

#UnitedInModeration

# The Power of Partnerships

**RESPONSIBLE DRINKING INITIATIVES**  
ANNUAL IMPACT REPORT 2024





## 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;
- 0 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?*

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.





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# FOREWORD



**IAN MCLERNON**  
President of spiritsEUROPE

Spirits are our business, and we want our products to be understood and enjoyed in moderation.

As President of spiritsEUROPE, I am proud of all the efforts our sector has made across Europe over the past decades to promote responsible behaviour, not only by increasing consumer information, awareness and education about the risks of excessive consumption, but also by promoting responsible attitudes towards alcoholic beverages among the general public and in specific focus areas.

In the past decade, Europe has, by and large, seen a number of positive declines in several important indicators related to excessive and harmful consumption. These trends underscore the importance of continuing

our collective efforts to promote responsible drinking and foster a culture of moderation among those who choose to drink, respecting the freedom of adults to make informed decisions about whether and how much they drink.

Enjoyed in moderation, alcoholic beverages can be part of a balanced lifestyle. At the same time, coordinated efforts are needed to reduce harmful drinking such as binge drinking and heavy consumption further. How can this be done? What approaches, or rather: combination of approaches, seem to be working?

As a sector, we have always supported – and continue to support – effective policies and stronger enforcement of existing laws

to prevent drink-driving, drinking during pregnancy, and sale or consumption among those under legal purchase age. At the same time, experience shows that enforcement efforts need to be complemented and supported by broader efforts to change social and societal views and attitudes, with regards to harmful drinking patterns. Typically, these kinds of behaviour changes are neither immediate nor easy to achieve, and require longstanding, concerted efforts from different partners and stakeholders, both public and private.

Our Annual Impact Report presents some of the most promising and successful partnership approaches supported by spirits producers across Europe, reaching millions of people each year. When promoting responsible

**EUROPEANS  
ARE DRINKING MORE  
RESPONSIBLY THAN  
EVER BEFORE:**

**ALCOHOL CONSUMPTION  
DECREASED BY 20%  
BETWEEN 1979 AND 2019**

Sources:  
Eurobarometer Survey 2010  
WHO 2021 Annual Health Report

Litres of alcohol  
consumed per year



**82%** OF EUROPEANS  
RESPECT LOW-RISK  
DRINKING  
GUIDELINES



drinking and fostering a culture of moderation, we believe that the approach taken by 23 EU countries to develop national drinking guidelines in accordance with cultural context, which urge consumers to drink in moderation and share information and practical guidance on what moderation is, is the right one. Typically, these so-called “low-risk drinking guidelines” are promoted through information and education campaigns supported by all stakeholders within their sphere of action and responsibility.

In Europe, people are broadly aware that excessive alcohol consumption is harmful for them. Accordingly, adult consumers who choose to drink need to make informed, responsible choices that are fact-based and relevant. Meaningful information should help them understand the potential risks associated with different amounts and patterns of consumption. If in doubt, they should be encouraged to talk to healthcare professionals to better understand the impact their drinking patterns may have on their individual health.

Looking ahead, our sector will continue to promote partnership approaches and to use innovative technologies and scientific evidence to develop cutting-edge prevention campaigns that make a real difference on the ground. By working together we can help to empower individuals to make informed, responsible choices and promote a culture of moderation in Europe.

To facilitate this work, we believe a structured dialogue under the roof of the EU Institutions would be a helpful tool. We therefore call on the next Health Commissioner to re-launch the European Alcohol and Health Forum, which used to bring together all those who share the goal of harm reduction and invited them to discuss and work together for further progress. As part of such a future process, concrete, targeted prevention activities in selected focus areas could be developed and piloted by different actors across Europe.

We hope you will find the insights and case studies in this Report helpful, and we welcome discussion and feedback on how our work can evolve further in the future.

**37%**

**Reduction in alcohol-related road fatalities between 2011 and 2021.**



ETSC - December 2022



**86%**

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

ESPAD survey 2019

**10.7%**

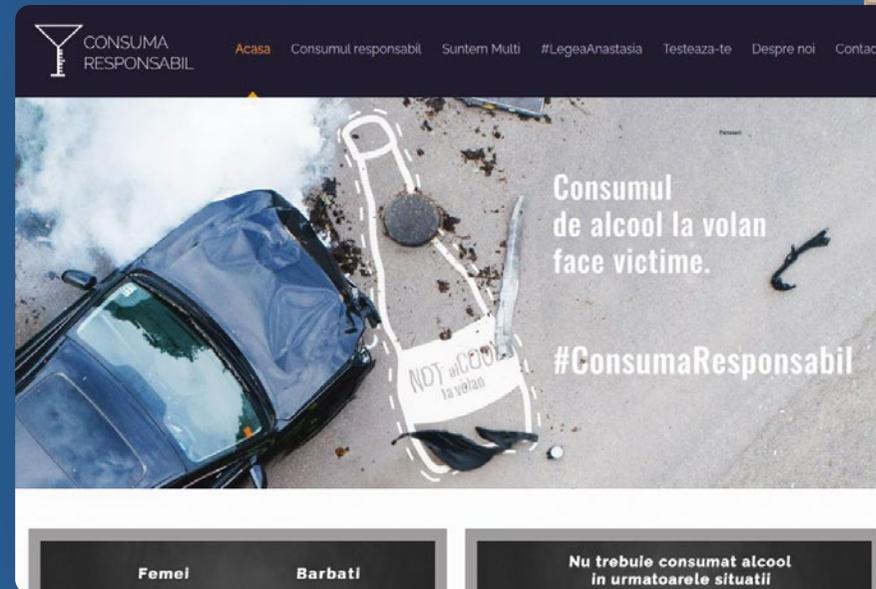
**Reduction in Heavy Episodic Drinking in EU + between 2010 and 2016.**



