

# LOOKING BACK TO BETTER LOOK FORWARD

SPIRITS RESPONSIBLE DRINKING INITIATIVES IN EUROPE



## THE JOURNEY DRIVEN BY A SPIRIT OF MODERATION

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*We want our products to be understood, consumed and enjoyed in moderation. We are concerned about the consequences of the misuse of alcohol. Working together with others at European, national, regional and at community levels, we act to encourage responsible behaviour among the general public as well as among those most at risk. In this publication, we illustrate how we go about it with a small sample of our responsible drinking initiatives across Europe. Leading, partnering and learning are the watchwords that shape our approach, and because it works we will continue on this path with great determination.*

**JOEP STASSEN**  
President, spiritsEUROPE



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*Society's attitudes to drinking are changing and this is reflected in greater concern about those consumers who abuse and misuse alcohol. We see the need to address this as an integral part of our role in society. Back in 2007, spiritsEUROPE joined the European Alcohol and Health Forum (EAHF) and made the commitment to support prevention activities across Europe and to report annually. The Forum highlighted how by working together in a transparent, participative and accountable manner we can make real progress tackling irresponsible drinking. Time alone does not change behaviours; it requires a shared vision as well as effort and persistence from us all. We must learn from the past, to achieve a brighter future.*

**PAUL SKEHAN**  
Director General, spiritsEUROPE\*

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\* In his capacity as permanent representative of Skehan sprl, Director General of spiritsEUROPE

# A BETTER TODAY, A BRIGHTER TOMORROW



Centuries of skill, culture and tradition go into making fine spirits, and for generations people have enjoyed them with their feet up in front of the fire, sitting around a garden table in summer or during a great night out with friends. Good things and good moments should be savoured, and the spirits sector wants nothing more than for people to enjoy drinking responsibly. However, alcohol misuse is a blight upon our society and on our sector. Fortunately, a brighter future for responsible alcohol consumption is already underway. Action is being taken by civil society, politicians, law enforcers and producers and distributors alike to increase awareness of the dangers associated with harmful drinking, and to promote responsible attitudes to drinking, especially among those most at risk.

**At European level, harmful use of alcohol is an issue of particular concern.** In Brussels, the spirits sector — represented by spiritsEUROPE — joined the European Alcohol and Health Forum (EAHF), making the commitment to support prevention activities across Europe via its 31 national associations and the 8 leading multinational companies.

The **402 prevention initiatives** aimed at consumers, retailers and society at large that we have shared with the Forum are testament to our commitment to responsible drinking. A full account of these programmes and campaigns that have reached millions of Europeans can be found on our website [www.drinksinitiatives.eu](http://www.drinksinitiatives.eu).

This brochure provides a snapshot of how we put our commitment into action. The campaigns and figures have been selected from the final implementation report<sup>1</sup> of the Roadmap 2015 compiled by spiritsEUROPE and submitted to the European Commission as part of the sector's commitment to the EAHF.

**There's always room for improvement.** For this reason, in addition to providing an overview of our actions, their impact and the beliefs that shape them, we have also looked at the lessons to be learnt from being involved in prevention campaigns over the past 10 years across Europe. spiritsEUROPE believes the final destination is worth the journey. Working alongside our partners in the sector and our customers, change is possible and is becoming a reality.

<sup>1</sup><http://spirits.eu/files/36/cp.as-047-2016-final-spiritseurope-road-map-implementation-report.pdf>

# MARKING THE MOMENT

## REVIEW OF PAST DECADE AND OUTLOOK FOR THE NEXT

Since the launch of the European Alcohol and Health Forum the spirits sector has funded, supported, monitored and evaluated over 400 initiatives in partnership at local level, informing consumers and supporting enforcement of the law. These endeavours have yielded results that enable us to reflect on beliefs, actions, impact and lessons of being involved in prevention campaigns.

### BELIEFS

WHAT VALUES SHAPE THE WAY THE SPIRITS SECTOR ENGAGES IN PREVENTION INITIATIVES?

**A team effort:** Only through partnerships will it be possible to reduce irresponsible drinking. Changing a drinking culture takes time and coordination across the board.

**Helping consumers:** Our products have to be properly understood by consumers; and are best enjoyed responsibly. Promoting awareness to our customers of what is responsible drinking is essential for our sector.

