> (preferably in the form of a consumer information website)		
<b>Objective 3:</b> Advertising code meeting required standards, covering digital media, and enforced by the SRO - including the new 2011 CEPS guidelines for digital/social media	✓	✓
	→	→
<b>Objective 4:</b> At least two prevention programmes in partnership with stakeholders; sustained for a minimum of 3 years, measured and evaluated	→	→
<b>Objective 5:</b> Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol.		

**Objective 1**

Alcohol advertising is banned for any alcoholic beverages about 15°abv, except at point-of-sale. Below 15° abv, only print advertising is allowed. Since 2005, permitted advertising must have one fifth of their space devoted to information about the risks connected with alcohol consumption (for example: "alcohol can damage your health"). According to the statutory ordinance there are 11 different possible texts to choose from. The CEPS commitment is therefore not relevant for Sweden.

**Objective 2**

In 2011, 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) bans all advertising of alcoholic beverages of more than 15%. Self-regulation codes could just be developed as a complement, based on the law, strengthening it and helping in its interpretation. In 2006, the Brewers of Sweden, the Association of Swedish Advertisers and Swedish Spirits & Wine Suppliers adopted a joint recommendation on advertising for alcoholic and low alcohol beverages. This was revised in 2008 to incorporate missing rules to comply with the EFRD Common Standards but not yet regarding digital media.

Regarding enforcement, the Alcohol Marketing Supervisor (Alkoholgranskningsmannen, AGM) was set up by the Association of Swedish Spirits and Wine Suppliers and the Swedish Breweries' Association to look after consumer complaints via an independent Scrutineer. AGM can fine members up to the equivalent of €100,000 for breaches of the rules.

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

**Objective 4**

Preventing underage drinking via teachers

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

- Postpone the onset of alcohol consumption
- Change attitudes to and alcohol and related behaviour amongst youths



- Reduce over-consumption and motivate youths to drink responsibly.

The programme is a self-instructive; teachers workbook available both in print and on the web. Teachers order the material and implement it on their own at schools, and help is provided by telephone or e-mail. In addition, every year, five training days are organised for teachers, conducted by professional instructors together with local authorities.

The Programme is composed of:

- *Classroom activities:* Divided into four educational levels, based on the level of consumption. They focus on social and life skills aspects; resisting peer pressure; increase the awareness of responsible drinking.
- *Family skills programme:* How to involve parents in the school-based project; Information and advice to help parents discuss the issues with their children at home
- *School policy programme (implementation strategy):* Instructions on how to integrate and motivate the entire school; Instructions to support and create long-term engagement to change attitudes to alcohol
- *The programme also involves a short-story competition about youth and alcohol:* Over 5 000 students have participated; Produced a short story book for each year containing the best stories
- *Advertising/campaign contest:* Students all over Sweden have created campaigns to influence young people not to consume alcohol and not to drink and drive. The 2010 action was a competition organized together with the Swedish Road Administration. Around 500 students participated with over 240 different campaigns (winning spot can be viewed at <http://www.youtube.com/watch?v=ZiXRswZMaIU>). The estimated reach of all the student campaigns in Sweden has been over 600 000 people.

End of 2011, 75% of schools have ordered the programme and 16.000 copies of the Short Story Book 2011 produced after the short contest has been ordered by schools all over Sweden.

**A yearly web evaluation among teachers and other existing users of the programme is conducted.** A quantitative web survey is held every year. Its purpose is to measure the usability and perceived impact amongst participants - 300-400 each year. Preliminary results from the 2010 web survey:

- 60 % of respondents say that they have started using the programme and 70 % of the “non-users” say that they will start to use it soon.
- 70 % of respondents believe that the programme influences pupils to delay the age of consumption.
- 80% of respondents believe that the programme lead to better attitude and motivates to drink responsibly
- 99% say they would recommend the programme to colleagues



### Evaluation among pupils

In 2010, a six month quantitative evaluation of 240 students aged 15-16 years was conducted.

The evaluation was carried out by two independent research consultants, in cooperation with and supervised by 1) Nikolaus Koutakis (creator of the Swedish alcohol preventing programme “ÖPP” and lecturer at Örebro University faculty School of law, Psychology and Social work) and Martin Stafström PhD, (faculty alcohol and illicit drug researcher at Lund University). The students were divided into equivalent intervention groups and control groups.

