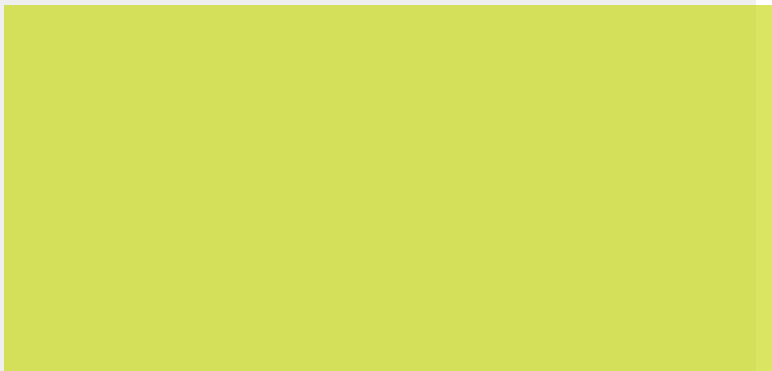


# #UnitedInModeration

## Responsible Drinking Initiatives Report 2026





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# Foreword

Promoting responsible drinking and reducing harmful consumption remain key priorities for the European spirits sector. Across Europe, consumers are increasingly making more informed and balanced choices, supported by a wide range of initiatives focused on education, awareness and prevention.

This report highlights a selection of Responsible Drinking Initiatives (RDI) implemented across Europe, illustrating how practical tools, targeted campaigns and collaborative approaches can contribute to meaningful change.

From data-driven awareness campaigns such as #CheersToBalance, to digital tools like the #RDQ quiz, and innovative, on-the-ground solutions to prevent drink-driving, these initiatives demonstrate the value of engagement, empowerment and partnership.

A common thread across all actions is the importance of working together — with public authorities, academia, civil society and consumers — to promote moderation and reduce risks in a way that is both effective and sustainable.

Through these initiatives, the European spirits sector reaffirms its commitment to contributing to public health and well-being, while supporting a culture of responsible and moderate consumption.



**Mark Titterington**

Director General of spiritsEUROPE

# Facts in context

## Putting alcohol trends and impacts into perspective

In June 2025, spiritsEUROPE launched the [#CheersToBalance](#) campaign to highlight long-term trends in declining alcohol consumption and harm across Europe.

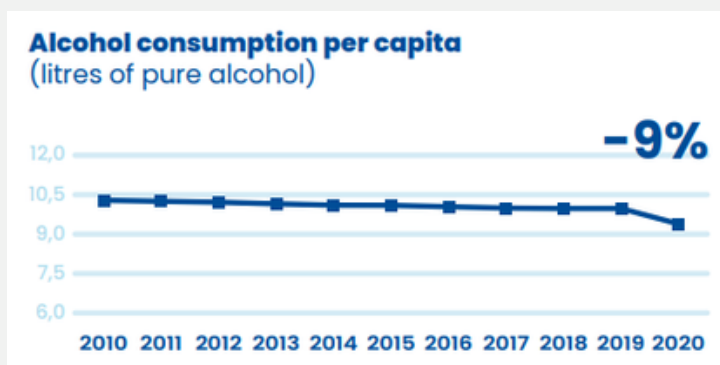
Through data-driven infographics and targeted outreach, the campaign supports a more balanced, evidence-based discussion on alcohol and health.

These trends point to a broader shift towards more responsible consumption, supported by education, awareness and partnerships.

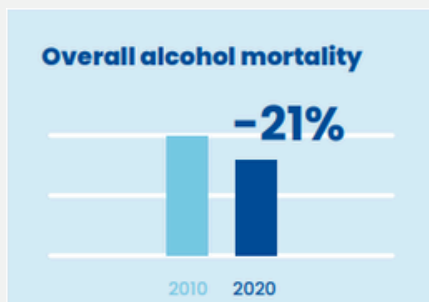


The campaign also provides tools and resources for national associations to help highlight their trends at a local level.

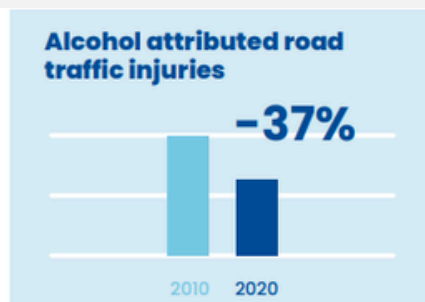
### Key trends over the past decade



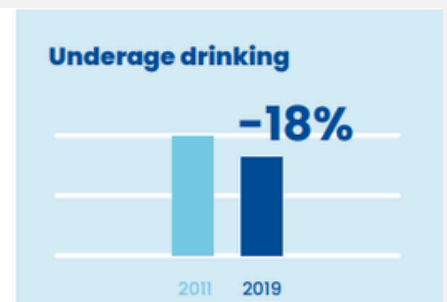
Source: WHO - Recorded alcohol consumption per capita, 15+ [https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcoholrecorded-per-capita-\(15-\)-consumption-\(in-litres-of-pure-alcohol\)](https://www.who.int/data/gho/data/indicators/indicator-details/GHO/alcoholrecorded-per-capita-(15-)-consumption-(in-litres-of-pure-alcohol))



Source: WHO Global Burden of Diseases 2021 – IHME <https://vizhub.healthdata.org/gbdresults/?params=gbd-api-2021-permalink/9394cd6f582ebad97a1f444e68a34f>



Source: WHO – Global Burden of Diseases – 2021 – IHME – <https://vizhub.healthdata.org/gbd-results/?params=gbdapi-2021-permalink/9394cd6f582ebad97a1f444e68a34f> and other alcohol-related road deaths in Europe - 2022 <https://etsc.eu/progress-in-reducing-drink-driving-and-other-alcohol-related-road-deaths-in-europe/>



Source: ESPAD - 2019 – Any alcohol use over the last 30 days by 15-16 yo in EU 23 – [www.espad.org](http://www.espad.org)

All data presented are calculated as a simple average of changes in EU27 countries (or most countries for which data is available)

# Facts in context

## Putting alcohol trends and impacts into perspective

#CheersToBalance  
Scan to explore the  
campaign online



### Reach & visibility

- 399,556 views and 12,982 clicks (Brussels Times)
- 1,264 views and 130,000 LinkedIn impressions (Euronews)
- 186,397 views (promoted content LinkedIn)
- 13,634 views (organic content LinkedIn)



“The data is clear: over the past decade, Europe has seen a steady decline in alcohol-related harm rates. This progress shows that the UN’s whole-of society approach is working and that moderate consumption can be part of a balanced lifestyle for adults who chose to drink.”

