



# Drinks Industry Initiatives 2008

Voluntary initiatives  
by the EU spirits industry  
to help reduce alcohol-related harm







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**Preface** This brochure, produced annually since 2005, is the result of the combined work of the European Forum for Responsible Drinking (EFRD) and the European Spirits Organisation – CEPS.

- + EFRD is an alliance of leading European alcoholic beverages producers supporting targeted initiatives to promote responsible drinking. These initiatives focus on attitudinal and awareness programme responsible marketing and self-regulation, and the promotion of a better understanding of the evidence base. EFRD promotes the partnership approach with interested stakeholders to tackle alcohol-related harm. EFRD members include: Bacardi-Martini, Brown-Forman, Diageo, Moët-Hennessy, Pernod-Ricard, Rémy Cointreau and Beam Global Spirits & Wine.
- + The European Spirits Organisation – CEPS acts as the European representative body for producers of spirit drinks. Its membership comprises 35 national associations representing the industry in 29 European countries, as well as a group of leading spirits producing companies including the members of EFRD. The European Spirits Organisation – CEPS aims to raise and promote the understanding of the EU spirits industry to decision makers in the EU institutions, international organisations and other key stakeholders. Its role is to secure, promote and advance the freedom to produce and market spirits in a responsible way, to support the needs of its members and to be the leading voice of the European spirits industry.

## Introduction

Treated responsibly, alcohol is a source of enjoyment for many people, as recognised by the Commission's "Communication on an EU Strategy to reduce alcohol-related harm" adopted in October 2006, and supported by the Council of Ministers and the European Parliament. However, excessive or inappropriate consumption can cause health and social problems for individuals and for wider society.

This is why the spirits industry is committed to addressing alcohol-related harm, as illustrated by the European Spirits Organisation – CEPS "Charter on Responsible Alcohol Consumption", adopted in 2005. The Charter includes the commitment to annually report back on progress made in reaching the goals the industry has set for itself by 2010.

To understand the full extent of the commitments of spirits producing companies, it is important to know that these companies do not simply invest in activities individually, but that they are also supporting the actions undertaken by the trade associations across the EU-27 and by the Social Aspects Organisations (SAOs) that they fund, typically in partnership with other alcohol beverage producers.

This brochure, which provides a non-exhaustive overview of existing prevention programmes undertaken in public/private partnership, serves two purposes: (I) to demonstrate to national and European stakeholders that industry is active in meeting its commitments, but also (II) to serve as an exchange of practice manual to further improve the level and quality of initiatives being carried out. The brochure presents results not only in terms of impact (i.e. how people have reached a given targeted intervention), but also an evaluation on the objectives set.



## Practical information

This brochure is also available online on the EFRD and the European Spirits Organisation – CEPS websites<sup>1</sup>.

The recommended actions and industry initiatives are divided into a number of areas that are summarised and presented in the table as follows:

- + Initiatives targeting underage drinking that seek to discourage underage drinking and enforce legal purchasing age. These initiatives also include education programmes at school, support for parents, campaigns at youth clubs, sports clubs, and special actions during nightlife, etc.
- + Initiatives to raise awareness of the dangers of drink-driving: for example, designated driver campaigns or any other actions promoting alternatives to drink-driving.
- + Initiatives targeting consumers to promote responsible drinking: in particular, information campaigns and initiatives to raise consumer awareness of sensible drinking levels (including campaigns targeting specific “at-risk” groups, such as pregnant women).
- + Initiatives to promote the responsible service/selling of alcohol: for example, training bar staff and cashiers to serve/sell alcohol responsibly.
- + Initiatives to raise awareness in the workplace: for example, the adoption of a specific alcohol policy, initiatives to inform employees or to support those with alcohol-related problems.

As a responsible industry, we are proud of our contribution to tackling alcohol misuse.



