

# PROGRAMME

#spiritsEvents16

19 APRIL 2016

## LOOKING BACK TO BETTER LOOK FORWARD



### PROGRAMME OF THE DAY

Registration and welcome coffee

9.30-10.00

Welcome note

10.00-10.15

Laure Alexandre, Director Spirits & Society - spiritsEUROPE

#### PANEL 1

#### ENCOURAGING RESPONSIBLE DRINKING BY YOUNG ADULTS

10.15-11.00

Young adults should never have to regret what happened on a night out, harm themselves or others. Actions to reduce drink-driving are important to influence the rate of premature death in the 18 to 30 years old group. Encouraging young adults to adopt moderation as a source of enjoyment is an important objective requiring easily understandable messages and codes.

#### DRINK-DRIVING

Celebrating 15 years of the BOB campaign - [Peter De Wolf](#) - STIVA - Netherlands

"Poto Me Metro", targeting soldiers in Cyprus - [Christiana Paschalides](#) - Poto me Metro - Cyprus



#### ENCOURAGING MODERATION

"Serial buveur, Social loser" - [Alexis Capitant](#) - Avec Modération! - France

"Responsible Party" in collaboration with Erasmus - [Géraldine Dichamp](#) - Pernod Ricard & [Jovana Stankovic](#) - ESN

## COFFEE BREAK

### PANEL 2

#### ENGAGING PARTNERS ALONG THE VALUE CHAIN

11.30-12.15

Each person in the value chain, from production to sale, must be empowered to assume responsibility and prevent the harmful use of alcohol. Bar staff and retailers must have the knowledge and skills to say no when needed i.e. not to serve those who are underage or to adults who are intoxicated.

#### ENFORCEMENT AND AWARENESS CAMPAIGNS AT RETAIL TRADE

“Spirits are not for minors” - [Gergana Gevezova](#) - APITSD - Bulgaria

“We are many..saying no to underage drinking” - [Stefania Harabagiu](#) - RFRD - Romania

“Selling alcohol to minors is illegal” - [Alexis Capitant](#) - Avec Modération! - France

“Here we check if you are an adult” - [Iga Wasilewicz](#) - ZP PPS - Poland

#### TRAINING FOR RESPONSIBLE SERVING AND SELLING

“Tú Sirves, Tú Decides” - [Jacobo Peña Conversa](#) - FEBE - Spain

“Responsible Service of Alcohol” - [Mary Kennedy](#) - RSA - Ireland



### PANEL 3

#### LOOKING FORWARD: PARTNERSHIP WITH THE LOCAL COMMUNITY

12.15-13.00

Working at local level is essential to understand the “real needs” while taking into consideration the skills and resources of local partners, the culture and social norms, and being able to better monitor and evaluate impacts. Such approaches take time and effort but achieve sustainable changes in attitude and behaviour.

“Social debates”: foster dialogue with public administration and health care experts” -  
[Iga Wasilewicz](#) - ZP PPS - Poland

“Reduce anti-social behaviour from alcohol misuse while improving city centre economies” - [Sarah Hanratty](#) - The Portman Group & [Kate Winstanley](#) - CAP - UK

“Connected cities” implementing prevention programmes at local level -  
[Jacobo Peña Conversa](#) - FEBE - Spain

## LUNCH BUFFET