

Boosting Synergies Across Europe



RESPONSIBLE DRINKING INITIATIVES
ANNUAL IMPACT REPORT 2025





Foreword by Hervé Dumesny, Director General ad interim of spiritsEUROPE

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FOREWORD



HERVÉ DUMESNY

Director General ad Interim of spiritsEUROPE

"A WHOLE-OF-SOCIETY APPROACH IS NEEDED TO WIN THE BATTLE OF HARMFUL CONSUMPTION"

Reducing alcohol-related harm is a shared responsibility that requires engagement from all sectors of society. Governments, businesses, public health organizations, educators, and individuals must collaborate to foster a culture of moderation, responsible consumption, and targeted harm-reduction strategies.

The United Nations' Strategy to tackle Non-Communicable Diseases (NCDs) has highlighted the importance of a whole-of-society approach in addressing harmful drinking patterns. This collective effort has successfully engaged all relevant stakeholders—including the private sector—to contribute to global public health objectives. By working together, societies can reduce harmful consumption without resorting to ineffective blanket restrictions.

Evidence suggests that promoting informed decision-making and fostering cultural shifts towards moderation are more effective than rigid, one-size-fits-all policies. Public awareness campaigns, school-based education programmes, and workplace initiatives provide individuals with the necessary knowledge to make responsible choices. Policies should focus on evidence-based harm reduction rather than oversimplified prohibitions that fail to account for the complexities of alcohol consumption.

A pragmatic, evidence-driven approach is needed—one that acknowledges risks but also respects personal responsibility and societal benefits. In the pursuit of public health, honest communication and collaborative solutions will always be more effective than fear-based narratives.

"EUROPEANS ARE DRINKING MORE RESPONSIBLY THAN EVER"

The good news is that most Europeans are moderate drinkers, and indicators of alcohol-related harm are on the decline across the EU. In fact, 82.6% of Europeans adhere to low-risk drinking guidelines, demonstrating a widespread commitment to responsible consumption.

Moderate alcohol consumption is deeply ingrained in European culture and culinary traditions, playing a significant role in social and community life. Unlike alarmist narratives that paint alcohol consumption as universally harmful, the reality is that most Europeans enjoy alcohol in a responsible manner, integrating it into a balanced lifestyle.

A sweeping statement such as "no safe level" does little to help individuals make informed decisions. Risk communication should empower people with actionable steps to mitigate potential harm rather than framing abstinence as the only responsible choice. Alcohol consumption, when done responsibly, can have social and cultural benefits that should not be dismissed outright. The focus should be on education and moderation rather than alarmist messaging that discourages nuanced discussion.

Therefore, a combination of evidence-based legislation, enforcement, and public education has significantly increased awareness around harmful drinking patterns. This comprehensive approach has led to a measurable decline in alcohol-related harm over the past decade. The success of current policies underscores the importance of maintaining strategies that are proving effective. Sweeping generalisations that ignore this positive trend risk being not only inaccurate but also counterproductive. Instead of discouraging moderate drinking, efforts should focus on continuing the progress already being made through informed decision-making and responsible consumption.



EUROPEAN OVERVIEW

In 2024, 98 information
campaigns reached up to
80 million in 25 countries
across Europe.

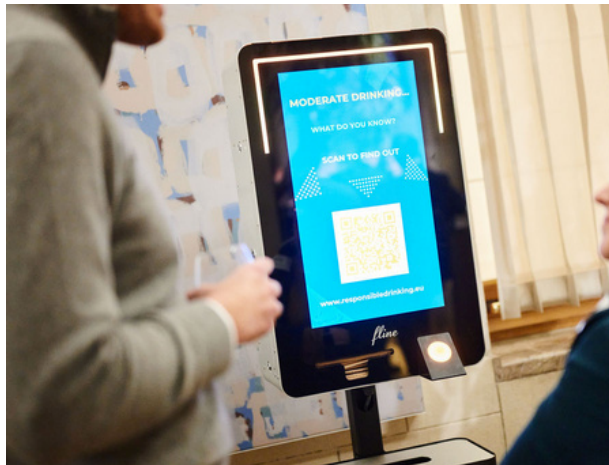


Alcohol and Harm: The Bigger Picture

WE REMAIN FULLY COMMITTED

We take great pride in the work our sector has done over the years to promote responsible behaviour across Europe. The progress made over the past decades in reducing harmful consumption trends is encouraging but the work is never finished! Actions need to be repeated with new generations and cannot be accomplished by us alone. Informing consumers about responsible drinking requires the consistent and persistent delivery of relevant messages – on websites, commercial communications and beyond. Therefore, our focus is simple, but clear: “Repetition, repetition, repetition.”