Guy Tapernoux

President  
The European Spirits Organisation – CEPS



Elizabeth Crossick

Chairwoman  
EFRD Committee

November 2008

<sup>1</sup> [www.efrd.org](http://www.efrd.org)  
[www.europeanspirits.org](http://www.europeanspirits.org)



## Austria



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p>“Driver’s Corner”</p> <ul style="list-style-type: none"> <li>To promote the designated driver concept.</li> <li>2006, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Flyers printed to promote the Driver’s Corner at events.</li> <li>Registration of designated drivers at the beginning of each event after which they receive coupons for free non-alcoholic drinks.</li> <li>Designated drivers are invited to take a free breathalyser test when they leave the event.</li> <li>Coupons for taxis or information about public transport are made available for potential drivers to avoid the possibility of drink-driving.</li> </ul>	<p>Out of 4 events held in 2007:</p> <ul style="list-style-type: none"> <li>466 designated drivers registered.</li> <li>311 breathalyser tests were taken.</li> <li>1,400 coupons for soft drinks were handed out.</li> <li>Average of 5,000 flyers handed out per event reaching approximately half of those attending.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p>“On-Trade Server Education”</p> <ul style="list-style-type: none"> <li>To raise awareness amongst on-trade owners and staff on social responsibility obligations and legal requirements.</li> <li>2007, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of information on the law applying to the on-trade such as the legal purchasing age (LPA) and youth protection regulations.</li> <li>Tools to help the on-trade keep within legal requirements such as:               <ul style="list-style-type: none"> <li>Coloured bracelets used to prove that an individual’s age has been checked and to identify those under the LPA.</li> <li>Provision of taxi coupons for consumers.</li> </ul> </li> <li>Use of promotional tools (posters, flyers, etc.) by on-trade premises to show their compliance with the law.</li> </ul>	<p>Until March 2008:</p> <ul style="list-style-type: none"> <li>120 outlets provided with approximately 90,000 coloured bracelets.</li> <li>242 on-trade owners and staff informed and educated about the Austrian LPA regulations.</li> </ul>	<p>On-site observation has shown that:</p> <ul style="list-style-type: none"> <li>Bar owners and staff are much more aware of their social responsibility.</li> <li>Some outlets use bracelets independently and apply strict age controls in order to stop underage drinking.</li> <li>A fall in the number of “bad practice” cases of printed promotions from the on-trade.</li> <li>Premises that take part in this initiative no longer run “1 Euro parties”.</li> </ul>
<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p>“Es-tu cool avec l’alcool?”          “Are you cool with alcohol?”</p> <ul style="list-style-type: none"> <li>To raise awareness among young people about responsible drinking.</li> <li>To promote dialogue between young people and their parents on alcohol-related issues.</li> <li>February 2008, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>FFBVS/BFWG (Belgian Wine and Spirit Federation)</li> </ul>	<ul style="list-style-type: none"> <li>Information brochure for young people and their parents available at <a href="http://www.educalcool.be">www.educalcool.be</a> covering the following topics:               <ul style="list-style-type: none"> <li>What is alcohol? (effect on your body).</li> <li>With moderation, please (how to drink responsibly).</li> <li>Know yourself (where do you stand).</li> <li>Drinking and driving (do not match).</li> <li>Tips to enjoy a great night out.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>

## Belgium





<p><b>“F1 Johnnie Walker Responsible Drinking”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about individual control behind the wheel and to encourage consumers to never drink-drive.</li> <li>To change attitudes to alcohol by promoting alternative solutions to drink-driving, in particular, the designated driver concept.</li> <li>April - October 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Belgium</li> <li>Diageo Netherlands</li> <li>Radio Veronica</li> </ul>	<p>Initiative jointly run in Belgium and the Netherlands. Key activities included:</p> <ul style="list-style-type: none"> <li>Five week partnership with Radio Veronica to promote the responsible drinking message focusing on “Winners always stay in control, never drink and drive” both live on radio and on their online newsletter. The promotion included the possibility of either winning tickets to the Spa Grand Prix or having “safe driving” courses.</li> <li>Distribution of earplugs containing responsible drinking messages to all VIPs at the Spa Grand Prix.</li> <li>Distribution of branded responsible drinking water bottles at parking lots by pit stop teams.</li> <li>Use of the Johnnie Walker VIP box to promote the responsible drinking message to guests.</li> </ul>	<ul style="list-style-type: none"> <li>Radio partnership reached more than 2.2 million unique listeners, with the newsletter reaching 25,000 consumers.</li> <li>2,000 earplugs were distributed.</li> <li>10,000 water bottles were distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Champions Drink Responsibly”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of drink-driving.</li> <li>To encourage responsible drinking.</li> <li>August - September 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Print and TV advertising with the “drinking and driving don’t mix” message featuring Michael Schumacher.</li> <li>During the Belgian Grand Prix (5 - 7 September): distribution of flags bearing the “Champions Drink Responsibly” message and posters in the Martini VIP area.</li> </ul>	<ul style="list-style-type: none"> <li>100,000 flags were distributed during the Grand Prix.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“J&amp;B Start a Party – However you start a party please enjoy it responsibly”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible drinking and partying responsibly.</li> <li>May – June 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Belgium</li> </ul>	<p>Key activities included:</p> <ul style="list-style-type: none"> <li>“Start a Party” poster campaign (including dedicated responsible drinking posters featuring “Glitter Ball Man”).</li> <li>PR campaign, using “Glitter Ball Man” and a promotions team to communicate responsible drinking messages.</li> <li>On-trade J&amp;B “Start a Party” club nights with a promotions team handing out responsible drinking information and free water bottles.</li> </ul>	<ul style="list-style-type: none"> <li>More than 6,000 consumers reached through club nights.</li> </ul>	<p>Post evaluation with 600 participants from 20 to 26 years old gave the following results:</p> <ul style="list-style-type: none"> <li>30% of respondents saw responsible drinking as the campaign’s key message.</li> <li>More than 80% of respondents thought the J&amp;B brand promotion of responsible drinking was a good idea.</li> </ul>



