



spiritsEUROPE ROAD MAP

Implementation Report 2010-2015

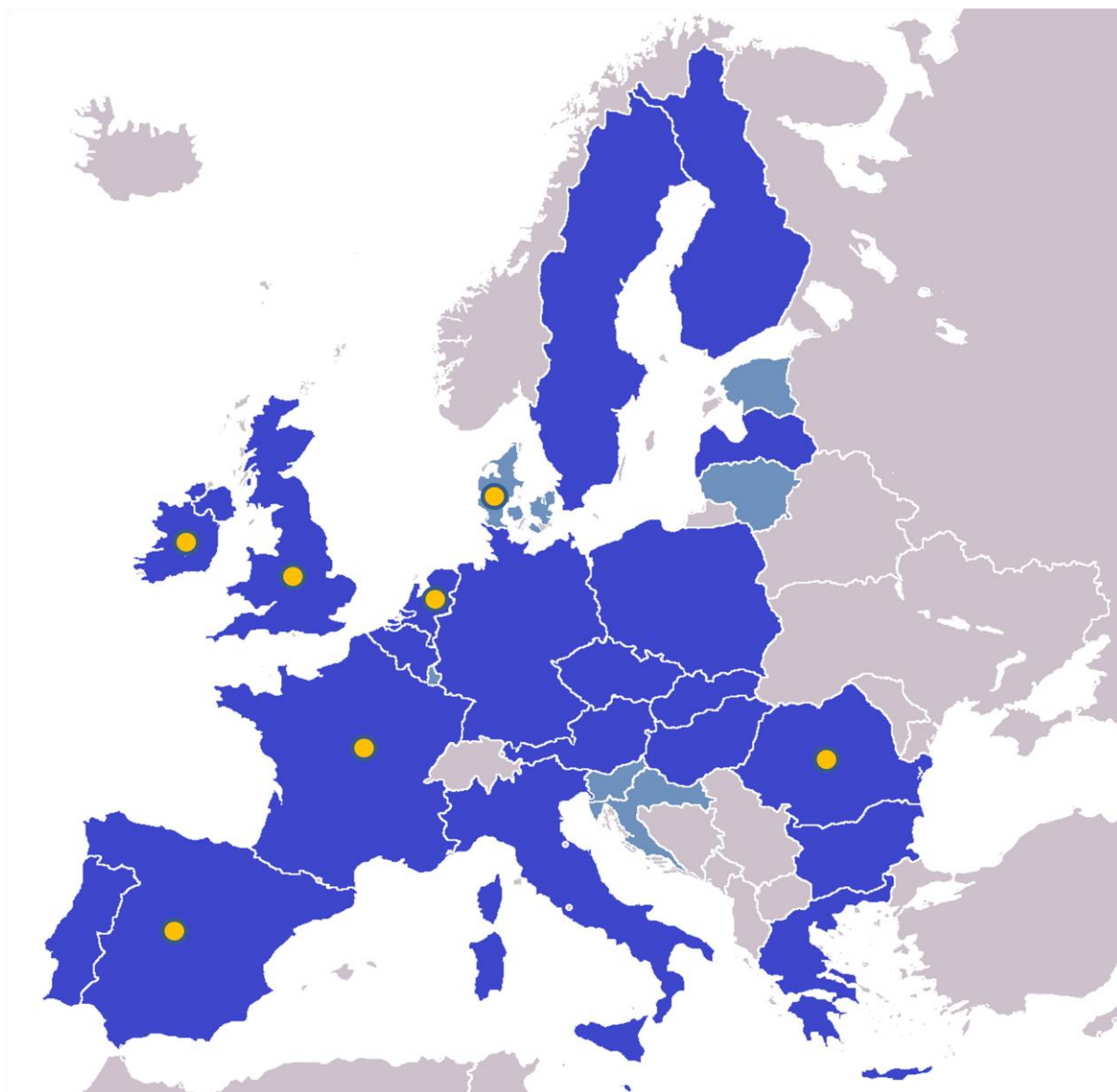


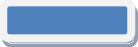
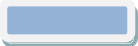

Responsibledrinking.eu

One commitment | 5 years of action | 290 initiatives

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National federation member of spiritsEUROPE	
No spiritsEUROPE member	
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The output indicators of each of the targeted initiatives are available on drinksinitiatives.eu.

Detailed information and highlights are also available in the country section of this report.

FOREWORD BY THE spiritsEUROPE PRESIDENT



Five years of commitment – five years of investment, involving all interested parties on a journey for change and bolstering the efforts of spiritsEUROPE and its members to contribute to reducing alcohol related harm.

Spirit drinks are enjoyed responsibly by the vast majority of consumers, in convivial, social settings. For centuries, they have formed a cornerstone of celebrations, family gatherings, events and meals. We are dedicated to ensuring the long term sustainability of this heritage, closely linked to the culture and history of our European regions. However, it is also clear that a minority of consumers misuse alcohol, which can lead to significant harm to themselves, their families and society at large.

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

The European Alcohol and Health Forum (EAHF) was launched on 7 June 2007 in order to support, provide input for and monitor the implementation of the [EU Alcohol Strategy](#) (October 2006). We committed to evaluating and publicly reporting these initiatives, and have done so on an annual basis since. While this poses methodological and budgetary constraints, we strive to improve the monitoring and evaluation of our programmes, which are key for a reliable assessment of our contribution.

The spirits sector at large has worked tirelessly over the past ten years in order to roll out numerous programmes, mobilise partners and stakeholders and highlight what has been done and what remains to be done to change attitudes and behaviours. Our sector's long term commitment is reflected in over 400 prevention initiatives carried out since the inception of the European Alcohol and Health Forum in 2007. Many of these initiatives are run in the individual countries by local producers and their stakeholders.

We wrote to the Commission to express our support for the continuation of the EAHF. We regret that some NGOs decided to leave the Forum and we hope that their decision is temporary but, in their absence, we believe it is important to continue the work. Multi-stakeholder dialogue is never easy but by focusing on concrete actions and steering away from deliberately polarising views, the EAHF has helped to encourage significant programmes countering alcohol harm. It should be continued and the Commission should encourage NGOs active in prevention programmes at national level to join the Forum.

The European Union has a continuing role to play in helping Member States implement effective alcohol policies to reduce harm. The components of such policies should be based on a multi-faceted approach with targeted interventions at local level that encourage people to adopt a responsible attitude towards alcohol consumption, combined with the appropriate level of legislation and enforcement. Finally, policy should be based on sound science to make sure that society develops sustainable answers to the complex issues of alcohol-related harm.

We as a society, as educators, as parents and responsible adults, can always do more to change social norms for the better.

For detailed information about each of the programmes mentioned, please visit the drinksinitiatives.eu database.

Joep Stassen, President
spiritsEUROPE

EXECUTIVE SUMMARY

Although these are challenging economic times, this year's report demonstrates that the resolve to live up to our commitments made in 2010 is still very much alive.

spiritsEUROPE has been a strong supporter of both the 2006 EU Strategy on alcohol-related harm since its adoption and the European Alcohol and Health Forum (EAHF) since its establishment. Through the EAHF, the spirits sector has committed to a five-year programme of actions, ranging from information campaigns to server training initiatives to the adoption of pan-sectoral marketing guidelines. In January 2011, we introduced a new commitment to the Forum, [the Roadmap 2015: responsibledrinking.eu](http://theRoadmap2015.responsibledrinking.eu) which is now reported in these pages.



While it is true to say that some of the initiatives implemented under the spiritsEUROPE Roadmap 2010-2015 would have happened without the EAHF, there is little doubt that these initiatives are more numerous and more carefully thought through and effectively implemented as a result of the EAHF. Nevertheless, it is also necessary to mention that not all that is done to tackle alcohol-related harm at Member States level is reflected in the work of the EAHF, or in this report.

Since the creation of the EAHF, our network of national associations and companies have funded and organised over 400 different initiatives to help reduce alcohol-related harm. The numbers are not what is important - some initiatives are large in scale and scope, some are small, some run for multiple years and others are one-off actions during events where risks are present (festivals, fairs etc...) - but it gives a sense of the magnitude of the actions undertaken by our sector. More importantly, each of these initiatives is clearly presented and displayed on www.drinksinitiatives.eu along with monitoring and evaluation data.

It is also only natural that we focus more in areas where we have a direct interaction with our consumers: promoting responsible drinking, and training those who sell our products to do so responsibly. This represents more than half of the initiatives undertaken.

Due to paucity of and gaps in gathering harm statistics, few of which are available for cross country comparison, policy makers and prevention actors are prevented from tracking the efficiency of specific actions over time. Evidence based policy making must look at the impact of given policies on trends in harms in practice, not in theory. Changes in behaviours take time and to demonstrate whether or not we are collectively going in the right direction the WHO, EU and Member States need to work at collecting better, more comparable and frequent harm statistics.

Our sector has previously stated its willingness to work with all other stakeholders – from the public and private sector as well as the NGO community. We reiterate that offer with renewed urgency. We firmly believe that only by working in partnership will it be possible to seriously reduce binge drinking, underage drinking, drinking during pregnancy, drinking and driving and so on. Currently, the fight against alcohol harm is too fragmented, and lacks coordination.

That effort is also hindered by an increasingly polemic, polarised debate: simplistic solutions are touted as the only possible way to solve what is an exceptionally complex, varied set of challenges. Collectively, we need more constructive discussion about the real problems, their causes and the remedies we might all apply towards reducing harm. Those remedies need to be based on sound science and robust evidence: we have some good examples of initiatives that can reduce alcohol misuse.

Paul Skehan, Director General¹
spiritsEUROPE

1 (*) in his capacity as permanent representative of Skehan sprl, Director General of spiritsEUROPE

A LITTLE BIT OF HISTORY

For more than 10 years, spiritsEUROPE has also helped to fund and sustain prevention initiatives in several European countries, and plays an active role in promoting the exchange of good practices between industry-funded organisations engaged in prevention activities across Europe and worldwide.

In November 2005, the spirits sector 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. *Note: CEPS changed its name to spiritsEUROPE at the beginning of 2012.*

Building on the experience of the 2005 [CEPS Charter](#), spiritsEUROPE members adopted a new series of commitments in October 2010, the spiritsEUROPE [Roadmap 2015: responsibledrinking.eu](#). **RESPONSIBLEDRINKING.EU** is the umbrella brand representing the spirits producers' renewed commitment. We focus on harmful consumption and target groups which are at risk rather than addressing consumption in the general population.

spiritsEUROPE annually delivered a public report tracking the implementation² of targeted actions and interventions of the three pillars listed above: [March 2012](#); [March 2013](#); [March 2014](#) and [March 2015](#).

Details of each the campaigns reported on are publicly available on www.drinksinitiatives.eu.

OUR COMMITMENT

The European spirits sector 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. We work with governments and other stakeholders to reduce misuse and are keen to develop additional initiatives to reduce it further.

Our prevention activities, under the umbrella of the spiritsEUROPE Roadmap, cover four of the five priority areas of the 2006 EU strategy to support Member States in reducing alcohol related harm and the six areas highlighted page 2 of the Alcohol and Health Forum charter:

- strategies aimed at curbing under-age drinking;
- information and education programmes on the effect of harmful drinking and on responsible patterns of consumption;
- possible development of efficient common approaches throughout the Community to provide adequate consumer information;
- actions to better enforce age limits for selling and serving alcohol; interventions promoting effective behavioural change among children and adolescents;
- cooperation to promote responsibility in and prevent irresponsible commercial communication and sales.

"Our objective is to achieve sustained behavioural and cultural change - through multi-stakeholder, long-term approaches that focus on targeted interventions and which aim to make a positive impact on abusive patterns of consumption. The European spirits sector has been a leader in rolling out responsible drinking programmes and campaigns both independently and in partnership with other stakeholders to reduce misuse."

J. Stassen, spiritsEUROPE President

By having publicly delivered annual reports to the European Alcohol and Forum members and relevant stakeholders, and with the compilation of this final reporting, we demonstrate that the European spirits sector is committed, and will continue to contribute to the EU strategy to support Member States in reducing alcohol related harm and the Alcohol and Health Forum in a transparent, accountable and participative manner.

The Roadmap reports covers 22 countries where spiritsEUROPE has an active member. Our membership has evolved and varied over the past five years - while we lost some members the financial crisis, others joined, and some

² see the EAHF database [here](#) (spiritsEUROPE ROADMAP) and [here](#) (Digital marketing workshops).

associations were reformed and given a fresh start after a transition period. This has affected our capacity in some markets to undertake and deliver structured long term initiatives as we would have wished.

However, spiritsEUROPE and its members also support activities in countries where we do not have member federations such as Croatia, Estonia, Denmark, Lithuania, Luxembourg, Slovenia and Slovakia. The Danish SAO (God Alkoholkultur), the Estonian SAO (Talk About Alcohol) and the Slovakian SAO (Forum-PSR Slovensko) all implement country wide education programmes giving tools to teachers to address underage drinking. In Croatia, Lithuania, Luxembourg and Slovenia programmes are ran at local level by companies, such as the [Responsible Party](#) programme by Pernod Ricard.

spiritsEUROPE Roadmap 2015 - WHAT and HOW

spiritsEUROPE members address their products and marketing communications to adult customers only. We strongly support the strict enforcement of legal purchase age regulations at 18 years old.

Empowering our adult consumers is also a priority. We commit to do so by:

- Continuing our support for targeted interventions aimed at positively impacting consumption patterns.
- Providing responsible drinking messages on our products and advertising in the form of websites where thorough, balanced and understandable information is provided in the consumer's language of choice.

For more information see responsibledrinking.eu.

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

- The organisation of responsible digital marketing workshops;
- Dedicated seminars to enable the exchange of best prevention practices among members;
- Technical support from the spiritsEUROPE secretariat and country visits;
- Additional ad-hoc financial support.

Annual SAO meeting and exchange of best practice

spiritsEUROPE hosts an annual meeting in order to facilitate the exchange of best practice between Social Aspects Organisations (SAO) and members conducting prevention and education programmes across Europe, and beyond. Delegates from Canada and India also join the meeting. Over the course of the two days, issues such as “preventing underage drinking”, “engaging with young adults” and “responsible and safe drinking” are covered. Participants also present highlights of their prevention programmes and share experience. The next SAO meeting will be held in Brussels on 18 and 19 April 2016.



spiritsEUROPE resources, support and funding of local prevention activities

The “kick-start” fund was introduced in 2007 to financially support the development of social responsibility programs in certain EU Member States. Over the course of the implementation of the spiritsEUROPE Roadmap, €500,000 was allocated to assist specific programmes in priority countries. Every year, spiritsEUROPE members and Social Aspects Organisations (SAO) are invited to apply. Funding is granted after the jury's strict conditions, in particular regarding sustainability, measurement and evaluation are met.

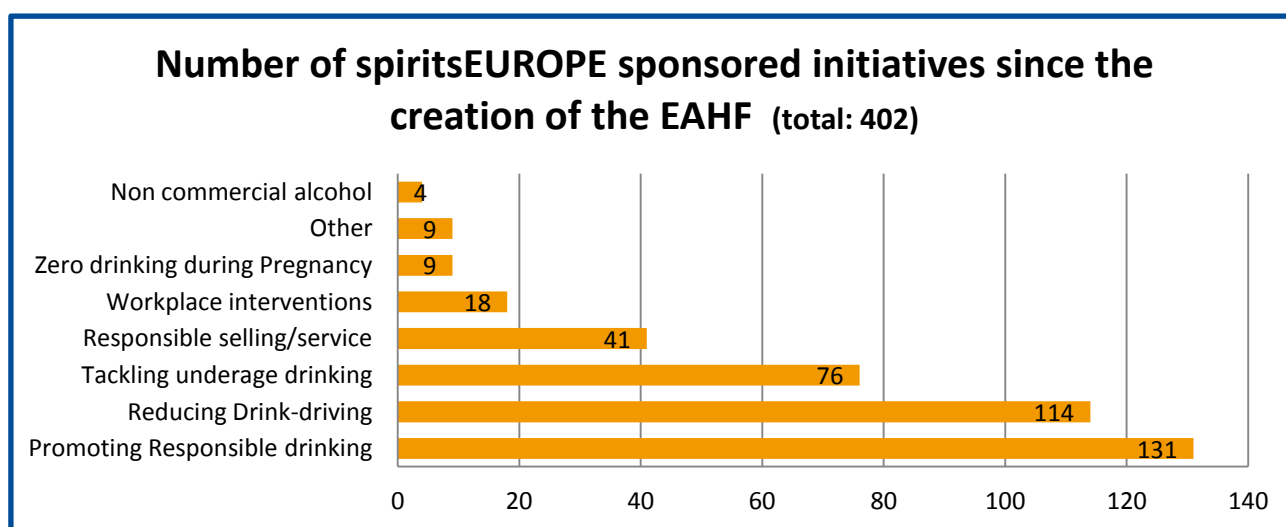
spiritsEUROPE has one member of staff solely dedicated to spirits and society issues, coordinating and delivering the training workshop on responsible commercial communications and overseeing the delivery of the ROAD MAP 2015. One support member of staff ensures the maintenance of the three dedicated websites and the compilation of information for the annual implementation report on a part time basis. At national level, due to varying situations from country to country, and the fact that the ROAD MAP 2015 is an umbrella commitment report, we cannot report on aggregated staff for the 22 countries nor on the aggregated cost of all the initiatives listed in the drinksinitiatives.eu database (which can individually cost hundreds of thousands of euros).

HIGHLIGHTS OF 2010-2015

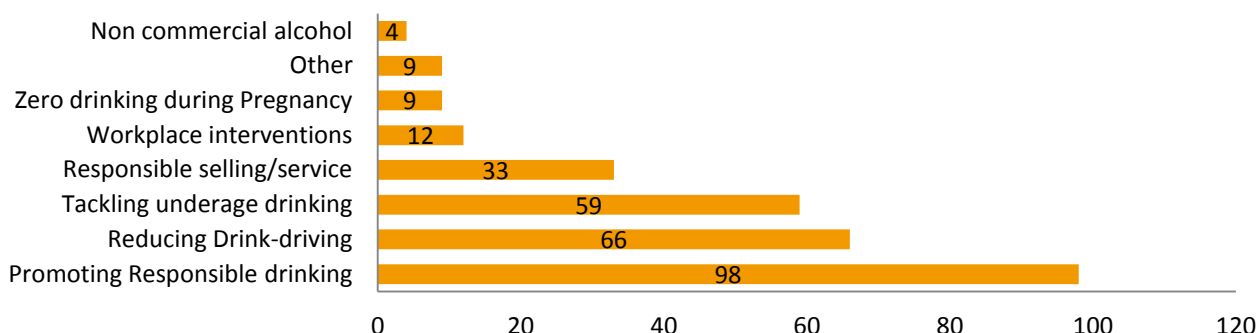
The numbers shown below help provide an illustration of what has been undertaken. Much is happening, in varied ways and in different countries. It is challenging to compile comparable datasets and aggregate it at EU level to demonstrate the impact of our collective actions. For us, the design, scale, reach and impact of each of the initiatives undertaken locally is what matters. Each initiative is clearly presented and displayed on www.drinksinitiatives.eu along with monitoring and evaluation data. Some initiatives are large in scale and scope, some are small, some run for multiple years and others are one-off actions during events where risks are present (festivals, fairs etc...) - but it gives a sense of the magnitude of the actions undertaken by our sector.

AREA OF ACTION	Number of initiatives					
	Since the creation of the EAHF	During ROAD MAP 2010-2015	Between 2007-2010	Overlapping the two periods	Ongoing in 2016	Ongoing & running for 10 years or more
Promoting Responsible drinking	131	98	76	44	45	9
Reducing Drink-driving	114	66	88	39	25	8
Tackling underage drinking	76	59	38	23	33	11
Responsible selling/service	41	33	31	15	15	6
Workplace interventions	18	12	15	9	6	3
Zero drinking during pregnancy	9	9	9	4	6	2
Other	9	9	4	4	8	3
Non commercial alcohol	4	4	0	0	2	0
Total	402	290	261	138	140	42

Some campaigns have been run for over a decade, others are more short term. Some were started between 2010 and 2015 and are still ongoing, others have ended. This explains why a snapshot is complicated and numbers cannot be added up without muddying the picture. We chose to present the complete information above.

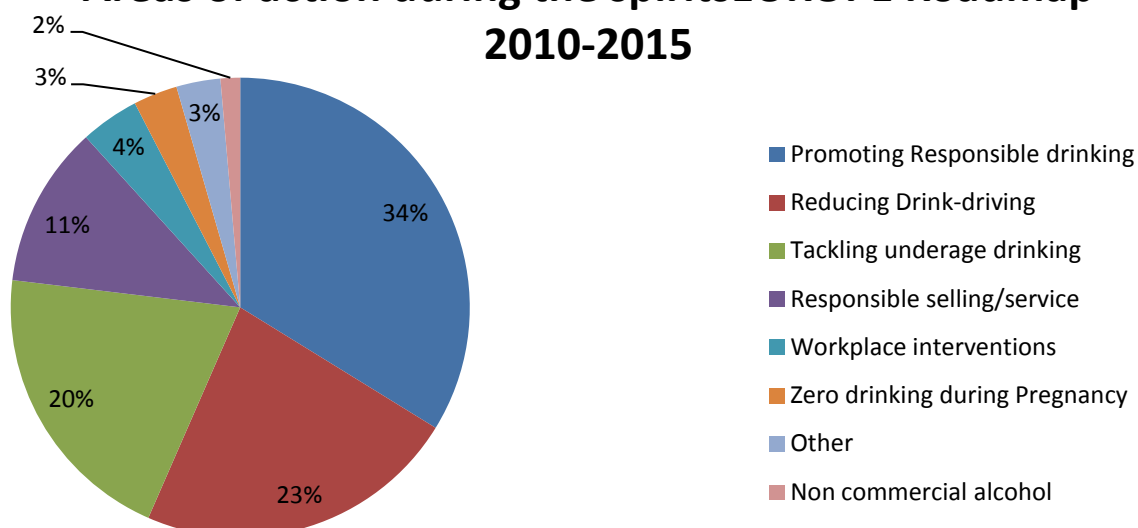


Number of spiritsEUROPE sponsored initiatives during the spiritsEUROPE Roadmap 2010-2015 (total: 290)



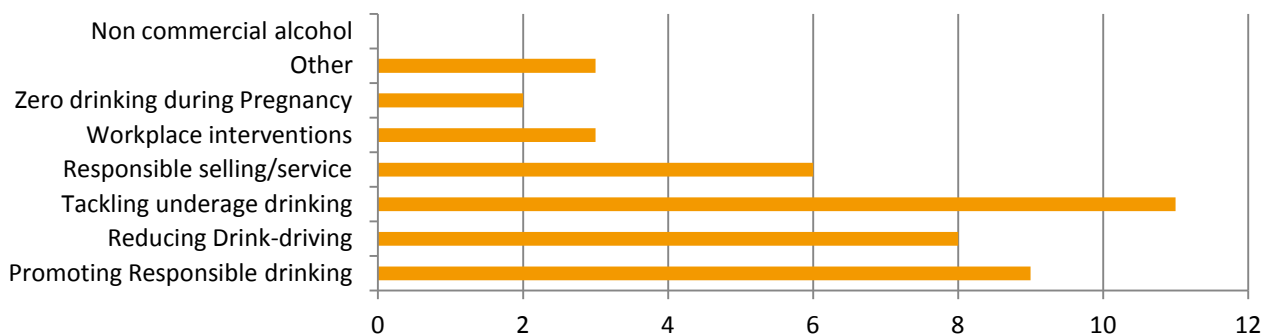
The output indicators of each of the targeted interventions and actions are available on drinksinitiatives.eu. Detailed information and highlights are also available in the country section of the report.

Areas of action during the spiritsEUROPE Roadmap 2010-2015



Continuity is also important when campaigns ultimately intend to influence behaviour. We therefore highlight the 42 initiatives currently running in the EU and having been active for 10 years or more.

N° of initiatives still ongoing in 2016 and running for 10 years or more



Behind the numbers presented, understanding the key areas of action, and their evolution, helps frame the evolution of investment of the activity of spiritsEUROPE and its members.

Over the years, more investment has been made in the promotion of responsible drinking and the prevention of underage drinking, and less so in anti drink-driving initiatives.

LOOKING FORWARD

Our commitment and actions did not stop at the end of the 2010 - 2015 period.