### Julian Braithwaite

Chief Executive of the International Alliance for Responsible Drinking (IARD)

“Alcohol-related harm is steadily decreasing in Europe, representing a clear cultural shift and growing public awareness of healthier consumption habits, most notably among younger generations.”

### Juan Ignacio Zoido

MEP (EPP, ES)



“In France, and across Europe, people are drinking more responsibly than ever, and this moderation is the result of effective actions by public and private stakeholders. They are essential to sustaining this positive trend.”

### Eric Sargiacomo

MEP (S&D, FR)

# Our impact at a glance

## Reach and engagement across Europe 2025 overview

Promoting responsible choices and supporting healthier communities across Europe.



**92**  
**CAMPAIGNS**

Information  
campaigns across  
Europe



**90**  
**MILLION**  
**REACHED**

Raising awareness  
and inspiring  
responsible choices



**1,035**  
**STUDENTS**  
**ENGAGED**

Young people  
empowered through  
education



**21**  
**COUNTRIES**

Countries reached  
across Europe



*Figures are aggregated  
campaign estimates for  
2025.*

Working together for a more informed, responsible and healthier Europe.

# #RDQ: from information to engagement

Hosted on ResponsibleDrinking.eu, the interactive quiz helps users better understand their drinking habits, including standard drinks, consumption patterns and situations where alcohol should be avoided.

By encouraging self-assessment, #RDQ supports a more informed and personalised approach to responsible drinking.

Available in multiple European languages and accessible via national partner websites, #RDQ is part of a broader digital ecosystem providing clear and science-based information to consumers. Its accessibility and local amplification support continuous engagement with responsible drinking messages throughout the year.



## Reach and visibility

- available in 19 countries
- 20 national quizzes adapted to local contexts
- over 5,000 total unique visitors across national quiz platforms
- ResponsibleDrinking.eu attracts around 12,000 visitors per month



Moderate drinking, what do you know?



Scan to take the quiz and find out!

# United in Moderation Award 2025

Launched in 2025, the European United in Moderation Award recognises university students across Europe who promote responsible drinking through creative, peer-to-peer awareness campaigns.

The awards were presented on 19 November 2025 in Brussels, during spiritsEUROPE's Annual Summit.

## Empowering young voices

This flagship initiative highlights the role of education, empowerment and dialogue in promoting moderation.

It shows that peer-to-peer communication can be highly effective in influencing behaviour.

## A call for a balanced approach

Participants, including MEPs Zala Tomašič and Barry Cowen, emphasised the need for a more holistic and inclusive approach to prevention, focusing on:

- education and awareness
- targeted interventions
- risk literacy and informed choice
- youth engagement

- 16 campaigns from 6 countries
- jury including MEPs, academics and youth representatives
- strong social media and communication campaign

“When young adults take the lead, prevention becomes credible, relatable and long-lasting.”

**Mark Titterington**  
Director General, spiritsEUROPE



Scan to watch the Award Ceremony video.



## Award winners

**Gold – Slovakia**  
Drink less, Enjoy More



**Silver – Croatia**  
Over the limit, under the weather



**Bronze – Bulgaria**  
AlcoGuide



# Detering drink-driving

## Turning awareness into action

### The FlineBox: where innovation meets deterrence

The FlineBox is an interactive, connected breathalyser deployed in bars, clubs and events, helping users assess their ability to drive and make informed decisions in real time.

Night-time venues are high-risk environments, where driving decisions are often made impulsively.

The FlineBox provides a practical and immediate tool to reduce drink-driving risks.

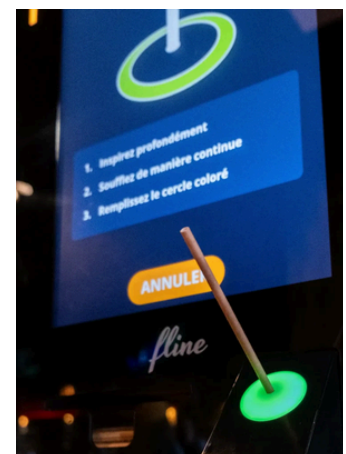
#### Key features

- real-time, on-site testing
- same sensor technology as police devices (Dräger)
- non-judgmental, self-service approach
- integrates prevention directly into social environments

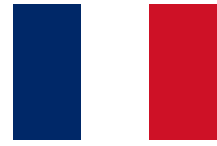


#### Reach and visibility

- 2.1M+ electronic breathalyser tests since 2024
- 400+ FlineBox units deployed across Europe
- 15+ strategic collaborations with committed stakeholders



# Case study 1: France



## “Prenez le temps de souffler” (Take the time to breathe) Prévention & Modération

Led by Prévention & Modération, the campaign deploys FlineBoxes across bars, nightclubs and restaurants.

The campaign uses a simple, non-moralising message combined with eye-catching visuals to encourage responsible decisions.

France remains strongly affected by drink-driving, with 42% of drivers reporting drinking and driving.

The campaign provides a concrete and scalable solution, helping users assess their ability to drive and make safer choices in real time.