## Bulgaria



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>“Don’t Drink and Drive”</b></p> <ul style="list-style-type: none"> <li>To raise knowledge and awareness of both the impact of alcohol on driving performance and of existing control measures (BAC limits, sanctions).</li> <li>To introduce responsible alternatives to drink-driving by promoting the designated driver concept.</li> <li>Pilot June - September 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>APITSD (Association of Producers, Importers and Traders of Spirit Drinks)</li> <li>Plovdiv Regional Police Department</li> </ul>	<ul style="list-style-type: none"> <li>Dissemination of campaign materials including:               <ul style="list-style-type: none"> <li>14 billboards 4x3 meters along the major roads in Plovdiv chosen because it is the second largest city in Bulgaria and has a high record of alcohol-related accidents.</li> <li>2,000 posters displayed in the city centre and on the Regional Police Department buildings.</li> <li>Distribution of flyers in the city centre.</li> </ul> </li> <li>Press conference for the official launch of the campaign.</li> <li>Plovdiv Traffic Police partnered the campaign by:               <ul style="list-style-type: none"> <li>Distributing information flyers at regular traffic police check-points.</li> <li>Awarding 600 mp3 players to “responsible drivers” complying with traffic legislation. The mp3 players contained the pre-recorded message “let’s make this evening finish in the same way it began: in a good mood and without any reason to regret. We’ve got good advice for you when you are about to go out at night: don’t risk sitting in a car if the driver has drunk, think about your life, preserve the life of the others!! Don’t drink and drive.”</li> </ul> </li> <li>Collecting a feedback form to allow post campaign evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>Around 4 million people were reached through flyers, posters, recorded messages in mp3 players, billboards, press and TV.</li> <li>Public recognition: the campaign was included in the nomination list for the 2007 Annual Responsible Business Awards of the Bulgarian Business Leaders Forum in the category “cause-related marketing”.</li> <li>This campaign was included in the Government’s draft National Strategy to Reduce Alcohol-Related Harm.</li> </ul>	<p>Impact on consumers:</p> <ul style="list-style-type: none"> <li>Post-telephone interviews among 100 people having received an mp3 revealed that they fully remembered the “Don’t Drink and Drive” campaign in it.</li> <li>With reference to comments received, 99.5% found the campaign effective, especially with young people. Indeed those having received an mp3 offered it to their children.</li> <li>30% talked to friends about the campaign and the relationship with police forces.</li> <li>68% of those interviewed stated the need for more education for young people such as campaigns, lectures and dialogue in schools.</li> <li>The approach was found stimulating as children “controlled” parents on the road (to get a chance to win a gift).</li> <li>18% believed more in the traditional approach of control and sanctions.</li> </ul> <p>Impact on road traffic accidents:</p> <ul style="list-style-type: none"> <li>19.8% decrease in drivers under the influence of alcohol between September 2006 and 2007.</li> <li>Decrease from 6.5% to 1.3% in the total of alcohol-related road traffic fatalities and injuries between September 2006 and September 2007.</li> </ul>