The initiatives we report year-on-year since 2007 are helping to contribute to a change of behaviour where people are drinking better but not necessarily more. This is both an inspiration and motivation for us to continue and refine our efforts with local partners.



Fline Box - spiritsEUROPE Summit 2024

EUROPEANS ARE DRINKING MORE RESPONSIBLY THAN EVER BEFORE

ALCOHOL CONSUMPTION DECREASED BY 15.2% BETWEEN 1991 AND 2020

WHO 2021 Annual Health Report / 1991, first year with data for all EU+



82.6%

OF DRINKING POPULATION IN HIGH INCOME COUNTRIES RESPECT LOW RISK DRINKING GUIDELINES spiritsEUROPE calculation based on Wood et al. 2019



-20.7%

Decrease in all cause alcohol attributable death change in EU+ between 2010-2021

WHO - Global Burden of Disease 2021 - IHME



86% of 15-16's reported **never being drunk** in the past 30 days, the highest level since 1995

ESPAD survey 2019 (latest available data)



-37%

Decrease in alcohol-related road fatalities between 2011 and 2021

ETSC - December 2022 (latest available data) - EU 23



-3.6%

Decrease in Heavy Episodic Drinking in the past 30 days in EU+ between 2000 and 2019

WHO Global Health Observatory

Alcohol-Related Harm in Context

#FactsNeedContext #GetTheWholeStory

FACT

WHO: “There are an estimated 1 million alcohol-related deaths per year in Europe” (1)

CONTEXT

When WHO speaks about ‘Europe’ they tend to refer to an area covering **53 countries from Lisbon to Vladivostock**.

The European region can be divided into

The **EU-27** Region

The EU-27 Region has more people (380 million aged 15+) & a higher annual total per capita alcohol consumption (10.7 litres in 2019) (2)

The **EU-27** annual mortality is estimated at **240,000 people** in 2019 (3)

The **remainder of the WHO-EURO Region**

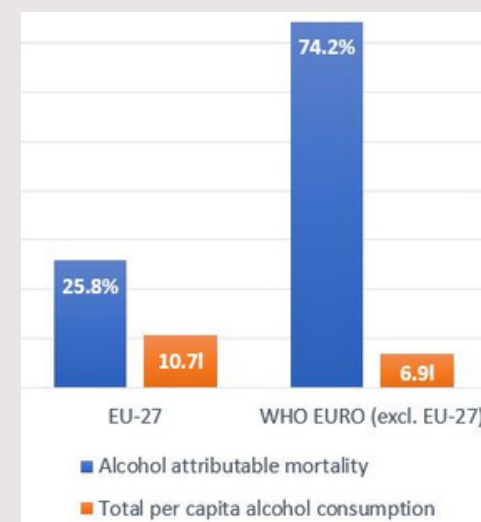
The remainder of the WHO-EURO Region has less people (319 million) & a lower annual total per capita alcohol consumption (6.9 litres in 2019) (2)

The annual mortality for the remainder of the **WHO-EURO Region** is estimated at **689,000 people** (1&3)



FACT IN CONTEXT

The EU-27 has much higher total per capita consumption (+55%) but significantly lower alcohol-attributable mortality (26%) compared with the remaining WHO EURO Region (74%)



(1) [SAFER WHO European Region \(2010-2019\)](#)

(2) [WHO Global Health Observatory, 2024](#)

(3) [WHO Factsheet on alcohol & cancer in the European Union \(6 November 2023\)](#)

The Spirits Sector in Action



Over the past decades, the spirits sector has worked tirelessly in order to roll out 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 the initiation and participation in hundreds of targeted prevention initiatives aimed at consumers, retailers and society, reaching millions of Europeans. 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.