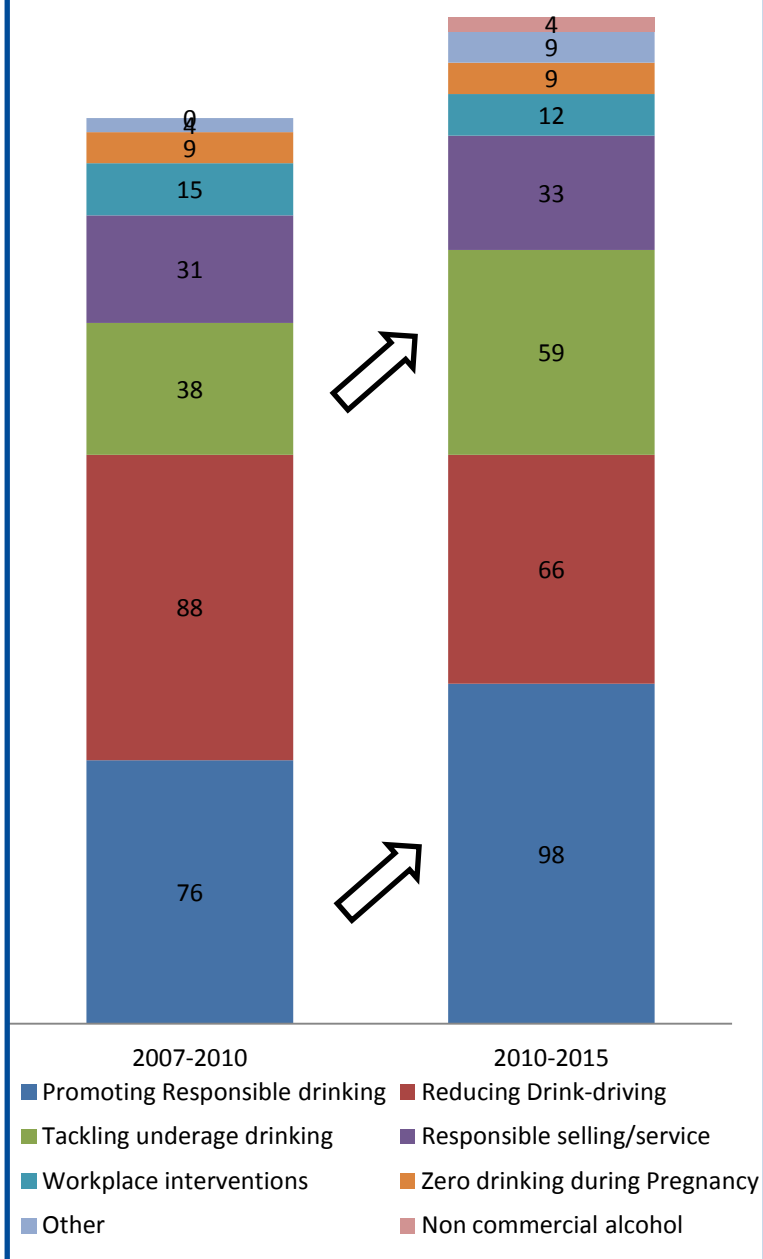
Currently, in our member countries and via our members, 140 initiatives are on-going. They continue to address key harm issues and promote responsible drinking to our adult consumers.

Our commitment to contribute to effective harm reduction initiatives remains. We look forward to continuing to work with stakeholders on the objective.

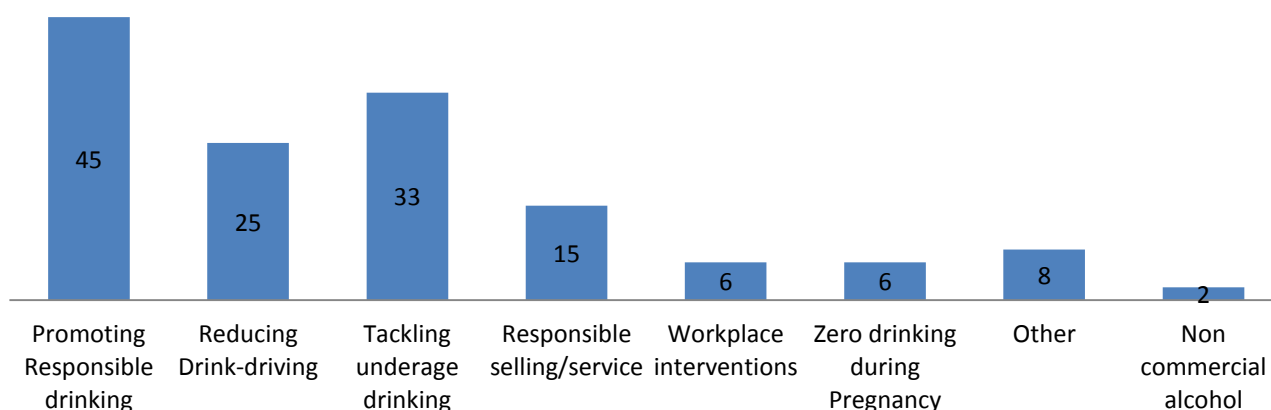
Although we regret that some NGOs left the (European Alcohol and Health Forum) EAHF, in their absence we believe it is important to continue the Forum's work.

Multi-stakeholder dialogue is never easy but by focusing on concrete actions and steering away from deliberately polarising views, the EAHF has helped to encourage significant programmes countering alcohol harm. It should be continued and the Commission should encourage NGOs active in prevention programmes at national level to join the Forum.

Evolution in focus areas since 2007 (in n° of initiatives)



140 campaigns still ongoing in 2016



INFORMING CUSTOMERS ABOUT MODERATE DRINKING

Our goal was simple: “Repetition, repetition, repetition.” We created an EU website, complemented by national websites in the national language and culture, mentioned on commercial communications and labels, and supported by awareness campaigns and activations. Since the creation of the EAHF, 131 initiatives aimed at raising awareness of responsible drinking have been supported.

RESPONSIBLEDRINKING.EU

In July 2015, spiritsEUROPE totally revamped its European portal providing consumer information. The responsibledrinking.eu website, and the national information websites it links to, is intended to help consumers work out how much is too much, and to weigh up the pros and cons when deciding whether or not to drink.

The website also provides information on how to assess calories in alcoholic beverages by providing calorie information by standard drink (and not by 100ml). The information is also available for a random selection of drinks available on the market. Consumers can therefore access relevant, easily understandable information.

Facts

“The Moderation by numbers” section offers information to consumers (healthy adult men and women) on what the low-risk drinking guidelines are (i.e. consumption at a level where acute and chronic risks are similar to abstainers): 2 drinks for women (20g of ethanol/day); 3 drinks for men (30g of ethanol), avoid heavy drinking episodes (no more than 4 drinks in one session) and zero consumption for minors, when driving, when pregnant or breastfeeding, etc...

The website also provides information on how to assess how much ethanol is in a “drink”, a “unit” or a “standard drink”. The measure differs between countries, depending on culture and tradition. On average, they contain between 8 and 13g of ethanol across Europe. This is why we recommend that consumers visit their national consumer information website and use the “drinks calculator” to assess how much alcohol is in their favourite drinks.

For those who choose to drink, moderate alcohol consumption can be incorporated into the calorie limits of most healthy eating patterns, which is the reason we inform consumers how to assess the numbers of calories there are in their favourite drinks.

SPRITS	WINE	CHAMPAGNE	BEER	LIQUEURS
				
30 ml at 40% vol.	100 ml at 12% vol.	100 ml at 12% vol.	250 ml at 5% vol.	60 ml at 20% vol.
± 68 Kcal <small>variation between: cognac dark & white spirits</small>	± 74 Kcal <small>variation between: dry & sweet wine</small>	± 74 Kcal <small>variation between: brut or sweet brut</small>	± 106 Kcal <small>variation between types of beers (e.g., ale, lagers, stout...)</small>	± 110 Kcal for liqueurs ± 190 Kcal for cream liqueurs
<small>*Standard drink is only depending on culture and tradition. On average, they contain between 8 and 13g of ethanol across Europe</small>				

Tips & Tricks

Tips and tricks offer visitors suggestions such as 1) “pace your drinking” and avoid drinking in rounds; 2) don’t drink on an empty stomach and have a quick bite to eat; 3) plan head how you will get back home after a night out so as to never drink and drive; 4) help your mates avoid risky situations; 5) and be a good host at home so your party will be a party to remember and not one to forget.

Links to national websites

Responsibledrinking.eu works as an EU portal to drive consumers to 22 national websites and also to an international website managed by the International Alliance for Responsible Drinking (IARD): www.responsibledrinking.org.

PROMOTION OF RESPONSIBLE DRINKING BEYOND WEBSITES

spiritsEUROPE members in 16 countries engaged actively in promoting Responsible Drinking Guidelines beyond the national responsible drinking website (Austria, Bulgaria, Cyprus, Czech Republic, Denmark, France, Germany, Hungary, Italy, Latvia, Malta, the Netherlands, Romania, Slovakia, Spain and the UK). These activities ranged from dedicated events to mass media campaigns.

HUNGARY | “Ital Mertek” | 2008 > Ongoing

The Hungarian Spirits Association, in partnership with the Ministry of Health, Medical experts, Civil organizations launched in June 2008 the “Ital Mertek” programme to inform consumers about low risk levels of consumption and to promote a shared understanding of what it means to drink responsibly. The campaign started with the distribution of leaflets explaining the “2340” guidelines and a radio contest to test consumer understanding of the “2340” concept. In 2010, the concept was revamped to encompass a new [website](#) and several responsible drinking activations (such as a “Don’t Drink & Drive” campaign in December 2011 or a “winter brochure” providing specific advice for the Christmas period in 2012). Quizzes were regularly organised on the Facebook page to engage with viewers. In 2014, the “House-party”, “Festival” and “Italmérték - 2-3-4-0 Leaflet” responsible drinking guides were launched. They provide tips for how to drink responsibly when hosting, at a festival and an explanation of the 2-3-4-0 consumption guidelines. In 2015, new content added to the website. In 2009, 2-3 million listeners had the chance to listen to the “2340” message on radio Kossuth–Napközben in 2009 and 500,000 flyers were distributed. Between 2012 and 2014, website visits grew by 95% in 2014. The messages are communicated and measured by GfK, an independent organisation, (and before that by Gallup). A representative survey of 500 consumers in January 2015 shows the understanding of the meaning of 2-3-4-0 responsible drinking rule has increased (66% compared to 64% in 2014).



GERMANY | “Maßvoll genießen!” | 2009 > Ongoing



The Consumer information website www.massvoll-genießen.de also serves as a responsible drinking message. It is mentioned in spirits advertisements in Germany and in compliance with the German Advertising Standards Council’s Code of Conduct. The website was updated in 2013 and is now optimised for mobile. Two videos were added to the website in December 2015. TV celebrity chef Nelson Müller and cultural scientist Prof. Dr Thomas Hengartner speak openly and honestly about drinking in moderation. The clips encourage consumers to reflect on their own definition of moderation and how they set their own limits. The clips are also available on the “enjoy in moderation” [YouTube channel](#) and are disseminated through BSI member company’s social media channels. In 2015, 87.5% of BSI members used the responsible drinking message logo “Massvoll-genießen.de” or an international logo used by one of the global

spirits groups in their advertising. Between 1 and 2 million contacts have been reached via media coverage (print, online, TV and HF. The website has had over 955,600 visitors since its launch in 2009 (until December 2015).

MALTA | The Sense Group: “You have a choice. BE DRINK AWARE” | 2003 > 2014

The Maltese campaign was aimed specifically at young adults (18 to 24 year olds). A set of images showed possible aftermaths of excessive drinking and were displayed on bus shelters, on TV, in pub adverts and on social media, radio, and outdoor billboards. Free giveaways with the campaign message and responsible drinking website address were handed out (drinkawaremalta.com). A series of three television and internet commercials reminded different segments of people not to take any chances with their lives and to be responsible. The video campaign had more than 30,000 YouTube views and was broadcast on national TV reaching audiences of hundreds of thousands in



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

- The reach of adverts promoting responsible drinking patterns increased compared to the previous year. Those who claimed they did not recall seeing the adverts decreased by 10%.
- 86.1% said that they had become more aware of excessive drinking and how it affects others.
- The “Know your limits” advert was the most recalled at 23.3%. The least recalled was “When one is too many” at 17.6%.
- The “Out of control” and the “Know your limits” videos were considered the most effective in encouraging people to drink sensibly (93% and 87.6%) and the impact of public drunkenness on others (92.6% and 89.1%).
- The “Out of control” video was the most effective in making people think about their own drinking behaviour (67.5%).
- 90.3% thought the ads illustrated how getting drunk is embarrassing; 89.6% thought that they showed that getting drunk spoils other people’s night out and 88.6% thought they showed that they would regret getting drunk the next day.

RESPONSIBLE DRINKING MESSAGES (RDM) ON MARKETING COMMUNICATION

Marketing communication carries a responsible drinking message in all countries where spiritsEUROPE members can advertise (except Austria). Point of sale material (displays, ice boxes, umbrellas etc) also feature RDMs, often in the form of a website.



Example 1:

Ice box showing the European responsible drinking website address (responsibledrinking.eu).



Example 2:

Key ring with “Enjoy Responsibly” and the UK responsible drinking website address (www.drinkaware.co.uk).



Example 3:

Bar tray showing the European responsible drinking website address (responsibledrinking.eu).

RESPONSIBLE DRINKING MESSAGES ON LABELS

spiritsEUROPE encouraged adding a responsible drinking message (RDM) on product labels, preferably in the form of a website – to allow consumers to access relevant and complete information about when to choose to drink and how much to drink. The choice was left to the economic operator whether to use the European responsible drinking website (responsibledrinking.eu), a national equivalent, or a company’s own website.

National responsible drinking website in the local language is often the default choice.

The following seven companies mention a responsibly drinking message on their labels (providing exhaustion of current stocks in some markets). Some chose to favour the spiritsEUROPE portal responsibledrinking.eu, or a company specific responsible drinking website³.

- Moët Hennessy uses responsibledrinking.eu
- Remy Cointreau uses responsibledrinking.eu

³ Examples are provided for spiritsEUROPE member companies only. Other companies may display the responsible drinking message of their choice.

- Bacardi uses responsibledrinking.eu, or a national responsible drinking website. In addition, a sentence with a responsible drinking message can be added (like “Enjoy responsibly”).
- Brown Forman adds a responsible drinking sentence in English (“Please drink responsibly”, “Enjoy responsibly” etc ...) along with market specific responsible drinking messages/websites in the local language.
- Beam Suntory is adding drinksmart.com to product labels.
- Diageo uses www.drinkiq.com
- Pernod Ricard uses wisedrinking.com.



drinkaware.co.uk

Enjoy JAMESON Sensibly

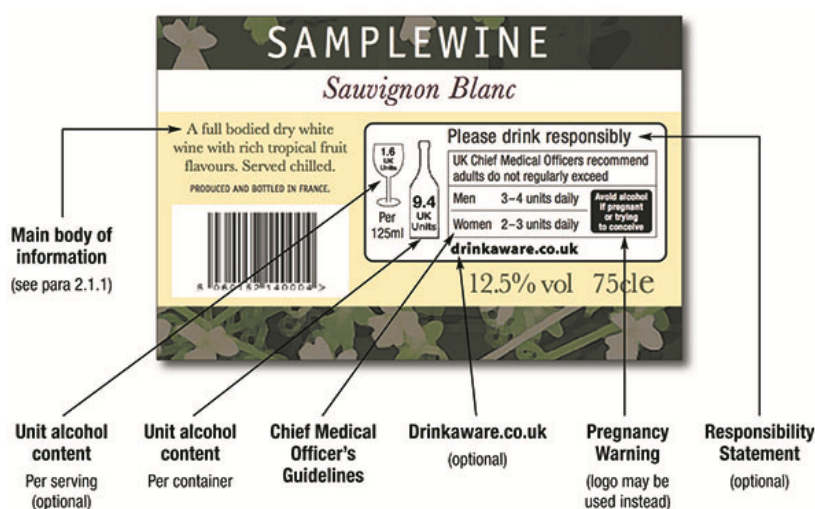
Visit **drinkaware.ie**

responsibledrinking.eu

Under the Responsibility Deal labelling pledge, all UK companies were encouraged to use RDMs on their labels. There are five elements to the Responsibility Deal voluntary labelling scheme of which: unit content, CMOs' daily guidelines and pregnancy warning are mandatory. The Drinkaware website and responsibility statement (e.g. please drink responsibly) are optional.

In UK, the RDM can be a sentence (e.g. 'enjoy XXX responsibly'), a company specific responsible drinking website, the national responsible drinking website, responsibledrinking.eu.

The report commissioned by the Department of Health and carried out by Campden BRI assessed compliance against the three required elements. For spirits, this was 79.3% based on the percentage of SKUs (stock keeping units) sold.



For more information see <https://responsibilitydeal.dh.gov.uk/pledges/pledge/?pl=1>

TOGETHER AGAINST DRINK DRIVING

Perhaps some of the best known and most established alcohol harm reduction approaches are those that aim to prevent drink-driving. The success of these campaigns is the partnership approach at national and local level, using a wide range of channels to reach the target group.

In 2002, the spirits sector joined with DG Transport to develop a pan-European designated driver campaign as part of the strategy to halve the number of deaths on European roads. Some of these campaigns are still running in 2016. The designated driver concept has become very well known in many EU countries and is a positive alternative to risk taking, thus contributing to reducing the number of alcohol related road accidents. The consistent and visible enforcement of blood alcohol limits (BAC) combined with improving public or alternative transport services has resulted in behaviour changes in the chosen target group (young adults aged 18 to 30).

Several of our member associations (Cyprus, the Czech Republic, Greece, Poland and Spain) have joined forces with the Responsible Young Drivers for the “European Night Without Accident” (held on the third Saturday of October) to supply awareness tools and breathalysers to be used in bars that night.

As members of the [European Road Safety Charter](#), the sustained prevention campaigns carried out by our members over the years have strengthened road safety across Europe and helped create change so that it is no longer socially acceptable to drink and drive. Since 2001, the number of road fatalities in Europe (including drink-driving) has decreased by 53% (5.6% on average per year). However, prevention is an on-going work that should be made with every new generation arriving on European roads.

66 anti-drink drive campaigns were implemented between 2010 and 2015. In 11 countries, spiritsEUROPE members either organised or partnered in more than 1,000 events to raise awareness or enforce BAC (Cyprus, Denmark, Germany, Greece, Ireland, Latvia, the Netherlands, Portugal, Slovakia, Spain and the UK).

Objectives

- Inform about the impact of alcohol on driving abilities
- Remind people that only time helps reduce the BAC level
- Remind people of legislation regarding BAC limits

Main Partners & Tools

- Police and road safety agencies for enforcement and education campaigns
- Municipalities, transport, NGOs, taxi, drinks producers and on-trade businesses to organise and promote alternatives to drink-driving such as “the designated driver concept”
- Mass media campaigns to influence social norming: “drinking and driving do not match”
- Support for the population to test their BAC

PORTUGAL | ANEBE: “100%Cool” | 2002 > Ongoing



This campaign was created to reduce drink-driving within the 18-30 year old age group. It focuses on empowering young people to say no to drink-driving. Partners include the Ministry of Internal Affairs, the National Republican Guard (Police Force), Public Safety Police, the President of Portugal, car clubs, national and local TV channels, retail stores, fast food outlets and others.

Recent research by ANEBE showed an 85% awareness of the campaign and 75% affirmation of being designated driver among the target group. In 2015, statistics showed a 73% reduction in young people fatalities, which is about 20% higher than the reduction observable in general population.

Recent research by ANEBE showed an 85% awareness of the campaign and 75% affirmation of being designated driver among the target group. In 2015, statistics showed a 73% reduction in young people fatalities, which is about 20% higher than the reduction observable in general population. The latest figures continue to show two very positive trends: firstly, despite the increase in BAC tests by the police forces there is a decrease in drivers that are driving with alcohol; secondly: that the number of people that have died and are autopsied coming up with positive BAC is also

diminishing. These two trends point out that not only the number of BAC related infractions is being reduced but also as a result the number of BAC connected road deaths is also diminishing.

100%Cool has been recognised as a model for public-private partnership by successive Portuguese Presidents: Jorge Sampaio (in 2005, 2006) and Aníbal Cavaco Silva (in 2007, 2009, 2010).

GREECE | Association of Alcoholic Beverages: “European Night without Accident” | 2009 > Ongoing

Since 2009, the Hellenic Association of Drinks Distributors (ENEAP), RYD (Responsible Young Drivers), the Greek Federation of Spirits Producers (SEAOP), AXA, and others have taken part in the “European Night without Accident” (ENWA) run by the Panos Mylonas (Greek Road Safety Institute). The initiative was developed in order to reduce the number of alcohol-related road accidents involving young drivers and to promote road safety and the importance of responsible driving.



In 2015, ENWA was held in 30 venues in 24 cities. 400 volunteers motivated approximately 2,500 young people to participate in the action. 73% of designated drivers took a breathalyser test, of these, 77% had stayed under the legal limit of 0.25 (0.10 for professionals, young drivers and cyclists). In 2014, 56% of designated drivers took a breathalyser test, of these 76% were below the legal limit (75% in 2013, 83% in 2011 and 75% in 2010). Results were more positive in big cities than in smaller cities and regions where the event had been held previously had improved.

CYPRUS | Poto Me Metro (Drink in Moderation): “Drinking & Driving - Lectures to Soldiers” | 2015 > 2015



The campaign was created by Poto Me Metro in partnership with Reaction Youth for the Prevention (a non-profit youth organisation) and the Military Police. Permission for the lectures was given by the Ministry of Defence.

Lectures ran from April to September 2015 at army camps to convey the “if you drink, don’t drive” message clearly.

Over the course of the campaign 21 lectures were held. On 26 October 2015, the Chairman of POTO ME METRO, Mr Vassilis Petrides, received an award for the program by the Ministry of Defence.

After the lectures soldiers filled in a questionnaire to show their understanding of what they had heard and seen. 445 questionnaires were returned completed (365 questionnaires were filled in by soldiers aged 18 to 21). Nine questions were asked. Correct replies exceeded 80% in 8 of the questions.

TACKLING UNDERAGE DRINKING

Tackling underage drinking requires better law enforcement and jointly working towards changing the attitudes and behaviour of minors, and their prescriptors of behaviours (whether peers above the legal purchase age, parents or educators).

Regulations in all EU countries restrict the on and off-trade purchase of alcoholic beverages by minors. However, their degree of enforcement is variable. Besides further encouraging the on and off trade associations to comply with their legal obligations, the spiritsEUROPE supports the strict enforcement of the national regulation by providing training directly to on-trade and off-trade staff.

spiritsEUROPE strongly supports the strict enforcement of legal purchase age regulations at 18 years old.

Almost every spiritsEUROPE members, whether federations or companies, are engaged in a joint responsible SELLING/SERVING INITIATIVE with the retail and/or the hospitality sector. In addition, 14 members either organised or partnered events to support the strict enforcement of the legal purchase age (LPA) regulation in their country (Bulgaria, Czech Republic, Denmark, France, Germany, Ireland, Latvia, Malta, the Netherlands, Portugal, Romania, Slovakia, Spain and the UK). Furthermore, 6 spiritsEUROPE member countries (Bulgaria, Germany, Greece, the Netherlands, Spain and the UK) engaged in a joint initiative with the retail and/or hospitality sector to adopt a responsible PROMOTION CODE.

Objectives

- Delay the age of onset of drinking
- Reduce the number of drinking occasions
- Reduce the volume of alcohol consumed per occasion

Main Partners & Tools

- Teachers, educators, NGOs, retailers, bar staff, police and municipalities
- School education and parental alcohol advice programmes
- Mass media campaigns to influence social norming
- On & off trade training to enforce LPA

We look forward to the upcoming publication by the HBSC and ESPAD studies in spring 2016. It will provide updated data on underage drinking in Europe. Preliminary data released by some countries shows that the number of minors abstaining from alcohol has increased, and a positive trend as regards hazardous and harmful drinking patterns among underage drinkers in Europe can be observed. The difference is well marked in countries such as the UK and Ireland, for example.