**Made with care, to be enjoyed with care:** Most things in excess can be harmful. Alcohol misuse needs to be addressed at the source of an individual's behaviour, without penalising those who enjoy our products moderately.

### ACTIONS

WHAT HAS THE SPIRITS SECTOR DONE?

**Focused actions:** Informed and educated on what moderation means in practice.

**Learnt together:** Organised annual meetings to exchange good practice. spiritsEUROPE has invested €500,000 to seed-fund new activities across Europe.

**Acted where it matters:** From consumer education and law enforcement, to training 561 marketing professionals to deliver responsible, commercial communications on- and off-line.

**Kept the course as one:** At all times, stayed committed to working alongside our partners to tackle alcohol misuse.

### IMPACT

WHAT HAS THE SPIRITS SECTOR ACHIEVED?

**Action and results:** 402 successfully implemented prevention and awareness initiatives (131 promoting responsible drinking; 114 on drink-driving; 76 tackling underage drinking; 41 responsible serving and selling programmes; 561 marketing professionals trained).

**Set the standard:** On top of the national and company-specific responsible drinking websites, the revamped responsibledrinking.eu website received approximately 24,000 visitors in its first six months.

**Transparent and involved:** Drinksinitatives.eu provided all the details of campaigns in which the spirits sector has participated.

### LESSONS

WHAT HAS THE SPIRITS SECTOR LEARNT?

**More data, more facts:** Improved, comparable data collection at national level would make measuring the impact of policies and actions easier and allow for more effective country-by-country comparisons.

**Talk is easy. Action is harder:** Collaborative efforts built upon trust and shared determination are essential.

**Persevere together:** The European Alcohol and Health Forum and the programmes derived from it must continue. Collective perseverance is essential.



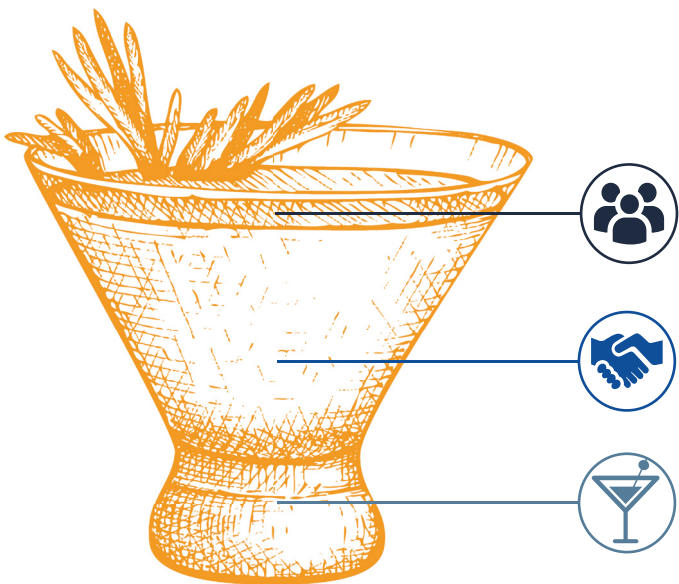
A QUICK LOOK AT

# OUR INITIATIVES

When it comes to personal safety and well-being, knowledge is power. We look to make sure our products are properly understood. For this reason, the spirits sector invests heavily in training. We train communications teams and advertising agency staff on marketing rules; we promote responsible selling and serving to staff in supermarkets and bars. Success is about making our consumers become our partners in moderation. This underpins all our work. But we don't stop there. Our sector supports 400 prevention initiatives, including responsible drinking programmes and campaigns, aimed at society, consumers, teachers, future parents and others.