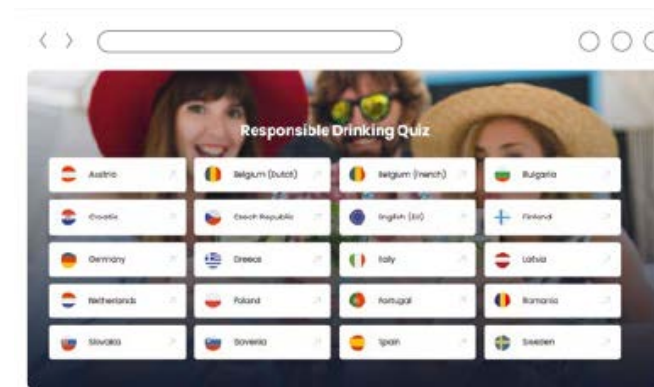
RESPONSIBLEDRINKING.EU AND #RDQ

Responsibledrinking.eu works both as a information source and as an EU portal to drive consumers to relevant partner sites such as the national websites in 25 EU countries. The aim of the website is to help consumers make balanced and informed decisions.

The responsibledrinking.eu umbrella website:

- ✓ Provides information on the ingredients a nutritional values of different spirit drinks.
- ✓ Reminds consumers to be aware of when and how often they drink.
- ✓ Underlines the importance of monitoring consumption and offers tips for responsible drinking.

#RDQ Hosts an engaging quiz developed in 20 European languages, #RDQ (Responsible Drinking Quiz). #RDQ is a state-of-the-art interactive addition to responsibledrinking.eu. It is designed to raise awareness about the do's and don'ts of moderate consumption with which we invite people to assess their "alcohol-awareness"

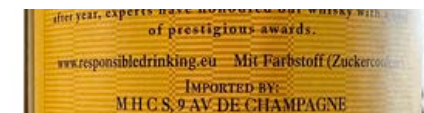
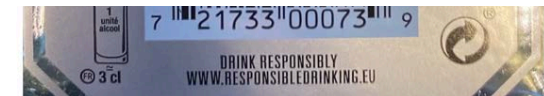


RESPONSIBLE DRINKING MESSAGES

spirits EUROPE's members include a Responsible Drinking Message (RDM) in all advertising in countries where it is permitted (and as per legal requirement in these countries).

Point of sale materials (displays, bar trays, ice boxes etc.) and product labels also feature an RDM, often in the form of a website.

Responsibledrinking.eu is used by some of our members and by a number of distillers across Europe. As a result the website had 139,000 unique visitors in 2024.





BOOSTING SYNERGIES

To strengthen efforts in promoting responsible drinking, we actively encourage collaboration among our members across Europe. By identifying and sharing best practices, we aim to enhance the impact of existing initiatives and create a more unified approach to promoting moderate alcohol consumption.

Scaling up a winning concept

University Programmes across Europe

ABOUT THE UNIVERSITY PROGRAMME

The University Programme aims to raise awareness of responsible drinking among young adults, particularly students, who may engage in excessive behaviours, including drinking behaviours, as they experience new freedoms.

Instead of simply being told that they should drink responsibly, students actively participate in creating a responsible drinking campaign, encouraging self-reflection and personal responsibility. By understanding the benefits of moderation, they can also share insights with peers, helping to combat binge drinking.

The programme starts with an expert-led session on alcohol and why it is important to drink responsibly. The session covers topics such as how alcohol affects the body, what a standard drink is, how much is too much, when it is not safe to drink, why moderation is key, myths, and the laws around drinking and driving.

Students then enter the creative competition, teaming up to design a campaign which promotes responsible drinking, especially among their peers. They need to come up with catchy messages, visuals, and a promotion plan. With teacher support, they refine their ideas and present them to a jury, including marketing professionals.

Winners receive a prize and may have their campaign promoted with industry support.

The University Programme was successfully pioneered by Spain in 2018. Recognising the value of the programme and the benefits of expanding it to multiple EU countries, spiritsEUROPE encouraged, and is continuing to encourage, other associations to create their own adaptation.

It has since been taken up by Bulgaria (2022), Croatia (2023), Italy (2022), Romania (2024) and Slovakia (starting in 2025). Latvia (2024) held a modified version of the programme with a day-long hackathon for young adult members of a youth centre. To date, 20 universities and one youth centre in 7 countries have joined reaching more than 3,600 students directly. Many more students as well as a wider public have seen the campaigns created by the participating students.



Scaling up a winning concept

University Programmes across Europe

THE UNITED IN MODERATION AWARD

The United in Moderation Award will be held for the first time in November 2025. Organised by spiritsEUROPE, the Award will recognise the best responsible drinking campaigns created by university students across several countries in Europe. It is open to the winning team of each university participating in the competition.