Czech Republic



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p>“<a href="http://www.pobavme-se-o-alkoholu.cz">www.pobavme-se-o-alkoholu.cz</a>”            “Talk about alcohol”</p> <ul style="list-style-type: none"> <li>To increase knowledge and awareness of the risks associated with alcohol consumption by those who are underage.</li> <li>To raise awareness among young people of the laws restricting the purchase and consumption of alcohol, and why these exist.</li> <li>To promote the idea that abstinence is a valid option.</li> <li>Pilot website launched in 2006.</li> <li>Official website launched April 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Fórum PSR</li> <li>Life Without Addiction (NGO)</li> <li>European stakeholders (EFRD, EACA, AEDE, COFACE, Generation Europe)</li> </ul>	<ul style="list-style-type: none"> <li>Launch of the website accompanied by a press conference, press releases and interviews with journalists.</li> <li>Website based on three pillars:               <ul style="list-style-type: none"> <li>An interactive part to be used by young people aged 11 to 16 in their leisure time.</li> <li>Work sheets to assist teachers to address alcohol in scientific or civic education curricula.</li> <li>Information and guidance for parents to discuss alcohol with their children.</li> </ul> </li> </ul>	<p>From April - June 2008:</p> <ul style="list-style-type: none"> <li>4,360 visits.</li> <li>3,083 unique visitors.</li> <li>34,555 pages visited.</li> <li>37,402 hits.</li> <li>10,55 minutes spent per visit on average.</li> </ul>	<ul style="list-style-type: none"> <li>Pilot evaluation in 2006 (see p.7 of the 2006 Drinks Industry Initiatives Brochure).</li> <li>First evaluation planned for early 2009.</li> </ul>
<p>“Champions Drink Responsibly”</p> <ul style="list-style-type: none"> <li>To raise awareness about the dangers of drink-driving among young people.</li> <li>September 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>On-trade distribution outside of brand promotions of campaign leaflets containing key “Champions Drink Responsibly” information.</li> </ul>	<ul style="list-style-type: none"> <li>Not available yet.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Domluvme se”</b> <b>“Let's agree”</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of drink-driving.</li> <li>To reduce the number of alcohol-related road accidents by promoting the designated driver concept especially among young people.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>BESIP (Czech Government Council for Road Traffic Safety)</li> <li>Fórum PSR</li> <li>IZP (Responsible Brewers Initiative)</li> <li>Euronet.cz</li> </ul>	<ul style="list-style-type: none"> <li>The campaign accompanies three of the most popular Czech pop/rock bands Wanastovi Vjecy, Divokej Bill and Chinaski on their concert tours.</li> <li>A promotional team:             <ul style="list-style-type: none"> <li>Introduce the designated driver concept.</li> <li>Distribute point of sale (POS) material such as T-shirts, leaflets and stickers.</li> <li>Offer concert goers the chance to take a breathalyser test.</li> </ul> </li> <li>The campaign is supported by the website <a href="http://www.domluvme-se.cz">www.domluvme-se.cz</a>, notably containing information, videos, media articles and a discussion forum.</li> </ul>	<p>In 2007:</p> <ul style="list-style-type: none"> <li>About 73,000 people visited the concerts.</li> <li>3,000 t-shirts with the campaign logo were distributed.</li> <li>25,000 cards promoting the designated driver concept were distributed.</li> <li>More than 5,000 people took a breathalyser test.</li> <li>An average of 1,000 visits to the campaign website every month.</li> <li>57 articles on the campaign were published in national as well as regional media.</li> </ul>	<p>Evaluation carried out by the Addictology Centre of the Charles University (81 participants) showed that:</p> <ul style="list-style-type: none"> <li>85% drink alcohol about 1.6 times a week.</li> <li>18.5% had driven a motorised vehicle at least once under the influence of alcohol.</li> <li>33% had been a passenger in vehicle driven by a person under the influence of alcohol.</li> <li>More than 17% knew about the “Domluvme se” designated driver campaign, mostly from media, TV, internet or radio.</li> <li>More than three quarters believed the campaign is good and can be effective (Quote: “Even if it addressed just a few people it makes sense, because it can help to save lives”).</li> <li>The majority liked the visual design, appreciated the promotional materials, the promotional team’s work, the idea and campaign objective.</li> <li>43.2% would not change anything regarding the campaign whilst 13.6% recommended adding deterrent visuals of road accidents.</li> <li>Police statistics show an increase in the number of alcohol-related accidents from 6118 in 2006 to 7466 in 2007. The number of fatalities fell by 14.3% to 36%, while the number of injured remained the same.</li> </ul>
<p><b>“www.pijsrozumem.cz”</b> <b>“Drinkaware”</b></p> <ul style="list-style-type: none"> <li>To raise consumer knowledge and awareness of the responsible consumption of alcoholic beverages.</li> <li>December 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Fórum PSR</li> <li>EFRD</li> </ul>	<ul style="list-style-type: none"> <li>Launch of the website accompanied by a press release and interviews with journalists.</li> <li>Based on EFRD’s template “consumer information website on responsible drinking” (partly funded through the EFRD 2007 Budget Line programme), the website provides information such as: what a standard drink is, the effects of alcohol on the body and information relating to different life stages and contexts.</li> <li>The site is promoted through point of sale (POS) materials of brands belonging to Forum PSR’s members.</li> </ul>	<p>From January - June 2008:</p> <ul style="list-style-type: none"> <li>3,535 visits.</li> <li>3,182 visitors.</li> <li>16,200 page views.</li> </ul>	<ul style="list-style-type: none"> <li>The SCAN association evaluated the preparation, process and impact of the website (published February 2008).</li> <li>Impact evaluation through focus groups (44 people aged 19 - 34):             <ul style="list-style-type: none"> <li>18 found the “what to do when” and “information on driving” the most interesting.</li> <li>27 reported being unaware of how strict the law in relation to alcohol was.</li> <li>19 would welcome more tips on what to do in risk situations.</li> </ul> </li> <li>Targeted focus group (19 people aged 20 - 29):             <ul style="list-style-type: none"> <li>All evaluated the information on various risk situations and solutions positively.</li> <li>6 women had learnt about the difference between male/female metabolism of alcohol.</li> <li>10 agreed that more detailed information should be given about the dangers to health when mixing various kinds of alcohol, and the combining of alcohol with tobacco, medication or illegal drugs.</li> </ul> </li> </ul>