### Key features

- free, self-service breath testing
- deployed in real-life nightlife environments
- accessible to all types of drivers (cars, bikes, etc.)
- clear and practical prevention message



### Reach and visibility

- 47 FlineBoxes deployed in two phases
- 55,000 tests over 7 months
- 2.4+ million reach



### User insights

- 84% had consumed alcohol
- 53% above the legal limit
- 28% misjudged their level



### Behavioural impact

- 60% said they had changed behaviour after testing
- 78% of drivers considered changing how they got home



# Case study 2: Belgium



## “Catch Your Breath” Vinum Et Spiritus

“Catch Your Breath” is an awareness campaign deployed across nine Belgian festivals affiliated with We Care a Lot, in collaboration with Fline, Fonds Emilie Leus & Flow.

It provides festival-goers with a practical tool to assess their alcohol level before driving.

The campaign promotes a non-judgmental, experience-based approach, encouraging users to reflect and make responsible decisions without disrupting their social experience.

### Key features

- deployed across large-scale festival environments
- free, self-service breath testing
- integrated into the festival experience
- positive, non-moralising messaging
- encourages reflection before driving

Alcohol consumption is widespread in festival settings, where risk perception can be low and decisions about driving are often made spontaneously.

The campaign provides a simple and accessible tool, helping users make safer choices when leaving the event.



### Reach and visibility

- 9 festivals
- 88,657 tests
- 1.3+ million reach



### User insights

- 81% had consumed alcohol
- 47% above the legal limit
- 35% of those above the limit still planned to drive
- 31% of those above the limit misjudged their alcohol level



### Behavioural impact

- 42% adjusted their alcohol consumption
- 52% of participants changed their travel plans
- 75% of drivers were willing to change their plans (including 75.4% above the limit)



# Preventing drink-driving

## Awareness and behavioural campaigns

Targeted awareness campaigns play a key role in preventing drink-driving, particularly among young adults and novice drivers.

By combining behavioural insights with practical tools, these initiatives help individuals make safer choices and avoid risky situations.

Rather than relying on enforcement alone, these campaigns focus on:

- personal responsibility
- real-life consequences
- alternative choices for getting home safely

Awareness shapes behaviour before decisions are made



# Case study 1: Bulgaria



## “Сметката, която не искаш да платиш” (The Bill You Do Not Want to Pay) spiritsBulgaria

“The Bill You Do Not Want to Pay” is a campaign targeting students and novice drivers, raising awareness of the risks and consequences of drink-driving.

The campaign focuses on making risks tangible and relatable, encouraging individuals to reflect before making decisions about driving after drinking.

A central tool is a fictitious receipt showing the real costs of a drink-driving accident, reinforcing the message that “Life is priceless.”

It is implemented through partnerships with public authorities, educational institutions and road safety organisations.

### Key features

- use of visual “receipt” illustrating real-life consequences
- promotion of alternative transport options
- integration into road safety events and education settings
- QR codes linking to responsible drinking tools

### Reach and visibility

- 100,000 receipts distributed annually
- activities during ROADPOL Safety Days
- activities in educational courses for novice drivers, road safety events and universities

### User insights

- young drivers often underestimate risks
- visual tools increase impact and recall

### Behavioural impact

- linking consequences to personal cost strengthens behaviour change

**СМЕТКАТА, КОЯТО НЕ ИСКАШ ДА ПЛАТИШ**  
ЩЕНОРАПИС

1. ЧОВЕШКИ ЖИВОТ	БЕЗЦЕНЕН
2. ШЕТИ ПО ПОСТРАДАЛ АВТОМОБИЛ	6 500 ЛВ
3. ШЕТИ ПО ВИНОВЕН АВТОМОБИЛ	6 000 ЛВ
4. УВРЕЖДАНЕ НА ИНФРАСТРУКТУРА	2 900 ЛВ
5. БОЛНИЧЕН ПРЕСТОЙ И ЛЕЧЕНИЕ	3 000 ЛВ
6. МЕДИЦИНСКИ ИЗДЕЛИЯ И РЕХАБИЛИТАЦИЯ	6 400 ЛВ
7. ГЛОБИ	500 ЛВ
8. СЪДЕБНИ И АДВОКАТСКИ РАЗХОДИ	8 200 ЛВ
10. ПРОПУСКАНО ВРЕМЕ (261 РАБ. ДНИ)	11 196 ЛВ
<b>ОБЩА СУМА</b>	<b>37 296 ЛВ</b>

**• БЕЗЦЕНЕН ЖИВОТ**

Помисли си сега да седнеш зад волана след консултация на алкохол!

В случай на участие или причисляване на пътен инцидент след употреба на алкохол, водещ до МПС членове правно на обещание от застрахователна гражданска отговорност и Каско. Винаги щете по произволност се покриват загуби.

На шофьорът след консултация на алкохол.

Цената на асфалтиране в материал състояние в градове висока. Използвай такси, обществени транспорт или SpiritDrive услуга. Католически др. страна това, че забравих, че новобител живи в безценно.

Консултирайте отговорно!  
[www.konsultirai-otgovorno.bg](http://www.konsultirai-otgovorno.bg)

**ПОБЕДИТЕЛИ ОТ СТУДЕНТСКИЯ КОНКУРС ЗА ДИГИТАЛНА КАМПАНИЯ НА ОТГОВОРНА КОНСУЛТИРАЩА НА АЛКОХОЛ**  
2025

ALCOHOLGUIDE  
1-во място

ПОРКО  
2-ро място

КОНТРОЛКО  
3-то място

ПЪЛЪКА И СЪЛЪКА  
Специална награда

ПАРТИ ПЛАНЕР  
Специална награда

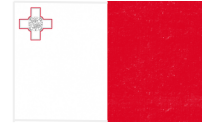
СПИРИТИЗОВАНИЕ  
Специална награда

**ИГРАЙ И РАЗБЕРИ**

Консултирайте отговорно!  
[www.konsultirai-otgovorno.bg](http://www.konsultirai-otgovorno.bg)



## Case study 2: Malta



### “Better Safe Than Sorry” The Sense Group

“Better Safe Than Sorry” is a responsible drinking and road safety campaign promoting safer choices through relatable messaging and strong visual storytelling.