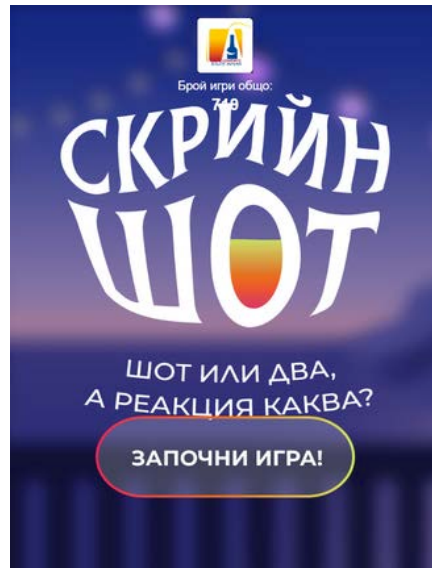
The three winning teams selected by the Award Jury will be invited to the official ceremony in Brussels on 19 November 2025. During the Ceremony, one of the three teams will receive the best United in Moderation Award for the academic year of 2024/2025.



BULGARIA - "WHEN AND HOW MUCH"

The "When and How Much" University Programme was started in 2022 by spiritsBULGARIA. Initially with one participating university, it has since expanded, and as of the 2024-2025 academic year, it includes four universities.

During the 2023-2024 academic year, three universities took part, directly reaching 254 students, and a total of 17 applications were submitted for the competition.



The winning project, "ШОТ ИЛИ ДВА, А РЕАКЦИЯ КАКВА" ("A SHOT OR TWO, AND WHAT A REACTION," was created by Varti Mavreva and Gergana Dimitrova from the New Bulgarian University (NBU). The project is designed for social networks, public screens, or as a mobile application. It is structured as an engaging game that tests users' reaction times allowing players to see how their reactions are affected after consuming alcohol. The aim is to encourage users to stop drinking if they notice an impact on their reactions or behaviour.

In late 2025, spiritsBULGARIA will select one of the winners from across the programme for widespread dissemination, including on bus routes used by students and on social media.



Scaling up a winning concept

University Programmes across Europe

CROATIA - "UNIVERSITY PROGRAMME CROATIA"

The "University Programme Croatia" was started in 2023 by The Coordination of producers, importers and distributors of spirits (HUP). It began with one participating university and a second university joined a year later.



In the 2023–2024 academic year, 12 students took part. The winning project, "Od viška glava boli" ("Over the Limit, Under the Weather"), was created by Tea Andrić, Maja Horak, and Marta Bukovski from the University of Zagreb.

It uses creative wordplay to deliver a strong message about moderation in a relatable and memorable way.

HUP launched the winning campaign at the end of October 2024. It combined digital engagement with impactful offline experiences and a custom trivia card game was developed to engage participants. Branded goodie bags—including hoodies, jiggers, and alcohol breathalysers—were curated to reinforce the message of moderation.

Collaborations included partnering with the Museum of Hangovers and Lollipop Events, to create immersive offline experiences and partnering with two prominent influencers on TikTok and Instagram. The campaign reached more than 2 million people in total.

ITALY - "NO BINGE: RESPONSIBLE CONSUMPTION COMMUNICATION"

The "No Binge: Responsible Consumption Communication" programme was started by FEDERVINI in 2022 with one participating university. During the 2023–2024 academic year, three universities took part, directly reaching 300 students. A unique feature of this programme is that participation contributes to the final grade of the linked university course. Out of 109 applications submitted for the competition, three winning projects were selected:

- "BASTA. BERE POCO!" ("Stop. Drink Less!") by Giorgia Milardi, Gaia Controscheri, and Arianna Iacobini from Sapienza University
- "UN DRINK PER UNO ED UNO PER TUTTI" ("ONE DRINK FOR ONE AND ONE FOR ALL") by Andrea D'Aniello and Maria Teresa Mastropietro from Vanvitelli University
- "Pensiamoci su" ("Let's Think About It") by Caterina Bizzarri, Martina Di Marco, and Alice Rocchetti from Verona University.



Scaling up a winning concept

University Programmes across Europe

LATVIA - "LANA CREATIVE HACKATHON"

As part of a strategic effort to explore innovative engagement methods the Latvian Alcohol Industry Association (LANA), chose to collaborate with a youth group instead of a university. The day-long hackathon follows a structure similar to the university programmes: an information session is held first, followed by a creative competition.