WHO global status report 2018

# European Overview

➤ In 2023, 93 information campaigns reached up to 80 million in 25 countries across Europe.



# The Spirits Sector in Action



CONOSCERE L'ALCOL



Over the past decades, the spirits sector has initiated and participated in hundreds of targeted prevention initiatives aimed at consumers, retailers and society, reaching millions of Europeans. A full account of our responsible drinking programmes and campaigns can be found on the dedicated website [www.drinksinitiatives.eu](http://www.drinksinitiatives.eu). This Report provides an overview of some of the best and most successful initiatives and summarises their impact on the ground.

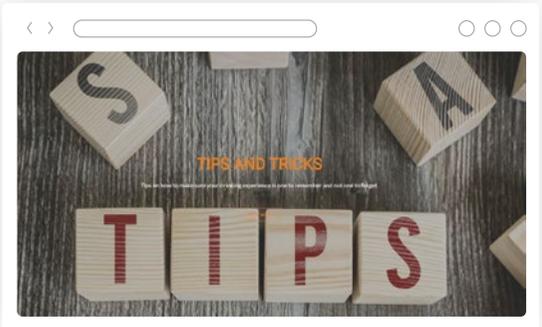
Informing consumers about responsible drinking requires the consistent and persistent delivery of relevant messages – on websites, commercial communications and beyond. Therefore, our focus is simple, but clear: “Repetition, repetition, repetition.”

## RESPONSIBLEDRINKING.EU

Responsibledrinking.eu works both as an 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 and nutritional values of different spirit drinks.
- ✓ Reminds consumers to be aware of why, when and how often they drink.
- ✓ Underlines the importance of monitoring consumption and offers tips for responsible drinking, including an engaging quiz developed in 20 European languages, #RDQ, with which we invite people to assess their “alcohol-awareness”.



## RESPONSIBLE DRINKING MESSAGES

spiritsEUROPE’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 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. The result, 75,000 unique visitors in 2023.



# NATIONAL CONSUMER INFORMATION WEBSITES ACROSS EUROPE

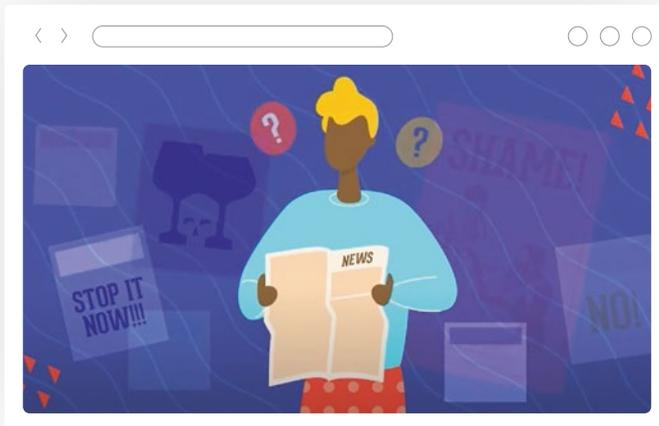
The information in the local language aims to provide our consumers with a reliable foundation on which to make informed decisions regarding our products, when not to drink, and how much is too much if they choose to drink.



The thumbnails represent the following countries and their website content:

- Austria:** Richtlinien für Alkoholkonsum
- Belgium:** [Image of people drinking]
- Bulgaria:** [Image of a person]
- Croatia:** Koliko zn... umjerenoj konz... alkohola... Riješite... i sazna
- Czech Republic:** [Image of a person]
- Denmark:** Ansva
- Estonia:** [Image of a bottle]
- Finland:** Mitä tarkoittaa... ohtuudella nauttiminen... Osalettu ja testaa tietosi alkoholikäytöstä
- France:** 18 ans VENTE D'ALCOOL : JE CONTRÔLE !
- Germany:** [Image of a person at a laptop]
- Greece:** [Image of a person]
- Hungary:** [Image of a person]
- Ireland:** Tools & Resources
- Italy:** [Image of a person]
- Latvia:** [Image of a person]
- Lithuania:** [Image of a person]
- Malta:** inkawaremalta.com BE DRINK AWARE
- Netherlands:** [Image of a person]
- Poland:** [Image of a person]
- Portugal:** BEBA COM CARIÇA
- Spain:** DISFRUTA DE UN CONSUMO RESPONSABLE
- Slovakia:** K pitiu... pat... ost
- Slovenia:** ENIM... UOJITE... ONE.
- Sweden:** Ansvarsfull konsumtion innebär... /personlig hållbar konsumtion.