The initiative encourages individuals to reflect on the consequences of risky behaviour, particularly drink driving, while promoting moderation, planning ahead and personal responsibility.

#### Key features

- multi-channel awareness campaign
- social media and billboard activations
- focus on drink-driving prevention
- promotion of practical safer choices
- partnerships with nightlife and tourism stakeholders



Planning ahead and looking out for others can help prevent drink-driving



#### Reach and visibility

- 15 social media posts
- 1.2+ million reach on social media
- dissemination through DrinkawareMalta.com
- partnerships supporting outreach in high-traffic areas



#### User insights

- relatable messaging supports engagement
- practical prevention messages resonate strongly
- increased awareness of planning ahead and safer choices
- shared responsibility highlighted across social settings



#### Behavioural impact

- encouraged reflection before drinking and driving
- promoted planning transport before drinking
- reinforced awareness of personal limits
- supported safer decision-making in nightlife settings

**BETTER SAFE THAN  
SORRY**

**DON'T DRINK & DRIVE!**

# Case study 3: Romania



## “NOT alCOOL la volan” (NO alcohol behind the wheel) Spirits Romania

A national campaign aligned with #AnastasiaLaw, addressing alcohol-related road incidents.

The initiative combines awareness, education and direct engagement to encourage safer choices before driving.

The campaign promotes a shared responsibility approach, encouraging not only drivers but also passengers and peers to intervene and prevent drink-driving.

By combining data-driven communication with real-world engagement, it helps translate awareness into action.

### Key features

- national awareness campaign aligned with #AnastasiaLaw
- strong partnerships with Romanian Police and public authorities
- university workshops on legal and behavioural aspects
- commissioned a national survey on Romanian attitudes to drink-driving



### Reach and visibility

- 90+ media outlets
- 1M+ social media views
- 91,000 website users



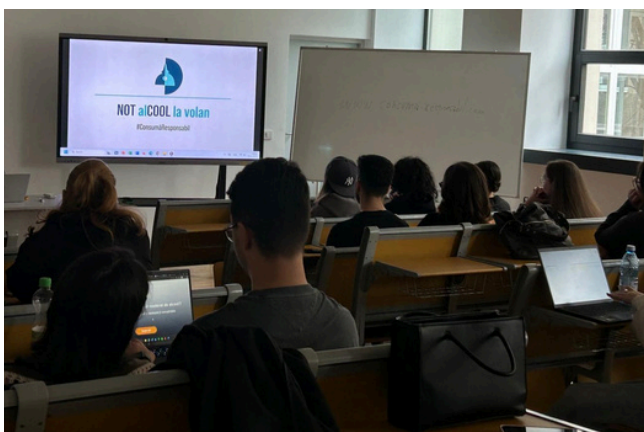
### User insights

- 17.6% admit to driving after drinking
- 60% say they were “not drunk, just had a little”
- 63% aware of #AnastasiaLaw



### Behavioural impact

- 81% would leave a car with a drunk driver
- 30% actively prevent others from driving
- 56% warn drivers about consequences
- 32% decrease in alcohol-related accidents (Jul 2024–Jan 2025)



# Case study 4: Slovakia



## “Účet za nehodu” (Bill for an Accident) Fórum PSR Slovensko

“Bill for an Accident” is a long-running awareness campaign addressing drink-driving in Slovakia, relaunched in 2023 to respond to persistent risks despite zero-tolerance legislation.

The initiative highlights the legal, human and financial consequences of drink-driving, helping individuals understand the real impact of their decisions.

### Key features

- “accident receipt” illustrating financial consequences of drink-driving
- breathalyser testing and on-trade awareness materials
- direct engagement with drivers through roadside activities
- partnerships with police, petrol stations and mobility services

Despite strict laws, drink-driving remains a significant issue, particularly among young drivers.

By combining behavioural nudges, education and real-life engagement, the campaign helps translate awareness into safer decisions both before and during driving.



### Reach and visibility

- 11M+ media reach
- 500,000 drivers reached (petrol stations)
- 250 service stations involved
- 650K+ Facebook / 200K+ Instagram



### User insights

- 26% admit to driving under the influence
- only 32% understand alcohol equivalence
- young drivers remain most at risk



### Behavioural impact

- links consequences to financial impact
- experiential learning (simulators, “drunk goggles”)
- direct engagement in real driving environments
- promotion of alternative transport options



# Supporting moderation on-trade

## Responsible service and informed choices

The on-trade — including bars, restaurants and hospitality venues — plays a key role in shaping drinking behaviour.

Hospitality venues are key points of interaction, where decisions about drinking are made in real time.

Through targeted initiatives, the sector supports both staff and consumers in making informed choices, helping to prevent harmful consumption in social settings.

Providing the right tools and information helps ensure that responsible choices are supported at the moment they matter most.

### Key approaches

- responsible service training for staff
- clear and accessible information for consumers
- subtle behavioural nudges to encourage moderation
- integration of prevention into the customer experience



- training delivered across multiple venues
- improved awareness among consumers
- increased availability of responsible drinking information



Responsible service shapes decisions in real time

# Case study 1: Spain



## “Tú Sirves, Tú Decides” (You Serve, You Decide) Espirituosos España

“Tú Sirves, Tú Decides” is a long-standing initiative promoting responsible alcohol service in Spain.

Through partnerships with governments and hospitality organisations, the programme trains staff and students to prevent underage and binge drinking and support safer choices.

### Key features

- training for bar, restaurant and retail staff
- inclusion of hospitality school students
- interactive and practical exercises
- certification and recognition for participating venues



The on-trade plays a crucial role in shaping drinking behaviours.

By improving knowledge and skills among staff, the programme helps ensure that alcohol is served responsibly and in line with the law.

The initiative also creates visible commitment, with trained venues identified and recognised as responsible service businesses.