*“We will continue to work with, and invest in, our partners from the value chain, educators, policymakers, social organisations, health professionals and consumers on prevention programmes across Europe”*

## COCKTAIL OF SUCCESS



WE **ENGAGE WITH SOCIETY AT LARGE** TO INFLUENCE CULTURE AND BEHAVIOUR POSITIVELY

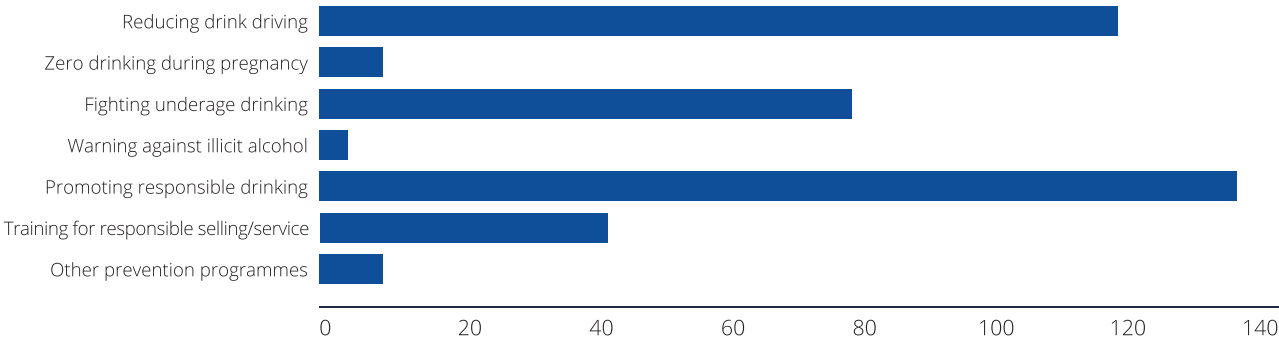


WE WORK WITH **CONSUMERS** TO ENSURE OUR PRODUCTS ARE ENJOYED RESPONSIBLY



WE **JOIN FORCES WITH** THE VALUE CHAIN TO KNOW AND APPRECIATE HOW BEST TO MARKET AND SERVE OUR PRODUCTS

## OVER 400 INITIATIVES ACROSS EUROPE





# REDUCING DRINK DRIVING

## ENFORCEMENT AND AWARENESS

The European spirits sector supports the strict enforcement of blood alcohol limits and with 114 campaigns is actively engaged in countering drink driving. Actions involve informing the public about the impact of alcohol on driving abilities, reminding people of blood alcohol content limits, and promoting designated driver schemes or alternative modes of transportation. Society's attitude to drink driving is thankfully slowly changing. Drink driving is increasingly perceived as unacceptable, but there is no room for complacency. We still need efforts on both awareness and education, coupled with efficient enforcement of the law.

*"We strongly support the strict enforcement of blood alcohol content limits"*

### PORTUGAL

Portugal has one of the oldest continuous designated driver campaigns in Europe involving a wide range of partners. **"100% Cool"** encourages 18-30 year olds to say "no" to alcohol when they're driving. It reaches out through TV, radio, poster billboards and social media, and through leaflets and gifts distributed by young volunteers in bars, rewarding those choosing not to drink. In 2015, ANSR (National Road Safety Authority) statistics show a 73% reduction in young people fatalities. 100% Cool has successfully contributed to the decreased the number of young drink drivers.



2010-2014:  
**42% decline in drink-driving deaths**  
34% decline in all traffic deaths

Drink driving data - ETSC; All road traffic (DG Transport)

Recent research by ANEBE (Portugese spirits producer association) shows an **85% awareness** of the campaign and **75% affirmation** of being designated driver among target group

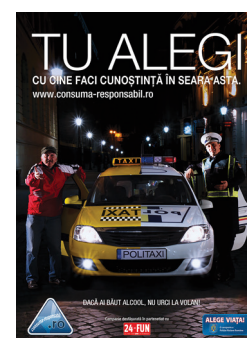
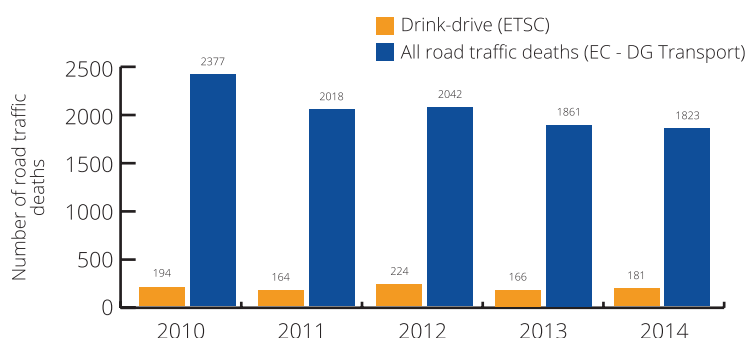