ENGAGING PARTNERS DOWN THE VALUE CHAIN

BULGARIA | APITSD: “SPIRITS ARE NOT FOR MINORS” | 2014 > Ongoing



Maxxium Bulgaria (marketing and distribution company for spirits & wines), Pernod-Ricard, Diageo, Avendi, Brown-Forman and others signed the Bulgarian Charter for Responsible Drinking by which they re-emphasised their commitment not to sell alcohol to minors. They officially launched an awareness campaign, “spirits are not for minors”, at the Whisky Festival 2014 where 500 leaflets and 300 sets of 6 stickers each were distributed to visitors. In September 2015, materials were placed in 54 Kaufland stores and 77 Lidl stores reaching 40 million in Kaufland and 16.6 million in Lidl. In addition 600,000 copies of the Kaufland newspaper were circulated to households and there were 15 publications in media.

FRANCE | Avec Modération!: “Selling alcohol to minors is illegal” | 2015 > Ongoing

The campaign was launched in December 2015, in order to underscore the importance of not selling alcohol to minors and the risks associated with underage alcohol consumption. Posters and flyers are provided to participating retail stores and materials are clearly displayed in the aisles which sell alcoholic beverages in order to inform customers of the law. A fact sheet is also distributed to each participating store to remind the staff



about the law and to provide practical advice on what to do if a minor tries to buy an alcoholic beverage. Partners include the FECF (association of convenience stores), and large retail chains. The campaign was rolled out in 5,755 stores across France. Each store received 15-50 posters depending on its size.

WORKING HOLISTICALLY IN THE COMMUNITY

UK | WSTA: “Community Alcohol Partnerships” | 2007 > Ongoing



“Community Alcohol Partnerships (CAP)” bring together local retailers & licensees, trading standards, police, health services, education providers and other local stakeholders in order to tackle the problem of underage drinking and associated anti-social behaviour. A combination of enforcement, education, engagement of the community and businesses, and provision of diversionary activity for young people is the hallmark of the CAP model. CAP is based on a partnership approach that includes co-operation with a range of

local authority departments. The CAP model is unique in that it recognises that retail is part of the solution and has been shown to be more effective than traditional enforcement methods alone. Each CAP scheme operates in a clearly delineated and usually compact local community and draws on local partners to develop and implement delivery at grassroots level. The CAPs has a dedicated website where more information can be found (communityalcoholpartnerships.co.uk/).

Projects that Community Alcohol Partnerships have supported include: CAP Teacher Training Programs, Alcohol Awareness Courses, Diversionary Activity Schemes, Youth Cafés and School Theatre Workshops. Since inception, 87 CAPs have been set up across the UK (including 67 which are currently ongoing). Each CAP is unique and is a success story in its own right. Many have won awards for innovative partnership working and/or the positive impact they have had on local communities.

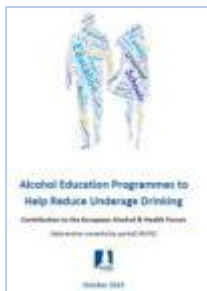
To mark eight years of progress, CAP published “Progress through Partnerships: Creating Safer Communities” in November 2015. The report shows outstanding positive impacts on crime, anti-social behaviour, litter, residents' feelings of safety underage/proxy purchasing. For example:

- A 30% reduction in alcohol related anti-social behaviour in the CAP area compared with a 7.4% drop in matched control areas in Barnsley.
- A 39.5% reduction in alcohol-related youth anti-social behaviour in Brecon.
- An 18% reduction in alcohol-related crime and an estimated 12.5%-25% reduction in alcohol seizures from young people in East Edinburgh.
- An 83% decrease in police letters to parents of under 18s caught with alcohol and a 61% decrease in crime and disorder reports linked to street drinking in Great Yarmouth CAP area compared to a 25% decrease across the rest of Norfolk.
- A 41% decrease in anti-social behaviour in Hayling Island, Hampshire.
- A 46% decrease in anti-social behaviour, 87% decrease in alcohol seizures from young people and an 80% decrease in youth disorder in the London Borough of Tower Hamlets.

CHANGING ATTITUDES AND BEHAVIOUR: ENGAGING TEACHERS AND PARENTS AGAINST UNDERAGE DRINKING

The literature review “[Investing in the future: can education help fix underage drinking in Europe?](#)” was published by the London Forum for Science and Policy and was presented at a workshop organised by spiritsEUROPE on 20 October 2015 in Brussels. There are a variety of successful programmes that showcase the considerable impact school based education can have on reducing underage drinking. More work needs to be done to ensure schools have the resources to implement these interventions, share best practice, and access information relevant to the needs of their pupils. Programmes that educate participants about realistic social norms, that focus on life skills rather than purely alcohol knowledge, and that take into account the views of teachers and local educators when implementing lessons are more likely to succeed and should be encouraged.





The report on [Alcohol Education Programmes to Help Reduce Underage Drinking](#), a contribution to the European Alcohol & Health Forum, summarises and analyses nine case-studies of education programmes that teach underage students about the risks of alcohol misuse. These programmes were developed in the Czech Republic, Denmark, Estonia, Finland, France, Latvia, Poland, Spain and Sweden. A level of financial support from the sector is a common factor between them all. The objective of the report is to identify best practices and to extrapolate a set of common principles to help guide future programmes.

We are proud to support and help fund independent organisations developing content for, and working with teachers and parents. Very clear, strict (and common sense) rules apply. We never approach pupils directly, and no brands are ever mentioned.

*All the programmes are designed to equip **parents** and **teachers** to engage in meaningful conversations about drinking and alcohol, and give pupils the necessary confidence and social skills not to drink.*

This is an area where we think even more should be done.

SPAIN | FEBE: "Minors, not a single drop" | 2013 > 2015

The campaign was launched by FEBE in 2013 and ran until July 2015. It was the first campaign where the spirits sector and the Ministry of Health collaborated to address the problem of underage drinking. The objective was to inform and raise awareness of the fact that minors should not drink and the impact that premature drinking can have on their health. Parents and minors were targeted separately.



- Parents: A website (menoresniunagota.es/) provided tools and messages for parents to talk at home with their children, leisure activities were also promoted. A guide (Guide of 100 reasons why a minor should not drink alcohol) for parents about the issues related to underage consumption and how to deal with it was written by a well known psychologist and could be downloaded for free.
- Minors: A website (eligesertumismo.es/) proposed leisure activities and ran competitions. A renowned rap and hip hop artist, whose songs emphasise young people's ability to face and overcome common teenage problems without fear, gave his support. Winners of a competition took part in one of his music videos.
- Society: Over 170 Celebrities collaborated with the campaign and gave their reasons why minors should not drink alcohol. Also, agreements were signed with 118 town halls and social stakeholders to develop different activities within the campaign. As a result the project "Connected cities" was created to develop different activities within the campaign, and to keep using the tools created to prevent alcohol consumption between minors.

The parents' website had 22,337 visits. Around 25% of the visitors downloaded the guide for parents. Over 21% came back at least once to the site. The minors' website had 26,248 visits, around 25% of which came back at least once.

To evaluate the efficiency of the campaign, a quantitative post-test was done. Conclusions show:

- Both target groups regarded the campaign messages as very important.
- 8 out of 10 minors thought very positively about the campaign messages.
- Both targets highlighted that they liked that messages are targeted to both groups.
- 8 out of 10 parents thought positively about the campaign materials and tools. They also thought them to be a very helpful when talking to their children about alcohol consumption.
- The campaign increased awareness of the risk of underage alcohol consumption in both target groups.



The campaign was launched in 2006 with the help of the Federal Council of Parents. It targets parents as role models through training workshops held in schools. It is supported by a website (klartext-reden.de/), online training module, information videos and brochure. Parents are asked to fill in an anonymous questionnaire to evaluate the impact of the workshops. To date, over 6,500 parents have taken part in one of the 236 workshops and more than 58,186 have used the online training. In addition, 50,000 leaflets have been distributed, the videos have been viewed 877 times and the website has had 289,760 visitors. Furthermore, 122 parents handed in an anonymous questionnaire after taking part in one of five “Klartext reden!” workshops in October 2012.

- 85% of workshop attendees said they wanted to hold a conversation with their child on the topic of alcohol soon after the workshop. This differs significantly from parents who took part in an online survey and had not attended one of the workshops, where only 58% said they planned to speak with their children on this difficult topic in the near future.
- 85% of parents who had not yet taken part in a workshop would like to attend such an information workshop at a school.

SPAIN | FAS: “Adolescence and Alcohol Educational Programme” | 2001 > Ongoing

The educational programme was launched in 2001 by FAS in association with the University of Barcelona and the autonomous communities of Catalonia, Madrid and Andalusia and the Deusto Institute of Drug Dependencies. The programme focuses on the main sources of influence for minors: teachers, families and peers and is carried out by specially trained professionals in secondary schools (students aged between 12 to 18 years old). The objective is to delay the onset of alcohol consumption, reduce the number of underage drinkers and the quantity of alcohol consumed by them and to raise awareness of the effects of underage drinking. The programme uses guides for students, teachers and families as well as workshops for parents and students. Teachers may use the “Faces of Alcohol” website (lascarasdelalcohol.com.es/).



Since 2001, over 2,073,292 students from 12,904 schools have participated in the programme. A five year longitudinal study by the Deusto Institute of Drug Dependencies (leader in Spain in the field of sociological research studies) began in 2010 to focus on the behavioural changes of students who have taken part in the programme. The objectives of the evaluation are to:

- Identify the effects of alternating educational programmes upon changes in the drinking habits of our under-age youths
- Evaluate findings and identifying possible modifications to improve our programmes

The final results of the investigation will be available during the first quarter of 2016. Preliminary results show:

- Students taking part in the experimental group valued sources of information about alcohol differently than those in the control group.
- 68.6% of children subject to the intervention state that the school educational sessions have helped them to take the decision not to drink and/or to drink less alcohol. This means that 7 out of 10 underage people surveyed changed their attitude towards alcohol.
- The experimental group valued the educators from the FAS as the third major source of information after their school (61.3%) and family (58.7%).
- Initial evidence suggests that the programme is changing the perception of alcohol among underage people, modifying their behaviour, reducing the level of consumption or even driving the decision not to drink until of legal drinking age.

PREGNANCY

Harm associated with maternal drinking is preventable and can be successfully addressed through prevention, education and awareness building. This can be done in a variety of ways, for example by using one of the 22 national consumer information websites (or the EU one) or through an educational programme, often run in partnership with healthcare professionals (e.g. doctors, midwives) to provide accurate information and advice to pregnant women.

Objectives

- Inform women and men of the dangers of consuming alcohol while pregnant, trying to conceive or breast feeding
- Reduce the number of women consuming alcohol while pregnant and the quantity consumed per occasion

Main Partners & Tools

- GPs, gynaecologists and midwives
- Educate future mothers on the adverse health effects of alcohol on the foetus (abstinence is the only effective preventive measure)
- Women of child bearing age to ensure right messages are conveyed
- Mass media campaign to influence the social norming: zero alcohol during

POLAND | Polski Przemysł Spirytusowy: “Better start for your child” | 2008 > Ongoing



The campaign was launched in 2008 in partnership with a number of relevant health bodies (gynaecologists, midwives and medical centres). It provides information on the dangers of drinking alcohol during pregnancy and promotes abstinence among pregnant women. Dissemination of the message to pregnant women is achieved through a dedicated website (lepszystart.com.pl/) and Facebook (facebook.com/zdrowa.ciaza) page. It is the most visited Facebook fanpage dedicated to pregnant women in Poland and has 68,000 “fans”, 93% of which are females aged between 18 and 44. It had 12,070,624 page views over 2015. In 2012 the campaign was perceived by women as worth remembering (91%), informative (90%) and convincing (89%). The number of Polish women who admit to having consumed alcohol during pregnancy fell from 33% in 2013, to 6% in 2014.

GERMANY | Working Group on Alcohol and Responsibility, BSI: “Responsible from the Start!” | 2009 > Ongoing

The initiative was launched in 2009, to inform women of the dangers of drinking alcohol whilst pregnant or nursing. Partners include the paediatric clinic and polyclinic at the university hospital in Münster, the FAS outpatient department at the outpatient clinic Walstedde, the honorary member of the German Society of Gynaecology and Obstetrics and the German Professional Association of Gynaecologists. The message is disseminated through leaflets which are given to women in promotional mother/baby goods bags, posters displayed in doctor’s practices and a dedicated website (verantwortung-von-anfang-an.de/). In addition, a flyer for girls aged 12 and above and a leaflet explaining Foetal Alcohol Syndrome (FAS) were launched in 2012. Some 2.6 million leaflets have been distributed to the target group since its launch in 2009.



The 2015 evaluation was carried out from March 2015 to the end of November 2015. 174 responses (14-17 year old girls – 65% were 16 or 17 years old) to the questionnaire were received. Results show:

- 99% felt well informed through the “Happy-Me” bag.
- 84% said that their doctor explained fully about the “Happy Me” bag’s contents.
- 87% read the “Responsible from the Start! – What girls need to know about alcohol in pregnancy” flyer. Of which, 98% felt the content and the visual design was good.
- 62% reported that they had acquired new information and new knowledge from the flyer.

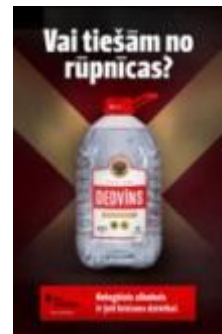
NON-COMMERCIAL ALCOHOL

Non-commercial alcohol has become the subject of much attention over the last five years, posing a growing threat in a number of regions within the European Union. A number of incidents, on occasion leading to death,

has rightly put the issue high on the agenda. Non-commercial alcohol strengthens organised crime; undermines public health objectives and it also cuts into the tax revenues for national exchequers. Complex socioeconomic conditions and restrictive government policies can contribute to the growth of the illicit alcohol market. Developing smart policies and interventions around non-commercial alcohol requires improved enforcement, new approaches, and the engagement of a range of stakeholders to raise awareness among the population of the danger of consuming those products.

LATVIA | Latvian Alcohol Industry Association: “Backstage” | 2011 > Ongoing

The campaign was launched following research carried out in 2011 by the University of Latvia and Data Serviss (a market research company) to provide an in depth understanding of the problem, social and economic mechanisms behind it and estimate the scale of the issue. The campaign is aimed at changing attitudes towards non-commercial alcohol (NCA) consumption and to changing drinking habits for the better. It addresses the community of people either consuming/buying NCA, or the ones who are in a position to influence decision of use/purchase of NCA. It attempts to tackle the imaginary emotional benefit (“smart shopping”) by exposing the real possibility of damage to health. It further aims to educate society on distinguishing between commercial and counterfeit products. TV spots were shown as part of primetime news and information sections reached around 100-300 thousand per spot in 2011. The estimated total reach for the whole campaign is around 840,000 from total 2 million population of Latvia.



LITHUANIA | BESESELIO: “Lithuania without a shadow” | 2013 > Ongoing

The initiative is led by Beseselio, an NGO created and financed by the Government, the Police, the University of Vilnius Toxicology Centre and Vilnius University Students' Association, NGOs and the Absolut Company among others. It was created in order to allow members of the public to inform authorities and associated parties of where illegally traded alcoholic beverages, tobacco products and fuel are sold. It encourages greater public involvement in the fight against the black market but also raises awareness of the harmful impact of non-commercial alcohol to health. The project helped to assess the size of the illegal product turnover in the country. From launch until November 2015, the site received 7,020 reports corresponding to 1,958 outlets. As a result, the police fined offenders and closed 560 illegal outlets. The highest number of outlets sells alcohol (1,040) and Vilnius remains the municipality with the highest number of illegal trade outlets (241).

POLAND | ZP PPS: “Stop illegal alcohol” | 2013 > 2013

The campaign was run in 2013, as a response to the alarming data associated with level of consumption of illegal alcohol in Poland. Partners included the Customs Services, the Polish Society of Toxicology, the Provincial Office in Szczecin, the West Pomeranian Regional Board and the cities of Szczecin and Koszalin. The aim was to raise awareness of the negative health effect posed by the consumption of illegal alcohol, starting from visual loss through death. 100 mini billboards were displayed, 15 press ads were printed and 18 buses displayed a full back. There were 18 publications in local and national press and 83 publications online, 306 broadcasts were aired in 5 local radio stations, and 1,900 posters were displayed. After the campaign a survey was carried out. Results showed that Poles were often aware of the health risk associated with alcohol of unknown sources, but it did not deter them from buying.



- Almost half of respondents (45%) knew about illegal alcohol. In their view, such alcohol is usually bought in the bazaars, markets or at the market.
 - The respondents were aware of the health consequences of consuming illegal alcohol: 37% indicated a risk of poisoning or death (32%).
 - The social campaign on the effects of alcohol was remembered by 12% of respondents. Nearly half of respondents knew of the campaign through newspaper (48%) and radio (46%).
 - The campaign was seen as positive by 91% of the respondents, indicating its important role in informing and stating there should be more campaigns like it.
- 97% of respondents rejected the possibility of purchasing alcohol of unknown origin in the future.

ENSURING MARKETING COMMUNICATIONS DISPLAY RESPONSIBLE DRINKING PATTERNS AND OCCASIONS

As spiritsEUROPE, we adopted in 2012 the [“spiritsEUROPE guidelines for the development of marketing communications”](#). They were created to:

- Bridge the gap between the marketing practices of the various entities of our sector
- Bridge the gap between different country practices
- Encompass the technical developments (addressing digital and social media)
- **Be transposed in national codes** in order for the rules to become the enforceable reference, ie adjudicated on by national self-regulatory organizations.

We tracked this implementation in each of the country sections listed in this report. Our members are also committed to include a responsible drinking message (RDM) on their advertising, preferably in the form of a consumer information website (such as [responsibledrinking.eu](#)). The compliance levels are reported in each of the country sections.

On rules on placement, our guidelines state:

- *2.1 Marketing communications for alcoholic drinks in non-proprietary channels should be placed only where at least 70 % of the audience is reasonably expected to be above 18 years old whatever media or technique is used.*
- *2.2 Content in non-proprietary channels can be sponsored only where at least 70% of the audience is reasonable expected to be above 18 years-old.*
- *2.3 Digital marketing communications on a site or web page controlled by the brand advertiser that involve direct interaction with a user should require age affirmation⁴ by the user providing full date of birth and country of origin prior to full user engagement of that communication to determine that the user is above legal purchase age. If a user enters a date of birth that indicates they are under the legal purchase age, access to a member controlled website should be denied and visitors should be given an appropriate message and/or directed to an information website on responsible drinking, such as those referred under the EU Portal [www.responsibledrinking.eu](#) or on the site itself.*
- *2.4 Digital marketing communications that are intended to be forwarded by users should include instructions to individuals downloading the content that they should not forward these materials to individuals below 18 years old.*
- *2.5 To implement these placement commitments, only reliable, up-to-date audience composition data, should be used (certified by an independent third party when possible).*
- *2.6 User-generated content on a site or web page controlled by the brand advertiser must be monitored and moderated on a regular basis.*

In addition the following specific rules regarding content apply:

- *3.11 The content of marketing communications for alcoholic drinks should not primarily appeal to individuals below 18 years-old.*
- *3.12 Marketing communications for alcoholic drinks should not depict a child or portray objects, images, impressions, symbols, music, characters (either real or fictitious) or celebrities that primarily appeal to persons below 18 years-old.*
- *3.13 Acoholic drinks should not be advertised or marketed in a manner associated with the attainment of adulthood or the “rite of passage” to adulthood.*
- *3.14 Marketing communications for alcoholic drinks should not use models and actors who are not at least 25 years of age.*
- *3.15 No alcohol brand identification, including logos, trademarks or names, should be used or licensed for use on clothing, toys, games, or game equipment, or other items intended for use primarily by persons below 18 years-old.*

To complement these, we developed an online training tools as well as a comprehensive face to face training programme. These workshops for marketing professionals and advertising agencies were our commitment on this topic to the European Alcohol and Health Forum (Submission number -1299064572180-1388)

Following a series of test workshops the year before, spiritsEUROPE and the Portman Group created a revised training material in line with the newly agreed guidelines. Facebook also agreed to participate in the training workshop and present the safeguard mechanisms available on the social networking site to ensure that underage users do not have access to commercial content from alcohol beverage companies.

Regular training of marketers is one of the requirements helping create effective self-regulatory behaviour parameters for advertisers and marketers, and thus aligning advertising practice with social expectations for responsible advertising online, as well as offline. Building up on the feedback given last year, more emphasis was given to social media and a specific focus on advertising agency audiences.



Beyond the practices of our sector, it is important to understand the solutions offered by media providers and understand the robustness of the rules they set in place. They are the gatekeepers of marketing practices on their platforms, and the robustness of the solutions provided to ensure marketing content for alcoholic beverages is served only to adults, and beyond this to specific consumers, is at the core of the value added services they offer to our companies.

The relationship between advertisers and their agencies, and the understanding of both parties of the need for special attention when advertising alcoholic beverages is key to ensure thorough understanding and enforcement of legal and self-regulatory requirements.

Between 2012 and 2015 the following workshops were held:

YEAR	TRAINING TEAM	CITY DATE	N° OF PARTICIPANTS	NOTES
2012	Luc Delany (Facebook), Kay Perry and Robyn Dunwoodie (The Portman Group-UK) and Laure Alexandre (spiritsEUROPE) <i>(always together with a representative from the national SRO)</i>	Helsinki (FIN) 23 Oct.	209	<p>The 118 evaluation forms collected out of the 209 participants, results show:</p> <ul style="list-style-type: none"> - 56 participants came from the alcohol sector, 53 from advertising agencies, 2 from enforcement authorities and 7 from other backgrounds (civil society, NGOs etc). - 63% learned something new about advertising standards in general and 73% learned something new in relation to advertising on digital media and social networks. - 83% believed the complexity of the content was "about right" (17% that it was too elementary), and 87% that the amount of information was "about right". - The workshop met the expectations of 78% of the participants. <p>The feedback received was very positive overall. All participants were invited to disseminate the information and use of the marketresponsibly.eu website among their companies. As a result, marketresponsibly.eu had 5337 unique visitors during 2012.</p>
		Riga (LV) 24 Oct.		
		Athens (GR) 20 Nov.		
		Madrid (ES) 4 Dec.		
2013	Julia Busse (ZAW) and Laure Alexandre (spiritsEUROPE)	Bonn (DE) 6 Feb.	124	<p>Through the 45 evaluation forms collected of the 124 participants, results show:</p> <ul style="list-style-type: none"> - 26 participants came from the alcohol sector, 12 from advertising agencies, 1 from enforcement authorities and 6 from other backgrounds (civil society, NGOs etc). - 58% learned something new about advertising standards in general and 82% learned something new in
	Luc Delany (Facebook); Orla Twomey (ASAI) and Laure	Dublin (IRL) 8 March		

	Alexandre (spiritsEUROPE)			relation to advertising on digital media and social networks. - 82% believed the complexity of the content was "about right" (18% that it was too elementary), and 82% that the amount of information was "about right". - The workshop met the expectations of 87% of the participants. The feedback received was very positive overall and workshops were subsequently followed by a rise in traffic on the marketresponsibly.eu website (6.043 unique visitors in 2013 compared to 5.337 in 2012).
	Dominic Lyle (EACA); Laure Alexandre (spiritsEUROPE)	Tallinn (EE) 29 Nov.		
2014		Budapest (HU) 10 Feb.	24	2014: The content of the training material was overcalled and updated to acknowledge further changes in and more features. Content was gathered from service providers as well as practitioners and tested.
2015	Olivier Poulet (specialised lawyer), Alexis Capitant (entreprise and prevention) Laure Alexandre (spiritsEUROPE)	Paris (FR) 4 Feb.	204	<p>Given the application of the Loi Evin in France and the Convention in Belgium, the format of the event was different hence no feedback forms were circulated.</p> <p>Similarly in Belgium, due to the application of the Convention, the format of the event was altered and no evaluation forms circulated.</p> <p>Out of the remaining 96 evaluation forms collected: - 75% learned something new about advertising standards in general and 92% learned something new in relation to advertising on digital media and social networks. - 75% believed the complexity of the content was "about right" and 92% that the amount of information was "about right". - The workshop met the expectations of 100% of the participants.</p>
	Elly Gerganova (ABV) and Laure Alexandre (spiritsEUROPE)	Sofia (BG) 09 March		
	Laure Alexandre (spiritsEUROPE) and 6 local delegates	Lisbon (PT) 25 June		
	Sandrine Sepul (Conseil de la publicité), Bart Du Laing (JEP), Aibhinn Kelleher (Facebook), Laure Alexandre (spiritsEUROPE)	Brussels (BE) – 07 Oct.		
	Andrea Stoidl (OWR), Tamara Daltroff (EACA), Laure Alexandre (spiritsEUROPE)	Vienna (AU) – 18 Dec.		
TOTAL		13 workshops	561 participants	

On 14 April 2015, Laure Alexandre also made a presentation at the Coca Cola Hellenic capability conference and presented the responsible marketing rules on digital media to an audience of 300 marketing professionals.