Denmark



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p>“<a href="http://www.alkoholdialog.dk">www.alkoholdialog.dk</a>”            “Dialogue about alcohol”</p> <ul style="list-style-type: none"> <li>To reduce underage drinking.</li> <li>August 2007, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>GODA</li> </ul>	<ul style="list-style-type: none"> <li>Website for parents containing information on alcohol and support to set up rules and agreements with their children.</li> <li>It contains social, psychological and factual information such as how to talk to your child, a parent network, being young today, facts about alcohol, parent-teacher meetings at schools, social life and going out.</li> <li>Promotion in August 2007 through cards sent out to schools and via links on school web pages.</li> </ul>	<ul style="list-style-type: none"> <li>520,134 hits and 9,394 visitors until May 2008.</li> <li>166,400 cards sent out to 1,664 schools during the promotion.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p>“<a href="http://www.unggoda.dk">www.unggoda.dk</a>”            “Young GODA”</p> <ul style="list-style-type: none"> <li>To raise awareness of issues related to alcohol among young people.</li> <li>December 2007, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>GODA</li> <li>Medieskolen (The Media School)</li> <li>Ungdomsringen (National Union of Youth Clubs)</li> </ul>	<ul style="list-style-type: none"> <li>Website created in cooperation with teenagers from Medieskolen in order to include “young to young” communication. It includes facts about alcohol, information on sensible consumption and differing perceptions about alcohol in Denmark.</li> <li>The site targets young people and includes tests, games and alcohol stories from other youngsters that seek to raise awareness about problems involving alcohol and young people.</li> <li>During the Ålborg music festival on 19 January 2008, GODA in partnership with the National Union of Youth Clubs, took the opportunity to promote the young GODA online tests with a stand and leaflets.</li> <li>To support the site, pamphlets are also distributed to schools containing facts about alcohol, information for young people and their parents and advice to take care of oneself.</li> </ul>	<ul style="list-style-type: none"> <li>Until June 2008 the website:               <ul style="list-style-type: none"> <li>86,643 hits</li> <li>3,465 visitors of which 1,115 took the online quizzes.</li> </ul> </li> <li>The music festival was attended by 20,000 people.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p>“Tip a friend – youth to youth”</p> <ul style="list-style-type: none"> <li>To raise awareness of issues related to alcohol among young people.</li> <li>15 June - 31 July 2008.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>GODA</li> <li>Windows Live Messenger</li> </ul>	<ul style="list-style-type: none"> <li>Competition for young people to propose responsible drinking messages.</li> <li>Promoted via Windows Live Messenger between 15 June and 15 July 2008 (link to the young GODA website).</li> <li>The competition was open between 1 and 31 July 2008.</li> <li>The winning entry, as well as a selection of other meriting entries, is available for e-mailing on the young GODA website.</li> </ul>	<ul style="list-style-type: none"> <li>Windows Live Messenger advert shown around 800,000 times, prompting around 1,900 visits to view the responsible drinking messages.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Fryspunkt”</b> <b>“Freeze point”</b></p> <ul style="list-style-type: none"> <li>To promote sensible drinking among high school students, highlighting, in particular, the consequences of excessive drinking.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>GODA</li> </ul>	<ul style="list-style-type: none"> <li>Prevention programme based on the “Motivational Interviewing” method, focusing on ambivalent behaviour.</li> <li>Programme used by counties and councils in Denmark.