### Reach and visibility

- 14,000+ professionals trained
- 331 trained in 2025
- 1,800+ additional trainees through partners
- 59 hospitality schools involved
- 600+ hospitality venues engaged in 13 Spanish regions



### User insights

- lower perceived risk when serving beer and wine before training
- better understanding of alcohol myths after training



### Behavioural impact

- house rules on binge drinking are more consistently enforced in trained venues
- improved staff skills to prevent risky drinking



# Case study 2: Netherlands



## “OneUNIT” SpiritsNL

OneUNIT is an initiative by SpiritsNL in cooperation with the National Bartenders Association, raising awareness of alcohol units in cocktails and promoting more responsible consumption.

Launched in 2019, the campaign highlights that a cocktail can contain the same amount of alcohol as a standard serving of beer or wine, encouraging more informed choices.

Many consumers underestimate the alcohol content of cocktails.

By improving awareness among both bartenders and consumers, the initiative supports more responsible consumption in social settings.

The campaign also engages professionals as ambassadors, helping translate moderation messages into practice.

### Key features

- training for bartenders on responsible service and legal requirements
- awareness-raising on alcohol units in cocktails
- annual bartender competition promoting one-unit cocktails
- digital communication through social media and content sharing



### Reach and visibility

- 580+ Instagram followers
- 193 posts shared
- ~8,000 total likes
- 180+ comments



### User insights

- limited awareness of alcohol units in cocktails
- need for clearer information at point of consumption
- strong engagement through bartender-led communication

Small changes in cocktail design can support more responsible drinking.



# Preventing underage drinking

## Protecting through awareness and responsibility

Preventing underage drinking is a key priority for the European spirits sector.

Through targeted initiatives, stakeholders work to ensure that alcohol is not accessed or consumed by minors, while promoting awareness of risks among young people and those around them.

Preventing underage drinking requires a collective effort, involving families, educators, retailers and public authorities.

By combining education, awareness and responsible practices, these initiatives aim to protect young people and support informed choices later in life.

### Key approaches

- awareness campaigns targeting young people
- education on risks and responsible behaviour
- engagement with parents, schools and communities
- responsible retail and service practices

Prevention starts early.



# Case study 1: Czechia



“Pobavme se o alkoholu”  
(Talk about alcohol)

## Union of the Czech Spirits Producers and Importers

Launched in 2009, “Let’s Talk About Alcohol” is a school-based programme targeting pupils aged 12–13 to raise awareness of alcohol-related risks and promote informed choices.

Early data showed high levels of alcohol use among young people. Since then, trends have improved significantly.

The programme is delivered through interactive classroom sessions, focusing on:

- understanding alcohol and its risks
- why it should not be consumed under 18
- how to respond if a peer needs help

Lessons are led by trained experts from SANANIM, an NGO specialised in addiction prevention.

A new AI-powered online counselling centre was launched in 2025. This tool allows users to ask questions about alcohol and receive immediate, evidence-based answers at any time. The system is based on a database of over 45,000 questions developed by SANANIM. Where needed, queries are escalated to human specialists.



### Reach and visibility

- 150,000+ pupils reached since launch
- 8,254 pupils in 2024
- peak: 16,781 pupils (2018–2019)



### User insight

- 2024 feedback confirms that the programme is highly valued, with strong demand for participation.
- The AI-based counselling centre is an important step providing real-time insights into user concerns and information needs.

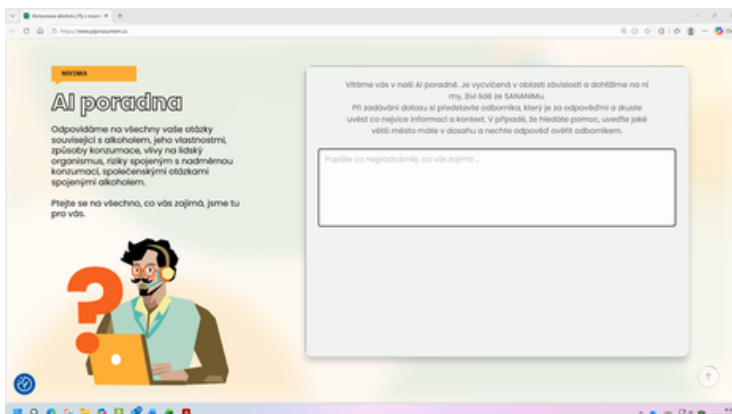


### Behavioural impact

- ~50% decrease in drunkenness among 15-year-olds (2010–2022, OECD)
- -8% decrease in alcohol use among 11–15-year-olds (HBSC)

### Key features

- targets pupils before typical drinking onset (12–13 years old)
- combines education and practical life skills
- includes AI-based counselling for continuous access to information



# Case study 2: Germany



“Klartext reden!”

(Tell it straight!)

## Working Group on Alcohol and Responsibility

“Klartext reden!” (Tell it straight!) is a long-running initiative supporting parents in preventing underage drinking by strengthening communication and role modelling at home.

Launched in 2005, the programme provides practical tools and training to help parents address alcohol-related issues confidently and set clear boundaries.

Parents play a key role in shaping children’s attitudes towards alcohol from an early age.

By improving communication, knowledge and confidence, the initiative helps parents guide their children towards responsible behaviours and informed decisions.

### Key features

- parent information evenings led by prevention experts
- online training tailored to different age groups
- digital tools (website, coaching videos, social media)
- printed materials and guidance for parents
- continuous adaptation based on evaluation and feedback



### Reach and visibility

- 130,000+ parents reached (online training)
- 8,200+ participants in workshops
- 50,000 leaflets distributed



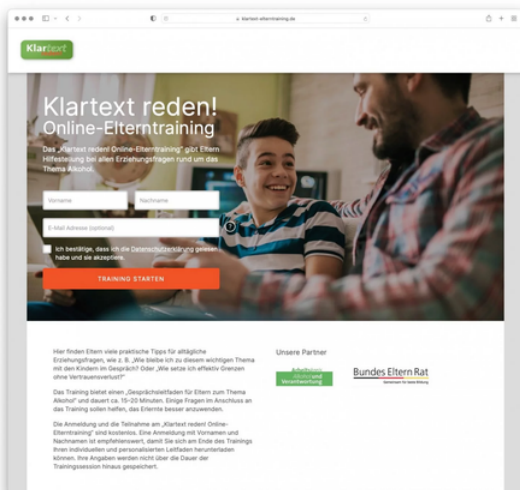
### User insights

- 34% unsure how to react to alcohol-related problems
- 30% felt only moderately able to set clear limits
- 29% only sometimes felt prepared to discuss alcohol



### Behavioural impact

- increased parental confidence
- improved ability to set boundaries and communicate
- stronger sense of preparedness for real-life situations



# Consumer engagement

## Tools for informed choices

Across Europe, a wide range of responsible drinking initiatives provide consumers with accessible, science-based information to support informed choices.