About 850 marketing professionals have therefore been reached by spiritsEUROPE training between 2012 and 2015.

MATURITY GRID - spiritsEUROPE ROAD MAP

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

NOTE TO THE READER

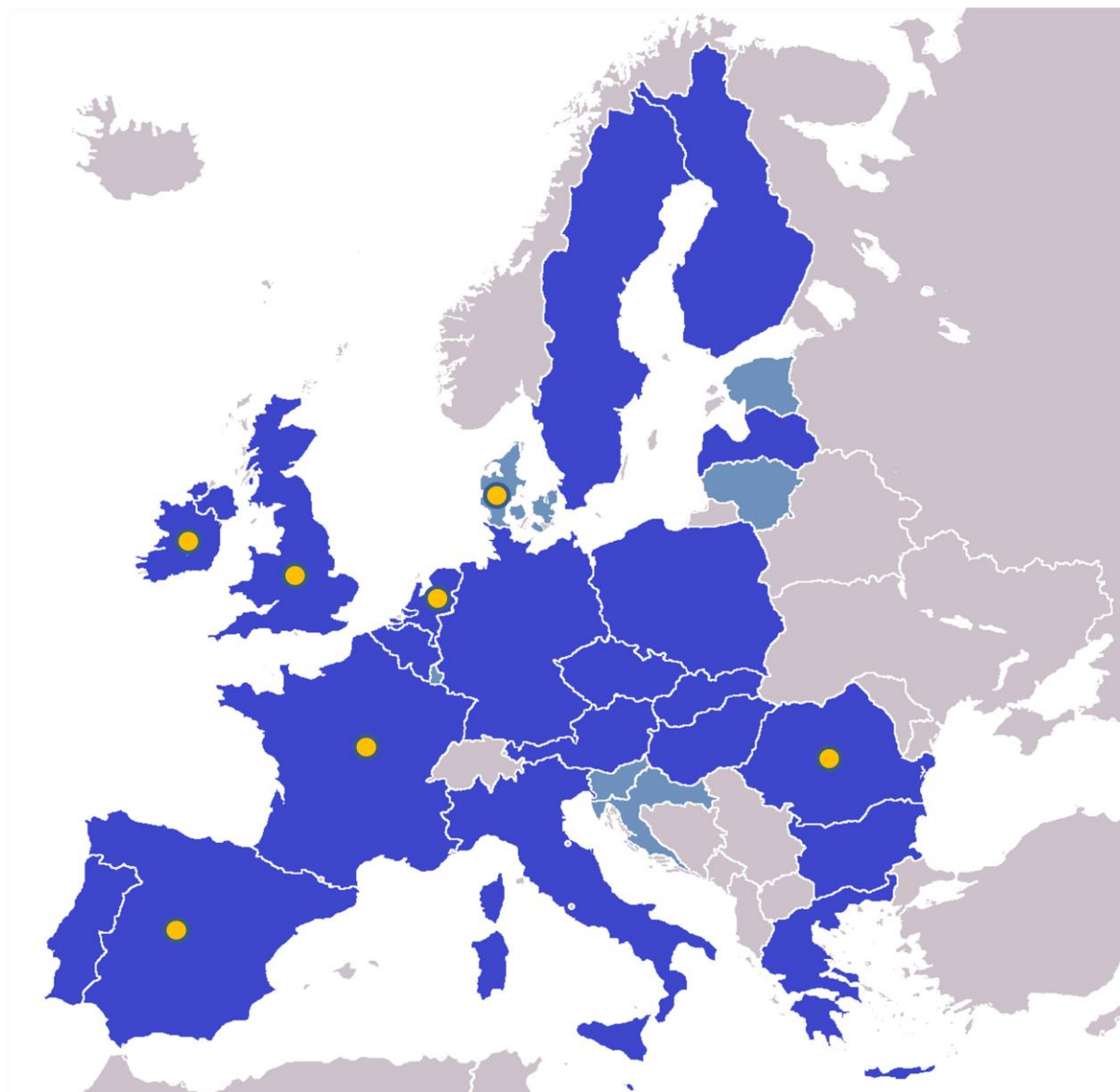
Each country section will provide the following information:

- Who was in charge of delivering the spiritsEUROPE ROAD MAP 2015 (depending on the countries, it may be the spiritsEUROPE member association and/or the local Social Aspects Organisation).
- A maturity grid for spiritsEUROPE ROAD MAP 2015 objectives.
- A description of the main achievements per objectives listed in the spiritsEUROPE ROAD MAP 2015.

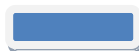
It is important to note that:

- 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.

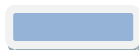
Regarding the RDM prevalence on labels: To evaluate the market coverage of products carrying a responsible drinking message (RDM) on the market, we used the latest available company market share data provided by IWSR¹, based on a list of companies we were assured displayed RDMs on their labels. However this list may not reflect the actual number of companies who actually place RDMs on their labels. **The results presented therefore provide a VERY CONSERVATIVE ESTIMATE of the prevalence of responsible drinking messages on products actually bought by consumers.** One notable exception is the UK where an independent market monitoring was carried out. This allows us to have a snapshot of the percentage of products actually bought by consumers that carry an RDM. However, this is not equivalent to the percentage of products/bottles on the market carrying a responsible drinking message which would have required thorough in-store market research in 22 countries.



National federation member of spiritsEUROPE



No spiritsEUROPE member



Independent Social Aspects Organisation



The output indicators of each of the targeted initiatives are available on drinksinitiatives.eu.

Detailed information and highlights are also available in the country section of this report.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Fachverband der Nahrungs und Genussmittelindustrie Österreichs (FNGO)

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	→	→	→	→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	→	V →	V →	V →	V →	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated						
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol						

Objective 1

In 2008, the Austrian spirits association launched a consumer information website (verantwortungsvoll.at) which became the agreed Responsible Drinking Message (RDM) for the sector. Past monitoring exercises showed compliance at 100%.

Objective 2

No decision has been taken at national level to introduce an RDM in the form of a consumer information website address on product labels. However, some companies have decided to implement it voluntarily. The conservative estimated market share of products carrying RDMs in Austria is 30%.

Objective 3

The Austrian advertising self-regulatory code is enforced by the local SRO (Österreichischer Werberat) which is fully compliant with the EASA Principles for effective self-regulation (see Annex 1). The code includes provisions regarding alcohol advertising, and covers digital media. However, from a spirits-specific point of view, no further progress has been reported on the adoption of a new spirits memorandum incorporating the missing provisions. It is nevertheless worth noting that 90% of Austrian spirits producers operate without proactively advertising their brands, and a basic information website is very often their only marketing activity. A workshop on responsible commercial communication on digital media was organised in December 2015. It was attended by 17 representatives of Austrian SMEs in the spirits sector.

Objective 4

The **consumer information website** (verantwortungsvoll.at: responsible drinking), launched in 2008, contains six sections (introduction, alcohol and its effects, stages of life, alcohol and driving, top-tips and a quiz for consumers to test how much they have learnt after going through the website). The website had around 32,000 unique visitors in 2012. More recent figures are not available.



Objective 5

No stakeholder outreach activities have been undertaken during the reporting period. **The Austrian spirits association is going through a transition phase.** More developments should be reported in the year to come.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
	→	→	→	NA	NA	NA
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→			→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol						

Objective 1

At the end of 2005, producers and distributors agreed on the Responsible Drinking Message (RDM) "Notre savoir-faire se déguste avec sagesse" (French)/"Ons vakmanschap drink je met verstand" (Dutch) (taste our know-how wisely). The RDM is compulsory under the national co-regulatory 'Covenant' (see below), and compliance is reported on annually.

Objective 2

No decision has been taken at national level to introduce an RDM in the form of consumer information website address on labels. However, some companies have decided to implement it voluntarily. The conservative estimated market share of products carrying RDMs in Belgium is 51.5 %.

Objective 3

The Self-Regulatory Organisation (Jury d'Ethique Publicitaire) is compliant with the EASA Principles for effective self-regulation (see Annex 3). In 2005, the Belgian "Covenant" (Advertising Agreement) was signed by beer, wine and spirits producers, distributors, and consumer organisations (etc...) under the aegis of the Ministry of Health. It was revised on 25 January 2013, then transposed into a decree to be published in the Official Journal. The monitoring of the implementation is undertaken by JEP but, if parties and consumers wish to, by Courts as well. The main amendments to the previous agreement added new rules for digital media, preventing sale in vending machines not equipped with an ID control system, and the introduction of fines for non-compliance to JEP decisions.

A dedicated workshop in partnership with the advertising Council, the JEP, Facebook, the Belgian brewers and Vinum & Spiritus Association Belgium was organised on 07 October and was attended by more than 90 representatives from the alcohol producing sector and distributors alike.

Objective 4

Several campaigns have been run by the Belgian federation in the past, such as "Alcohol and Pregnancy" in 2008, "Alcoholic drinks at work" in 2009 and "Enjoy the game responsibly" in 2010. Details of these programmes are available on drinksinitiatives.eu.

Between 2012 and 2015, the Belgian federation underwent transition, changing its name and statutes, resulting in the impossibility to run programmes or undertake new activities.

Consumer information

In 2015, the decision was taken to develop a new consumer information website. The current one (educalcool.be) is no longer updated and has been replaced by a new “2-3-4-0” section on the federation’s website ([//fr.vinumetspiritus.be/responsibility/](http://fr.vinumetspiritus.be/responsibility/)). The section contains information on recommended drinking guidelines, the effect alcohol has on the body, the dangers of alcohol abuse and the law. Since it was recently created, traffic information is not yet available.



Also in 2015, it was decided to create programmes to increase responsible alcohol consumption in adults and prevent the sale of alcohol to minors.



The consumer information programme, inspired by the Italian "Know Alcohol" initiative, will be run in partnership with Carrefour (supermarket). Information materials will be displayed in an expected 35 Carrefour stores in Brussels. Focus will be on responsible consumption patterns (2-3-4-0) and will include key information about alcohol. Information days will also be held where trained staff quiz shoppers about alcohol to dispel myths and to educate them about alcohol. It is hoped that the programme will be expanded across Belgium after the first year.

Responsible Selling/Serving

The federation will team with White Night shops to remind staff not to sell alcoholic beverages to minors. A booklet, published in three languages (Dutch, English and French) will aim to provide information on how to sell drinks containing alcohol responsibly. It will contain information on the legal age for the sale of alcoholic beverages and how to prevent underage customers from buying alcohol. The booklet will also come with a sticker indicating the legal age for the sale and consumption of alcoholic beverages. As of December 2015, the Belgian federation was in discussion with the local authorities of the city of Ghent in order for the municipality to support the initiative. This would allow it to have more effect and be implemented by a maximum amount of local night shops.



Objective 5

Due to the transition period, the federation was not able to promote their engagement to help reduce harm related to the abuse of alcohol during 2015.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	→	→	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V →	V →	V →	V →	V →	V →
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated					→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol					→	V

Objective 1

In 2010, the Code of Conduct was adopted by APITSD. It requires a Responsible Drinking Message (RDM) (in Cyrillic) on advertising and the national consumer information website (konsumirai-otgovorno.bg) is often the preferred choice. In 2012, international companies showed full compliance with this requirement, resulting in a noticeable increase in traffic on the national responsible drinking website. In addition large Bulgarian spirits producers use the Cyrillic “consume responsibly” RDM on advertising materials (including internet communication, TV ads and print materials). Although this is done on a voluntary basis, compliance of local producers who apply RDMs on their commercial communications is between 80 and 90%.

Objective 2

No decision has been taken at national level to introduce an RDM in the form of consumer information website address on labels. However, the Bulgarian federation is planning on addressing the issue in 2016. However, some companies have decided to implement it voluntarily.

Objective 3

The Code of Conduct is fully aligned with the required standards and was reviewed in 2012 to transpose the 2012 spiritsEUROPE guidelines. The Code is implemented by the national Self-Regulatory Organisation (National Council for Self-Regulation), which covers digital media, and is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 1).

A workshop on responsible commercial communication on digital media was organised on 9 March 2015 and attended by delegates from the Bulgarian spirits sector and advertising agencies.

Objective 4

Several campaigns have been run by APITSD in the past such as “Don't Drink and Drive” (2007) and “Don't Drink and Drive! One drink more = one life less” (2009). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

The **consumer information website** (konsumirai-otgovorno.bg: drink responsibly) was launched in 2009. In 2014 a complete revamp began and the updated site went live again in February 2015. It contains a number of different targeted sections such as “Alcohol and Us”, which provides general information about alcohol as well information such as guidelines



for responsible drinking; “Alcohol and Age”, provides information such as the effect alcohol has on the body; “For Parents” includes advice for parents; “Alcohol Outlets” calls on shops and restaurants which sell alcohol to sign the Bulgarian Charter for Responsible Consumption. The website had 6,800 unique visits and 70,000 page clicks in 2015. 35% of the visitors were aged 16-19.

Underage Drinking

In September 2015, the point of sale “**We Do Not Sell Alcohol to Minors**” (“АЛКОХОЛЪТ НЕ Е ЗА ДЕЦА”) campaign began and part of the “Spirits Are Not For Minors” initiative. It ran for four months in 54 Kaufland and 77 Lidl retail stores throughout Bulgaria. Stores displayed materials (stickers, posters, badges and stoppers) to remind consumers that minors cannot buy alcohol. In addition, store managers received a copy of the “Charter for Responsible Sale and Use of Alcohol” that they signed and kept as a motivator and reminder of their commitment not to sell alcohol to minors. The campaign reached around 40 million in Kaufland and 16.6 million in Lidl. In addition 600,000 copies of the Kaufland newspaper were circulated to households and there were 15 publications in media.



In 2015 APITSD took over the “School for Parents” initiative which had been run by Pernod Ricard Bulgaria since 2012. The title was changed to “**Parental meetings in a café: Small Talk of big themes**” (“Родителски срещи в бар: Малки разговори на големи теми”) in an effort to be more clear. The programme is designed to tackle underage drinking through conversation in an informal environment between parents, teachers and psychologists. Meetings are kept informal so that the atmosphere is conducive for the full participation of parents. Meetings tackle questions such as “how and when to talk about alcohol?”, “how to start the talking about responsible consumption with our children, without falling into extremes and negation?” and “how to develop their self-esteem so that they do not succumb to harmful influences?” Also in 2015, a special video with “programme angels” was introduced to open the meetings and the interactive website (predi18.org/) was updated with a special section for teachers, where from they can download materials. The site also includes a forum, the teachers’ guide and a parents’ handbook, a news section and an events sections. Questions can be asked to a team of experts from the State Agency for Child Protection and the National Child Hotline who answer questions within 72 hours.

During the 2015-2016 school year, meetings were held in 5 cities reaching 170 teachers from 25 schools and 350 parents. The website had 4506 unique visits for the period from September to February. A final quantitative analysis of the programme will be available by the end of July 2016.

Drink-driving

The “**I do not drink and drive**” (“Не шофирам, когато съм пил”) campaign was launched in October 2015. Leaflets are distributed to end-consumers at spirits festivals and events. The leaflet underscores that drinking and driving are an incompatible and dangerous combination. It advises planning in advance on how to return home after a party and suggests safe ways to get home after drinking. A total of 4,000 leaflets were distributed at the Whisky Fest 2015 and the Rakia Fest 2015 reaching a total of between 4 and 5,000 people.



Objective 5

After several years of difficulty, the Bulgarian association was re-established in 2014. Its vision has a strong emphasis on CSR activities. New partnerships are being built and the Association attends events and conferences. In addition, the “We Do Not Sell Alcohol to Minors” campaign is accompanied by a media campaign and the “Parental meetings in a café” campaign by a press conference and a continuous media campaign. It is also supported by the State Agency for Child Protection and the Ministry of Education.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid (2010/2011) 2012 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)			→	→	→	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO			→	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated				→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				→	V	V

Objective 1

In 2013, agreement was reached use the ΠΟΤΟ ΜΕ ΜΕΤΡΟ logo and the URL of the consumer information website (potomemetro.com) on all marketing communications. A set of guidelines for the inclusion of the logo and URL on marketing communications were developed and given to participating companies in September 2014. While no monitoring has been conducted, all POTO ME METRO's members comply with the requirement.

Objective 2

No decision has been taken at national level to introduce an RDM in the form of consumer information website address on labels. However, some companies have decided to implement it voluntarily. The conservative estimated market share of products carrying RDMs in Cyprus is 40.7%.

Objective 3

In 2013, two separate sectoral self-regulation codes (one for wine and spirits, and another one for beer) were developed in cooperation with the local SRO named CARO (Cyprus Advertising Regulation Organisation), agreed by sector and enforced by the SRO. Both codes cover digital media. CARO has been a member of the European Advertising Standards Alliance since January 2013 and is fully compliant with the EASA Principles for effective self-regulation (see Annex 1). The codes were shared with the Cyprus Anti-Drugs Council (also responsible for national alcohol strategy) and the Cyprus Radio & Television Authority on May 2013.

CARO has an obligation to report annually to the two national authorities on the complaints examined, the issues that arose, the media involved etc. Since its creation in March 2012, CARO has received only two complaints against alcoholic beverage advertisement. Both occurred in July 2015 and were for beer. Only one of these complaints was upheld.

Objective 4

POTO ME METRO has carried out information campaigns since its creation such as "Dionysus" (2013), "European Night Without Accident" (2013 and 2014) and "Alcohol awareness week" (2014). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

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

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

The site receives around 160 unique visitors per month.



Drink Driving

“Drinking & Driving - Lectures to Soldiers” (“Κατανάλωση Αλκοόλ & Οδήγηση”) was carried out from April to September 2015. Permission for the lectures was given by the Ministry of Defence. REACTION (a non-profit youth organisation focussing on road safety) coordinated with the Military Police before implementing the lectures



The lectures covered issues such as:

- What are the chances of a young, inexperienced driver being involved in a road collision?
- What is the effect of alcohol on different parts of the body?
- Does alcohol affect all individuals in the same manner?
- How does drinking affect driving? Can one set a “safe” limit for drinking before driving?
- What is the standard BAC (blood alcohol concentration) limit in Cyprus?
- What is the BAC limit for young, inexperienced drivers and drivers of motorcycles?
- Why does it take longer to react to situations on the road when one has consumed alcohol and is driving?
- Various myths regarding consumption of alcohol - are there “light” drinks, are there people not affected by alcohol, will the effect of alcohol pass if one has a coffee/an energy drink etc.
- What is a “Designated Driver”?

Over the course of the campaign 21 lectures were held at army camps. On 26 October 2015, the Chairman of POTO ME METRO, Mr Vassilis Petrides, received an award for the program by the Ministry of Defence. After the lectures soldiers filled in a questionnaire to show their understanding of what they had heard and seen.

445 questionnaires were returned completed (365 questionnaires were filled in by soldiers aged 18 to 21). Nine questions were asked. Correct replies exceeded 80% in 8 of the questions.

Objective 5

POTO ME METRO participated in events hosted by third parties where their prevention programmes were showcased. For example:

- The 2014 designated driver ad campaign (ran during Alcohol Awareness Week) was presented on 23 January 2015 at the “1st National Summit for Road Safety Organizations” and was well received. This event was attended by senior Police Officials, officials from the Ministry of Transportation, NGOs and companies active in road safety programs, etc.
- The 2015, lectures to soldiers programme was presented by POTO ME METRO’s Chairman, Mr Petrides, at an event organised by the Military Police on 26 October 2015. The event was attended by senior military officials, NGOs etc. The opening address was given by the Minister of Defence.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	→	→	→
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				→	→	→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V →	V →	V →	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	→	→	→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol			→	→	→	→

Objective 1

Responsible Drinking Messages (RDM) are voluntarily applied by UCSPI members. The consumer information website (pijsrozumem.cz), is used by all international companies and the main local producers. Its use by all UCSPI members is underway. UCSPI members represent around 85% of the market in the Czech Republic. Currently their use of an RDM on their marketing communications is approximately 50%.

Objective 2

No decision has been taken at national level taken yet to introduce an RDM in the form of consumer information website address on labels, but several companies have used the national consumer information website (pijsrozumem.cz) since 2013. Currently, the main priority of the Czech federation in terms of RDMs is set on marketing communications and how to increase the level of compliance in that aspect. However, some companies have decided to implement it voluntarily.

Objective 3

The Czech Code of Ethics was adopted in 2006 and is fully aligned with the required standards. The Code of Ethics is enforced by the local Self-Regulatory Organisation (Rada Pro Reklamu) and is almost fully compliant with the EASA principles for effective self-regulation (see Annex 1). Since 2010, the SRO has only received 6 complaints against advertisements of alcoholic beverages. All occurred before 2013 and only 2 were for spirits. None were upheld.

Objective 4

The Czech association has run a number of campaigns in the past, such as "European Night Without Accident" (2009). Details of these programmes are available on drinksinitiatives.eu.

Underage drinking

The "Let's talk about alcohol" ("Pobavme se o alkoholu") programme was launched in 2006. Focus is on two elements: an online presence and lessons. School lessons are given to 12-13 year old pupils with the help of SANANIM (an NGO). The hour long interactive lessons aim to raise awareness of the risks to the body, psyche and social environment associated with drinking alcohol at their age. The lessons are increasing in popularity and demand for sometimes is greater than the capacity to supply them. UCSPI is looking into the possibility of finding other sources of funding to cover a larger volume of lessons.



Since launch, the programme has reached more than 27,000 students in 1,482 classrooms. In 2015 (from 21 to 28 October), 44 classes were given a lesson as part of the wider “Alcohol Responsibly!” (Alkohol zodpovědně!) responsible drinking campaign which ran throughout October.

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

Consumer information



The **consumer information website** (pijsrozumem.cz: drink wisely) was launched in 2007 and revamped in 2014 in order to make it more user friendly. It is split into two overarching categories: the general public and young people. The general public section explains facts about alcohol and provides information such as alcohol units and maximal recommended quantities and the young people section leads to the “Let’s talk about alcohol” information. Regular actions are carried out to attract attention to the site.

In 2015, the website had more than 36,000 unique visitors and the Facebook page had almost 1,500 “likes”. No evaluation has been carried out since 2008.

Drink-driving

The Czech Republic’s commitment dates back to 2003 when Forum PSR joined “Let’s agree” (Domluvme se) the Designated Driver campaign funded by DG SANCO. The campaign was led by BESIP (the Czech Ministry of Transport’s Department for Road Traffic Safety) and ran until 2011. The objectives were to reduce the number of drink-drivers, to reduce the number of alcohol-related road accidents and to promote the designated driver concept, especially among young people.



The campaign was promoted through accompanying very popular Czech pop/rock bands on their concert tours. A promotional team set up a tent to introduce the designated driver concept to concert goers. Both drivers and passengers were targeted. The promotional teams also distributed point of sale (POS) material such as t-shirts, leaflets, stickers and disposable breathalyser tests. Drivers willing take a digital breathalyser test upon leaving received a small gift if the result was 0% alcohol.

In 2010 the campaign partnered with the hardy.cz annual summer cultural festivals which held 8 events over the summer. As well as the usual tents, new to 2010, was the distribution of reflective tape to allow cyclists and pedestrians to be more visible at night-time (tape visible up to 250m) as well as a competition held three times per day to win a t-shirt with reflective print. Over the summer of 2010 the campaign reached almost 115,000 visitors. 9,000 disposable alcohol tests were distributed. 2,958 visitors took a breathalyser test in the campaign tent. Of these 1/3 were under the influence of alcohol. Those under the influence returned later and most then tested 0%.

Objective 5

UCSPI mainly communicates their actions by press release. An average of one press conference is held per year to help do this. In addition, in 2015, USPCI joined forces with the Food and Drink Industries of the Czech Republic, the Czech Beer and Malt Association and other partners, to take part in the “Alcohol Responsibly!” programme.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

spiritsEUROPE no longer has a member in Denmark. However, we support the work of God Alkoholkultur (GODA) – GODA is not a member of spiritsEUROPE.

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	→	→	
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	Alkoholreklamenævnet					
	NA	NA	NA	NA	NA	
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	→	V	V	→	
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→	→	V	V	

Objective 1

No agreement to include a Responsible Drinking Message (RDM) on marketing communications has been adopted. However, a number of companies apply an RDM on a voluntarily basis. The 2010 pan-European RDM monitoring showed compliance at 79%. Since no monitoring was commissioned since at national level since, we are not able to confirm that this level of compliance was maintained or improved.