The first hackathon took place on 14 December 2024 at the Riga Youth Centre "Kaņieris." LANA amplified the initiative through media outreach, website features, and Facebook promotions, reaching over 2,300 users. A total of 19 young people participated working teams. Guided by experts, including LANA Managing Director Dāvis Vītols and psychotherapist Madara Pumpure, participants developed six creative campaigns tackling excessive alcohol consumption.



After an intense brainstorming session, the jury awarded first prize to "Es Bez" ("Me Without"). The winning by Niklāvs Ogņevs and Krišjānis Leja, encourages young people to drink responsibly and in moderation if they choose to consume alcohol. The campaign focuses on themes such as moderation, balance, mindful drinking, and fostering a culture of responsible partying. It poses the question: "Are you ready to try a conscious approach?"

The campaign uses social media communication and collaboration with influencers as its main channels for reaching its audience. The winning entry is currently being adapted for use by LANA. With innovation at its core, this hackathon not only empowered young people but also reinforced LANA's commitment to meaningful social impact.

ROMANIA - "NO ALCOHOL BEHIND THE WHEEL"

Spirits Romania's "NO Alcohol Behind the Wheel" university programme was held in November 2024 at the American-Romanian University. Information sessions were led by representatives of the Romanian Police and certified psychotherapists from Clinica Oana Nicolau. These sessions also included the opportunity to test an impact simulator, designed to demonstrate the difference between driving sober and under the influence.

A total of three sessions were held, with 150 students in attendance. While no students submitted entries for the competition, engagement during the sessions was high.



Scaling up a winning concept

University Programmes across Europe

SPAIN - "RESPONSIBILITY ON CAMPUS"

The "Responsibility on Campus" programme was pioneered by Espirituosos España in 2018. Beginning with one university in 2018 the programme now comprises eight universities. To date, some 3,000 students have taken part over the years.

Two winners were selected in the 2023-2024 academic year:

- "No toca, bro" ("It's not the time, bro") by Javier Pérez-Alcalde Delgado, Ana Isabel Caballero Poveda, Antonio M., Almudena Listán Pérez and Rosalía Arias at the University of Cádiz. This creative concept aims to raise awareness among young people about the importance of not starting to consume alcohol prematurely. The campaign consists of four posters depicting situations where something clearly doesn't belong. This deliberate mismatch is used as a metaphor to portray underage drinking as equally out of place. For example, one poster shows a skier at the Feria de Jerez, while another features a penitent (a traditional Semana Santa figure) cleaning a swimming pool in summer. Both are accompanied by the tagline "No toca, bro," effectively reinforcing the message of the campaign.



- "NO ES QUIEN CORRE MÁS, SINO QUIEN DISFRUTA MAJOR" (It's not who runs the fastest, but who enjoys it the most) by Isabel Rodríguez, Mercedes Segura and Laura Torre at the Pontifical University of Salamanca. The three pairs of posters aim to prevent irresponsible alcohol consumption (such as drinking quickly) and replacing it with savouring the drink in a paced manner.

The University Pontificia de Salamanca is displaying this campaign citywide on advertising billboards and in the local youth centre, which is managed by the Salamanca City Hall.



Joining together to combat drink-driving

#ROADPOLSafetyDays

OUR APPROACH TO HELP COMBAT DRINK-DRIVING

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

Our members that have signed the European Road Safety Charter have carried out sustained prevention campaigns over the years that have strengthened road safety across Europe and have helped to create long-term and lasting behaviour change, creating an environment in which it is no longer socially acceptable to drink and drive.

Still, more action is needed to reduce alcohol-related road fatalities further across Europe. We strongly believe that drivers should receive regular reminders not to drink and drive, and that every new driver arriving on European roads should be made acutely aware of the dire consequences of drink-driving.

ROADPOL SAFETY DAYS

ROADPOL Safety Days is the flagship annual campaign of ROADPOL, the European Roads Policing Network and is supported by the European Commission. The ROADPOL Safety Days were launched in summer 2020 and are the successor of the TISPOL campaign "Project Edward."

The ROADPOL Safety Days always take place at the same time as the European Commission's European Mobility Week from 16 to 22 September. On these dates ROADPOL carries out numerous road traffic enforcement activities across Europe as well as police forces direct engagement with the public and advocacy to road users. Public and private institutions, national and international, road safety NGOs and educational institutions are all encouraged to support the campaign by organising events to promote its messages to the broader public.

To boost synergies across Europe and offer spiritsEUROPE a window for strong communication in Brussels, some of our members agreed to activate all or part of their drink-driving campaign during the week of 16 to 22 September.