These initiatives are often delivered through digital platforms, offering practical tools, guidance and resources tailored to different audiences.

Digital tools allow responsible drinking messages to reach consumers at scale, providing continuous access to information and support.

By combining accessibility with local relevance, these initiatives help promote a culture of moderation across different countries and contexts.

### Key approaches

- online platforms and information hubs
- interactive tools (e.g. quizzes, calculators)
- awareness campaigns and educational content

Accessible information, anytime, anywhere in the local language of the consumer.



# Case study 1: Croatia



## “Ne budi zombi” (Stay in control)

### Coordination of spirit producers, importers and distributors

“Ne budi zombi” (Stay in control) is a student-led campaign promoting responsible alcohol consumption and moderation among young adults.

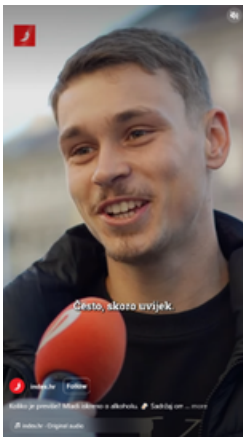
Developed by students from Algebra Bernays University, the initiative uses humour and relatable nightlife situations to encourage young people to stay aware of their limits and make more conscious choices.

The campaign encourages young people to remain aware of their consumption and avoid losing control in social settings.

By using humour, nightlife culture and peer-driven communication, the initiative delivers prevention messages in a relatable and non-moralising way.

#### Key features

- student-led awareness campaign
- strong social media and influencer engagement
- partnerships with nightlife events and student communities
- interactive online and offline activations
- peer-to-peer communication approach



#### Reach and visibility

- 576,000+ Instagram impressions
- 713,000+ influencer views
- 83,000+ impressions through event partnerships
- 4,600 event participants reached
- strong national media visibility



#### User insights

- improved understanding of alcohol strength and units
- increased awareness of misconceptions around alcohol
- stronger recognition of responsible consumption messages
- high engagement among student audiences



#### Behavioural impact

- 46% more participants identified alcohol content correctly
- 33% better understanding that wine/beer are not “healthier” options
- 30% improved awareness of the effects of mixing alcohol types



## Case study 2: Greece



### “RETHINK DRINK”

#### Hellenic Association of Drinks Distributors & Greek Federation of Spirits Producers

“RETHINK DRINK” is a national campaign launched in 2024 as a three-year initiative in partnership with the Ministry of Health, addressing alcohol-related harm in Greece.

The initiative focuses on preventing underage drinking, tackling drink-driving and promoting moderation — including the principle that all alcoholic drinks are equal.

The campaign responds to persistent challenges, including high levels of underage drinking, drink-driving and misconceptions about alcohol.

By combining data-driven messaging with creative communication, it encourages more informed choices and responsible behaviours.

#### Key features

- national campaign aligned with public health priorities
- strong partnership with Ministry of Health and key stakeholders
- multi-channel communication (social, media, events)
- influencer and experiential activations
- targeted outreach to consumers and professionals



#### Reach and visibility

- 55M+ impressions
- 3.5M video views
- 1.2M influencer views
- 46K+ interactions
- 15,000+ bar professionals reached



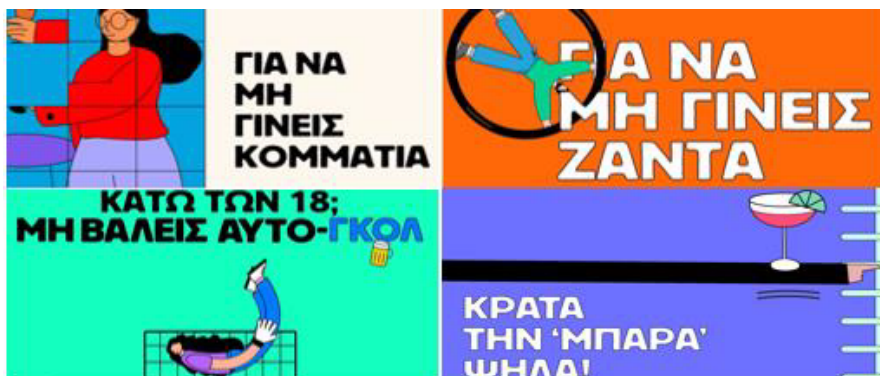
#### User insights

- 53% know someone who drinks and drives
- 45% believe different drinks have different effects
- widespread misconceptions about alcohol equivalence



#### Behavioural impact

- increased awareness of responsible drinking
- improved understanding that “all drinks are equal”
- increased intention to adopt responsible behaviours



RETHINK DRINK social media spots

# Case study 3: Hungary



## “One More is Sometimes Too Much” Hungarian Spirits Association

“One More is Sometimes Too Much” is a digital awareness campaign promoting moderate alcohol consumption in Hungary.

Based on pre-campaign research, the initiative encourages individuals to reflect on their habits, recognise their limits and make more conscious choices in social settings.

The campaign addresses common behaviours around “just one more drink”, highlighting how small decisions can lead to unintended consequences.

By combining humour, storytelling and data-driven messaging, it encourages more mindful consumption and supports behaviour change.