Objective 2

No decision has yet been taken to introduce an RDM in the form of consumer information website address on labels.

Objective 3

Alcohol advertising is dealt with exclusively by the independent, non-political, co-regulatory Alcohol Advertising Board (Alkoholreklamenævnet) which is not member of the EASA network. The Board is drawn up by the Danish Ministry of Economics and Business Affairs and is approved by the Danish Ministry of Health and the Consumer Ombudsman to enforce the Code. Due to the legal context and the existence of a Consumer Ombudsman, the enforcement mechanism in Denmark is also different from the rest of Europe.

Objective 4

GODA has a long standing commitment to reducing harm related to the abuse of alcohol and has rolled out many campaigns, for example: "Winter holiday in Prague" (2013), "When our children drink" (2010 to 2013), "High on life" (2010), "The Experiment" (1996 to 2014), "Have fun, be safe" (2012 to 2013) and "A Safer Nightlife Partnership -Server Training/Venue Certification" (2010 to 2013). Details of these programmes are available on drinksinitiatives.eu.

Underage drinking

"Talk about alcohol" ("Alkoholialog") was developed in 2009. It is a school-based programme which consists of teaching materials, a website (alkoholialog.dk), split into students, teachers and parents sections, a short story competition on the subject of adolescents and alcohol and an SMS application to be used during the lessons. The objective is to create a socially responsible drinking environment and to help make lasting and sustainable changes in young people's risk-taking behaviour in relation to alcohol. A short story competition was started in 2012.



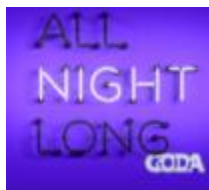
A total of 7,000 teaching materials have been ordered by the approximately 1,500 schools in Denmark. 875 students submitted a story in 2014. The 2015 competition ran from 15 October 2015 to 15 January 2016 and results are not yet available. The website had over 41,000 unique visitors in 2015. Evaluation has not taken place since 2012.



“Attitudes to Alcohol” (“Alko-holdninger”), launched in 2014, is set of 3 film clips aimed at parents to help them set up agreed limits for their children’s alcohol consumption. The film clips can be used at parents’ meetings to discuss parental roles and the dilemmas that often arise when young people start to get involved with alcohol and the party culture. They depict typical situations that are freeze-framed at the moment when the situation becomes critical. The initiative is supported by a dedicated website (alko-holdninger.dk) where the film clips are hosted along with support material. The materials and website were used at 3,475 parent sessions in 2015.

Consumer information

In 2008, GODA launched a **consumer information website** (1421) to promote responsible drinking. In 2012, the address was changed to nydmedomtanke but this address now points to the GODA website. The website has sections on facts about alcohol, the when consumption becomes abuse and tips. It had over 3,700 visitors in 2015.



The **“All Night Long”** [Facebook page](#) was launched late 2015 and is aimed at young adults. A five question module, where questions are regularly changed, provide the opportunity to win a prize. The campaign works through a collective social norms approach - which is why the messages on the page are positive and present sensible behaviour. In the first 6 weeks after launch the page had 3,434 interactions and 296 likes. Quantitative measurements took place in November. From 786 responses:

- 59% liked the Facebook page.
- 19% considered drinking less after having answered the Facebook questions.
- 53% answered that the questions got them to consider why they drank alcohol.
- 38% answered that the questions got them to consider being more open with their parents.
- 23% responded that the questions made them realise that if they were drunk, it would affect their friends.
- 65% stated that the questions made them feel that they had a responsibility to each other.

Responsible selling/serving

“Party Prince” (Party Prinsen) ran in 2015 and focused on restricting the sale of alcohol to young people in stores. It began as a response to the fact that many young mystery shoppers were able to buy alcohol, in spite of their age. The campaign consisted of a fictional figure, the Party Prince, who appeared in 19 short films shown on [YouTube](#) and [Facebook](#). As a flawed anti-hero, he exhibited non desirable behaviour. Through playing with irony, the goal was to make it easier for the personnel in retail shops to ask youths for ID when purchasing products containing alcohol. Materials included a number of posters, stickers, checkout lane dividers and pins to wear on clothing.



Overall, the campaign on Facebook had a reach of 2,383,660 exposures. There were 485,454 interactions (likes, shares and comments) and 696,386 video plays. The status as November 2015 is 22,387 likes. A questionnaire-based survey with retail shop personnel before and after the campaign shows that 72.2% were able to remember having seen the campaign, and 42.4% felt that the campaign had helped them to ask customers for ID. Overall, the campaign achieved a recognition level of 29% with 14 to 18 year olds in Denmark (they can remember having seen the Party Prince on Facebook or in the shops). However, only 34% understood the message. The survey was conducted by YouGow with 200 respondents.

Objective 5

The “Attitudes to Alcohol” programme is run in cooperation with SSP-Silkeborg (SSP is a formal partnership between Schools –Social Services – Police), “Good Traffic Style” in cooperation with a number of local authorities and “Party Prince” with the “The Danish partnership for a responsible alcohol culture” (a group created from a wide selection of associations and organisations in order to fight alcohol related harm). Initiatives are also covered in an annual report which is sent to stakeholders and press releases.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Ban: Spirits advertising extremely limited					
			→	→	→	
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	→	V	V
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	Ban: very limited space for self-regulation					
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	State monopoly on prevention			→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol						

Objective 1

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

Objective 2

The responsible consumption consumer information website (nautikohtuudella.fi) was launched early 2014 and the address has been added to labels since then. The retail monopoly does not provide market statistics, so coverage is not available to the public.

Objective 3

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

Objective 4

According to the Alcohol Act, ALKO is not only the monopoly retailer for alcoholic beverages but is also responsible for the prevention of alcohol-related harm and the promotion of responsible drinking. For more information see lastenseurassa.fi/english.php or alko.fi/alkoholijaterveys.

Underage drinking



SAJK has run "Let's Talk About Alcohol" ("Nauti Kohtuudella"), an information source for teachers and web-based awareness programme since May 2010. It is aimed at teachers and educators in lower and secondary schools (students between 13-17 years) and provides systematic guidance and tools for alcohol education, as well as classroom activities for teachers and students. The aim is for teachers to encourage young people to postpone their first consumption of alcohol; reduce the number of young alcohol consumers and encourage young people to adopt rational attitudes towards alcohol. Class-room exercises are designed to empower students in

dealing with social expectations and peer-pressure. The teaching materials are compiled in a book that was sent to 900 secondary schools by December 2014, which is almost all of the schools in the relevant age group. The last evaluation of the programme took place in 2011.

Consumer information

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

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



Objective 5

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

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Avec Modération! - formerly *Entreprise & Prévention (E&P)*

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Mandatory by law					
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V →	V	V	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	→	→	V	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V	V

Objective 1

The health warning message "L'abus d'alcool est dangereux pour la santé" (the abuse of alcohol is dangerous for your health) has been mandatory since 1991 following the adoption of the "Loi Evin". A voluntary agreement with the sector added the Responsible Drinking Message (RDM) "À consommer avec modération" (drink responsibly). However, the use of the consumer information website address (2340.fr/) on advertising was attacked in court by ANPAA⁴ and is not permitted since the mention "2340" is not officially part of the Loi Evin.

Objective 2

No decision has been taken at national level to introduce an RDM in the form of consumer information website address on labels. However, some multinational companies do add an RDM to their product labels. The conservative estimated market share of products carrying RDMs in France is 41%.

Objective 3

As a result of the heavy restrictions imposed on advertising both on and offline by the Loi Evin, Avec Modération! (beer, wine and spirits companies) adopted a self-regulatory code to help ensure that alcoholic beverage producers comply with the opaque requirements law. The code was revised in 2011 to introduce provisions on digital media, in particular regarding age affirmation mechanisms. It is enforced by the ARPP (Autorité de Régulation Professionnelle de la Publicité) which is fully compliant with EASA Principles for effective self-regulation (see Annex 1).

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

Objective 4

Avec Modération! has a long history of campaigns. Recent ones include: "ESPACE programme" (2009 to 2013), "Breathalyser Terminals" (2006 to 2014), "Charter for Responsible Student Evenings" (2007, ongoing), "Seal the deal" (2011, ongoing) and "Alcohol and pregnancy" (2006, ongoing). Details of these programmes are available on drinksinitiatives.eu.

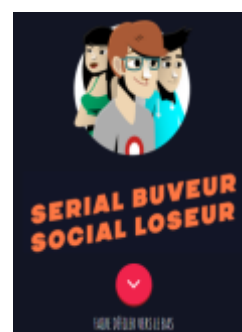
⁴ court case 13.02.2008: ANPAA against E&P

Consumer information



The **consumer information website** ([//2340.fr/](http://2340.fr/)) was launched in 2007. It aims to inform consumers about low risk drinking levels: 2 units of alcohol for women, 3 for men, 4 units maximum per drinking occasion and 0 in certain circumstances such as driving, when pregnant, at work or under medication. The site also contains practical information on alcohol such as what a unit is, an online unit calculator and a Blood Alcohol concentration (BAC) estimator. The [Facebook page](#) linked on the website regularly reminds its followers about responsible consumption. Until October 2015, the website had received over 1,040,000 unique visitors and receives, on average, around 13,980 visits per month. The Facebook page had received 5,400 “likes”.

Web based **“Serial Drinker, Social Loser”** (“Serial Buveur, Social Loseur”) was launched in 2014. It builds on the knowledge that in order to motivate young adults to control their drinking, it is not the risk to health, but rather the impact on their image and reputation in social networks. Visitors to the website (serialbuveursocialloseur.fr/) see the impact binge drinking has on the main character’s health and social life. He gradually loses all credibility with his friends, classmates and prospective employers. He loses control of his virtual image when proof of his drunkenness is published on social networks through the “posts” and comments from friends. Responsible drinking messages are shown throughout the story and the user is prompted to compare their alcohol consumption to other visitors via a set of questions/answers. In July 2015, a humorous [youtube video](#) to highlight the social risks of binge-drinking was created by two popular youtubers to drive traffic to the campaign.



In 2015, the website had 132,000 visits. Over five million were reached through posts on Facebook. In the space of four months the YouTube video had 1,707,879 views and almost 60,000 “likes”. The website registered nearly 50,000 new visits after the video’s broadcast.

Responsible Selling/Serving

The **“Selling alcohol to minors is illegal”** (“La vente d'alcool est interdite aux mineurs”) campaign was launched in December 2015, in order to underscore the importance of not selling alcohol to minors and the risks



associated with underage alcohol consumption. Posters and flyers are provided to participating retail stores. Materials are clearly displayed in the aisles which sell alcoholic beverages in order to inform customers of the law. A fact sheet is also distributed to each participating store to remind the staff about the law and to provide practical advice on what to do if a minor tries to buy an alcoholic beverage. Partners include the FECF (Fédération de l'épicerie et du commerce de proximité – the Professional organisation of convenience stores) and Carrefour, one of the largest retail chains.

The campaign was rolled out in 5,755 food convenience stores across France. Each store received 15-50 posters depending on its size.

Objective 5

Avec Modération! promotes its engagement to help reduce alcohol-related harm both at national and international level and attends events to further communicate and share with policy makers. Regular press releases are sent to highlight work done as part of its engagement to help reduce harm related to alcohol abuse.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V			
	→	→	→	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V	V

Objective 1

In April 2009, BSI introduced a Responsible Drinking Message (RDM) with the option of using the "[massvoll-geniessen.de](http://www.massvoll-geniessen.de)" website address. BSI observed that 87.5% of its members that were running ads (TV, radio, print POS, billboards, web, social media, sponsoring) in 2015 used a RDM in their advertising.

**Massvoll-
geniessen.de**

Objective 2

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

Objective 3

In Germany, self-regulation is governed by the "Code of Conduct on Commercial Communication for Alcoholic Beverages". In September 2015, the German Advertising Federation (ZAW) and the German Advertising Standards Council (Deutscher Werberat) have issued explanatory notes for the Code of Conduct on Commercial Communication for Alcoholic Beverages. They address producers of alcoholic beverages with the purpose of having the existing rules applied on the same level in social media as in all other media. The explanatory rules aim to make it easier to apply the code on a day to day basis when using social media platforms in advertising for alcoholic beverages. For example user-generated content, which will be uploaded into the digital channels of manufacturers of alcoholic beverages should regularly be controlled to determine its conformity with the Codes of the Advertising Industry. A workshop was organised at the beginning of 2016. The notes as well as the code can be found here: www.werberat.de/keyfacts.

Objective 4

Consumer information

The **consumer information website** (massvoll-geniessen.de/: enjoy in moderation) contains information on drink-driving, pregnancy, workplace, young people, parents, underage drinking, effects of alcohol and environmental aspects etc. It also provides links to existing BSI initiatives. The website has had over 955,600 visitors since its launch in 2009. On 15 December 2015, two videos were added to the website. One by a TV celebrity chef and one by a cultural scientist who speak openly and honestly about drinking in moderation. The clips encourage consumers to reflect on their own definition of moderation and how they set their own limits. The clips are



also available on the “enjoy in moderation” [YouTube channel](#) and are disseminated through BSI member company’s social media channels. More clips will be created in 2016.


The “Working Group on Alcohol and Responsibility” of the BSI has a long history of implementing and maintaining targeted initiatives on issues such as underage drinking, pregnancy, workplace and drink-driving. Details of these programmes are available on [drinksinitiatives.eu](#).

Underage drinking

“**SchuJu**” – initiative on training in the protection of minors was launched in 2007. It targets catering, hotel, retail and filling station trainees and workers, plus teaching staff at vocational schools and other occupational training institutions. The initiative is currently supported by 21 cooperation partners in the retail, hospitality and filling station sectors. The initiative includes printed training material for vocational school instructors, three leaflets (for shops, catering establishments and filling stations respectively), a “SchuJu” age control disk, an information card for bars, a badge and an accompanying website ([schu-ju.de/](#)) with a web-based training module (WBT I). The initiative is regularly updated, for example in 2012, an advanced course (WBT II) was introduced for those who had already followed the basic training and passed; in 2013, three informative video films with examples for catering, retail and filling stations were added to the website; in 2015 an off-trade brochure was added to the Grips & Co Brand Training Box, which is a training handbook for sellers and cashiers and also in 2014 the website was revamped to provide employees, according to specific sectors, relevant materials and tips which can be downloaded or ordered; in 2015, the web-based trainings additionally offer an optional audio support.



As of December 2015, more than 152,000 people have passed the basic course and over 4,400 have passed the advanced course. 231,000 leaflets for retailers, catering establishments and filling stations, 50,000 bar cards and 25,000 age control discs for cashiers have been distributed. The website has had 942,000 users and 8,225,000 page views since the initiative was launched. The [last evaluation](#) was carried out in 2013.

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

So far, over 6,700 parents have taken part in one of the 241 workshops and more than 63,000 have used the online training. In addition, 50,000 leaflets have been distributed, the three training videos have been viewed 900 times and the website has had 300,200 visitors. Since 2015 the [Facebook page](#) additionally offers current information and the opportunity to enter into a dialogue with other parents and the “Klartext reden” team. The [last evaluation](#) was carried out in 2012.

Pregnancy

The initiative “**Responsible from the Start!**” (“Verantwortung von Anfang an!”) was launched in 2009 and aims to inform women of the dangers of drinking alcohol whilst pregnant or nursing. The message is disseminated through leaflets which are given to women in promotional mother/baby goods bags, posters displayed in doctor’s practices and a dedicated website ([verantwortung-von-anfang-an.de/](#)). In addition, a flyer for girls aged 12 and above and a leaflet explaining Foetal Alcohol Syndrome (FAS) were launched in 2012.



Some 2.6 million leaflets have been distributed to the target group since the initiative was launched. More than 29,500 practice packs containing posters and leaflets have been sent to gynaecological practices. 140,000 girl’s flyers have been handed out. Due to demand, more than 63,000 copies of the German version and 12,000 copies of the English version of the FAS leaflet have been distributed. The distribution channels are: “Happy Mom” bags, “Happy Me” bags, “Geschenkbbox ‘For you’” and IDS Information Display Services GmbH. The initiative is evaluated every year. The 2015 evaluation was carried out from March 2015 to the end of November 2015. 174 responses (14-17 year old girls – 65% were 16 or 17 years old) to the questionnaire were received. Results show:

- 99% felt well informed through the “Happy-Me” bag.
- 84% said that their doctor explained fully about the “Happy Me” bag’s contents.

- 87% read the “Responsible from the Start! – What girls need to know about alcohol in pregnancy” flyer. Of which, 98% felt the content and the visual design was good.
- 62% reported that they had acquired new information and new knowledge from the flyer.

Workplace

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

**Hinsehen
Zuhören
Ansprechen!**

Drink-driving



The **“DON'T DRINK AND DRIVE”** initiative began in 1993, making it one of Germany's longest-running road safety initiatives. It is supported by the beer, wine, sparkling wine and spirits industry federations. The initiative aims to further reduce alcohol-related accidents. It primarily targets young male drivers aged 18 to 24 because statistics show that this group accounts for an above-average percentage of accidents involving alcohol. The initiative includes a website (ddad.de), [YouTube channel](#), [Facebook](#) page, “Party Boxes” for catering establishments (posters, aprons, stickers and beer mats), posters and, for events, the “DON'T DRINK AND DRIVE Academy” (formerly named ‘DON'T DRINK AND DRIVE Party Patrol’). Since 2010, an app has been available as part of the cooperation between “DDAD” and “fairTAXI”. Since 2014, the campaign addresses vocational schools and driving schools using the “DON'T DRINK AND DRIVE Academy” concept.

In August 2008, the initiators of the campaign signed the European Road Safety Charter (ERSC). The commitment was renewed in 2015. In 2015, a driving simulator at events. In addition, the “Passenger car young driver training”, sponsored by the ADAC Saarland e. V., took place. The first prize which was drawn afterwards between all participants of the competition was a car including 6 months tax and insurance. Patronage was taken over in 2015 by Anke Rehlinger, Minister of Economy, Labour, Energy and Transport of Saarland.

A total of 70 events have been held, 66 included a driving simulator, reaching 28,150 young drivers. 773 “Party boxes” have been distributed and the website has had 1,080,000 visitors and 2,267,500 page views. The Facebook page was “liked” over 5,300 times and the YouTube videos were viewed over 40,000 times. In 2015, questionnaires were distributed to the 8 participating vocational schools after the “DDAD Academy” events took place. On average, the events were rated with “1.5” (1-6 scale, 1 being the best score). All eight contact persons would recommend the “DDAD Academy” event to other vocational schools.

Objective 5

BSI regularly organise seminars, workshops and other events to help identify and disseminate best practices in reducing alcohol-related harm. Press releases are also regularly sent out to share initiative updates.

On 11 November 2015, the BSI Political Soirée was held in Berlin. Notable guests included [Dr Michael Meister](#) (Member of the German Bundestag and Parliamentary State Secretary of the Federal Ministry of Finance), [Brigitte Zypries](#) (Member of the German Bundestag and Parliamentary State Secretary of the Federal Ministry for Economic Affairs and Energy), [Peter Bleser](#) (Member of the German Bundestag and Parliamentary State Secretary of the Federal Ministry of Food and Agriculture), [Bettina Bundszus](#) (Head of the “Children and Youth” department of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth) and [Wolfgang Kubicki](#) (Member of the Schleswig Holstein Landtag).

On 4 March 2015, BSI organised an evening event in the Brussels-based representation of the Free State of Bavaria to the EU hosting many stakeholders of the European Parliament and the EU Commission and focussing on “Consumption, Tradition and Responsibility in the context of Corporate Social Responsibility (CSR)”. Presentations were delivered by [Michael Hinterdobler](#) (Director of the Representation of the Free State of Bavaria to the EU), [Eckbert Dauer](#) (Head of Department Food and Market, Bavarian State Ministry for Food, Agriculture and Forestry), [Herbert Dorfmann](#), MEP, and [Dr Renate Sommer](#), MEP.

Press conferences were also convened in 2015: “DON'T DRINK AND DRIVE”, May 2015 ([Dillingen](#)), “Klartext reden!”, January 2015, ([Siegburg](#)), June 2015 ([Freren](#)), September 2015 ([Herne](#)) and November 2015 ([Hannover](#)).

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	→	→	→	→	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V →	V →	V	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	→			→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→			→	→

Objective 1

In 2006, the members of ENEAP and SEAOP agreed to display “Απολαύστε Υπεύθυνα” (Apolafste Ypefthina) on all commercial communications. This has now become a legal requirement throughout Greece and the level of compliance is therefore 100%.

Objective 2

No decision has been taken at national level to introduce a Responsible Drinking Message (RDM) in the form of consumer information website address on labels. However, some companies have decided to implement it voluntarily. The conservative estimated market share of products carrying RDMs in Greece is 44.6%.

Objective 3

A self-regulatory code was adopted by the sector together with the Ministry of Health in 2005. It was amended in 2010 to include the missing provisions to meet the required standards, and again in September 2012 to include digital media. The code and the additional provisions are enforced by the local Self-Regulatory Organisation SEE (Advertising Self-Regulation Council) which fully compliant with EASA Principles for effective self-regulation (see Annex 1).

Objective 4

Both associations have run campaigns in the past, such as “Alcohol and young people” (2008), “Do not drink-drive”, “Alcohol? Not Tonight, I am Driving” (2002 to 2005), “Responsible consumption” (2008) and “Server training” (2008). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

The **consumer website** (apolafste.ypefthina.gr: drink responsibly) offers a wide range of information including hints and tips for responsible drinking, information on non-commercial alcohol and advice not to drink-drive. In 2014 the website had 17,800 unique visitors.



Drink-driving

Since 2010 ENEAP and SEAOP have joined with IOAS (Road Safety Institute “Panos Mylonas”), the Greek Traffic Police, the Responsible Young Drivers (RYD) and AXA-insurance, for the “**European Night Without Accident**” (ENWA) every October. The event is carried out by young volunteers, located outside of nightclubs to encourage each group arriving at the club to designate a driver for the evening. The driver is identified by an arm band and when leaving the premises they are asked to take a voluntary breathalyser test. If negative, they

are rewarded with a number of gifts (t-shirt, sticker, keychain, information leaflets), if not, they are encouraged to return home by taxi or to allow a friend who has not drank any alcohol during the evening drive them.



In 2015, ENWA was held on 17 October. 30 venues in 24 cities (Athens, Thessaloniki, Chalkida, Patra, Megara, Corinth, Loutraki, Chios, Amyntaio, Tower, Florina, Larissa, Lamia, Serres, Nafplio, Argos, Amaliada, Orestia, Kalamata Komotini, Trikala, Nafpaktos, Amfissa, Corfu) took part. 400 volunteers were mobilised motivating approximately 2,500 young people to participate in the action.

In 2015, 30% of designated drivers were women and 70% men, aged between 20 and 45. 73% of designated drivers took a breathalyser test. Of these, 77% had stayed under the legal limit of 0.25 (0.10 for professionals, young drivers and cyclists).

Objective 5

The financial situation of the country has made it difficult to undertake activities over the past few years and member companies of the associations individually carried out and promoted initiatives. However, the associations joined with IOAS on a yearly basis for the European Night Without Accident.

In 2015, ENEAP and SEAOP formed a new alliance and became the Council of Producers & Spirits Distribution Companies (S.P.E.D.A.P.). Member companies are committed to carrying out actions and promoting them under the new S.P.E.D.A.P. umbrella.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Hungarian Spirits Association (HSA)

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	→	→	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
	→	→	→	→	→	
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				→	→	→

Objective 1

In 2008, the HSA agreed on a common Responsible Drinking Message (RDM) "Minőséget, mértékkel" (quality, not quantity) to be included on all advertising. In 2013, HSA agreed to make it mandatory for every member company to include "A mérték a lényeg!" (Moderation matters!) under the responsible drinking umbrella brand "Italmérték" (Drink Measures) to any marketing communication.

Objective 2

No decision has been taken at national level to introduce an RDM in the form of consumer information website address on labels. However, some companies have decided to implement it voluntarily.

Objective 3

Spirits advertising is regulated by the general advertising code owned and enforced by the local Self-Regulatory Organisation (Önszabályozó Reklám Testület) which is fully compliant with the EASA Principles for effective self-regulation (see Annex 1). The code was revised in September 2009 and is now fully aligned with minimum required standards. The 2012 spiritsEUROPE guidelines were transposed into the Hungarian advertising code and adopted in 2014. A training workshop was organised in partnership with ORT in Budapest on 10 February 2014 and well attended.