# The Spirits Sector in Action



## “STAY SAFE, STAY MODERATE” VIDEO CLIP

The short video is available in 6 languages and is promoted at national level through social media channels. Watch the video to find out why a #SpiritOfModeration is key for successful harm-reduction approaches!



Risk communication should inform rather than persuade

## SCALING UP A WINNING CONCEPT!

Due to regular exchanges among the membership, good practices to promote moderate consumption are identified and rolled out in other countries after adaptation to meet local needs.

The most recent example is the programme where university students enter a creative competition to develop and promote a peer-to-peer campaign. This approach was successfully pioneered by Spain in 2018 and is now being followed by Bulgaria, Croatia and Italy, with more countries ready to join. Success depends on the commitment of marketing and communication professors willing to guide their students through the full process of designing and pitching a campaign.

The project starts with an information session, delivered by a health expert, to teach students about 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, common myths, and the laws around drinking and driving.

Students then enter the creative competition. They team up with classmates to create a campaign which promotes responsible drinking, especially among their peers. They need to come up with catchy messages, visuals, and a plan to get the word out. Teachers support them during the process until the final stage of pitching their proposal to a jury, composed in part of marketing professionals. The winners receive a prize and see their campaign promoted with the help of the spirits sector.

To date, 10 universities in 4 countries have joined. These initiatives reached more than 3,500 students - directly engaged in thinking about their alcohol consumption behaviour and that of their peers. The output of these campaigns is mainly digital and is delivered on the main social media communication channels used by the target group.

### Bulgaria



### Croatia



### Spain



### Italy



Focus Area 1

# Reducing Underage Drinking





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# Our approach to help reduce underage drinking

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Access to alcoholic beverages by minors is prohibited. In order to successfully prevent underage drinking, a change in attitudes is necessary. Therefore, we support partnership-based approaches that educate parents and teachers who in turn help minors to understand the effects of alcohol and the reasons why they should not be drinking. We also support raising the knowledge and skills of staff working in bars and shops so as not to serve or sell to underage people.

## Objectives

- ✓ Delay the age of onset.
- ✓ Reduce the number of drinking occasions.
- ✓ Reduce the volume of alcohol consumption per occasion.

## Main partners and tools

- ✓ Educators, Non-Governmental Organisations (NGOs), retailers, bar staff, police forces, municipalities.
- ✓ School education and parental advice programmes.
- ✓ Mass media campaigns to influence social norming.
- ✓ On & off trade training to enforce the legal purchase age.

# Germany



## SELECTION OF RELATED DATA & TRENDS

- ↳ **46% drop in reported alcohol consumption over the last 30 days between 2004 and 2021.**
- ↳ **45% decrease in reported consumption in the last 12 months of more than 24g/day (boys) & more than 12g/day (girls) between 2001 and 2021.**
- ↳ **58% decline in binge drinking (5+ drinks) between 2004 and 2021.**

Data from Bundeszentrale für gesundheitliche Aufklärung – 2022<sup>1</sup>

## Klartext reden! (Tell it straight!) - launched in 2005

It is encouraging to see a decline in the number of young people suffering acute alcohol poisoning. However, we should not be satisfied with this progress because every instance of acute alcohol poisoning among young people is concerning. Excessive alcohol intake poses significant dangers, especially for adolescents, jeopardizing their healthy development. Beyond the potential for addiction, it can inflict severe harm on the brain, organs, and increase the likelihood of accidents and violence.

The BSI Working Group on Alcohol and Responsibility is committed to eradicating underage consumption. In partnership with the BundesElternRat (Federal Council of Parents) they developed and rolled-out the “Tell it straight!” programme in December 2005.

Parents play a crucial role in shaping their children’s attitudes toward alcohol consumption, with children starting to emulate parental behaviour as young as age four. Thus, it is vital to implement targeted prevention programmes that enhance parenting skills and enable parents to model healthy consumption patterns effectively.

The “Tell it straight!” programme includes parent information evenings at schools, a leaflet, a Facebook page, a dedicated website

([www.klartext-reden.de](http://www.klartext-reden.de)), online training courses for parents, and evaluations.

During the Covid-19 pandemic in 2021 and 2022, the initiative adapted by expanding its digital prevention offerings by developing web-based training and social media campaigns. In August 2022, the website and online training programme were relaunched for user-friendliness. Additionally, coaching videos featuring real-life scenarios, such as a father-son interaction, were introduced to provide accessible coaching resources.