The quantitative study was conducted in two phases with a pre-test in January 2010 and a post test 6 months after in May/June 2010. The study was performed in an authentic school environment, using trained data collectors and to monitor the implementation process, the responsible teachers have answered a fidelity checklist (for example to see if they have worked in the correct sequence).

**Several results in the study argue in favour of *Prata Om Alkohol* as an effective school material for alcohol prevention:**



- The intervention group displays a shift of greater awareness and a healthier attitude to alcohol use than the control group
- Significantly less frequent alcohol consumption in the interventions group compared to the control group over time
- Clearly smaller degree of risky behaviour in the interventions group compared to the control group over time
- Lower degree of intoxication in the interventions group when drinking
- Higher frequency of intoxication in the control group over time

The increase in consumption and higher frequency of intoxication together with higher risk behaviour in the control group also signifies a negative “compound interest” effect, which means that the influence of *Prata Om Alkohol* on the intervention group becomes even more positive

Drinkwise.se, the consumer information website launched ten years ago will be totally revamped in 2012.

Further details, visit [www.drinkinitiatives.eu](http://www.drinkinitiatives.eu)

#### **Objective 5**

No specific development in 2011. However, Sweden is a special case given the role and mission of the retail monopoly.

**Organisations involved in the implementation of the CEPS ROAD MAP**

- The Wine and Spirits Trade Association (WSTA)
- The Scotch Whisky Association - (SWA)
- The Portman Group (TPG)
- The Drinkaware Trust (*independent UK-wide, public facing body 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 Board of Trustees comprised of an equal number of industry and public health members as well as three independent trustees*).

**Maturity grid 2010/2011**

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

**Objective 1**

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

The last RDM monitoring review by Xtreme in 2009 shows compliance at 87%, and 65% of all the print and TV ads displayed [www.drinkaware.co.uk](http://www.drinkaware.co.uk) (113 out of 174 ads). As no independent monitoring has been commissioned since, we are not able to confirm the level of compliance in 2011.

**Objective 2**

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

There are five elements in the agreed scheme:

Three mandatory elements

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

Two optional elements

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



Measurement on compliance will be made by The Portman Group in 2013.

**Objective 3**

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

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

In addition, The Portman Group’s Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks was first introduced in 1996. The Code, which is supported by the industry, 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. In 2009, the Portman Group adopted Digital Media Guidelines and run training session over the Summer 2010 across the country.

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.

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

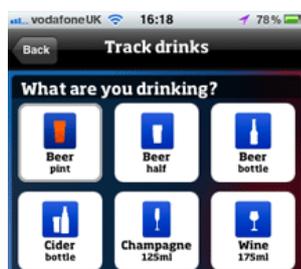
As a result, self-regulation on spirits advertising in the UK is fully compliant with the EFRD Common Standards, including on digital media rules.

#### Objective 4

For a long time the Drinkaware Trust (funded by the alcohol industry), the Wine and Spirit Trade Association (WSTA) and the Scotch Whisky Association (SWA) have been running prevention programmes to reduce alcohol related-harm which are measured and evaluated. The UK is therefore fully compliant with the objective of the CEPS Roadmap. Two important examples are worth showing for dissemination in other countries.

In 2009, “Why Let Good Times Go Bad?” was launched by the Drinkaware Trust as a five-year commitment with the aim to reduce the desirability and acceptability of drunkenness and observe a decrease in the incidences of negative young adult drunkenness. Drinkaware works with over 50 industry partners, with support from Government and now of National Union of Students (NUS) to deliver the campaign. In 2011, 35 million pounds have been invested in the campaign (paid for and in kind support). The campaign uses ‘tips’ and advice, communicated using a peer-to-peer approach to stimulate conversation and encourage young adults to consider their drinking behavior.

In 2011 Drinkaware evolved the “Why let good times go bad?” campaign to explicitly dramatise the difference between a good night and a bad night. The campaign continued to offer harm minimisation tips and tools (pace yourself, eat before drinking and alternate with soft drinks) and increased the use of digital channels to ensure it engaged with the target audience. The third year has been completed in 2011 with new campaign tools:



The Good Times app which is designed to help people enhancing all the good bits of a night out while minimising the chances of the night turning bad, for example having too much to drink, losing friends, getting into a fight or ending up without a ride home. The App is a success (Top 10 app in 2011) with 9.000 downloads in 10 weeks..