SPIRITSEUROPE COMMUNICATION ON X

spiritsEUROPE was excited to take part in the #ROADPOLSafetyDays, with many of our members joining the initiative. As a founding member of the European Road Safety Charter since 2004, we remain deeply committed to reducing drink-driving incidents on European roads throughout the year.

From 16 to 22 September, spiritsEUROPE's members joined forces for the #ROADPOLSafetyDays impactful campaigns taking part. These campaigns were developed in collaboration with police forces, road safety agencies, and other key stakeholders. They took place in Austria, Bulgaria, France, Germany, Greece, Ireland, Malta, Poland, Romania and Slovakia and Spain.

spiritsEUROPE @spiritsEUROPE · Sep 13, 2024
We're excited to announce that many of our members will be joining the #ROADPOLSafetyDays next week! 🚗
As a founding member of the European Road Safety Charter since 2004, we are deeply committed to reducing drink-driving on European roads throughout the year. 🇪🇺
Next week, we'll
[Show more](#)



@ROADPOL_EU and 4 others

Joining together to combat drink-driving

#ROADPOLSafetyDays

AUSTRIA - “DON'T DRINK AND DRIVE”

The Austrian Spirits Association, has been promoting the vital “Don’t Drink and Drive” message since 2017, with the support of public and private partners.

In 2024, campaign activities kicked off alongside the start of the European Football Championship in June, in partnership with ride-hailing provider Bolt. The initiative offered €10 vouchers for a safer ride home, distributed in more than 100 bars in Vienna, Salzburg, and Graz to encourage a safer ride home. More than 1,500 people were reached during this activation.

The campaign continued during the #ROADPOLSafetyDays reinforcing road safety messaging and promoting safe alternatives for getting home, such as Bolt, designated drivers, or public transport. Activities were later extended to social media, supported by influencer-driven content to amplify the message.

Throughout 2024 the campaign message reached around 2.5 million people both online and in person. In September alone, around 80,000 individuals were reached.



BULGARIA - “THE BILL YOU DON'T WANT TO PAY”

spiritsBulgaria partnered with the Bulgarian police and the Bulgarian Red Cross for the “The Bill You Don’t Want To Pay” campaign.

From June to October, police officers and Red Cross staff distributed fictitious receipts during routine traffic stops and special events. These “bills” illustrate the potential financial and emotional costs of drink-driving, helping to raise awareness in a direct and impactful way.

A total of 130,000 receipts were handed out at road safety events in 27 regions of the country.

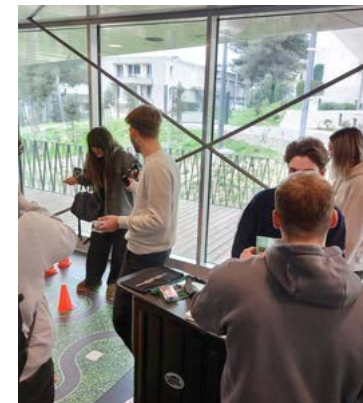


FRANCE - “STUDENT AMBASSADOR NETWORK”

Since 2020, Prévention & Modération has promoted responsible alcohol consumption and road safety, in partnership with the Association Prévention Routière. Together, they have developed several initiatives, including awareness kits, interactive educational workshops, and a student ambassador network.

Launched in 2022, the ambassador network is based on the idea that peer-to-peer prevention is especially effective in changing attitudes toward road risks. Each student signs a charter committing to lead a prevention activity, supported by a road safety representative and provided with educational materials.

In the 2023–2024 academic year, 200 student ambassadors from 30 higher education institutions reached 5,000 of their peers with road safety messages.



Joining together to combat drink-driving

#ROADPOLSafetyDays

GERMANY - “DON'T DRINK AND DRIVE”

The “DON'T DRINK AND DRIVE” road safety initiative was launched in 1993 by the beer, wine, sparkling wine and spirits industry associations, including spiritsEUROPE member BSI (Bundesverband der Deutschen Spirituosen-Industrie und -Importeure). It is the longest running road safety campaign in Germany.

The initiative's clear-cut message targets all road users—whether they are driving a car, riding an electric scooter, or using an e-bike. This vital message is promoted year-round with support from both public and private partners. Targeted awareness activities include vocational school visits through the DDAD Academy, poster campaigns on rural roads, and regular outreach via social media. In 2024, newly designed advertising materials were introduced to amplify the core message: “If you drive, stay sober.”