*"We are strong advocates of prevention and education. For the past eight years, we have witnessed first-hand the impact of the 100% Cool campaign. Today, it is difficult to find 18 to 30 year olds with illicit Blood Alcohol Content (BAC). Rather it is the older drivers that have the higher BACs."*

**LT. COLONEL LOURENÇO DA SILVA**  
Head of the Traffic and Road Safety Division of GNR, Portugal

### ROMANIA

In Romania, spirits producers (RFRD) and police work together to raise awareness among 18 to 30 year old male drivers on the impact of alcohol on driving performance and to promote alternative means of transport after a night out. The **"Choose who you are going to meet tonight"** campaign is evaluated annually and so far has shown an increase of 10% between 2012 and 2015 of males who report never drinking and driving.





# ZERO DRINKING DURING PREGNANCY

It is no secret that alcohol misuse poses a serious risk to the unborn child. We support initiatives help expecting parents make responsible decisions regarding alcohol consumption. Campaigns use social media and information websites as well as education programmes created by healthcare professionals to provide information about the dangers of consuming alcohol while pregnant, trying to conceive or breastfeeding.

## POLAND

The campaign, “**Lepszy Start (Better Start)**”, was launched in 2008 by Polish spirits producers (PPS) in partnership with Polish gynaecologists, midwives and medical centres. It provides expecting parents with information on the dangers of drinking alcohol during pregnancy and promotes abstinence to pregnant women.



The number of Polish women who admit to having consumed alcohol during pregnancy fell from **33% IN 2003, TO 6% IN 2014**

### FACEBOOK FACTS

**68,000** “fans”, 93% of whom are females aged between 18 and 44.  
**12,070,624** page views during 2015



## GERMANY

In Germany, paediatrics, obstetricians and gynaecologists work together with the “Working Group Alcohol & Responsibility” of the German spirits producers association (BSI) on a campaign informing women of the dangers of drinking alcohol while pregnant or breastfeeding. Posters displayed in doctors’ practices and a dedicated website help inform mothers-to-be. New mothers receive flyers included in promotional mother/baby goodie bags.



Since 2009, this initiative has reached more than **2.6 MILLION WOMEN**



In France, the “**Puis-je boire un verre à sa santé ?**” (Can I toast my baby’s health?) information campaign distributed over 95,000 information kits containing leaflets and posters for gynaecologists to use in their waiting rooms to put across the message of “zero alcohol” during pregnancy and breast-feeding.



*“We survey the drinking pattern of women visiting us for the first time. We encourage them not to drink during pregnancy in order to reduce the incidence of alcohol-related birth defects. We use the information in the brochure “Puis-je boire un verre à sa santé?” to explain to them why they should abstain from drinking while pregnant and breastfeeding. If we discover women with alcohol problems, we refer them back to specialists to help them.”*

**HÉLÈNE BOURGES**  
Midwife in Paris



# FIGHTING UNDERAGE DRINKING

## A RESPONSIBLE FUTURE FOR OUR CHILDREN

An adolescent's curiosity is always likely to invoke some adventurous behaviour, including trying alcohol. Confronting underage drinking calls for teamwork among those who influence and shape minors' attitudes, such as peers, parents or educators on why not to drink. This must go hand in hand with limiting the availability of products to minors. To this aim we provide training and incentives for staff selling and serving our products to ensure compliance of legal purchase age laws.



*"We strongly support the strict enforcement of legal purchase age limits"*

While restricting minors access to our products goes some way to stopping underage drinking, changing attitudes is necessary. To achieve this, the spirits sector supports, at arm's length, the development of education programmes aimed at teachers and parents. The aim of these initiatives is fourfold:

- to delay the onset of alcohol consumption
- to reduce the number of underage alcohol drinkers and encourage minors to adopt responsible choices to minimize harm
- to reduce overall social acceptability for underage drinking
- to correct social norms around peer consumption of alcohol and to improve knowledge.

Partnerships with clear objectives are starting to deliver results. Recent data from France, Finland and the UK pointing at a decrease in drinking trends among minors. It is hoped that the 2016 European surveys<sup>2</sup> for children 11-13 and 16 years old will reflect this downward trend across Europe.