Since its launch, 318 parent information evenings and online training sessions have reached over 120,000 parents. Around 50,000 leaflets have been printed and distributed and the website has had more than 453,800 users and over 1.5 million page views.

The programme is regularly accompanied by scientific evaluations to check its effectiveness and make necessary adjustments to the concept. Parents are invited to answer a survey before the workshop with questions about knowledge, parenting skills, needs and motivation to participate. Follow-up surveys show a positive trend over the years. After the workshop, the parents usually rate their self-confidence and parenting skills significantly better than before.

*“The Federal Parents’ Council has supported the “Klartext Reden” initiative from the outset. “Klartext Reden!” aims to strengthen the educational skills of parents on the subject of alcohol prevention in the family. Parents also need support and a constructive dialogue at eye level when it comes to mastering the many challenges of parenting. The family is a key place for learning how to deal responsibly with alcoholic beverages. As the largest organisation representing the interests of parents in Germany, we are delighted that the information events at schools have resumed after the pandemic break”.*

**Christiane Grotte**, Chairwomen of the Federal Parents’ Council



# Latvia

## SELECTION OF RELATED DATA & TRENDS

- **47.4% of 15-16-year-olds used any alcohol in the last 30 days in 2019, a decline of 9% since 2015.**
- **17% decline in binge drinking (5+ drinks in the last 30 days) since 2015.**
- **Never reported drunkenness was at 88.1% in 2019, a 1% improvement compared to 2015.**

Data from ESPAD 2019<sup>2</sup>



## Vai tu pārdotu alkoholu savam bērnam? (Would you sell alcohol to your child?) - launched in 2016

The campaign was started by the Latvian Alcohol Industry Association (LANA) in 2016 and was joined by a growing number of public and private partners, namely the Association of Hotels and Restaurants of Latvia (AHRL); the Latvian traders association (LTA); the Association of leading Latvian food retailers (LPTA); the Latvian Medical Association (LMA) as well as the State Revenue Service and State Police.

The aim of the campaign is to remind sales personnel of the legal prohibitions against selling alcohol to minors and to equip them with the tools to verify age. Sales staff are also provided with visuals (stickers, badges, training videos and infographics) to remind them to assess the age of customers and to ask for identification if the customer looks under 25. Monthly learning sessions and video presentations

provide practical guidance for sales personnel, reinforcing the importance of adhering to legal requirements. Also, influencers act as mystery shoppers, demonstrating the age verification processes and sharing their experiences on social media platforms.

In addition, a video was created to highlight to minors that they should not buy alcohol and show the risks associated with underage consumption. Another video shows an undercover police officer catching a minor trying to buy alcohol and highlights the legal consequences of trying to buy alcohol whilst underage.

Engagement metrics show growing awareness among sales staff and the public regarding the importance of age verification. The mystery

shopping exercises organised by the police demonstrate a decrease in instances of alcohol sales to minors over time. 95 cases registered between January and June 2020 compared to 160 cases the year before. Also, sales staff appreciate the reminders and educational materials provided, emphasising the campaign's role in reinforcing responsible sales practices.

In conclusion, in the journey towards fighting underage drinking, the campaign led by LANA shows substantial progress by educating, empowering, and advocating. It not only upholds legal standards but also fosters a culture of responsibility and awareness within communities.

# Spain



## SELECTION OF RELATED DATA & TRENDS

The ESTUDES survey of minors aged 14 to 18 shows a downward trend in alcohol consumption with a slight increase at the latest data collection:

- ↳ Consumption in the last 30 days decreased from 74% in 2012 to 56.6% in 2023.
- ↳ Binge drinking in the last 30 days decreased from 30.8% to 20.8% in the same period.
- ↳ In that same period, the age of onset remains unchanged at 13.9 years old a slight improvement from 13.5 years old in the first report in 1994).

Data from ESTUDES survey 2023<sup>3</sup>

## Menores ni una gota (Minors, not a single drop) - launched in 2013

In 2011, the spirits sector signed the Manifiesto against underage drinking which is promoted by the Ministry of Health, Social Policy and Equality. It sets out objectives for working together to eradicate underage drinking which are based on the development of strategies and preventive measures that aimed to achieve zero consumption in this group.

As a result, Espirituosos España launched their “Minors, not a single drop” campaign to help families better understand the risk associated with underage drinking and to help them deal with situations involving alcohol. The “Minors, not a single drop” network has achieved the support of more than 300 city councils and of autonomous communities, as well the engagement of more than 200 well-known faces in Spain. One of the first cities to join the network was Jerez de la Frontera.

At the core of this campaign are theoretical and practical family workshops run by experienced and renowned psychologist Rocío Ramos Paúl (better known as Supernanny). The workshops provide families with the tools to prevent early alcohol consumption in their underage children. “Minors, not a single drop” and its collaborative network have reached more than 13.5 million people and provided more than 90,000 families with tools.