Katy Perry parody Video: the video is hosted in the Drinkaware.co.uk website as well as on 3 others websites and there have been 5.500 YouTube hits.

Additional communication tools have been used such as:

- Out of home advertising
- Digital and mobile advertising (Digital and social media became a central strand with 107,000 Facebook views, 11,000 unique visits to the mobile site, 9000app downloads across 3 months).
- Facebook activity, twitter
- Mobile site (quarterly updates)
- PR
- Students (NUS) partnership: which significantly helped extend reach of the campaign to 2.5 million students

The campaign is evaluated every year with the target audience (ie, the shameful drinkers: those who abuse but regret). Results in 2011 are showing progress compared to 2009:

- 27% of the audience recalled the campaign (industry average 12%)
- 82% of the audience agreed “they could personally relate to it”
- 66% of the audience agreed it clearly communicated “drinking too much alcohol can ruin a good night out”
- 80% of the audience adopted the tips although less willing to adopt the “harder” change of alternating drinks
- 56% said it “would make them consider drinking differently”



In Scotland; The Fife Alcohol Partnership Project (FAPP) is an initiative which brings together a number of key national and local level stakeholders (eg, Diageo, Bacardi Martini, Brown-Forman, Pernod Ricard, WSTA, SWA but also BII Scotland, beer and cider producers and trade associations to design, develop and implement a series of interventions, using a multi-component approach, to tackle alcohol related harm.

Focus is on the districts of Touch and Rosyth, which were chosen after the scoping report was presented to the FAPP Steering Group in December 2008. Rosyth is a small town of 12,000 people and Touch is a small suburb (1,200 people) in the town of

Dunfermline. Each district has different work strands aimed at delivering the outcomes according to local need. Between them, the two subprojects include school-based awareness raising, mentoring to increase peer pressure resistance, theatre, film-making, community consultation and a social norms campaign. The work is bound together by the steering group which, by overseeing all the smaller initiatives, aims to test the effectiveness of each project individually and the whole programme collectively.



**Rosyth:** Focus has been on tackling underage drinking. The high level outcome is to reduce alcohol related crime and disorder offences by young people under 18 years old. A number of projects have been run, including "Don't pass it on", a proxy purchase campaign, and "Challenge 25", an age verification campaign; "Teach-It Alcohol Awareness" and "Scottish Certificate" in Alcohol Awareness, both school based programmes and "the Mobile Alcohol Intervention Team", an alcohol brief intervention programme.

**Touch:** The Touch project is broader than the issue of underage drinking and is more of a bottom up approach than in Rosyth. The high level outcome is to reduce the impact of alcohol-related harm on individuals, families and the community. Examples of projects are "Feel the Fear", "Touchtastic" and "Strengthening families", all community based programmes.

Data from the Fife Constabulary are showing improvement between April to July 2010 and same period in 2011:

- 37% reduction in assaults
- 33% reduction in vandalism
- There have been no persons reported for drinking in public in these periods.
- Overall there has been a 49% reduction in anti social crimes and offences.
- During the campaign itself Crimestoppers saw an increase of 17% in actionable information, including reporting on alcohol sales to under 18s.

An evaluation partner - Research for Real - was engaged from the outset of this project. The evaluation report is expected to be available in May 2012.



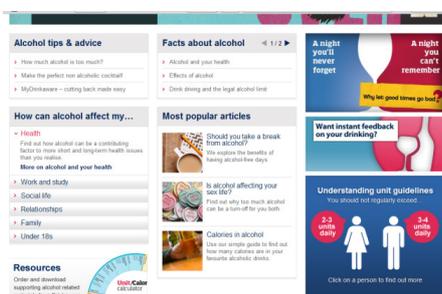
Since the first pilot in Scotland, over 40 Community Alcohol Partnerships (CAP) have been developed across the UK including in Kent, Mid Devon, Barnsley and Derry (Northern Ireland). Amongst the more recent evaluations, Mid Devon Council published a report highlighting the scheme as an excellent example of communities and businesses working together to produce improvements to the area. The work undertaken resulted in a significant drop in the number of test purchase failures from 34% to 14% Off Sales and 48% to 13% in

Pubs & Clubs. And in April 2011, the Islington Community Alcohol Partnership was launched, the first inner city area to pilot the CAP model. It covers a local population of 18,900 and 32 retailers licensed to sell alcohol. The project was evaluated at the end of a nine month period, (three of which were involved in planning & organisation):

- The evaluation found evidence that at the end of the project young people were less likely to attempt to buy alcohol as retailers were more aware of the law, better equipped to comply with it, and thus more likely to refuse to sell alcohol to minors. A test purchase program was run at the end of the training period with no failures
- Retailers and the general public had a greater awareness of the law regarding proxy sales as a result of the retailer training, proxy sales posters, and police patrols outside problem shops.
- Complaints regarding anti-social behaviour were reduced, and crime and accident levels we are also down.
- Youth alcohol related accidents requiring the attention of the London Ambulance Service were halved during the life of the CAP.