### UNITED KINGDOM

The proportion of 11 to 15 year olds who have tried alcohol has dropped to the lowest level on record. 87 **Community Alcohol Partnerships (CAPs)** have been set up across the UK. For example, in the London Borough of Tower Hamlet, the action showed 46% decrease in anti-social behaviour, 87% decrease in alcohol seizures among young people. The hallmarks of this grass-roots community action include enforcement, education and engagement of the community and business, as well as the provision of alternative activities for young people. They involve local retailers & licensees, trading standards, police, health services, education providers and other local stakeholders in the quest to tackle underage drinking and associated anti-social behaviour in their communities.



DROP IN PERCENTAGE  
OF PUPILS WHO THINK IT IS  
OK FOR SOMEONE OF THEIR AGE  
TO DRINK ONCE A WEEK  
**46% IN 2003 -> 28% IN 2012**

**36%**  
DROP IN 11-  
15 YEAR OLD  
DRINKERS SINCE  
2003

BINGE-DRINKING RATES  
ARE SHARPLY DOWN,  
FROM  
**29% IN 2005,  
TO 18% IN 2013**

HSCI Statistics On Alcohol 2015 <http://www.hscic.gov.uk/catalogue/PUB17712/alc-eng-2015-rep.pdf>

<sup>1</sup> ESPAD – European School Survey Project on Alcohol and Other Drugs - [www.espad.org](http://www.espad.org); HBSC – Health Behaviours in School- Aged Children - [www.hbsc.org](http://www.hbsc.org)





Since 2009, the website **Alkoholialog.dk** has been providing consistent information to Danish teachers, pupils between the ages of 13 and 18 and their parents. The general purpose is to delay students' first encounter with alcohol and to reduce alcohol consumption among those who have already started to drink.

## DENMARK



*"Alkoholialog is a great programme because it takes account of the students, prepares them and focuses on incidences they can relate to from their own lives. A real eye-opener for the students is that you don't have to drink in order to be accepted. What makes the programme special is we survey them to identify their experience with alcohol so we can tailor it to their needs"*

**JØRGEN PEDERSEN,**  
Coordinator of the school, police and social services  
collaboration programme in Silkeborg, Denmark

ESTUDES 2014-2015  
(14 to 18 year olds) a  
huge decrease in alcohol  
consumption, e.g; **68.2%**  
tried alcohol over the  
last 30 days compared to  
**81.9%** in 2012-2013

There are also promising trends in underage drinking in Spain. The Ministry of Health together with a network of 118 town halls, 170 celebrities and FEBE (spirits producers) have joined forces around the campaign **"Menores ni una gota"** (Not a single drop for minors). The campaign message is that minors should not drink and explains the impact that premature drinking can have on their health. The campaign has created a ground swell across the entire community that supports parents, educators and minors in confronting underage drinking. The website [www.menoresniunagota.es](http://www.menoresniunagota.es) provides practical tools and advice for parents on how to discuss alcohol abstinence with children. A guide by a psychologist explains to parents how to engage in these sometimes difficult conversations. Another part of the website is for minors. It gives them ideas for leisure activities, includes competitions, and celebrities reinforce the positive message of not drinking.



Over **26,000** visits to the  
website by minors and  
**23,000** visits by parents with  
a returning rate of  
around **20-25%**

### 82% OF PARENTS

declare that the Supernanny guide  
was extremely helpful - **25%** of visits  
downloaded the guide



*"Parents who set limits whilst listening and remaining warm and loving have more success "protecting" their teens when it comes to drinking than those who are strictly authoritarian or overly permissive"*

**ROCÍO RAMOS-PAÚL**  
psychologist/"Supernanny"



# WARNING AGAINST ILLICIT ALCOHOL

Counterfeits are never acceptable. It does not matter if it is a pair of funny-looking sunglasses sold on a street corner, or illicitly produced alcohol. Moonshine, counterfeit, smuggling, surrogate alcohol is estimated to account for 25% of total worldwide consumption<sup>3</sup>. Not only does illicit alcohol take business and jobs away from legitimate spirit producers, more than anything, it poses a serious health threat to consumers through inferior or even toxic products. In 2012, over 45 people died and dozens more suffered serious illness in the Czech and Slovak Republics and Poland after drinking illicit spirits tainted with methanol. Policies that stimulate the black market must be avoided. spiritsEUROPE is active in supporting measures warning consumers against the consumption of such products.