Objective 4

Consumer information

The "Drink Measures" (Ital Mertek) concept was created in 2010 to create a coordinated and rounded action in four key areas (responsible drinking, underage drinking, binge drinking and drink-driving). Pre existing drink-drive and education campaigns were incorporated into the new holistic concept. The aim is to reach the majority of the target audience via efficient media channels to deliver the "drink responsibly" message in a convincing and memorable way, to help consumers understand why responsible behaviour is important socially. In 2015, a number of articles were added to the website, each contains differing information, such as "alcohol and the liver" and "alcohol and sport".



Promotion of the concept is carried out through a number of means:

- Campaign website (italmertek.hu): The website contains information on various topics such as what alcohol is, the 2-3-4-0 consumption guidelines and what a unit is. In addition it provides information and posters on the four areas of the campaign.
- Information leaflets are available both for download and are handed out at events. The 2012 leaflet "Winter Alcohol 101 Guide" provides specific advice for the Christmas period. The 2014 leaflets: "House-party", "Responsible Drinking" and "Festival Survival Guide". They provide tips on how to drink responsibly at home, at a festival and an explanation of the 2-3-4-0 consumption guidelines.
- Dedicated Facebook page (facebook.com/italmertek): The Facebook page regularly runs quizzes in order to engage with viewers.
- Active presence informing about responsible consumption and don't drink & drive messages at summer festivals complemented by posters and leaflets outlining the key concepts of the campaign. Since 2010, promotions take place during Summer Festivals (10-14 festivals/year) and at the December "City Light" campaign in the Governmental District. Festival goers are invited to reply to questions related to alcohol (information from the "Drink Unit" website) and when driving is not allowed. T-shirts are awarded to those who answer all questions correctly. In addition, leaflets containing the information needed to reply to the questionnaire are handed out at the events. The association has the potential of reaching 500,000-550,000 young people per year at the festivals.

In 2015, the website had 11,000 visits. The Facebook page was liked almost 3,000 times. The messages are communicated and measured by GFK (and before that by Gallup). A representative survey of 500 consumers in January 2015 shows progress:

- Awareness of the "Italmérték" umbrella brand has stagnated (6% compared to 6% the previous year), though the website became more known (4% vs 2% in 2014).
- Awareness of the measurement of a standard unit remained unchanged (37% compared to 37% in 2014).
- Understanding of the meaning of 2-3-4-0 responsible drinking rule has increased (66% compared to 64% in 2014).

Server training

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



In September 2011, the spirits sector signed agreements with the top Bartenders' Academies and Schools in Hungary to include the educational materials developed by ICAP in the course, as well as include the most important knowledge elements of responsible serving into the final examination. Training sessions of the trainers started in October 2011. From 2012 to 2015, a total of 20 events were held in the top 5 cities plus Budapest. Each event had an average of 75 participants per event. In addition, around 3,750 students were reached annually.

Objective 5

The Hungarian Spirits Association takes part in events and conferences in order to promote stakeholders' engagement to help reduce harm related to the abuse of alcohol.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Irish Spirits Association (ISA) | Drinkaware.ie – formerly MEAS' consumer facing brand

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						V
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
	→	→				
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V	V	
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V	

Objective 1

In 2005, the drinks sector agreed to use the Responsible Drinking Message (RDM) "Enjoy [brand] responsibly" on all consumer-directed media marketing. Advertisements also invite consumers to "visit drinkaware.ie" (logo included). There are specific guidelines on positioning, character, size and font of the RDM.

Objective 2

No decision has been taken to introduce an RDM in the form of a consumer information website on labels. Some companies have decided to implement it voluntarily. The conservative estimated market share of products carrying RDMs in Ireland is 74.7%.

Objective 3

Several codes cover all alcohol beverage advertising:

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

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

Objective 4

Drink-driving

A number of drink-driving campaigns have been run by Drinkaware, for example, "Designated Driver Campaign" (2003 to 2014), "Hen & Stag Party Survival Guides" (2012 to 2014) and "European Night Without Accident" (2009 to 2011). Details of these programmes are available on drinksinitiatives.eu.



The **“Morning After campaign”** is run in partnership with the Road Safety Authority the Morning After campaign aims to highlight the dangers of driving the morning after a night’s socialising with alcohol. 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. Until May 2014, over 4.2 million "Morning After" information cards containing the messages had been distributed and the “Morning After” message displayed on over 6 million Ticketmaster event tickets. 605 posters were displayed in colleges and hospitality premises.

The campaign was run over the Christmas period in 2015 but impact figures are not yet available due to the changes in the organisation.

Underage drinking

Ireland has a long standing commitment to reducing underage drinking. For example the “Alcohol - A Guide for Parents” was launched in 2003 by Drinkaware and ran until 2014 when the organisation underwent change. The guide aimed to provide parents with tools with which to discuss alcohol with their children. The booklet was prepared by professionals who have expertise in the area of young people and alcohol, but it did not set out to tell parents what they must or must not do. Instead, it tried to provide useful information, which may help parents to openly discuss the issues with their children. More than 270,000 copies were distributed across the length of the campaign.



Consumer Information

Campaigns aimed at helping consumers to drink moderately were the main focus of Drinkaware for many years. The organisation created information leaflets (for example “Alcohol, Sport and You”, “Festival Survival Guide”, “Christmas Survival Guide” and “Holiday Survival Guide”) as well as many mass media campaigns. Examples of such campaigns include: “College Washroom Campaign” (2003 to 2014), “Had Enough” (2007 to 2010), “Student Alcohol Awareness Toolkit” (2011 to 2013), “Booze Myths Campaign” (2009 to 2013), “‘Standard Drink’ (tactical campaign)” (2009 to 2014) and “Water/Pace Yourself (tactical campaign)” (2010 to 2014)



The **drinkaware.ie website** has had over 1.5 million visits since its launch in November 2006.

The site was updated early 2016 with a complete new look. The new site contains a Facts section which provides information about alcohol such as what a standard drink is and what the low-risk drinking guidelines are. It also includes a section on current campaigns carried out by drinkaware.

“DARE2BDRINKAWARE.ie Student Film & Multimedia Competition” began in 2007 and ran until 2014. Drinkaware partnered with the Digital Hub Development Agency/H2 Learning to challenge young people to develop peer-to-peer communications that promote the responsible use of alcohol, while at the same time challenging anti-social drinking behaviours that young people sometimes display in relation to alcohol. It was aimed at third-level students aged 18 plus, with a €6,000 prize fund. The 2013/14 competition required students to submit creative ideas for campaigns that promote responsible attitudes and behaviours when drinking and, in particular, promote the importance of reducing the quantity of alcohol consumed on a drinking occasion and a slower pace of drinking. In the past, winning films have been screened on City Channel, 3E (TV Channel) and RTE (National Broadcaster), as well as at the Festival of World Cultures (250,000 people attend) and Oxegen Music Festival (80,000 attendees). In 2014 the campaign reached over half a million people through social media, while videos were viewed more than 34,000 times. The winning team’s campaign, ‘No Sleep Lost – Don’t Lose Sleep over Where You’ll Wake Up’, reached an audience of over 165,000 on Facebook and included a number of elements, including a website, interactive drinks calculator, animation piece and viral video, which focused on the real-life consequences arising from excessive alcohol consumption. They also mounted an extensive marketing and PR campaign to support the project, which resulted in significant coverage across the media



“Reclaim Your Weekend” ran from 2012 to 2014 when Drinkaware partnered with Microsoft Networks (MSN) to motivate and empower consumers to adopt a slower pace of drinking on a weekend occasion, because they have an activity planned for the following day.



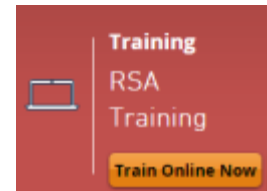
The mini website highlighted upcoming events and activities around the country that consumers could participate in. Free events and activities were shown as well as exclusive, attractively priced deals on events and activities.

The mini site also offered links to handy hints and tips on how to pace their drinking. In January 2014, Bootcamp Ireland offered half-price (€5) classes every Saturday in January as an incentive to pace drinking on Friday nights out. In February 2014, a competition was launched to challenge people to upload a 30 second video to YouTube of themselves reclaiming their weekend. The favourites were showcased on drinkaware.ie in April 2014, and the best one (as voted for by visitors to the drinkaware.ie website) won a weekend away at Surfworld in Bundoran.

Over the course of the campaign there were 623 million Reclaim Your Weekend ad exposures across MSN properties, 117,553 visits (clicks) to the microsite and 74,715 unique visitors, with an average dwell time of 11 minutes.

Server training

Drinkaware took part in the **“Responsible Serving of Alcohol (RSA) Programme & SmartServe Workshops”** from 2003 to 2014 when the organisation underwent change. The programme is led by Alcohol.ie (an independently owned training organisation) and promotes the responsible serving and selling of alcoholic beverages. SmartServe is a shorter version of the RSA programme tailored to meet the needs of staff at concerts, events and functions. Staff are briefed onsite to ensure they have a basic knowledge of the law, how to deal with difficult and potentially harmful situations and what to look for when checking I.D. The aim of the programme is to instil confidence through teaching basic but vital tactics when serving at large and medium scale events. The RSA programme’s interactive workshops use case studies to help reinforce skills and encourage discussion among participants. It has a strong emphasis on the skills necessary to handle a number of situations involving alcohol. From launch until January 2014 over 14,000 people were trained through the RSA programme. , leading to an increase in the standard of serving practices of license holders and their staff.



The **“ServeAware Training Course”** began in 2013 in partnership with festival and event organisers in order to encourage responsible serving practices at festivals and events. The online course gave training in the key aspects of responsible serving of alcohol to staff employed at festivals and events. The course covered areas including; Alcohol and the Law, I.D. Checking to Counteract Underage Drinking, and Responsible Serving Strategies. Until September 2014, 2,025 people undertook the training course and sizeable numbers of bar staff completed training in advance of major summer festivals including; the Oxegen Festival, The Galway Races and Electric Picnic Festival.

The MEAS underwent a number of changes from late 2014 and onto 2015. In November 2014, Fionnuala Sheehan stepped down as the Director of MEAS (Mature Enjoyment of Alcohol in Society). In 2015, changes were made to the staff, MEAS ceased to exist and its drinkaware.ie brand became an independent organisation in its own right. Due to these changes, no campaigns were run in 2015 and all previously ongoing campaigns were stopped except the “Morning After campaign” which ran over the 2015 Christmas period.

Objective 5

Due to the changes undertaken by the organisation in 2015, no promotion was carried out to show stakeholders’ engagement to help reduce harm related to the abuse of alcohol. However, MEAS previously engaged with promoted stakeholders’ engagement to help reduce harm related to the abuse of alcohol.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				→	→	→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V			
	→	→	→	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→	→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol				→	V	V

Objective 1

The Charter of Ethics on commercial communications supplements the national code on advertising which includes the commitment to include a Responsible Drinking Message (RDM) on all advertising. The wording is not defined but the most commonly used is "bevi [brand] responsabilmente" (drink [brand] responsibly). No decision has been taken yet to add/convert the RDM into the consumer information website address (beresponsabile.it/).

Objective 2

No decision has been taken at national level to introduce an RDM in the form of consumer information website address on labels. However, some FEDERVINI members decided voluntarily to add the consumer information website address (beresponsabile.it/) or a company specific responsible drinking website.

Objective 3

The Code is enforced by the Self-Regulatory Organisation (Istituto dell'Autodisciplina Pubblicitaria) which is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 1), and covers digital media.

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

Objective 4

Consumer information

In 2010, FEDERVINI launched the **consumer information website** (beresponsabile.it/: be responsible). It aims to raise and maintain the positive Mediterranean culture typified by low risk drinking patterns. It was renewed in 2013, and now hosts the "**io vivo mediterraneo**" (I live Mediterranean) message and philosophy.



In 2013, FEDERVINI continued its efforts to spread responsible drinking messages by investing in a Facebook fan page (facebook.com/loVivoMediterraneo). The aim is to communicate about RDMs, to promote the values related to the “Mediterranean Style” and to deliver messages against misuse. Regular posts address responsible drinking, relevant statements of important people, suggestions on how to combine food and drinks. The launch of the fan page was supported by Facebook advertisements and a press release. The page had more than 8,000 fans in December 2015.

Drink-driving



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

The Drink Test application provides information about the alcohol content in spirits, wine and beer (per unit), works out an individual's consumption based on their sex, weight and food intake and provides “key figures and numbers about alcohol” information. The GPS and the A-GPS based technology allows the consumer to find a taxi anywhere in Italy. A short video was produced to explain how to use the application and how to share it. The app has been downloaded 15,622 times since its launch (until September 2015).

Responsible Selling/Serving

“#Beremeglio” (Drinkbetter) was launched in November 2015 in partnership with FIPE (bars and restaurants organisation), APPE (association of on trade outlets) and the Municipality of Padua. The idea for the campaign came after ISTAT research (“The use and abuse of alcohol in Italy”) showed that 63% of over 11's, 43.4% of 16 year olds and 62.5% of 18-19 year olds drank at least once during 2014. The city of Padua was chosen to start the campaign because 48.6% of the population consume a drink outside the home (for example when eating out) it was considered essential to create a “culture of drinking”: where focus is on quality rather than quantity, highlighting the “Mediterranean style” of drinking.



Staff who sell/serve alcoholic beverages receive training on the responsible selling/service of alcoholic beverages. A “responsible serving module” has been added to all FIPE training and licensing courses. The module covers knowledge of alcoholic beverages (their characteristics); awareness of the effects of alcohol and the various stages of intoxication in order to understand how to deal with a customer; the management of “at risk” situations; tips to make the area more comfortable and how to deal with customers near closing time to avoid possible mishaps.

A pilot phase is running in Padua from January 2016 to June 2016. At the end of the trial period, the project will be evaluated and possibly extended at national level.

The launch was mentioned on a number of news sites and FIPE train 600 professionals in Padua during the pilot.

Objective 5

FEDERVINI is proactive in the field of prevention and engages with stakeholders, such as the Fondazione Umberto Veronesi, to promote responsible drinking messages nation-wide through a targeted communication plan to maximize the visibility of the project. For example, news of the “Drinkbetter” campaign was given during a press conference in order to maximise its promotion.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Latvian Alcohol Industry Association (LANA)

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Mandatory by law					
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	→	V	V
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	Restricted by law					
	→	→	→	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated		→	→	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	V	V	V	V	V

Objective 1

The "Handling of Alcoholic Beverages Law" stipulates that alcohol advertisements should include a mandatory warning. Since 2013, an additional warning was added regarding sales and transfer of alcohol to minors. The common warning used by LANA members is "Alkohola lietošanai ir negatīva ietekme, tā pārdošanam iegādāšanās un nodošana nepilngadīgām personām ir aizliegta" (Alcohol consumption has a negative impact, its sale, purchase or transfer to (or by) underage persons is prohibited). Warning messages have to be sized at least 10% of the ad and are also mandatory on digital media.

Objective 2

The responsible drinking message (RDM) has been voluntarily added to product labels by association members since 2014: 1) the address of the EU consumer information website (responsibledrinking.eu/). The EU landing site was chosen for export reasons due to small domestic market size; 2) logos related to the threat of alcohol consumption for pregnant persons and drivers. No market monitoring has been carried out yet and warning labels are out of scope for imported products with no Latvia-specific design.

JSC Latvijas Balzams adds the RDM to all of its labels, and represents 85% of local production of spirits and wines. Along with the other SME producers, it represents a share of 35% of the total market. The conservative estimated market share of all products carrying an RDM is 45%.



Objective 3

Spirits advertising is banned, on TV, radio and outdoor. Advertisements are strictly regulated on print in terms of content and placement. Permitted marketing communications are strictly regulated through legislation (Advertising Law; Handling of Alcoholic Beverages Law; and the Digital Mass Media Law) the provisions of which are similar or stricter than spiritsEUROPE Guidelines. While there is no SRO affiliated to EASA in Latvia, the leading local and imported beverages companies have introduced their own marketing communication guidelines which include an independent adjudicator as steering body.

Objective 4

LANA has encouraged responsible consumption for a number of years, such as through the "Don't Drink and Drive" campaign (2008 to 2012) and through the consumer information website.

Consumer information

LANA launched its **consumer information website** (dzeratbildigi.lv: drink responsibly) in June 2010. In order to provide credible and accurate information, page content was developed in collaboration with experts. It contains information on a number of topics such as who shouldn't drink, facts about alcohol and excessive consumption. It also offers visitors the opportunity to ask questions and receive answers from experts. The website and its message is spread through advertisements and a promotional video (dzeratbildigi.lv/lv/eksperiments/) which aims to show that immoderate drinking limits human perception and abilities. The video records an experiment to show the effect that alcohol has on the participant. It was conducted in the presence and strict control of a doctor and contains a warning never to copy it. The video was awarded at national advertising contest in 2011 and the website has had over 23,000 visits.



“It all starts with just one glass” (“Tas viss sākas no vienas glāzes”) ran from March 2015 to November 2015 in order to address the general public's misperceptions regarding alcohol consumption. Research on alcohol consumption (including underage drinkers) prompted a number of alcohol related topics in mass media, brought to public by different health sector experts. Partners included the Latvian Medical Association (LMA), the Ministry

of Health (MoH), Neurologist Jānis Strazdiņš and Neurosurgeon Renārs Putniņš. The main topics covered were:

- Youth alcoholism and doctors observations on how to reduce binge drinking.
- Root cause of unhealthy drinking habits.
- Facts about alcohol and alcoholism.
- Excise tax and its impact on drinking habits.

During the course of the campaign two interviews were held on TV and 3 on Radio. Three analytical programs/round table discussions were held. Also, articles appeared in five printed publications and 56 online publications. 16 social media accounts reached 343,416 followers (many of who republished posts)

Non-commercial alcohol (NCA)

The **“Backstage”** (“Aizkulīses”) began in 2011. The awareness programme was launched following research showing that Non-commercial alcohol (NCA) is a problem. It aims to change attitudes towards NCA consumption and consumption behaviour. It addresses the community of people either consuming/buying NCA, or the ones who are in a position to influence decision of use/purchase of NCA. It attempts to tackle the imaginary benefit by exposing the real possibility of the damage to health. It further aims to educate society on distinguishing between commercial and counterfeit products. The campaign involved advertising agencies and media working ‘pro bono’, State Police, Medical Doctors Association and other stakeholders gathered around LANA as leader. Various activities around the issue were carried out during 2015, but the association was able to share them in time for this report.



Furthermore, LANA has started a pan-Baltic research project on NCA supported by ICAP and steered by independent academia group representing 3 top universities of the Baltic States (University of Latvia, Tartu University and Kaunas University of Technology) and health sector professionals.

Objective 5

LANA campaigns are carried out with partnerships which include the Latvian Health Ministry, doctors, police, and the media. The association uses a variety of means with which to share the work done to reduce harm related to the abuse of alcohol, which include hosting or joining events and conferences and press releases.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

The Sense Group (TSG)

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→			
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	Public broadcasting authority in charge					
	→	→	→	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→	→	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→		→	→	→	V

Objective 1:

In May 2010, the spirits sector in Malta agreed to introduce a Responsible Drinking Message (RDM) on advertising (drinkawaremalta.com/). All of the TSG members adhere to the requirement and so add the website to all of their marketing communications. Due to the size of the local market, the compliance level can easily be verified and is well above the 75% threshold.

Objective 2

There is no local spirits production in Malta, hence the grey colour. However, TSG members voluntarily use drinkawaremalta.com/ where possible. TSG members are encouraged to drive to get non-members and third party players (like event promoters) to also participate. Some importing companies have decided to implement it voluntarily. The conservative estimated market share of products carrying RDMs in Malta is 45.5%.

Objective 3

Alcohol advertising is prohibited on TV and radio before 9pm. There is no Self-Regulatory Organisation in Malta but the Public Broadcasting Authority can receive consumer complaints about TV & radio advertising. Since 2010, no complaints have been filed against the spirits sector. A responsible marketing communication code was approved in May 2010 and is aligned with the required standards. The code was revised mid 2014 to include the spiritsEUROPE digital media provisions.

Objective 4

The Sense Group carries out campaigns under the consumer facing drinkawaremalta.com brand. Recent ones include: "Don't be the Village Fool" (2000 to 2010), "Just don't overdo it" and "Just don't drink and drive" (2012) and "You have a choice. BE DRINK AWARE" (2013 to 2014). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

The **consumer information website** (drinkawaremalta.com/), was launched in November 2009. It was revamped in 2012 to make it more attractive to the target audiences and establish it as the primary source for information on alcohol consumption in Malta. A section for campaigns and a "how alcohol affects your brain" interactive game were introduced along with elements to create stronger interaction with viewers, like a unit calculator and competition. Awareness raising campaigns are regularly run to attract a larger audience to the site and a Facebook



page has been created.

In 2015, the website had over 4,120 unique page visits and 5,549 page views. The visibility of the site is increasing as people searching for relevant terms are now able to find drinkawaremalta.com more easily on Google. The Facebook page had 817 “likes” as of November 2015 and the advertising reach on Facebook hits around 20,000 people per month.

Drink-driving

“#dontrisk” ran over the summer of 2015. Headed by the “89.7 Bay” radio station, the campaign was launched as a result of research showing that 13% of road fatalities were due to drink driving. Promotion was carried out through:

- The “You drink, you drive, you lose”, “Don’t let your friend drink: be a star” and “That last drink could cost you more than you expected” tag lines.
- A dedicated website (dontrisk.com.mt/) which includes information about the laws pertaining to drink-driving, legal alcohol limits, as well as how alcohol affects driving. It also provides advice on how to stay safe on the road, along with alcohol free alternatives.
- A dedicated song, “One Life”, written and recorded specifically for the campaign.
- A number of “Don’t Risk” videos which were shared on social media. Videos included, one with tips from members of the public about getting home safely after a night out, one where clubbers are asked about how they were returning home and one highlighting the risks of alcohol and hot weather with beach-goers.



Senior politicians from the two main political parties in Malta backed the campaign as did certain ministers. The videos were viewed 41,000 times and 89.7 Bay’s Facebook page reached more than 650,000 followers at the time of the campaign

Objective 5

TSG’s campaigns are carried out in partnerships which include the Bartenders Guild, the General Retailers Union, the Chamber of Commerce, “89.7 Bay” radio station and Transport Malta. TSG regularly communicates with the press and through social media, and was part of the press conference held for the launch of the “#dontrisk campaign.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

spiritsNL | Stichting Verantwoorde Alcoholconsumptie (Foundation for Responsible Alcohol Consumption - STIVA)

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)					→	→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→	→	V	V	V

Objective 1

The revised STIVA code (adopted in 2011) states that all advertising on television, in cinemas, in theatres and on closed-circuit television must contain a clearly visible educational slogan or logo. Responsible Drinking Messages (RDM) have been communicated to the Dutch population since 2005. Since 2007, the consumer information website address (<http://www.drinkwiizer.info/>) can be used. The most recent RDM monitoring data shows a compliance level of 100%. In 2014, the LPA was increased from 16 years to 18 years. As a consequence the logo was replaced by "Not 18, no alcohol" (Geen 18, geen alcohol). The beer and wine sectors also embraced this new slogan. The STIVA self regulatory code now holds that all ads must bear this slogan.

Objective 2

No decision has been taken at national level to introduce an RDM in the form of consumer information website address on labels. However, pregnancy logos have been widely used since 2013 and the Dutch federation has focused on this. SpiritsNL reports that 60% of all labels use the pregnancy logo and its use is increasing. Some members use other logos for drink-driving or LPA but RDMs are also mentioned.

Objective 3

The STIVA code is fully aligned with the required standards and is incorporated into the Nederlandse Reclame Code (Dutch advertising code). The Code was revised in 2011 to include additional conditions on digital media, and in 2013 the Code was revised again adapting elements associated with the new legal purchasing age of 18 years for all alcoholic beverages. The Code is enforced by the local Self-Regulatory Organisation (Stichting Reclame Code) which is fully compliant with the EASA Principles for effective self-regulation (see Annex 1).

In 2013, a compliance monitoring on the placement of spirits advertising was carried out (stiva.nl/facts-figures/alcohol-en-reclame/). Compliance with the Dutch 75/25 rule was 97%.