Since launch more than 100 DDAD Academy events have been held, the “DDAD” website has reached over 2 million and the social media channels have engaged more than 10 million users.



GREECE - “RETHINK DRINK”

RETHINK DRINK was launched by ENEAP in partnership with the Ministry of Health to promote responsible attitudes and behaviours around alcohol, particularly among young people.

Introduced in May 2024, the campaign takes a modern, direct and creative approach. It cleverly incorporates familiar expressions associated with irresponsible drinking to challenge misconceptions and highlight the importance of being sober behind the wheel. As part of the initiative, three short films were produced, each delivering a distinct message about responsible alcohol consumption.

The campaign's primary outreach is via social media and digital platforms, including influencer content. During #ROADPOLSafetyDays, RETHINK DRINK took part in an event in Piraeus, Athens, held in partnership with the Road Safety Institute of Greece, the Director General of ROADPOL, the Chief of Hellenic Police and key political stakeholders.

In 2024, the social media campaign reached almost 4 million people, with the videos gathering over 1 million views.



Joining together to combat drink-driving

#ROADPOLSafetyDays

IRELAND - "PUBLIC AWARENESS"

Drinkaware, the national independent charity working to prevent and reduce alcohol misuse works year-round to raise public awareness about alcohol consumption and its impact, particularly the importance of understanding how long it takes before it is safe to drive the next day.

During the #ROADPOLSafetyDays, Drinkaware encouraged the public to make use of their free online resources, especially the Drinks Calculator, which allows users to track their alcohol intake and provides an estimated time of how long it will take their body to process. In 2024, the Drinks Calculator was used over 200,000 times, while social media posts reached a potential audience of 80,000 people.



MALTA- "ARRIVE ALIVE. DON'T DRINK AND DRIVE"

The Sense Group continued its annual road safety awareness efforts with the campaign "Arrive Alive... Don't Drink and Drive." Launched in August and culminating during the #ROADPOLSafetyDays, the campaign focused on raising awareness of the immediate and serious dangers of drink-driving through social media engagement.

Five striking, hard-hitting posts, aiming to be a direct reminder of how easily people can underestimate the effects of excessive alcohol consumption, were posted on social media. To further reinforce the message, a dramatic awareness video was produced, depicting the harrowing moments of a car crash. The Malta Police Force supported the production process. In total, campaign posts reached around 1.5 million people.



NETHERLANDS - "NEARLY 25 YEARS OF BOB IN THE NETHERLANDS - AND IT'S WORKING!"

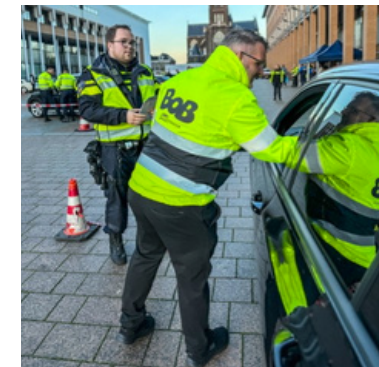
STIVA introduced the BOB campaign (designated driver) to the Netherlands almost 25 years ago, and have proudly supported it ever since. The results speak for themselves: since 2002, the number of drivers caught over the legal alcohol limit has dropped by approximately 35%.

The BOB campaign is a joint initiative by the Ministry of Infrastructure and Water Management, the Dutch producers of beer, wine, and spirits, and Veilig Verkeer Nederland (Safe Traffic Netherlands). The industry contributes by funding VVN's campaign activities.

In 2024, VVN and dedicated local volunteers worked hard to bring the BOB campaign to as many places as possible. In 2024 alone:

- 578,000 people were reached at festivals and events
- 3,786 vehicles were checked during alcohol checkpoints

Together, they continue to promote safer roads—for everyone.



Joining together to combat drink-driving

#ROADPOLSafetyDays

POLAND - "DON'T DRINK AND DRIVE!"

The Polish Spirits Industry promotes responsible drinking messages throughout the year.

During the #ROADPOLSafetyDays, their social media campaign reinforced the crucial message: don't drink and drive (Piłeś? Nie jedź).

Posts highlighted that even a small amount of alcohol can impair driving, and stressed that the only safe option is not to drink at all before getting behind the wheel.

The campaign reached a potential audience of 26,000 people through social media.



PORTUGAL - "100% COOL!"