*“With improved data, we could analyse the impact of successful programmes and policies and adopt cross-country comparisons”*

A study sponsored by the Latvian spirits producers (LANA) show that **59% of consumers purchase illicit alcohol at least** once a month. (Kaže, et al., 2011)

In 2011, the University of Latvia and Data Serviss (a market research company) conducted research to better understand the scale of non-commercial alcohol consumption and the problems associated with it. The study showed that over one third of the general population are regular consumers of such alcohol, with 56% of regular non-commercial alcohol consumers having done so for over 10 years. The research revealed that one reason for the illicit alcohol market was a deeply engrained attitude across the general population that encouraged the shadow economy and believed such alcohol was a “smart buy”. Armed with the insights from this study, the “Backstage” campaign was devised to counter the imaginary emotional benefit (“smart shopping”) of buying non-commercial alcohol consumption by exposing the real possibility of damage to health. It further aims to educate society on distinguishing between illicit and counterfeit products.



The “Backstage” television advertising campaign reached around **840,000 OF A TOTAL TWO MILLION VIEWERS**

Of the total alcohol market in Latvia, **32% IS ILLICIT NON-COMMERCIAL ALCOHOL**



<sup>3</sup>OECD Report- December 2015 <http://www.oecd.org/gov/risk/illegal-trade-converging-criminal-networks.pdf>



# PROMOTING RESPONSIBLE DRINKING

## PARTNERS IN MODERATION



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

Our mantra is simple: “repetition, repetition, repetition”. There is no shortage of information promoting responsible drinking, but we will keep pushing for more. Over 131 initiatives exist across Europe providing extensive information on responsible drinking. Websites and web-addresses are promoted on labels, posters, leaflets and are featured in campaigns. Armed with a smart-phone, adult consumers can — with a couple of clicks — find out all they need to know about responsible drinking.

*“We are committed to include responsible drinking messages on all marketing communications”*

### European gateway to responsible drinking information

Relaunched in June 2015, the website [www.responsibledrinking.eu](http://www.responsibledrinking.eu) acts as a portal to access 22 national responsible drinking websites across Europe. It helps European consumers access relevant, easily understandable information and helps them work out how much is too much to drink and to weigh up the pros and the cons on whether to drink or not.

Since moderate alcohol consumption is compatible with healthy living behaviours, the website provides information on how to assess calories in alcoholic beverages. “Moderation by numbers” offers information on different low-risk drinking guidelines that exist across Europe for men and women, warning of the dangers of heavy drinking episodes and explaining why zero consumption is necessary for minors, when driving and when pregnant and breastfeeding. Action at European level is complemented by information websites developed by individual producers and national federations promoted through their labels, point of sale material and advertising.

SPIRITS	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 variation between some dark & white spirits	± 74 Kcal variation between dry & sweet wine	± 74 Kcal variation between brut & semi-brut	± 106 Kcal variation between types of beer (e.g., ale, lager, stout,...)	± 110 Kcal for liqueurs  ± 190 Kcal for cream liqueurs
*Standard drinks* vary depending on culture and tradition. On average, they contain between 8 and 13 g of ethanol across Europe				



At national level, our members use events and mass media campaigns to promote low-risk drinking and tips to respect and enjoy our products in moderation.

A report commissioned by the Department of Health assessing compliance of the pledge on labels show  
**79.4% COMPLIANCE**

In the UK, the Department of Health launched the Public Health **Responsibility Deal** together with other government departments, businesses, charities and other organisations. The UK's spirits sector made a number of pledges to improve labelling, cut units, fund alcohol education, and support community schemes to tackle alcohol harms.

## HUNGARY



**italmertek.hu**  
A MÉRTEK A LÉNYEG!

In Hungary, a successful partnership involving the Ministry of Health, medical experts, civil society and the Hungarian spirits association (HSA) launched the **Italmertek** programme (Know your drinks). The programme has been running since 2009 and informs consumers about responsible drinking and provides advice on low risk levels of consumption. A website with interactive quizzes and guidelines to encourage responsible drinking is only one part of a much wider information campaign involving radio advertising, social media, flyers, events at summer festivals and the involvement of police forces. In 2009 alone, around 3 million people would have heard the 2340 low-risk drinking guideline message on national radio.