</li> <li>Materials available at <a href="http://www.fryspunkt.dk">www.fryspunkt.dk</a>.</li> <li>Promotion through the web page of the Danish Department of Education and in 2008 through the Centre for Alcohol and Drug Research.</li> </ul>	<ul style="list-style-type: none"> <li>No information available about the number of students reached by the programme.</li> <li>So far around 1,000 teachers have attended a training session on how to deliver the “Fryspunkt” programme.</li> <li>232 downloads of materials over the first five months of 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Ungdom og Festkultur”</b> <b>“Youth and Leisure Patterns”</b></p> <ul style="list-style-type: none"> <li>To encourage students to reflect upon their use of alcohol, and about alcohol in general.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>GODA</li> </ul>	<ul style="list-style-type: none"> <li>Publication aimed at high school students.</li> <li>It includes extracts from contemporary literature together with historical, sociological, psychological and medical surveys.</li> </ul>	<ul style="list-style-type: none"> <li>All 139 Danish high schools received a copy in 2007.</li> <li>Around 70,000 students reached.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“European Night Without Accidents”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of alcohol-related road accidents involving young drivers.</li> <li>Every year on the third Saturday of October (20 October 2007).</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Responsible Young Drivers</li> <li>GODA</li> <li>European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Part of the Pan-European campaign “European Night Without Accidents”.</li> <li>The primary target group is young people aged between 18 - 28 years.</li> <li>Every group arriving at the club is asked to designate a driver for the evening. The driver is identified by a bracelet and when leaving the premises he/she is asked to undergo a breathalyser test. If the designated driver tests negative, he/she is rewarded with a number of gifts.</li> <li>This event is carried out by young volunteers.</li> </ul>	<p>In October 2007:</p> <ul style="list-style-type: none"> <li>7 discos participated.</li> <li>1,400 bracelets were distributed.</li> <li>About 280 breathalyser tests were done.</li> <li>About 30 volunteers took part.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Responsible Drinking at Skanderborg Festival”</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking attitudes.</li> <li>To ensure participants do not drink and drive back home.</li> <li>Every year during the Skanderborg Festival week (6 – 11 August 2008).</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Denmark</li> <li>Skanderborg Festival</li> </ul>	<p>Initiative based on use of point of sale (POS) material containing the “don’t drink and drive” message such as:</p> <ul style="list-style-type: none"> <li>Small posters in the festival shuttle buses.</li> <li>Large posters in parking lots and toilets.</li> <li>Inserts in the Jyllands Posten newspaper.</li> <li>Badges for bar tenders and stickers at the bars.</li> <li>Articles in the festival programme.</li> <li>Handouts distributed to libraries, tourist information centres, etc.</li> <li>A press release for the media.</li> </ul>	<p>In 2007:</p> <ul style="list-style-type: none"> <li>45,000 festival guests and 10,500 volunteers were reached.</li> <li>45,000 festival programmes were printed.</li> <li>50,000 handouts were printed.</li> <li>Only 2 people were found to be drink-driving during police controls due to the high visibility and effectiveness of the campaign.</li> </ul>	<ul style="list-style-type: none"> <li>A survey carried out after the 2007 event showed that 87% remembered the “don’t drink and drive” campaign message.</li> <li>During the 2008 festival 77.5% of those surveyed felt that Diageo’s and the alcohol industry’s involvement in raising awareness of responsible drinking was a good idea.</li> </ul>