In addition, Espirituosos España is a Trustee of the Alcohol and Society Foundation. This organisation was created in 2000 to prevent alcohol consumption by minors and at-risk groups. Its main tasks include research and prevention. For more than twenty years it has carried out a successful educational programme in schools in which 2,800,000 minors have participated with excellent results in terms of effectiveness. Between 2010 and 2015, the Deusto Institute of Drug Dependency carried out a longitudinal study to evaluate the effectiveness of the programme. The results of the audit show that 7 out of 10 minors who receive the training improve their attitude and their alcohol consumption habits.

Among other activities, the Foundation collaborates with the National Federation of pharmacists (Consejo General de Colegios de Farmacéuticos de España) to prevent underage drinking and with the Spanish Society of Gynaecology and Obstetrics (SEGO) and the Spanish Association of Midwives to raise awareness that alcohol consumption is incompatible during pregnancy and breastfeeding.

*“Over the past twenty years of collaboration we have accomplished significant milestones together. As a city of 215,000 inhabitants, 53,000 young individuals have participated in these prevention programmes, with 680 engaging in the alternative driver programme. In terms of preventing underage drinking, 32 educational institutions have completed the training sessions, receiving an impressive rating of 4.8 out of 5. We want more schools to join this effort as we should never stop raising awareness.”*

**María José García-Pelayo,**  
Mayor of Jerez de la Frontera





**+90.000**  
Families



**250.000**  
Flyers



**MENORES  
NI UNA  
GOTA**



Schools

**2.800.000**  
School children trained

Celebrities and public institutions



**+200**  
Celebrities

**+300**  
City Councils



Supermarkets



**12.000**  
Workers trained



Hospitality workers

Focus Area 2

# Combatting Drink-Driving





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# Our approach to help combat drink-driving

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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.

## Objectives

- ✔ Inform about the impact of alcohol on driving ability.
- ✔ Remind that only time helps reduce the Blood Alcohol Content (BAC) level.
- ✔ Advise about legislation regarding BAC limits.

## Main partners and tools

- ✔ Police, road safety agencies for enforcement and education campaigns.
- ✔ Municipalities, transport companies, Non-Governmental Organisations (NGOs), taxis, drinks producers, on-trade businesses to organise and promote alternatives to drink-driving such as “the designated driver concept”.
- ✔ Mass media to influence social norming: drinking and driving do not match.
- ✔ Breathalysers and alcoholic drink units to support the population in assessing and testing their Blood Alcohol Content (BAC).

# Bulgaria

## SELECTION OF RELATED DATA & TRENDS

- > **11% reduction in road traffic accidents between 2019-2021**
- > **In 2021, alcohol-related road traffic fatalities represented 3% of all road fatalities compared to 6% in 2019**
- > **57% decrease in alcohol-related road traffic fatalities between 2019 and 2021.**

Data from ETSC<sup>4</sup>



## The bill you don't want to pay - launched in 2019

The campaign aims to raise awareness among drivers about the dangers of drink-driving, emphasising the potential for both fines and serious material damages, including injury or death. At its core is a symbolic receipt – like in Slovakia - illustrating the exorbitant costs associated with accidents caused by intoxicated driving (funeral costs, revenue loss, pain, hospital charges, etc). This receipt underscores the absence of insurance coverage for such incidents, urging individuals to consider alternative transportation options like taxis or public transit.

Several building blocks have been added to the campaign since the start in 2019. Not only new public and private partners joined the campaign such as the Red Cross, police forces, public authorities, academics but more activities have been created to reach a larger audience.

Initially targeting young drivers frequenting nightlife venues, the campaign evolved over the years. In 2019, it focused on prom ball season,

incorporating presentations at prominent events like the Sofia Bar Show led by actor Stefan A. Shterev. At these events symbolic receipts were distributed, vividly depicting the potential consequences of drink-driving, sparking crucial conversations about responsible alcohol consumption and safe transportation.

In 2023, the campaign expanded its scope, coinciding with Roadpol Safety Days. Activities included informative sessions at universities, where students engaged in discussions about responsible drinking and received symbolic receipts. Moreover, traffic police distributed symbolic receipts during routine road checks, featuring the ALCOcalculator, a tool developed by the winning team of the University contest in 2023.

By creatively integrating educational initiatives with tangible reminders of the risks associated with drink-driving, the campaign endeavours to promote safer behaviour on the roads, ultimately saving lives and preventing accidents.



Its continuation in 2024 will include activities on the National Day of Traffic Safety in June and communication with annual driver applicants nationwide.

In 2023, a total of 50,000 fictitious receipts were distributed during activities and 71 students and 13 university tutors took part in the information session.



# Portugal

## SELECTION OF RELATED DATA & TRENDS

- > **45% reduction in road traffic accidents between 2010\* and 2021**
- > **41% decrease in alcohol-related road traffic fatalities between 2010\* and 2021**
- > **In 2021, alcohol-related road traffic fatalities represented 28% of all road fatalities compared to 26% in 2010\*.**

Source of data: ETSC<sup>5</sup>



## 100% Cool - launched in 2002

In 2002, ANEBE established a broad partnership in creating the “100% Cool” designated driver concept, making it one of the oldest continuous campaigns of its kind in Portugal. The look and feel of the campaign is regularly updated and different tag lines are used to remain relevant to the target group of young drivers 18 to 30 years old.