Between 2012-2014, website visits grew by **95%** | **½ million** flyers distributed.  
A survey of 500 consumers in January 2015 showed that **66%** are now familiar with low risk drinking guidelines



**955,600**  
unique visitors since the launch in 2009

In Germany, the consumer information website **www.massvoll-geniessen.de** (Enjoy moderation) using videos with celebrities as well as advertising together with information on labels.

**Massvoll-  
geniessen.de**

In 2015, a newly independent **drinkaware.ie** organisation began but before that a long term strategy with defined objectives, measurement and evaluation had been launched in 2006 to change the drinking culture in Ireland and fight the social acceptance of excessive drinking. The campaign target 18 to 24 year olds. "Festival Survival Guides", "Dare to be drinkaware", "Reclaim your weekend", "Pace your drink" campaigns were aired on TV, radio, cinema and outdoor advertising, as well as on social media, with the shared aim of reaching out to challenge risky and unhealthy Irish drinking patterns.



**drinkaware.ie**





## RESPONSIBLE SERVING AND SELLING

As a sector, we feel it is vital that each and every link in the value chain from the production to the sale of alcohol is empowered with the skills to assume responsibility for stopping the harmful use of alcohol. This means complying with strict laws, in particular not to serve or sell to those who are underage or to adults who are intoxicated. The spirits sector promotes responsible service of alcohol training programmes aimed at retailers, restaurant and bar owners and staff.

*"We invest, both independently and in partnership, in training and awareness programmes to make sure our products are properly understood"*

*"The Responsible Serving of Alcohol training course has helped staff at all levels to think for themselves, make positive decisions and develop confidence in handling difficult customers and situations. By now, they know about their personal responsibilities, the law in relation to intoxication and underage drinking."*

MARY KENNEDY  
RSA Tutor at the Bridge 1859 bar in Dublin



## BULGARIA

Between September and December 2015, this initiative reached more than **33.6 MILLION** shoppers in Kaufland and **13.4 MILLION** in Lidl.

In 2014, a group of marketing and distributing companies joined the spirits sector in Bulgaria (APITSD) to launch an awareness campaign **АЛКОХОЛЪТ НЕ Е ЗА ДЕЦА** (Spirits are not for minors). All partners signed the Bulgarian Charter for Responsible Drinking through which they re-emphasised their commitment to enforce and promote awareness on the Legal Purchasing Age. Stores displayed material (stickers, posters, badges, etc) to remind consumers that minors cannot buy alcohol.



In France, “Avec Modération!” in partnership with 5,755 supermarkets and convenience stores launched the campaign “**La vente d’alcool est interdite aux mineurs**” (Selling alcohol to minors is illegal). Posters and flyers reminds shoppers about the prohibition to buy alcohol for minors below 18 years old and staff were advised on how to deal with minors trying to obtain alcoholic beverages.

In Slovakia, the campaign launched by spirits producers (Forum PSR) “**Nemas 18? Nemas sancu!**” (Not 18? No chance!) kicked off in 2011 with trainings of the bar and restaurant staff about the legislation, the health and ethical aspects of providing alcohol to minors. 5,000 information leaflets were distributed in the first year a mobile phone application game “Guess the Age!” was developed to support training given to barmen, waiters and other bar staff.



## SLOVAKIA

**4,000** bar staff trained • **10** trainer manuals printed • **5,000** trainee manuals printed • **2,400** bar menus listed with consumer information & logo • **20,000** leaflets handed out to customers



## ENSURING MARKETING GETS THE MESSAGE ACROSS

Always displaying moderate and convivial responsible drinking occasions in our ads is our contribution to creating positive social norms. Advertising and marketing practices are constantly evolving, and it is essential to invest in training spirits sector marketers and the advertising agencies we work with to keep pace of technological developments. To this aim, spiritsEUROPE has developed a set of Guidelines for Responsible Marketing Communications to assist marketing professionals in the implementation of the laws, regulations and self-regulatory codes of practice. However, in fast moving digital world, the spirits sector regularly reviews its practices against changes in the market, in public opinion and consumer expectations.