### Key features

- research-driven campaign design
- relatable messaging based on real-life situations
- strong digital and social media presence
- influencer partnerships targeting younger audiences
- central campaign website with educational content

### Reach and visibility

- 1M+ influencer views
- 1.5M+ Facebook impressions
- 845,000+ Instagram impressions
- 4.6M+ media reach

### User insights

- strong recognition of “just one more” behaviour
- increased awareness of personal limits
- higher impact among younger audiences

### Behavioural impact

- 70% of exposed users reflected on consumption (vs 22%)
- 71% felt encouraged to change behaviour (vs 32%)
- increased awareness of moderate consumption
- shift towards more mindful drinking choices



# Case study 4: Italy



## “Un drink per uno ed uno per tutti” (One Drink for One, and One for All) Federvini

“Un drink per uno ed uno per tutti” (One Drink for One and One for All) was the winning campaign of the 2024 university programme promoted by Federvini in collaboration with the Italian academic world.

Developed by students from the University of Campania Luigi Vanvitelli, the initiative promotes moderation, conviviality and responsible choices through relatable and peer-created communication.

### Key features

- student-led responsible drinking campaign
- promotion of moderation and conviviality
- digital storytelling and social media engagement
- interactive communication tools and challenges
- partnership with the Municipality of Naples

“It is essential to raise awareness among young people about moderation and balanced consumption styles. We are pleased to support a project that promotes more informed and conscious choices.”

**Chiara Marciani**  
Naples City Councillor

The campaign encourages young adults to enjoy social occasions responsibly while remaining aware of their personal limits.

By using positive and inclusive messaging, the initiative promotes responsible drinking without adopting a moralising tone.



### Reach and visibility

- campaign launched publicly in Naples in May 2025
- visibility through urban billboards
- dissemination via municipal digital channels
- outreach through university and institutional partners



### User insights

- peer-led messaging improves relatability
- positive communication supports engagement
- social connection plays a key role in responsible choices
- moderation framed as part of balanced socialising



### Behavioural impact

- increased awareness of responsible consumption
- stronger focus on moderation and personal limits
- promoted reflection on binge drinking behaviours
- encouraged informed choices in social settings



# Case study 5: Latvia



## “Ballējies ar stilu”

(Party with style)

### Latvian Alcohol Industry Association

“Ballējies ar stilu” (“Party with style”) is a responsible drinking campaign promoting moderation and more conscious alcohol consumption among young adults in Latvia.

In 2025, the campaign expanded with the “Es Bez” (“Me Without”) initiative, encouraging young adults to limit consumption to 1–2 alcohol units during social occasions and nightlife settings.

The campaign combined video content and social media communication to promote moderation and greater awareness of alcohol units.

#### Key features

- social media and digital awareness campaign
- focus on binge drinking prevention
- partnership with Delfi Brand Studio
- influencer and Instagram activations
- research-based campaign evaluation

The campaign responds to persistent binge-drinking patterns among young adults in Latvia, particularly in student and nightlife settings.

By focusing on relatable social situations and the consequences of excessive drinking, the initiative encourages more mindful and responsible choices.



#### Reach and visibility

- 174,000+ people reached through #EsBez
- 326,000+ reached through alcohol units campaign



#### User insights

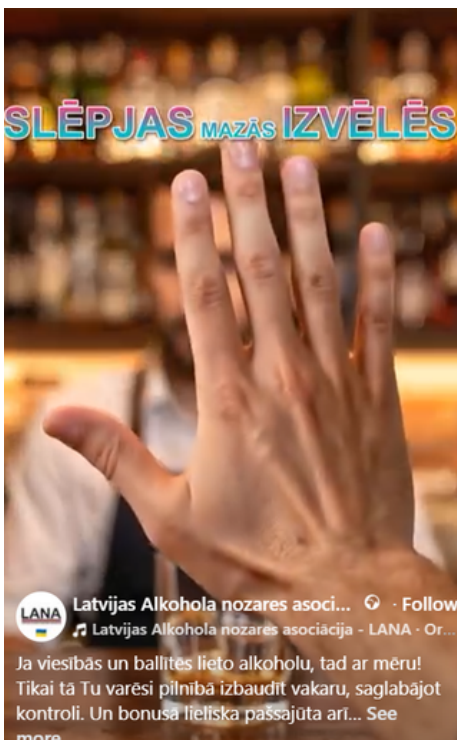
- stronger awareness of low-risk drinking guidelines
- increased understanding of alcohol units
- growing reflection on drinking habits
- high engagement with moderation-focused content



#### Behavioural impact

- knowledge of recommended alcohol units increased from 41% to 53%
- more participants planned their drinking limits in advance (40% → 45%)
- 37% reported wanting to drink less and more responsibly

Latvian state data showed a reduction in adults consuming six or more alcohol units weekly between 2022 and 2024, falling from 6.4% to 4.1% (approximately 36%).



# Case study 6: Poland



## “Alkomity” (Alcomyths)

### Employers Association Polish Spirits Industry

“Alkomity” (“Alcohol Myths”) is an educational campaign which addresses responsible alcohol consumption and consumer education, particularly among young adults aged 18-35 years old.

To support the campaign message, a simple graphic comparison was used to demonstrate that 0.5 L of beer (5% ABV), two 30 ml shots of vodka (40% ABV) and two 100 ml glasses of wine (12% ABV) each contain 20 grams of pure ethanol.

Launched in July 2025, the campaign combined a strong initial rollout with ongoing digital content and awareness activities.

#### Key features

- pre-campaign consumer opinion survey
- dedicated landing page: [alkomity.pl](http://alkomity.pl)
- Google ads
- Social media (X, Facebook and Instagram) campaign (graphic content, reels and promotion)
- PR activities (media releases based on key findings from the pre-campaign research)

The campaign challenges common misconceptions related to different alcoholic beverages. It underlines that all types of alcoholic beverages contain ethanol – “pure alcohol”, regardless of the type of beverage (beer, wine, spirits).