The campaign is promoted through a mass media (TV, Radio, cinema and poster billboards), a dedicated website, a Facebook page and through the on-trade distribution of leaflets and gifts. An Instagram page was created in 2017 and a YouTube channel was created in 2019 to reach a wider audience.

Targeted interventions are regularly carried out by “100% Cool teams” (responsible drinking ambassadors) who accompany traffic police late night controls. Drivers who have not drunk any alcohol (the designated driver) are rewarded with a goodie bag.

The public-private partnership around this campaign is very impressive and the activations of the campaign by individual partners highly creative, even from the police such as with a song parody<sup>6</sup>.

Launched in 2002 as part of the Pan-European Designated driver campaign (sponsored by DG MOVE and the European Road Safety Charter), the campaign has been regularly measured and evaluated over the years.

Since 2002 more than 25,000 drivers have tested negative for alcohol. In 2019, more than 1,277 drivers were tested negative for alcohol out of a total of 1,673 during 36 controls nationally. This positive progress is in line with a recent National Road Safety Authority (ANSR) report<sup>7</sup> showing a 20% reduction in 2023 in the number of infractions compared to 2022, despite a 20% increase in the number of alcohol tests.



\* Figures from 2010 are used as these are the first available drink-drive data in Portugal.





In 2023, “Fun tables” featuring informative materials and games further engaged patrons, while, to facilitate safe transportation, Bolt taxis offered a special promo code for new users, ensuring they could avail of a free ride home. Furthermore in 2023, with the help of 300 partners (bars and restaurants), 100,000 “accident receipts” and 20,000 leaflets were distributed.

The campaign also employs traditional and digital media channels, including press conferences, press releases, and social media platforms like Facebook and Instagram, to amplify its reach and impact.

In addition, Forum PSR Slovenko was present at the Pohoda Festival, the No.1 music and arts festival in the country with more than 90,000 festival-goers. Together with volunteers and police officers, Forum PSR Slovensko offered educational material and animations as well as certified breath tests to minimise drink-

drive situations. According to police statistics, alcohol-impaired drivers at the festival in 2023 declined by 60% compared to the year before.

In essence, the campaign against drink-driving in Slovakia represents a holistic approach, combining educational initiatives, deterrent measures, and incentives for safer behaviour. By fostering a public/private collective commitment to road safety together with the Ministry of the Interior, the Slovak Police, Allianz (insurance foundation), Tester.sk (alcohol testers), and Bolt (taxi service), Forum PSR Slovenko endeavours to curb drink-driving and safeguard lives on Slovakian roads.

The campaign was supported by many well-known actors, influencers and politicians, including Zuzana Čaputová, President of the Slovak Republic, who joined the campaign team at the Pohoda Festival.



Zuzana Čaputová, President of the Slovak Republic, joined the campaign team at the Pohoda Festival.

Focus Area 3

# Promoting Responsible Drinking





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# Our approach to help promote responsible drinking & foster a culture of moderation

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When consumed responsibly by adults of legal drinking age, alcoholic beverages can be part of a balanced, lifestyle and can play a positive role in social occasions and celebrations. However, while moderate consumption can be enjoyable and fun, harmful consumption comes with a number of negative consequences. Just like other things in life, moderation is key. Young adults are at particular risk of irresponsible and risky consumption, behaviours.

We want to help consumers understand that staying a responsible drinker means knowing when not to drink, knowing how much is too much and being in control of their consumption. We want to help them understand what responsible drinking means and how to stay within the recommendations set by moderate, low-risk drinking guidelines.

## Objectives

- ✓ Discourage harmful drinking among young adults in specific settings such as clubs, student parties, or holidays abroad.
- ✓ Discourage harmful drinking among adults by empowering them with the knowledge and skills to adopt responsible drinking behaviour.

## Main partners and tools

- ✓ Social and health educators, youth services, local authorities, student unions, drinks industry, young adults and serving staff.
- ✓ Responsible serving/selling initiatives: training bar staff to recognise intoxicated patrons, banning irresponsible drinks promotions and developing community schemes to fight extreme drinking in given areas.
- ✓ National consumer information campaigns (websites, mass media, social media, peer-to-peer creatives, etc) promoting information on our products, on low-risk drinking guidelines, better understanding of the equivalence between a standard drink of beer, wine and spirits, tips for moderation to avoid harm.
- ✓ Use of social norming to make drinking intoxication patterns socially unacceptable.