*"We apply strict codes to ensure our marketing communications display responsible drinking patterns on all occasions"*



spiritsEUROPE has developed and delivered a comprehensive face-to-face training programme. Initiated in 2012, 13 digital marketing workshops were delivered, reaching out 561 marketing professionals in 13 countries. This training programme represents an unprecedented effort for the whole spirits sector across Europe to achieve consistency in responsible commercial communications. Staff in producing companies, in advertising and marketing agencies — have been trained over the years to understand and comply with regulation and self-regulation for online and offline marketing communications. The Self-Regulatory Organisations — independent bodies that monitor and regulate our advertising practice — have assisted spiritsEUROPE in those training sessions.

2012-2013:  
**13 workshops in 13 different countries** gathered **561 top professionals**  
in commercial communications marketing and ad agency professionals  
were trained by spiritsEUROPE

Beyond the practices of our sector, it is important to understand the robustness of the solutions offered by media providers and social media platforms. Ensuring 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. Facebook for example via its registered user database and age-gating system, ensures that alcohol brands pages, and comments, shares and likes are invisible to minors. Similar safeguards exist on Instagram, Twitter and YouTube<sup>1</sup>.



*"Digital advertising allows SMEs to compete with bigger brands, but it is a new world rather complex to follow and difficult to understand. The spiritsEUROPE training I attended last October has been extremely useful in knowing exactly what to do and how to do it, to comply with our commitment to responsible commercial communications."*

**BERNARD ZACHARIAS,**  
CEO of Distillerie Radermacher and Board member  
at Vinum Et Spiritus Association Belgium

<sup>1</sup>Study on the exposure of minors to alcohol advertising on TV and in online services (published on 04/03/2016  
<https://ec.europa.eu/digital-single-market/news/study-exposure-minors-alcohol-advertising-tv-and-online-services>



## WHAT'S NEXT?

### MORE DATA, MORE ACTION, MORE TRUST

The European Union clearly has a role to play in helping Member States to develop and implement effective strategies to reduce alcohol-related harm. A great deal of time and energy has been invested in making the European Alcohol and Health Forum a success. spiritsEUROPE is determined to continue our work and support members in building further responsible drinking and prevention work. Progress is visible, and this is a great source of motivation. We will continue to contribute to projects and support activities to reduce alcohol-related harm. There is still work to do. We intend to move forward, stronger thanks to the experience of the past years.

### ACTION TAKES EFFORT

As a sector, as producers and members of the society, we chose to play an active part in addressing alcohol misuse. We are not complacent, there is always room for improvement, but we will continue to do more. Nevertheless, societal change will only be achieved through an united effort to tackle a common problem.

### A POSITIVE MESSAGE

The spirits sector will continue to promote responsible drinking, working with others as we have done throughout the EAHF. Multi-stakeholder dialogue is never easy but by focusing on concrete actions and steering away from deliberately polarizing views, we can achieve results. Tackling alcohol related harm in society is a grave enough issue that requires more trust and more targeted actions, to lead to more change.

### MORE DATA, FROM EVERYONE

While we share information on each initiative undertaken on [drinksinitiatives.eu](https://drinksinitiatives.eu), we want to improve our data on the outcome and impact our initiatives. Public authorities and Member States have a similar challenge: there is a worrying paucity of data on alcohol related harm, making cross-country comparison difficult. Even when data are collected, it is too infrequent. Without better frequency and relevance of data, it is difficult to assess the impact of policies and actions effectively.

### CHANGE IS A TEAM EFFORT

Our progress so far has taught us one thing: collaboration is key to success. The EAHF has helped encourage significant programmes to counter alcohol harm. Actions at European level must continue and we call for the Forum to continue and trust that the European Commission can encourage NGOs active in prevention programmes to join.



*"To avoid criticism say nothing, do nothing, be nothing."*

ARISTOTLE





**ROADMAP  
REPORT  
2015**



**402  
INITIATIVES  
ACROSS  
EUROPE**



**22 NATIONAL  
CONSUMER  
INFORMATION  
WEBSITES**



**24,000 VISITS TO  
RESPONSIBLEDRINKING.EU  
IN THE FIRST SIX MONTHS**



rue Bélliard 12/bte 5 – 1040 Brussels  
T: +32 2 779 24 23  
[www.spirits.eu](http://www.spirits.eu)