Objective 4

The spirits sector in the Netherlands has a long history of carrying out prevention programmes aimed at reducing harm in a number of areas. Examples include "Not yet 16? Not a drop" (2009 to 2013), "Take Zero" (2010), "Enjoy your drink, but be moderate" (2005, ongoing) and "Buying alcohol means knowing the purchase age limits" (2001 to 2011). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

In 2011, the **consumer information website** (drinkwiizer.info/: Drink Wiser) was launched by the spiritsNL to promote responsible drinking guidelines among adult consumers. In 2013, the site was re-vamped with premium displays and small icons displayed on social media. Each year between October and November, actions take place to drive more visits to the website. The website had around 53,000 visitors during the 2015 activation.



Responsible Selling/Serving

The “Student alcohol policy day” (“Studenten alcoholbeleidsdag”) began in 2009 to raise awareness among student associations, especially those responsible for selling alcohol, of the dangers of excessive drinking. Since many student unions provide alcohol at their events, yearly information days are held where all administrators of student associations meet to receive presentations and training on the responsible selling of alcohol and keeping within the law. Unions must also have a set of regulations in place which lay out the legal requirements and house rules in relation to the responsible serving of alcohol. Venues and themes change yearly. In 2015, it was in Lieshout and focused on excessive drinking. In addition to these meetings, STIVA gives an annual training on the first training day of all board members of all student unions where approximately 300 student union board members are present. Each year, 8 student unions in 13 cities take part, representing about 45,000 students.



Drink driving



The Netherlands was one of the first countries to introduce the designated driver (“BOB”) concept in 2001. The initiative is run by the Ministry of Infrastructure and Environment and Safe Transport Netherlands (VVN) with STIVA as one of the partners. The campaign combines education and enforcement in its aim to reduce drink-driving. Direct contact with the public is obtained through numerous events and activities throughout the year at national, regional and local level carried out by volunteers. Advertising takes place in addition to events. In 2010, online presence was reinforced by the creation of a website (nederlandveilig.nl/bob/campagne/) and in 2012 a Facebook page (facebook.com/bedanktBob) was launched. In addition, the “BOBsport” message, launched in 2011 encourages those attending games to designate a driver to take them home after. The focus is on having a safe journey home and uses the “100% BOB 0% alcohol - To get home safely, stay in control” tagline to highlight the fact that it is best not to drink any alcohol at all before driving.

In 2015, 33 different events all over the country took place reaching 693,000 people. 98,150 agreed to be designated driver (“BOB” deals). The police carried out 145 controls and 80,500 breathalyser tests were carried out and the Facebook page reached 304,300.

Objective 5

STIVA organises several events during the year with relevant stakeholders and issues press releases to promote its engagement to help reduce harm related to the abuse of alcohol. The last event organised took place in October 2015 and the State Secretary was guest speaker.

SpiritsNL organised three events in 2015, where politicians were invited to speak about alcohol policy and where the SpiritsNL positions were highlighted and discussed.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Employers Association Polish Spirits Industry (ZP PPS)

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Restricted by law					
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	V	V	V
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	V	V	V	V	V

Objective 1

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

Objective 2

The agreement at national level to include an RDM on product labels was signed by ZP PPS's members in 2012 and all members are required to put an RDM on all alcohol product labels. The RDM is preferably the Polish responsible drinking website (pijodpowiedzialnie.pl/), however the EU one (responsibledrinking.eu/) or other appropriate form is acceptable. The latest data, following monitoring conducted in 2014, showed 94% compliance. The main brands which are members of the Polish federation are Stock Poland, CEDC International, Pernod Ricard Poland, Diageo Poland, Podlaska Wytownia Wodek (Chopin Vodka), Polmos Żyrardów (Belvedere Vodka). These brands make up 80% of the Polish market.

Objective 3

The code of conduct, adopted in 2006 and revised in 2011, includes all the relevant provisions contained in the spiritsEUROPE guidelines (except 70/30 which is not relevant since advertising spirits is forbidden). The code has not been revised to introduce digital media rules, due to heavy restrictions on this type of commercial communication. The code is enforced by the Self-Regulatory Organisation (Rada Reklamy) which is fully compliant with the EASA Principles on effective self-regulation (see Annex 1).

Objective 4

ZP PPS has a long standing commitment to reducing harm related to the abuse of alcohol and has carried out a number of campaigns in the past, such as "House Party" (2012, ongoing), "Driving Simulator Academy" (2007 to 2010), "Been Drinking? Don't Drive!" (2008 to 2012), "Server training" (2008 to 2012), "Don't drink alcohol from illegal points of sales" (2012 to 2013) and "Stop illegal alcohol" (2013). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

The **consumer information website** (pijodpowiedzialnie.pl/) was launched in July 2008. In 2014 it was updated with a new look and feel in order to attract a wider audience. It contains responsible drinking information such as the effects of alcohol on the body,



recommended levels of consumption for men and women, when not to drink at all and the consequences of alcohol abuse. In addition, it contains news and information on the campaigns run by ZP PPS. The number of unique visitors in 2015 was 18,902.

Underage drinking

Launched in 2013, the **“Positive Learning Laboratory”** (“Laboratorium Wiedzy Pozytywnej”) programme is led by the MONAR Association with various partners such as the Foundation for Social Education, the Charitable Society of Warsaw and ZP PPS. MONAR is a non-governmental organisation that helps people in difficult life circumstances and who may be socially excluded (homeless, living with AIDS or addicted to alcohol and drugs). The objectives are to reduce under-age drinking, to delay the age of a young person’s first drink, to build and strengthen skills in the conscious shaping of attitudes against the use of alcohol and other psychoactive substances among young people. The programme is aimed at junior high school students (13-14 years old) and requires cooperation with the school headmaster and counsellors. It consists of a set of meetings: 2 for parents, 2 for teachers, and 12 for teenagers carried out by professional trainers with experience in youth education. As part of the lessons the film “House Party” is used in the programme and it is supported by a dedicated website (pozytywnelaboratorium.pl/). Teachers and school psychologists can be trained to give the programme with the “train the trainer” module. Since October 2015, the programme is recommended by the Ministry of National Education and other public institutions. This allows schools to access public grants from local budgets on prevention activities.



In 2015, 57 educators across Poland underwent training and received a certificate to carry out the programme. 359 teenagers had lessons during the 2014/2015 school year.

Drink-Driving



ZP PPS has taken part in the pan-European “European Night Without Accident” (“Europejska Noc bez Wypadku”) since 2006. Partners include Foundation Krzys (Safe Driver Foundation), the National Road Safety Council and the National Police Headquarters.

Every third Saturday of October, young volunteers visit nightclubs across the country in order to promote the designated driver concept and therefore reduce the number of alcohol-related road accidents involving young drivers. Wrist bands are given to registered designated drivers to prove their commitment to take a breathalyser test before leaving. If the test is negative, they are rewarded with gifts. If positive, volunteers encourage them not to drive or to entrust a sober friend to drive. In 2015, the event took place on 17 October in 42 clubs in 39 Polish cities, and over 150 volunteers helped to organise the event.

Alcohol and pregnancy

“Lepszy Start” (Better start for your child) was launched in 2008 in partnership with a number of relevant health bodies (gynaecologists, midwives and medical centres). It provides information on the dangers of drinking alcohol during pregnancy and promotes abstinence among pregnant women. Dissemination of the message to pregnant women is achieved through a dedicated website ([.lepszystart.com.pl/](http://lepszystart.com.pl/)) and Facebook (facebook.com/zdrowa.ciaza) page. It is the most visited FB fanpage dedicated to pregnant women in Poland and has 68,000 “fans”, 93% of which are females aged between 18 and 44. It had 12,070,624 page views over 2015.



Responsible Selling/Serving



“Here we check if you are an adult” (“Tu się sprawdza dorosłość”) was launched in 2015 in order to reduce the availability of alcohol beverages to underage youth after data showed that 70% of minors in Poland admit to having easy access to alcohol. Retailers participating in the programme commit to asking young customers attempting to buy alcohol for age identifying verification. When a business commits to the campaign, they receive visual aids that support the programme (stickers, posters, door signs), a leaflet explaining why it is important not to sell alcohol to minors and designation as a “responsible shop” on the campaign’s website (tusiesprawdzadoroslosc.pl/) map. 6,427 points of sale joined the campaign till October 2015 and an evaluation will be conducted in 2016.

Objective 5

All ZP PPS campaigns, like the “Positive Learning Library” and the “Here we check if you are an adult” are carried out in partnership with public and private bodies. In addition to “Social debates” (see below) social responsibility reports are circulated to the media.

Social debates

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



In 2015, a meeting took place in the Parliament to discuss how to prevent young people’s access to alcohol. The meeting was held within the Parliamentary Team for Primary Health Care and Prevention and attended by 7 MPs as well as several experts from science, NGOs and public administration. Attention was drawn to bad public spending on prevention by local governments (negligible percentage goes to recommended programs with proven effectiveness). During the meeting Leszek Wiwata, ZP PPS President, announced the launch of the new social campaign “Here we check you are an adult” which started in 2015 and is a partnership between the spirits sector and retailers.

At the end of the project a summary report with the list of recommendations and best practices will be produced.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Associação de Vinhos e Espirituosas de Portugal (ACIBEV)

Associação Nacional de Empresas de Bebidas Espirituosas (ANEBE)

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	→	V	V	V	V	V
	→	→	→			
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V	V

Objective 1

The self-regulatory code adopted in 2002 states that all advertising should contain the Responsible Drinking Message (RDM) "Seja responsável. Beba com moderação" (be responsible, drink moderately). Since 1 June 2009, all ANEBE member companies display the national consumer information website address (bebacomcabeça.pt/) on all commercial communications. ACIBEV member companies display the "Seja Responsável. Beba com Moderação" RDM on all commercial communications. The level of compliance is 95%.

Objective 2

No decision has been taken to add the RDM to labels. However, some companies have decided to implement it voluntarily. The estimated market share of products carrying RDMs in Portugal is 44%.

Objective 3

The code is enforced by the local Self-Regulatory Organisation, ICAP (Instituto Civil da Autodisciplina da Publicidade) which is fully compliant with EASA Principles for effective self-regulation (see Annex 1).

The 2002 code covering wine and spirits advertising only was revised in 2013. The national code was revised again in April 2014 and applies to all beverages. The "Self-Regulation Code of Commercial Communication on Alcoholic Beverages - Wine and Spirits" was signed on 6 October 2014 by 40 industry associations and companies, including ACIBEV and 24 ACIBEV associates. After approval from ICAP, the Self-Regulation Code of Commercial Advertising on Alcoholic Beverages - Wine & Spirits, joined the Pre-Clearance System.

Objective 4

Drink Driving

In 2002 ANEBE created the "100% Cool" designated driver concept, making it one of the oldest continuous campaigns in Europe. The aim is to reduce the number of alcohol-related road deaths and injuries especially within the 18-30 year old age range. It focuses on empowering young people to say "no" to alcoholic drinks if they are driving. It is promoted through a mass media campaign (TV, radio, cinema and poster billboards), a dedicated website (100percentocool.pt/) and Facebook page (facebook.com/100percentocool?sk=wall). In addition, leaflets and gifts are distributed to the on-trade via a team of young volunteers who encourage groups of young people to designate a driver for the evening. In 2015, more than 20 volunteers reached approximately 500 young people.





The “**Drive Me**” online carpooling network (driveme.100percentocool.pt/) was launched in summer 2010 to support 100%Cool. It enables registered users to offer to be the designated driver for a given period of time and in specified locations. Those offering the service are subject to random breath controls by the police. If the driver has a blood alcohol concentration (BAC) of 0%, they are rewarded with a voucher to be activated on the Drive Me website where they can win gifts and rating points. The site was updated in 2015 and attracted 100 new registrations.

Recent research by ANEBE showed an 85% awareness of the campaign and 75% affirmation of being designated driver among the target group. In 2015, statistics showed a 73% reduction in young people fatalities, which is about 20% higher than the reduction observable in general population. Portuguese youth are now second only to Hungary in terms of road fatalities and injuries. Moreover, statistics released by the Forensic Institute show a consolidated and continued reduction of drivers autopsied with positive BAC.

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

Consumer information

In 2008, ANEBE launched the **consumer information website** (bebacomcabeca.pt/: drink with your head). It contains responsible drinking information such as what a unit of alcohol is and recommended maximum levels of consumption. It is promoted through posters, in the press and commercial communication by supporting companies. In 2015 the site had around close to 27,000 unique visitors up from 24,000 in 2014).



Responsible Selling/Serving

ANEBE launched the “**Serve Well, Drink Better**” (“Servir Bem, Beber Melhor”) in 2015. Through various training activities and distribution of awareness materials, staff is educated on how to enforce the law, prevent the consumption of alcohol by minors and intoxicated persons and receive useful information on alcoholic beverages in general. After the training, an exam can be taken. If passed a certificate is issued. The programme has two manuals (a student manual and a trainer manual) both of which can be downloaded from ANEBE’s website (anebe.pt). The programme has two manuals (a student manual and a trainer manual). The student manual covers a number of topics including: the law related to the serving and selling of alcoholic beverages, the responsibilities of a professional server/seller of alcohol; how to ensure respect of the law; alcohol and the body and creating a friendly atmosphere. The trainer manual covers all necessary steps in the planning, orientation, distribution and marketing of the course. Since the program recently started, the number taking part is not yet available. The first implementation figures will be available in February 2016.



In 2014, the responsible serving training guide “**Responsible service makes a sustainable business**” (“O Serviço Responsável Faz o Negócio Sustentável”) was launched as a joint effort between ACIBEV and APHORT, with the support of Sogrape Vinhos and ViniPortugal. The project aims to promote moderate and responsible consumption and to reduce alcohol-related harm through owners, managers, professionals, bartenders and sommeliers. The educational program is based on four strands of knowledge considered essential for the responsible performance of all professional’s activity who sells alcoholic drinks (understanding the power of alcohol, knowledge of legislation, create the right environment and facing the difficulties). The guide is delivered during the training actions undertaken by program partners.



In 2015, a workshop was held at one of the greatest national industry events “Essência do Vinho”. The workshop was attended by about 25 professionals and the guides were made available to all participants. Also in 2015, information flyers were handed out at the “Essência do Vinho” event in February in Oporto, and the “Encontro com Vinhos e Sabores”, event in November in Lisbon. Three training sessions for professionals, were held during the ViniPortugal Training Courses.

Objective 5

ANEBE partners with a number of organisations to run its campaigns, for example with the ACP (Portuguese Car Club of Portugal), the Ministry of Internal Affairs and with the Police. In 2015, ANEBE organised the second edition of “Conversations with ANEBE” where priority issues are addressed. The 2015 edition focussed on “the Governance of social responsibility” and the “Serve Well, Drink Better” was showcased.

ANEBE and ACIBEV are both founding members of the Portuguese Alcohol & Health Forum, an elected part of its Executive Committee, bringing together all the relevant public and private stakeholders to introduce effective strategies to reduce alcohol-related harm in Portugal. This Forum follows the model of the European Alcohol and Health Forum launched by the European Commission in 2007. The Forum was renewed in 2013 and ANEBE was re elected to its Executive Committee which is the key to continued interaction with the definition of the Plan to Combat addiction 2013-2020.

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

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Romanian Forum for Responsible Drinking (RFRD)

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)				→	→	→
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
	→	→	→			
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated		→	→	→	→	→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→	V	V	V	V

Objective 1

RFRD member companies include the RDM in form of the national consumer information website (consuma-responsabil.ro) on some types of advertising (TV commercials, print and below-the-line campaigns). RFRD member companies represent approximately 60% of the registered spirits market in Romania and are the most active in terms of consumer communication. As per the latest compliance measurement results (2015), 100% of above-the-line (ATL) marketing is compliant and 90% of below-the-line (BTL) and online marketing is compliant.

Objective 2

In 2013, RFRD members decided to introduce the national consumer information website (consuma-responsabil.ro) on labels. RFRD estimate the general level of compliance is 55%. Progress is ongoing since many RFRD member products are imported and, therefore, carry generic labelling.

Objective 3

In July 2010, RFRD adopted a self-regulatory code of conduct which is fully aligned with the required standards. In 2012 the Digital Annex was adopted and added to the code. The code is enforced by the local Self-Regulation Organisation (Romanian Advertising Council) which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 1).

Over the last four years, not a single complaint has been upheld by the RAC against the spirits sector. Additionally, the media content is placed base on a certified monitoring on the placement of spirits advertising which is performed by a third party press media monitoring company. This ensures that the compliance level is at 100%.

Objective 4

RFRD is committed to carrying out prevention programmes aimed at reducing harm in a number of areas. Past examples include "City Manifest - The City that doesn't Drink/Drive" (2012) and "Flyer distribution for lady drivers" (2012). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

Launched at the end of 2009, the **consumer information website** (consuma-responsabil.ro: consume responsibly) aims provide adult consumers with the information to help them drink responsibly. It contains sections such as the effects of alcohol on the body and advice when not to drink. Since its creation, the website has had 148,000 unique visitors.



Underage drinking



“There are Many” (“Suntem multi”) was launched in October 2015 after research showed that underage drinking is a common practice in Romania: A UNICEF study found that over 42% of Romanian teenagers (14 – 18) drank alcohol and a consulting company found that most teenagers consider that drinking alcohol is normal and have no idea about its effects on their body. As a result, the campaign is aimed at teenagers (14-18 year olds) and their parents.

The information campaign uses traditional and social media channels, as well as activities in cooperation with the campaign’s partners to spread the key messages. Activities are supported by a Facebook page (facebook.com/ConsumaResponsabil.SuntemMulti) website (suntem-multi.ro/), website banners and various materials for retailers. From launch in October 2015 to December 2015 the Facebook page had over 3,500 “likes”. More information on the numbers reached will be available later in the campaign.

Drink Driving

Launched in 2011, the “Politaxi” campaign carries the message: “You choose who you are going to meet tonight - The police or a taxi driver? It's up to you to choose to get home safely after having consumed alcohol”. The campaign’s focus was on a travelling branded car called a “PoliTaxi”, which was placed on a stand and toured nationwide. In 2014, activity was spent on consolidating research, keeping stakeholders’ engagement and supporting PR initiatives. A series of events with the campaign’s key partner – the Romanian road police - took place featuring the car. In 2015, and after police approval, the campaign was moved online and a dedicated Facebook page (facebook.com/politaxi) was launched. The page is updated regularly and RFRD member companies share posts onto their pages to maximise potential coverage of the messages.



Research carried out in 2015 by Omnibus (1064 respondents, 55% male, 45% female) showed a decrease of 11% in the percentage of consumers who admitted to drink driving.

Objective 5

In 2015, RFRD partnered with the Romanian consumer protection authority, a number of retail stores and Spirits Romania. The “There are Many” campaign was launched during a press conference in order to spread the information as widely as possible. A number of sites shared the information:

- Adevarul (news site) carried two articles and two videos.
- Parenting sites “Desprecopii.ro” and “Centruldeparenting.ro” posted articles
- Bloggers “Bianca Popcean” and “Andressa” wrote articles on their blogs.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

Forum-PSR Slovensko

Maturity grid 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	→	→	→			V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V →	V →	V →			V →
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→			→
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	→	→	→			V

Objective 1

Forum PSR Slovensko adopted a Code of Ethics on 11 June 2010. The last provision invites members to insert the Responsible Drinking Message (RDM) "Pi s rozumom" (drink wisely) on all advertising and promotional material where possible. 90% of print materials, leaflets, TV commercials, outdoor campaigns of Forum PSR Slovensko's members, contains the Slovak RDM or some responsible drinking statements.

Objective 2

No decision has been taken by Forum PSR members to introduce an RDM to labels.

Objective 3

The Code of Ethics was adopted by Forum PSR Slovensko on 11 June 2010 and is fully aligned with required standards but has not yet been revised to include provisions on digital and social media. The code is enforced by the local Self-Regulatory Organisation (Rada Pre Reklamu) which is fully compliant with EASA Principles for effective self-regulation (see Annex 1).

Objective 4

Forum PSR Slovensko is committed to undertaking prevention programmes aimed at reducing harm in a number of areas. Past examples include "Not 18? No chance!" (2011 to 2012), "European Night Without Accident" (2011) and "How much you wanna pay?" (2012). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

The **consumer information website** (pisrozumom.sk: drink responsibly) was launched in July 2010. The website provides information such as what a standard drink is, the effects of alcohol on the body, and information relating to different life stages and contexts. Since the website name has become the social responsibility brand, many prevention campaign organised by Forum PSR Slovensko promote it. The website has more than 7,000 visitors per year.



Underage Drinking

The "Let's talk about alcohol" ("Hovorme o alkohole") campaign was launched in 2015 after research found that a third of Slovakian 15-year-olds drink alcohol more than ten times a month. While their parents know that they drink, they are unable to provide sufficient information on the issues relating to underage consumption and how it impacts on their children's health and development.

The educational programme is targeted at 7th year students (15 year olds), their teachers and their parents. Lectures are designed so that children actively participate and not simply listen to them. Issues are debated, like “what are the advantages and disadvantages of alcohol?”, “When can you legally drink?”, “Why do people drink?”, “How does alcohol react when combined with energy drinks?”.

A dedicated website (hovormeoalkohole.sk/) is split into 3 sections:

- Young people: contains information on various topics such as what alcohol and the consequences of underage drinking.
- Parents: contains information on various topics such as preventing underage drinking and how to talk to their children about alcohol related issues.
- Schools: contains information on various topics such as Organising a lesson at school and how to talk to their students about alcohol related issues.

During the first year (March to June 2015) 200 lectures took place reaching 4,000 students and the programme had a positive response from students and teachers.

Objective 5

Forum PSR Slovensko has numerous partners for the “Let’s talk about alcohol” campaign, including OZ Sananim (an NGO). Forum PSR Slovensko encourages their stakeholders to spread information on their campaigns. Although Forum PSR Slovensko does not actively carry out activities to promote engagement to help reduce harm related to the abuse of alcohol their website contains a list (forum-psr.sk/fpsr_informacie.php).

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

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

Maturity grid from 2010 to 2015

SPIRITSEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)			→	→	→	V
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
	→	→				
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V	V

Objective 1

In 2008, the Responsible Drinking Message (RDM) "Disfruta de un consumo responsable" was agreed upon and complemented by the consumer information website (disfrutadeunconsumoresponsable.es/) in 2010. The website combines the RDM with an awareness message for the consumer to make an informed choice. The RDM is included in the self-regulatory code and its implementation is mandatory and monitored by the SRO (Autocontrol). The level of compliance is 100%.

Objective 2

In 2015, the Board of FEBE decided to introduce a Responsible Drinking Message (RDM) in the form of consumer information website address on labels of their products. The companies will implement it gradually this change when they reprint the new labels.

Objective 3

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

The code is enforced by the local Self-Regulatory Organisation (Autocontrol) which is fully compliant with EASA Principles on effective self-regulation (see Annex 1). Autocontrol reviews all publicity, which means that the compliance with content requirement and the 70/30 rule is 100%.

Objective 4

The spirits sector in Spain has a long history of carrying out prevention programmes aimed at reducing harm in a number of areas. Examples include "European Night Without Accident" (2008, ongoing), "University training in responsible consumption" (2011, ongoing), "Manifiesto against underage alcohol consumption" (2011 to 2012), "Agreement with Ministry of Health- through the National Youth Institute (INJUVE)" (2011 to 2012), "The faces of alcohol" (2005, ongoing) and "Campaign to promote healthy habits in pregnant women" (2011, ongoing). Details of these programmes are available on drinksinitiatives.eu.

Consumer information



The **consumer information website** (disfrutadeunconsumoresponsable.es/ : enjoy responsible drinking) was launched in 2008 by FEBE. It was revamped in 2011 when it was decided to raise awareness and visibility, and merge the different prevention programme websites into one single portal. It was, again, updated in 2015, with information about the calories contained in alcoholic beverages.

The website is promoted via advertisements, the inclusion of the website address on all commercial communications and information brochures distributed through the designated driver and responsible serving programmes. The number of unique visitors in 2015 was more than 110,000. Since FEBE launched the website in 2008, it has received more than 740,000 visits.

Drink driving

FEBE was one of the first associations to join the Pan-European designated driver campaign in 2001. The initial campaign evolved to become **“Noc-turnos”** (night shift). The objective is to raise awareness of the dangers of drink-driving among young people, to encourage the designated driver concept as a normal behaviour and to increase the knowledge of the designated driver figure among young people. The concept is promoted through mass media advertisements on radio and internet and on Facebook (facebook.com/Conductoralternativo). The programme was revamped in 2015. During on-site promotions, trained staff accompany local police in areas where the programme is run. A member of staff waits for the police to carry out a breathalyser test with the driver. If the driver has an alcohol level of 0.0, they are rewarded (for example with a €20 fuel voucher). Information about responsible drinking is also handed out. In order to interact with the target group in a more personal way, all rewards must be claimed on the Spanish responsible drinking website.