This message is communicated via campaign claim and hashtag: #AlcolsAlco (#AlkoToAlko).

#### Reach and visibility

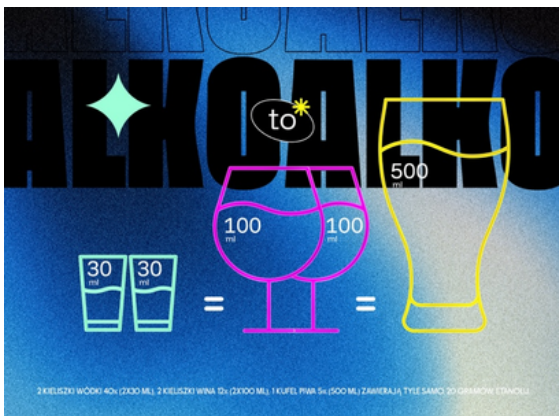
- 8,335,073 impressions of Google ads
- reached 7,961,426 on Meta
- reached 1,028,668 on X
- PR coverage: 1,147 publications reached an estimated 1,429,504

#### User insights

- large knowledge gaps related to alcohol consumption
- 40% of consumers were unable to estimate the amount of pure alcohol contained in alcoholic beverages
- 26% young adults aged 18-24 were not aware that beer, wine and vodka contain ethanol
- 29% young adults did not think beer was an alcoholic beverage

#### Behavioural impact

- increased awareness of alcohol myths
- improved understanding of alcohol equivalence
- promoted more informed consumer choices



# Case study 7: Portugal



## “Beba Com Cabeça 18+” (Drink with your head 18+)

Associação Nacional de Empresas de Bebidas Espirituosas

ANEBE partnered with MEO KALORAMA festival and the Portuguese Government Agency for Addictive Behaviours (ICAD) to promote responsible drinking and prevent underage drinking in festival environments.

Implemented as a long-standing initiative, the campaign combines practical prevention measures with direct engagement, supporting safer choices among adults while helping prevent alcohol access among minors.

### Key features

- age-identification wristbands for attendees over 18
- trained volunteers delivering awareness messages
- direct engagement promoting moderation and responsibility
- strong public-private cooperation model
- contribution to the Portuguese National Plan to Prevent Addictive Behaviours



Large music festivals create environments where alcohol-related risks and age-verification challenges can emerge.

By combining prevention tools with awareness activities, the initiative supports safer environments while helping staff and attendees make informed decisions.



### Reach and visibility

- implemented at MEO KALORAMA festival in Lisbon
- 35 trained volunteers engaged on-site
- direct consumer interaction during festival activities
- partnership with public authorities and organisers



### User insights

- festival settings require visible age-identification measures
- direct interaction supports awareness and engagement
- cooperation between organisers and authorities strengthens implementation



### Behavioural impact

- stronger support for age verification in festival settings
- improved visibility of responsible drinking messaging
- promotion of safer and more conscious choices

# Case study 8: United Kingdom



## “Made to Be Measured” The Scotch Whisky Association

“Made to Be Measured” is a consumer-facing campaign launched in 2023 to promote responsible, mindful drinking.

Targeting adults (aged 24-59) across Scotland, the initiative encourages consumers to savour Scotch Whisky responsibly. It aims to increase understanding of alcohol unit content across different drinks, raise awareness of the UK Chief Medical Officer’s low risk drinking guidelines and the importance of measuring your Scotch.

### Key features

- promotion of unit awareness across different drinks
- promotion of the UK Chief Medical Officer’s low risk drinking guideline not to regularly drink more than 14 units a week
- promotion of the importance of measuring your Scotch
- creative digital and consumer advertising
- focus on mindful and informed consumption
- ongoing consumer research and evaluation

The campaign addresses low awareness of alcohol units and drinking guidelines, helping consumers better understand the alcohol content of different drinks.

By combining clear messaging and engaging visuals, it encourages more informed and responsible drinking behaviours.



### Reach and visibility

- 2M+ people reached
- 5.5M social media impressions
- Gold Honour – Shorty Impact Awards (2024)
- sponsorship of Holyrood Sources podcast events



### User insights

- 49% aware of CMO drinking guidelines
- only 1 in 6 knew the correct unit limit
- stronger understanding of alcohol content across drinks
- high relevance and recognition among audiences



### Behavioural impact

- 88% of those exposed took action
- 79% reported better understanding of alcohol content
- 78% said the campaign encourages responsible drinking
- 75% think more about alcohol units in drinks



# Responsible alcohol delivery

## Ensuring safe and compliant online sales

With the rapid growth of e-commerce and on-demand delivery services, ensuring responsible alcohol sales online has become a key priority.

In the Netherlands, STIVA developed a Responsible Alcohol Delivery Code of Conduct, bringing together industry partners to strengthen safeguards and improve compliance.

Early compliance checks revealed significant gaps in age verification, highlighting risks linked to fast delivery services.

These findings, combined with increasing political attention, created urgency to act and avoid stricter regulatory measures.

### Key principles

- age verification at both purchase and delivery
- no delivery to minors or intoxicated persons
- compliance with advertising standards across platforms
- regular monitoring and reporting of compliance
- training and guidance for delivery personnel



### Deployment & reach

- Implementation in practice (Flink)
- 18+ stickers on delivery bags
- sanctions for non-compliance
- mystery shopper checks



### User insights

- ID requested in only 1 out of 90 checks (1.1%)
- compliance very low in early assessments



### Behavioural impact

- Compliance reached 15% in 2023 and continues to improve
- stronger focus on responsible delivery practices

Responsible delivery is essential in a digital and on-demand environment.



For more information visit:



<https://drinksinitiatives.eu>



<https://responsibledrinking.eu/>



Rue Belliard 12, bte 5 B-1040 Bruxelles  
T. +32 2 779 24 23 / F. +32 2 772 98 20

E-mail [info@spirits.eu](mailto:info@spirits.eu)  
<https://spirits.eu/>  
[@spiritsEUROPE](#)