On the right track in the Y Truck!



Last but not least, the **drinkware.co.uk website** (widely communicated to consumers through campaigns, advertising and labels) promoting in particular the responsible drinking guidelines has seen a huge increase in the number of visitors.

- January to December 2009: 1,500,897 Unique Visitors and 5,079,546 Page views.
- January to December 2011: 2,877,477 Unique Visitors and 10,535,974 Page views.

### Objective 5

The Drinkaware Trust as well as WSTA and SWA are holding regular events and Seminars with Public Stakeholders to promote responsible drinking guidelines in the UK as well as enforcement of the BAC level or LPA in the on and off-trade.

## ANNEX 1: CEPS 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, longterm approaches that focus on targeted interventions aiming at positively impacting consumption patterns. Spirits industry programmes should focus not only on increasing consumer information and awareness but also on developing more responsible attitudes towards alcohol. In parallel the industry will reinforce its commitment to responsible marketing communications through self-regulation.

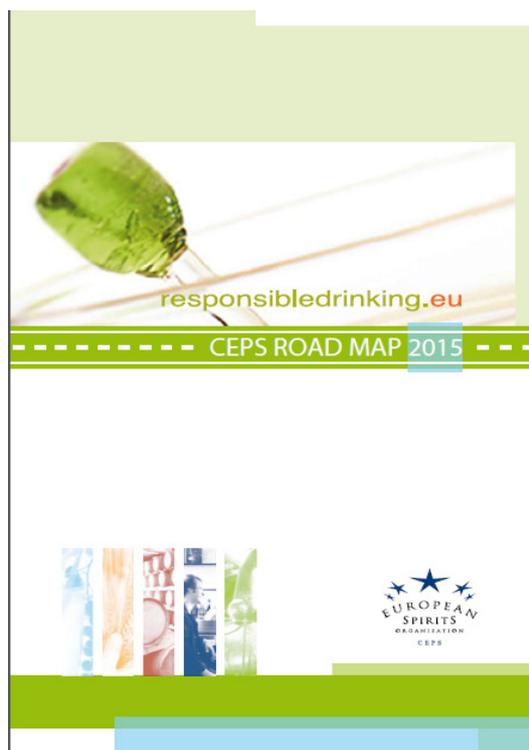
#### *A Comprehensive Social Aspects Strategy*

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

#### *Three pillar commitments:*

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

Read more:



## ANNEX 2: LIST OF CEPS MEMBERS IN EU-23 IN 2011

### Austria

Fachverband der Nahrungs- und Genussmittelindustrie Österreichs - (FNGO)

### Belgium

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

### Bulgaria

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

### Czech Republic

Union of the Czech Spirits Producers and Importers– (UCSP)

### Denmark

Foreningen af Danske Spiritusfabrikanter c/o Pernod Ricard Denmark A/S - (FDS)

### 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 e.V. - (BSI)  
Bundesverband der Obstverschlussbrenner e.V. - (BOVB)

### Greece

Federation of Greek Distillates and Spirits – (SEAOP)

### Hungary

Hungarian Spirits Association - (HSA)

### Ireland

Irish Spirits Association - (ISA)

### Italy

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

### Latvia

Association of Latvian Spirits Producers and Distributors – (LADRIA)

### Luxembourg

Fédération Luxembourgeoise des Producteurs de Vin et Spiritueux - (FLPVS)

### Malta

The Malta Chamber of Commerce, Enterprise and Industry – (TMCCEUI)

### The Netherlands

Commissie Gedistilleerd - (CG)

### Poland

Polish Spirits Industry – (PSI)

### Portugal

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

### Romania

GARANT – Federation of Alcohol Industry and Spirits from Romania – (GARANT)

### Slovak Republic

Association of Manufacturers of Alcohol and Alcoholic Beverages in Slovakia – (AMAABS)

### 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 Ltd
- Beam Global Spirits & Wine
- Brown-Forman Beverages UK Ltd
- Davide Campari Milano SpA
- Diageo plc
- Moët Hennessy
- Pernod Ricard
- Rémy-Cointreau S.A.