In 2015, 5 events were held by FEBE (Cádiz, twice in León, Badajoz and Granada). Since 2001, 120 events have been held, more than 36,000 people have been a designated driver and over 300,000 people have been reached.

Responsible Selling/Serving



“You serve, you decide” (“Tu sirves tu decides”) was launched in 2005 to promote the responsible serving and selling of alcoholic beverages in the on and off-trade. Through agreements between FEBE, nation-wide barmen associations and local municipalities, all owners and staff in bars, hotels, restaurants and supermarkets are invited to attend a training session on the responsible service of alcohol. Pupils from hospitality schools are also trained. The three hour training module for serving staff includes general information about alcohol, the law, rules governing advertising and promotion. Attendees receive an accredited certificate issued jointly by FEBE and the

local municipality. Premises where training has taken place are identified with a sticker on the door certifying it as a “Responsible Business” and mentioned on the website of the local municipality. To maintain this status, they must not be reported as violating any law regarding sales to minors, public health or disorder. It is the first programme in Spain to teach professionals about the responsible service of alcohol and the only programme in Spain to also reach students/trainees in the on-trade.

In 2015, 850 trainees and professionals took part in the programme. Since 2005, a total of 8,241 trainees and professionals have been trained by FEBE and a further 2,000 have been trained by partners since the start of the programme. 55 hospitality schools and about 450 hospitality businesses have taken part.

In 2015, “Tú Sirves, Tú Decides” has received a grant by the Spanish Ministry of Health, Social Services and Equality, for the development of the programme during 2016.



Underage drinking

“Adolescence and Alcohol Educational Programme” (“Oferta Educativa Adolescencia y Alcohol”) was launched in 2001 by FAS. The programme focuses on the main sources of influence for minors: teachers, families and peers and is carried out by specially trained professionals in secondary schools (students aged between 12 to 18 years old). The objective is to delay the onset of alcohol consumption, reduce the number of underage drinkers and the quantity of alcohol consumed by them and to raise awareness of the effects of underage



drinking. The programme uses guides for students, teachers and families as well as workshops for parents and students. Teachers may use the “Faces of Alcohol” website (lascarasdelalcohol.com.es/).

111,215 students from 850 schools were involved in the programme over the 2014-2015 school year. Over 169 families attended the workshops for parents and over 52 teachers used the website programme. Since 2001, over 2,073,292 students from 12,904 schools have participated in the programme.

A five year longitudinal study began in 2010 to focus on the behavioural changes of students who have taken part in the programme. Results will be available in 2016.



“Minors, not a single drop” (“Menores ni una gota”) was launched by FEBE in 2013 and ran until July 2015. It was the first campaign where the spirits sector and the Ministry of Health collaborated to address the problem of underage drinking. Parents and minors were targeted separately.

Parents: A website (menoresniunagota.es/) provided tools and messages for parents to talk at home with their children, leisure activities were also promoted. A guide (Guide of 100 reasons why a minor should not drink alcohol) for parents about the issues related to underage consumption and how to deal with it was written by Rocío Ramos-Paúl, a psychologist, well-known as the Spanish “Supernanny”. The Guide can be downloaded for free from the website. Minors: A website (eligesertumismo.es/) proposed leisure activities and ran competitions. A renowned rap and hip hop artist, whose songs emphasise young people's ability to face and overcome common teenage problems without fear, gave his support. Winners of a competition were take part in one of his music videos.

The campaign is further promoted by a growing number of municipalities working in network. 118 town halls have joined the “Connected Cities” network reaching a population of 4,415,805 people. Talks by Supernanny are organised and over 7,5000 Guides have been distributed through this network.

The parents’ website had 22,337 visits. Around 25% of the visitors downloaded the guide for parents. Over 21% came back at least once to the site. The minors' website had 26,248 visits, around 25% of which came back at least once. The video for Rayden had more than 600,000 views on youtube. It was trending topic on twitter launch day, and the web for children has had 26,300 visits. More than 56,000 prints and 1,700 discharges occurred in Spotify and a total of more than 1,000,000 impressions. In addition more than 170 celebrities collaborated recording a video with a reason to prevent than minors drink alcohol.

To evaluate the efficiency of the campaign, a quantitative post-test was done. Conclusions show:

- Both target groups regarded the campaign messages as very important.
- 8 out of 10 minors thought very positively about the campaign messages.
- Both targets highlighted that they liked that messages are targeted to both groups.
- 8 out of 10 parents thought positively about the campaign materials and tools. They also thought them to be a very helpful when talking to their children about alcohol consumption.
- The campaign increased awareness of the risk of underage alcohol consumption in both target groups.

Recently published ESTUDES 2014-2015 (data collection on 14-18 years old) is showing a huge decrease in alcohol consumption, e.g. 68,2% tried alcohol over the last 30 days compared to 81,9% in ESTUDES 2012-2013.

Objective 5

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

FEBE regularly promotes its activities. For example, during 2015 it:

- Presented its activities to reduce drink-driving to the Road Safety Commission at the Spanish Parliament.
- Presented the Spanish Senate with the spirits sector’s position on underage drinking. It showcased the activities carried out to inform and raise awareness of the risks related to underage consumption through different initiatives like the campaign “Minors not a single drop” and the “Educational programme adolescence and alcohol” developed by FAS.
- Presented its activities related to reducing underage consumption to the Health Commission of the Basque Parliament.
- Presented the “100 reasons why a minor should not drink alcohol” guide and the tools developed for parents under the “Minors not a single drop” campaign with the Ministry of Health.

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

The Swedish Spirits & Wine Suppliers (SSWS)

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	Restricted by law					
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)						
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	→	→	→	→	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol		→	V	V	V	V

Objective 1

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

Objective 2

No decision has been taken at national level to introduce a Responsible Drinking Message (RDM) in the form of consumer information website address on labels. However, some international companies do add an RDM to their labels.

Objective 3

The Swedish law (Alcohol Act) is very strict. The 2006 self-regulation code was therefore mainly developed as a complement in helping to support the interpretation of the law. The code was revised in 2008 and again in 2011 to comply with the updated Alcohol Act and to include digital media.

Enforcement of the code is ensured by the Alcohol Marketing Supervisor (Alkoholgranskningsmannen, AGM). The AGM ensures compliance and handles complaints via an independent scrutinizer. The AGM publishes the rulings on the web using the "naming and shaming" method.

Objective 4

Underage drinking

Launched in 2006, "Talk about Alcohol" ("Prata om Alkohol") is a research-based programme which focuses on teaching resistance to peer pressure and learn a way to say "no" to alcohol. Teachers use a self-instructional workbook to implement the programme on their own although help is provided if needed. In addition, every year, five training days are organised for teachers, conducted by professional instructors in partnership with local authorities. Classroom activities use exercises, questions, group discussion, role play and drama to explore the themes like responsible drinking. Parents are kept informed and encouraged to discuss alcohol related issues with their children. From 2012, a booklet



aimed at students who take part in the “NIU-program” (National Sport Education) was created. “Stand up and Think for Yourself” is designed for elite sport students and leaders at NIU high schools and includes practical exercises.

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

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

More than 75% of the target 2,700 schools have ordered materials. Around 10,000 teachers and 620,000 students have used the programme. Over 7,800 students have participated in the short story competition and 27,000 copies had been ordered. 500 students have entered the advertising competition reaching around 600,000 through various means. The website receives around 20,000 unique visits per year.

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

Consumer information

The **consumer information website** (drinkwise.se/), launched ten years ago was totally revamped in 2012. It gives information on the four alcohol free zones; youth, pregnancy, traffic and work. The site receives 15,000 unique visitors yearly.

Objective 5

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

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

Organisations involved in the implementation of the spiritsEUROPE ROAD MAP

The Wine and Spirit Trade Association (WSTA) | The Scotch Whisky Association (SWA) | The Portman Group (TPG)

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

Maturity grid from 2010 to 2015

spiritsEUROPE ROAD MAP OBJECTIVES FOR 2015 (see page 5 for details)	2010	2011	2012	2013	2014	2015
Objective 1: National agreement to include a responsible drinking message on marketing communications (preferably in the form of a consumer information website)	V	V	V	V	V	V
Objective 2: National agreement to include a responsible drinking message on product labels (preferably in the form of a consumer information website)	→	→	→	→	V	V
Objective 3: Advertising code meeting required standards, covering digital media including the 2011 spiritsEUROPE guidelines and enforced by the SRO	V	V	V	V	V	V
Objective 4: At least two prevention programmes in partnership with stakeholders, sustained for a minimum of 3 years, measured and evaluated	V	V	V	V	V	V
Objective 5: Promotion at national level of stakeholders' engagement to help reduce harm related to the abuse of alcohol	V	V	V	V	V	V

Objective 1

In 2004 most companies agreed to promote the national responsible drinking website ([drinkaware.co.uk/](http://www.drinkaware.co.uk/)) on their advertising even though there was no industry-wide agreement to display a Responsible Drinking Message (RDM). Some companies chose to supplement this with a RDM, the most common being "Please drink responsibly". As of 1 July 2009 member companies of the SWA have to include a responsible drinking message on all advertising and print based point-of-sale material. The last RDM monitoring in 2012 showed compliance at 87%. 65% of all the print and TV ads chose to display <http://www.drinkaware.co.uk/> (113 out of 174 ads). While no EU-wide RDM monitoring was commissioned in 2014, monitoring information is available at national level.

Objective 2

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

- Three mandatory elements: 1) Unit Alcohol content 2) Chief Medical Officer's daily guidelines for men and women, and 3) Pregnancy warning (sentence or logo)
- Two optional elements: 1) Drinkaware.co.uk, and 2) Responsibility statement (e.g., please drink responsibly)

In 2014, compliance against the three required elements was carried out by an independent evaluator which found compliance at 80% ([//responsibilitydeal.dh.gov.uk/campden-bri-report-on-responsibility-deal-alcohol-labelling-pledge/](http://responsibilitydeal.dh.gov.uk/campden-bri-report-on-responsibility-deal-alcohol-labelling-pledge/)). As of 2015, the SWA estimates that 88% of products by its members carry an RDM and the WSTA estimates that 84% of products by its members carry an RDM.

Objective 3

The UK Self-Regulatory Organisation the "ASA" (The Advertising Standards Authority) governs advertising through two Codes of Practice (CAP and BCAP codes) covering all forms of advertising, marketing and communication activities. The codes cover general provisions as well as specific rules on alcohol advertising, including digital media. They are enforced by ASA which is fully compliant with the EASA Principles on self-regulation.

In addition, The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks 5th Edition was launched in November 2012, is supported by the industry, and applies to all pre-packaged alcoholic drinks and covers the drink's naming, packaging, point-of-sale advertising, brand websites, sponsorship, branded merchandise, advertorials, press releases and sampling. The 5th Edition extends the remit of the Code so that it applies to all marketing not otherwise regulated by the ASA or Ofcom. The Portman Group's Code of Practice has an open and accessible complaints system. Complaints under the Code are ruled on by an Independent Complaints Panel. If the product is found in breach of the Code, a Retailer Alert Bulletin is issued, asking retailers not to stock the offending product unless and until it has been amended to comply with the Code.

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

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

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

Objective 4

The spirits sector in the UK has a long history of carrying out prevention programmes aimed at reducing harm. Examples include: "Your kids and alcohol" (2011, ongoing), "Why let good times go bad?" (2009 to 2013), "What's in Your Glass?" (2013 to 2014), "Fife Alcohol Partnership Project" (2009 to 2012), "Guidance for the Responsible Retailing of alcohol in England and Wales" (2014, ongoing) and "Social Norms Intervention to Reduce Hazardous and Harmful Alcohol Consumption in a Community Setting" (2011 to 2014). Details of these programmes are available on drinksinitiatives.eu.

Consumer information

The Drinkaware **consumer information website** (drinkaware.co.uk/) was launched in 2004. The website offers comprehensive responsible drinking information, tips and advice. It also has a unit calculator and the "MyDrinkaware" drink tracking tool for an individual to see how their drinking patterns and levels compare to the Government's daily unit guidelines on responsible drinking. There is also information on Drinkaware's campaigns and downloadable resources. The website was revamped in 2013 to increase consumer access to the facts about alcohol; to support the delivery of the Parents campaign activity through digital and social media; and to work on innovative initiatives and partnerships to actively support people to reduce their drinking. The new site was designed for mobile screens. The site has more than 8.3 million visitors per year.



Underage drinking



"Community Alcohol Partnerships (CAP)" was launched in 2007 by the WSTA and partners to tackle the problem of underage drinking and associated anti-social behaviour. A combination of enforcement, education, engagement of the community and businesses, and provision of diversionary activity for young people is the hallmark of the CAP model. CAP is based on a partnership approach that includes co-operation with a range of local authority departments. The CAP model is unique in that it recognises that

retail is part of the solution and has been shown to be more effective than traditional enforcement methods alone. Each CAP scheme operates in a clearly delineated and usually compact local community and draws on local partners to develop and implement delivery at grassroots level. The CAPs have a dedicated website (communityalcoholpartnerships.co.uk/) where more information can be found.

Projects that Community Alcohol Partnerships have supported include: CAP Teacher Training Programs, Alcohol Awareness Courses, Diversionary Activity Schemes, Youth Cafés and School Theatre Workshops. Since inception, 87 CAPs have been set up across the UK (including 67 which are currently ongoing). Each CAP is

unique and is a success story in its own right. Many have won awards for innovative partnership working and/or the positive impact they have had on local communities.

CAP's evaluation framework was developed for CAP by London Metropolitan University. It provides a means for CAPs to measure their performance against key objectives. The framework is reviewed at regular intervals and an independent review of the framework is also carried out. Since 2013 all CAPs have been required to conduct a baseline and a post intervention evaluation using the CAP Evaluation framework, or another set of agreed measures. CAPs are further encouraged to use third party evaluators where possible. CAP evaluations have consistently shown a positive effect on underage alcohol misuse and anti-social behaviour. A number of CAP schemes have been subject to independent academic evaluations and in each case have evaluated positively. Many CAP schemes have won awards for innovative partnership work and for the positive impact they have had on local communities.

The **"Proxy Purchase 'You're asking for it' Campaign"** was ran in 2015 by the SWA to raise awareness that proxy purchasing is a criminal offence and, ultimately, to contribute towards less crime and less antisocial behaviour in the area. The pilot project was delivered in two towns in North Lanarkshire, Scotland. If the pilot is successful it will be rolled out nationally. The primary audience was adults that carried an empathy with under 18s and were unaware of the consequences of buying alcohol on behalf of them.



The secondary audience was under 18's who were brazenly asking adults to buy alcohol for them unaware of the consequences. The project was two pronged initiative involving increased enforcement activity by police and a focused campaign supported by retailers. Campaign packs were distributed to retailers prior to the campaign launch and the project group met regularly throughout the campaign.

84 offences were detected over a six month period. 49 adults were charged with buying alcohol for children and 9 premises were reported for selling directly to under 18s. The knock-on effect on local crime figures has been significant:

- Street drinking detection offences since the campaign started have dropped by 20%.
- Violent crime is down 30%.
- Reports of antisocial behaviour have reduced by 13% (490 less incidents compared to the same period last year).
- Reports of disorder have reduced by 15%.
- Youth disorder down 10% in July, August and September.
- Alcohol related disorder is down 21%.



"Challenge 25" was started in 2006 by the WSTA to help tackle the issue of underage sales and underage drinking. Challenge 25 is a retailing strategy that encourages anyone who is over 18 but looks under 25 to carry acceptable ID if they wish to buy alcohol. Challenge 25 is not simply an ID scheme; there are several additional components that go into making the scheme effective by looking to raising the overall standards of those that sell alcohol. These components include: training for retailers that adopt Challenge 25; display of in store posters. It is operating in at least 12,500 supermarket stores in the UK ranging from large hypermarkets to small town stores. An average of 68 full and part time workers are trained each year in every store in the UK producing a total estimated number of people trained to enforce challenge 25 each year of 850,000. Around 11 million people have been challenged through Challenge 25 and similar schemes. The latest report (June 2014) found that 67% of the public, including 86% of 18-24 year olds, were aware of Challenge 25 and that consumption by 16-24 year olds has dropped by 24% since Challenge 21 was introduced.

Other

The **"Scotch Whisky Action Fund: Tackling alcohol-related harms"** is as an extension of its commitment to address misuse and promote responsible drinking. Started in 2013, the £500,000 Fund complements the work of the SWA's members. A total of £100,000 is available each year from 2014 to 2018 to projects working to reduce alcohol-related harm in Scotland. It invests in projects from charities and other organisations that work to reduce the impact of alcohol-related harm in Scotland's communities. It is managed by Foundation Scotland, an independent charity. More information on the Fund can be found on the Foundation Scotland website (foundationscotland.org.uk/programmes/scotch-whisky-action-fund.aspx).

Eight projects were supported in 2014 and a further seven projects were awarded funding in 2015. Assessing the impact of the Fund and the various initiatives it supports is an ongoing process. A full review will be conducted after five years.

“SafeZone Edinburgh” was supported in 2015 by the Scottish Government Alcohol Industry Partnership of which SWA and WSTA are both members. SafeZone provides non-judgemental support, advice and first aid to anyone who needs assistance when out in the City in the evening. The aim is to help keep Edinburgh safe and to reduce pressure on police, ambulance and Accident and Emergency resources. The initiative operates every Friday and Saturday night from 10pm until 4am and is delivered from a specially adapted bus which is stationed in a central location of the city. The bus is staffed by trained volunteers who provide support and first aid if required to anyone who is in a vulnerable position e.g. people who are lost, need help getting home or to a safe location, had accidents and injuries, consumed too much alcohol, taken drugs or who need emotional or mental health support. The bus is equipped with a private treatment room, first aid equipment, a seating area and phone sockets. It is supported by a support vehicle which drives around the City to find and collect vulnerable people and transport them back to the SafeZone Bus.



From 1 April to 29 August 2015 SafeZone Edinburgh supported 363 individuals. A full evaluation of the initiative will be prepared after one year of operation.

Objective 5

Drinkaware, SWA and WSTA carry out campaigns with partners. For example:

- CAP brings together local retailers and licensees, trading standards, police, health services, education providers and other local stakeholders.
- Challenge 25 is a joint action by the Retail of Alcohol Standards Group (16 members).
- The Proxy Purchase campaign brings together the Scottish Government Alcohol Industry Partnership; North Lanarkshire Community Safety Partnership and Police Scotland.
- Safezone brings together the Working on Wheels charity, the Scottish Government Alcohol Industry Partnership, Police Scotland, Scottish Ambulance Service and Edinburgh City Council.

Drinkaware, SWA and WSTA engage in regular events and seminars with public stakeholders to promote responsible drinking and interventions being undertaken by industry to reduce alcohol-related harm. For example:

- Drinkaware’s London, Birmingham and Edinburgh Roadshows where they shared their performance of 2014 campaigns and their priorities for 2015.
- Scottish Government Alcohol Industry Partnership (SGAIP) event in the Scottish Parliament 13 May 2015 to highlight the work of the Partnership (which includes the SWA and WSTA).
- The SWA Fund learning event on 26 November 2015 shared learning from some of the first projects to receive funding under the Fund.
- Press releases are also issued at key points in campaigns.

ANNEX 1 – EASA CHARTER VALIDATION TABLE

SE

Best Practice Recommendations scoreboard for all EASA SRO members

updated 29/02/2016

Best Practice Recommendations

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

Other

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

Key:

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

Notes:















- AU:** Code drafting & consultation - While ASB does not control the Codes, the Advertiser Association (AANA) does consult on Code changes, and ASB provides input.
Copy Advice - Provided by the Australian Association of National Advertisers.
Consolidated ICC Code (2011) - ASB applies all sections of the ICC Code that are appropriate for Australian circumstances.
- BR:** CONAR seeks permanent alignment with international standards, especially those included in the ICC Code.
- CH:** Code drafting & consultation - CSL develops sectoral agreements together with the Industry (e.g. alcohol, tobacco, direct marketing, etc)
- CO:** Publication of decisions - CONARP only publishes decisions on own website and only with the authorisation of the complainant.
- CY:** Code drafting & consultation - CARO is responsible for code drafting. Consultation with industry only at present.
Consolidated ICC Code (2011) - CARO only applies ICC Consolidated Code Chapters "General Provisions" and "Chapter A for Sales Promotions".
- DE:** OBA - In Germany, OBA complaints are handled by Der Deutsche Datenschutzrat Online-Werbung (DDOW)
- GR:** Jury composition - SEE does not have any lay experts in its Jury of 1st instance but the Appeals Jury is composed of 50% lay experts.
- FR:** Confidentiality of complainant's ID - ARPP does not reveal the complainant's name in the Jury adjudication published on the website.
- IT:** Own-initiative monitoring - IAP does not formally carry out own-initiative monitoring but does organise informal, non-organised, own-initiative monitoring.
- NL:** Consolidated ICC Code (2011) - SRC applies the ICC Consolidated Code following an industry consultations that produced similar outcomes.
- NZ:** Copy Advice - ASA NZ only provides informal copy advice.
- PE:** Confidentiality of complainant's ID - CONAR Peru publishes the name of complainant for all cases for transparency and awareness.
- RO:** Publication of decisions: RAC publishes decisions on its own website available for the members of the Advertising Association.
- SL:** Consolidated ICC Code (2011) - SOZ applies ICC Code apart from Chapter "Direct Marketing".
- SE:** Own-initiative monitoring - Ro. does not formally carry out own-initiative monitoring but does organise informal, non-organised, own-initiative monitoring.
- TK:** OBA - Agreement between EDAA and RÖK to have a system in place by 2015. RÖK will play a role consistent with EU members.
- UK:** Consolidated ICC Code (2011) - Where ASA identifies inconsistency between the UK Advertising Codes and the ICC Code, they will address it.

European Social Aspects Organisations (SAOs)

	SAOs in Europe <ul style="list-style-type: none"> Fundación Alcohol y Sociedad – Spain Avec Modération ! – France RFRD Romanian Forum for Responsible Drinking- Romania STIVA- Netherlands GODA – Denmark Drinkaware.ie – Ireland Drinkaware Trust – UK
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spiritsEUROPE members

		Countries with member associations of spiritsEUROPE contributing to this brochure	
	AT 	FNGO	Fachverband der Nahrungs- und Genussmittelindustrie Österreichs
	BE 	V&S Belgium	Vinum & Spiritus Association Belgium
	BG 	APITSD	Association of Producers, Importers and Traders of Spirit Drinks
	CY 	CASID	Cyprus Association of Spirits Importers & Distributors
	CZ 	UCSPI	Union of the Czech Spirits Producers and Importers
	DE 	BOVB	Bundesverband der Obstverschlussbrenner e.V.
	DE 	BSI	Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V.
	ES 	FEBE	Federación Española de Bebidas Espirituosas
	ES 	FEDEJEREZ	Federación de Bodegas del Marco de Jerez
	FI 	ETL/FABIA	Finnish Food and Drink Industries Federation / Finnish Alcoholic Beverages Industries Association
	FR 	BNIC	Bureau National Interprofessionnel du Cognac
	FR 	FFS	Fédération Française des Spiritueux
	GB 	SWA	The Scotch Whisky Association
	GB 	WSTA	The Wine and Spirit Trade Association

	GR 	ENEAP Hellenic Association of Drinks Distributors
	GR 	SEAOP Greek Federation of Spirits Producers
	HU 	HSA Hungarian Spirits Association
	IE 	ISA Irish Spirits Association
	IT 	FEDERVINI Federazione Italiana Industriali Produttori Esportatori ed Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti ed Affini
	LV 	LANA Latvian Alcohol Industry Association
	MT 	TSG The Sense Group
	NL 	spiritsNL spiritsNL
	PL 	PPS Polish Spirits Industry
	PT 	ACIBEV Associação de Vinhos e Espirituosas de Portugal
	PT 	ANEBE Associação Nacional de Empresas de Bebidas Espirituosas
	RO 	spiritsRO spiritsROMANIA
	SE 	SSWS The Swedish Spirits & Wine Suppliers
	SK 	Forum PSR Forum PSR Slovensko
Bacardi-Martini Beam Suntory Brown-Forman Gruppo Campari Diageo Moët Hennessy Pernod Ricard Rémy Cointreau		

For more information visit:

www.drinksinitiatives.eu
www.responsibledrinking.eu



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