# Ireland



## SELECTION OF RELATED DATA & TRENDS

- **Relative decline in binge drinking (last 12 months) of 11% between 2018 and 2023.**
- **Relative decline in alcohol consumption (past 12 months) of 7% between 2018 and 2023.**

Data from Healthy Ireland Survey 2023<sup>9</sup>

**Despite some negative trends (eg, increasing consumption alone at home), positive indicators have been growing steadily year-on-year in relation to cultural attitudes and expectancies regarding alcohol in Ireland:**

- **36% of adults now agree they would like to drink alcohol less often, the highest such incidence in the Drinkaware Barometer to date.**
- **41% say they have made small positive changes to their drinking habits in the past 30 days.**
- **Both of these sentiments peak amongst those under 25 years, with 54% of 18–24-year-olds saying they would like to drink less often and 57% having made small positive changes.**

Data from Drinkaware Barometer 2023<sup>10</sup>

## Drinkaware Ireland – launched in 2016

Over the last 20 years, alcohol per capita consumption in Ireland dropped by around a third and, contrary to the stereotype, the Irish drinking population drink less than 18 other countries in Europe. In parallel, it is truly encouraging that so many people are taking proactive steps to make positive changes to their drinking habits. Indeed, the latest Drinkaware Barometer 2023 shows that most adults now believe that the HSE’s low-risk weekly guidelines are reasonable and 1 in 3 adults stated that clear information on these guidelines would be a useful tool for them to moderate their own drinking.

The work of Drinkaware over the last 20 years has been to support that growing interest and willingness amongst the public to be mindful of their drinking and its impact. This is done using a variety of tools for specific target groups as well as society as a whole.

Throughout 2023, Drinkaware focused on media opportunities on the lack of awareness around the Low-Risk Weekly

Guidelines (LRWG) and standard drinks. Media coverage included an interview with Drinkaware on RTE’s flagship Six One News which generated over 650,000 reach and focused on the importance of knowing the low-risk weekly guidelines and resulted in a significant spike in visits to Drinkaware’s website.

In April 2023, Drinkaware released their new booklet “Talking Matters” for parents. This booklet gives parents practical advice and tips on how to have open ongoing conversations with their children about alcohol. In May 2023, there was a webinar in partnership with MyKidsTime to support the release of the new parent’s booklet. The webinar was a success with over 70 parents registered.

In 2023, Drinkaware attended a variety of events enabling them to engage with the public and answer any questions they may have while also handing out their most popular resources (measuring cups, calculator wheel, booklets). They attended the National Ploughing

Championships reaching 12,550 people, The Spring Ideal Home Show reaching 6,871 people and The Autumn Ideal Home Show reaching 7,030 people. A combined total of 26,451 resources were handed out at these events.

In November 2023 Drinkaware released their Barometer 2023 Research Key Findings. Two press releases were sent out to media outlets across Ireland reaching a combined 1.3 million. The Drinks Calculator is the most visited page on Drinkaware.ie. In 2023, there were almost 250,000 conversions on the drink’s calculator, a 21% increase from 2022.



# The Netherlands



oneUNIT



## SELECTION OF RELATED DATA & TRENDS

- > **Compliance with the drinking guidelines increased by 16%**
- > **34% decrease in binge drinking (5+ drinks per occasion)**
- > **Heavy alcohol consumption is at 7.9% in 2023, the second lowest percentage ever measured.**

Data from Health Survey 2014 - 2022<sup>11</sup> (18 +)

In 1986, beer, wine and spirits producers came with the slogan “Geniet, maar drink met mate” (Enjoy, but drink in moderation). Almost every Dutch person knows this slogan which has been widely pushed since 1986 by producers on all their commercial communications. In addition, several actions have been developed over the years to encourage responsible drinking, involving stakeholders in the value chain.

## One unit campaign – launched in 2019

The campaign was launched by SpiritsNL and the Dutch Bartenders Club (NBC) during the 2019 Perfect Serve Barshow in Amsterdam. It is the result of research showing that many people don't know how many units are in their cocktail. It aims to raise awareness of responsible drinking, of the fact that one unit in a cocktail is the same amount of alcohol as a standard serving of beer or wine, and of how many units are in popular cocktails.

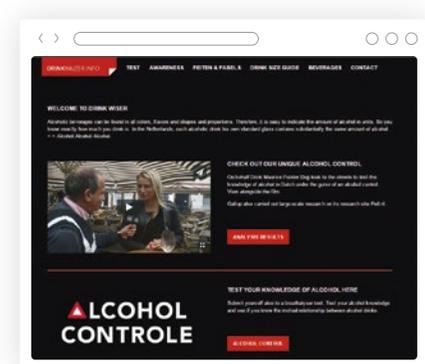
The training for barmen focuses on the bar industry's responsibilities and informs them about the law relating to serving alcohol and the consequences if it is not respected. Yearly competitions have been organized challenging bartenders to create cocktails with using only one unit of alcohol (in the Netherlands this is 12.5 ml) but just as much taste. In addition to the drink, they are judged on their ambassadorship

and how they translate the low-alcohol message on social media.