# ANNEX 3: SELF-REGULATION ENFORCEMENT ACROSS EU-27

## EASA Charter Commitment Summary 2011

This summary sheet offers a simplified overview of national self-regulatory bodies' implementation of the commitments set out in EASA's 2004 Self-Regulatory Charter as well as some additional commitments made at a later stage.

It should be read with the understanding that it does not fully reflect the particularities of existing effective SR systems in the EU, notably in Germany and Scandinavian countries.

For more detailed information on the commitments, please see the EASA publication: Advertising self-regulation in Europe and beyond - the Blue Book 6th edition (2010).

Updated 12/09/2011

Self-regulatory feature	EU 27																											Non-EU EASA members										
	EU 15															EU 10										EU 2		Europe		Rest of the world								
	AT	BE	DK	FIN	FR	DW	WBz	GR	IRL	IT	LUX	NL	PT	ES	SE	UK	CY	CZ	EE	HU	LV	LT	MT	PL	SK	SL	BG	RO	CH	TK	AU	BR	CA	CL	IN	NZ	PE	ZA
Self-regulatory body	✓	✓	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	→	✓	X	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Code	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	✓	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Copy advice	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	X	✓	X	✓	X	✓	X	✓	X	X	✓	✓	✓	✓	X	✓	3	✓	X	✓	✓	✓	✓	✓	3
Own-initiative monitoring	✓	X	X	X	✓	X	✓	✓	3	X	✓	✓	✓	→	✓	✓	X	X	✓	X	X	X	✓	✓	X	X	X	X	✓	X	✓	X	X	X	5	3	X	
Free handling of consumer complaints	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	→	✓	X	✓	X	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	2	✓
Online complaints facility	✓	✓	X	✓	✓	✓	✓	✓	→	✓	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	✓	→	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Publication of decisions	✓	✓	X	✓	✓	n/a	✓	✓	→	✓	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	✓	✓	✓	4	✓	4	✓	✓	✓	✓	✓	✓	✓	✓	
Appeals procedure	✓	✓	X	✓	✓	n/a	✓	✓	✓	X	✓	✓	✓	✓	✓	→	✓	X	✓	X	X	X	✓	✓	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Stakeholder involvement*	✓	✓	2	✓	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓	X	✓	X	✓	X	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Promotional activity	✓	✓	X	✓	✓	X	✓	✓	→	✓	✓	✓	✓	✓	✓	→	→	X	✓	X	✓	X	✓	✓	✓	→	→	✓	X	✓	✓	✓	X	✓	✓	✓	✓	
Website	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Remit includes DMCs**	✓	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	X	✓	X	✓	X	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
*Stakeholder involvement:																																						
a) Broad consultation in code drafting	✓	✓	2	2	✓	n/a	✓	✓	✓	X	✓	✓	✓	2	✓	X	X	X	✓	X	✓	X	✓	✓	→	✓	✓	X	X	✓	X	✓	X	✓	✓	X	✓	
b) Independent element in jury	✓	✓	X	✓	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓	→	✓	X	✓	X	✓	X	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

- Key:
- ✓ In place
  - In development / Partially in place
  - X Not in place
  - 1 Aspects of advertising self-regulation are in place in Denmark for sectors but there is no general dedicated SRO
  - 2 Consumer complaints are handled at a fee
  - 3 SROs do have an own-initiative monitoring procedure in place but it is not done systematically for a product group or issue
  - 2 2 In Scandinavian countries the ICC Code is directly translated and applied. In 2011, ICC changed its policy and consulted selected external stakeholder on its revised code due out in September 2011
  - 3 Service provided by a different organisation
  - 4 Decisions are published in an online database that is available only to members
  - 5 Only for liquor and therapeutics
  - n/a Not applicable - the SRO applies anti-competition law

\*\* Digital Marketing Communications as defined in the EASA Best Practice on DMCs: [www.easa-alliance.org/page.aspx/97](http://www.easa-alliance.org/page.aspx/97)



For more information visit [drinksinitiatives.eu](https://drinksinitiatives.eu) and [responsibledrinking.eu](https://responsibledrinking.eu)

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