100% Cool is one of Portugal's longest-running corporate social responsibility programmes. Launched in 2002 to tackle alcohol-related road accidents, the initiative has promoted responsible driving for over two decades, designating more than 30,000 sober drivers across the country.

Developed by ANEBE, 100% Cool represents a mission alliance between public and private organisations committed to separating alcohol from driving. In the past two years alone, over 60 actions have been carried out nationwide, directly engaging around 2,700 people.



ROMANIA - "NO ALCOHOL BEHIND THE WHEEL #DRINKRESPONSIBLY"

Spirits Romania launched its new campaign in 2024, drawing significant inspiration from - and aligning closely with - the #AnastasiaLaw. The campaign focusses on two key principles: responsibility and moderation encouraging safer behaviour among drivers, passengers, pedestrians and all other road users. It also highlights the legal consequences of drink-driving in line with the latest national and European legislation. Promotion is carried out primarily through online and social media channels.

During the #ROADPOLSafetyDays Spirits Romania took part in activities organised by the Romanian Police and the Bucharest Road Police Brigade. These included the distribution of informative materials and the promotion of responsible drinking messages. In addition, the Bucharest Brigade held public information sessions across the city, where Spirits Romania's materials were shared.

In September, the campaign's Facebook page reached a potential audience of 1,600 and 2,500 people were directly engaged through the partnership with the Romanian Police.



Joining together to combat drink-driving

#ROADPOLSafetyDays

SLOVAKIA- “BILL FOR AN ACCIDENT”

Forum PSR Slovakia has been tackling drink-driving for years, notably through its “Bill for an Accident” campaign, launched in 2012. In 2024, activities began in May in partnership with the Slovak Police, Bolt, the Allianz Foundation, Tester.sk, and OMV petrol stations.

Volunteers visited 412 bars and restaurants to raise awareness, offering breathalyser tests and distributing over 60,000 symbolic “accident receipts” and 20,000 educational leaflets. Blood alcohol levels were measured for 730 people.

During the September #ROADPOLSafetyDays, 155,000 green stickers featuring a QR code linking to an interactive quiz were distributed at 125 OMV stations. Over 4,000 people took the quiz for a chance to win a breathalyser. A road safety video was shown at each station, and 10,000 drivers received educational leaflets.

The campaign was supported by social media and media outreach. It reached more than 660,000 people on Facebook, over 160,000 on Instagram, and appeared in 128 media publications with a total reach exceeding 19 million.



SPAIN - “DESIGNATED DRIVER CAMPAIGN”

Espirituosos España has been running its designated driver campaign since 2001. To mark the 20th anniversary, an event was held at the Congress of Deputies, bringing together institutions that have supported the programme over the years.

At the event, the Director of the Spanish Traffic Authority, Pere Navarro, highlighted Spain’s international leadership in road safety. Marta Madrenas, Chairwoman of the Standing Committee on Road Safety, commended the organisation for its collaborative approach to building a safer society. Findings from a 2024 YouGov survey presented at the event confirmed the programme’s long-term success.

Since its launch, the campaign has been implemented in over 300 municipalities with the support of the Civil Guard and Local Police. It has engaged more than 300,000 young drivers and rewarded over 20,000 designated drivers with a 0.0 BAC level.



Alcohol & You

Tips for Mindful Drinking

Moderate alcohol consumption can be part of a balanced lifestyle.
There is no drink of moderation, only a practice of moderation!
By contrast, excessive consumption of any alcoholic beverage (be it beer, wine, spirits, cider or others) can have negative short- and long-term impacts on your physical health and wellbeing.

Hence, for adults who choose to drink, the safest way to do so is in moderation.

Low-Risk Drinking Guidance

"No more than 2 drinks a day & not every day"

Keep in mind:

- No more than 2 standard drinks a day;
- No more than 10 standard drinks per week;
- Have some days of the week when you do not drink;
- No consumption when underage, pregnant or breastfeeding, when operating machinery, propelled vehicle, engaged in dangerous activities or under medication.

What is a standard drink & how can I measure up?

A standard drink always contains the same amount of ethanol (10g) – regardless of the type or strength of drink.

How can I measure up?

Just to give you an idea, 10g of ethanol equates to the following drinks :

WINE		SPARKLING WINE		BEER		SPIRITS
	=		=		=	
100 ml at 13% vol.		100 ml at 12% vol.		250 ml at 5% vol.		30 ml at 40% vol.