The main online presence of the campaign is on Instagram (<https://www.instagram.com/oneunit.nl>), sharing recipes, responsible drinking information, units of popular cocktails and information about the bartender competition. A website (<http://www.oneunit.nl/>) for bartenders contains tips & tricks about responsible serving, the laws and regulations that apply to them and a calculator so that they can find out how many units are in their own cocktails.

In addition, a consumer information website “[Drinkwijzer.nl](http://Drinkwijzer.nl)” was set up to raise awareness of the Dutch guidelines on low risk levels of consumption; to provide information on alcohol products; to eradicate the various misconceptions about alcohol and to enable

people to be more aware of their consumption levels, both inside and outside of the home. It also has a link to the OneUnit website. Since 2016, the website has had an average of 1,220 users per month and an average of 2.5 pages per session.



# Poland



## SELECTION OF RELATED DATA & TRENDS

- **4% decline in per capita alcohol consumption between 2021 and 2022.**<sup>12</sup> **Estimated alcohol consumption in 2023 is 8,39 l of pure alcohol, a further 10% decline compared to 2022.**<sup>13</sup>
- **78% of Poles consume alcohol responsibly - up to 6 l per capita per year.**<sup>14</sup>
- **7% of the women surveyed who had ever been pregnant admitted to drinking alcohol during pregnancy. This is the lowest ever percentage since the first PARPA survey in 2005 (17%).**<sup>15</sup>

## Alkohol. Zawsze odpowiedzialnie (Alcohol Always Responsibly) – launched in 2016

The “Alcohol Always Responsibly” educational campaign was launched in 2016 by the Polish Spirits Industry to tackle misconceptions around the different types of alcohol and to promote responsible alcohol consumption. It informs consumers about the different alcoholic beverages, showing that a serving of each contains the same amount of pure alcohol. It also emphasises that ethyl alcohol, regardless of the beverage, has the same effect on the body. All beverages should therefore be handled responsibly.

The starting point for this campaign was an opinion poll and a report entitled “What Poles don’t know about alcohol”, which showed that Poles are unaware of the alcohol content of individual alcoholic beverages. Polish consumers judge drinks through stereotypes - both positive (most often beer and wine) and negative (most often vodka). The biggest challenge is not to conflate the amount alcohol in drinks with a low percentage of alcohol with how much pure alcohol there actually is in a standard serving of that beverage.

The campaign is recognised by more than 20% of adults, and with the campaign message communicated on social media, on billboards, in

the press and in cooperation with partners, the Association reaches around three million people every year. Also, the campaign has gained many partners such as the media, business organizations, universities, and NGOs.

The analysis of the results on alcohol practices in 2024 shows that there is a balanced approach to alcohol consumption. As many as 85% of respondents believe that alcohol can be consumed responsibly, emphasising the need for moderation. Furthermore, 78% of respondents agree with the statement that it is possible to have a good time without alcohol.

However, 12% still believe that beer is not alcohol.<sup>16</sup> Education is a continuous effort, and in 2024 a campaign will be launched under the slogan “If % only culturally” and aimed at young adults aged 21 to 35.

In addition, the Polish Spirits Industry organises trainings for sellers of alcoholic beverages. Since 2009, more than 6,000 people have received training on responsible and legal alcohol sales. The trainings are conducted in collaboration with municipalities to demonstrate our shared goal of ensuring that alcohol is not sold to minors or intoxicated individuals and in strict accordance with the law. This cooperative approach engages sellers and municipal committees in addressing alcohol-related issues, and services like municipal guards and the police, emphasizing our collective commitment to this important objective. The workshop part of the training, which educates on how to refuse selling/serving of alcohol, is most appreciated by the participants. The Polish Spirits Industry would like to reach more retailers with the educational message, so in addition to the traditional workshops in municipalities, the training will be available in the internal channels of retail chains, reaching 30,000 sales staff in 2024.



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## 5 Tips for Mindful Drinking

### *1 - Explore non-alcoholic alternatives!*

To enjoy a drink together, you don't necessarily need to consume alcoholic beverages. There are plenty of tasty non-alcoholic alternatives available, try them out! You can also alternate between them.

### *2 - Always measure up when pouring a drink!*

Buy a jigger to measure your spirit drink. If not, find out in your kitchen what equals to 30 ml... e.g., an egg cup would do!

### *3 - Eat before you drink, pace your drink and alternate with water!*

Eating and pacing your drink slows down the rate at which alcohol is absorbed into the bloodstream by keeping it in the stomach longer. Water reduces the dehydration associated with alcohol.

### *4 - Plan ahead how you're going to get home before you go out!*

Never drink-and drive! And always look out for each other!

### *5 - Be a responsible host at home!*

Being a responsible host means to look out for your guests, i.e. to respect alcohol doses, not to impose drinks on your guests, offering sufficient food, water and other non-alcoholic alternatives or calling a cab or offering a bed if you believe a guest is not in a condition to drive.

**Together, let's stay #UnitedInModeration!**

Find out more at:  
<https://responsibledrinking.eu/>