<p>“www.1421.dk”</p> <ul style="list-style-type: none"> <li>To raise consumer knowledge and awareness of the responsible consumption of alcoholic beverages.</li> <li>30 September 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>GODA</li> <li>EFRD</li> </ul>	<ul style="list-style-type: none"> <li>Based on EFRD's template “consumer information website on responsible drinking” (partly funded through the EFRD 2008 Budget Line for prevention programmes).</li> <li>The website provides information such as the recommended maximum weekly alcohol consumption: 21 units for men, 14 for women and no more than 5 per occasion. Parents of teenagers can find advice on how to postpone their child's first drink and how to become a good role model.</li> </ul>	<ul style="list-style-type: none"> <li>Not yet available.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p>“European Road Safety Charter”</p> <ul style="list-style-type: none"> <li>To raise employee and consumer awareness of the dangers of drink-driving and to promote alternative means of transport.</li> <li>November 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard</li> <li>European Commission</li> </ul>	<p>In 2007, Pernod Ricard introduced three commitments to the European Road Safety Charter to be implemented over three years:</p> <ol style="list-style-type: none"> <li>Promotion of sober driving among all group employees in all EU Member States by the: <ul style="list-style-type: none"> <li>Implementation of a Code of Conduct in relation to the consumption of alcohol. The Code includes the recommendation to avoid drink-driving emphasising the designated driver concept.</li> <li>Internal circulation of the Responsible Consumption Policy which includes a chapter on the prevention of drink-driving.</li> </ul> </li> <li>Continuation in the reduction of accident rates among Pernod Ricard employees in France. (Please see “Road Safety Charter”, France).</li> <li>Undertaking of one new awareness raising action per year in different countries to reduce drink-driving.</li> </ol>	<ul style="list-style-type: none"> <li>All 10,000 employees concerned.</li> <li>2,579 use a company vehicle.</li> </ul>	<ul style="list-style-type: none"> <li>See individual evaluations in country reports.</li> </ul>



<p><b>“Champions Drink Responsibly”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness of the dangers of drink-driving.</li> <li>• To promote safe and responsible consumption.</li> <li>• 4 April 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi Limited</li> </ul>	<ul style="list-style-type: none"> <li>• As commitment to the European Road Safety Charter signed on 4 April 2008, Bacardi Limited launched the global “Champions Drink Responsibly” campaign, which will be rolled out over two years, initially across 12 EU Member States.</li> <li>• Michael Schumacher, Global Social Responsibility Ambassador, faces the campaign which includes: broadcasts; outdoor and print advertising; on-event consumer activation and dedicated website <a href="http://www.championsdrinkresponsibly.com">www.championsdrinkresponsibly.com</a>.</li> <li>• He also appears in an advertising campaign with the message “When I go for a drink, my car stays at home”, as well as a print campaign featuring different statements including “A word of advice if you are going out tonight. Taxi”.</li> </ul>	<ul style="list-style-type: none"> <li>• The global target is to reach 4 million people.</li> <li>• See individual impact statistics in country reports.</li> <li>• A measurement for the media impact and website statistics for Europe will be produced for 2009.</li> </ul>	<ul style="list-style-type: none"> <li>• See individual evaluations in country reports.</li> </ul>
<p><b>“Johnnie Walker Responsible Drinking”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness of the dangers of drink-driving.</li> <li>• To change consumer attitudes towards drink-driving, thus reduce the number of alcohol-related road accidents.</li> <li>• To promote safe and responsible consumption.</li> <li>• 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Diageo</li> <li>• Vodafone McLaren Mercedes F1 Team</li> </ul>	<p>Mika Häkkinen, Global Responsible Drinking Ambassador faces the campaign by:</p> <ul style="list-style-type: none"> <li>• Visiting the local market and speaking to the local media about the dangers of drink-driving.</li> <li>• Interacting with consumers, stakeholders and Diageo employees by making public appearances.</li> <li>• Displaying the exceptional level of control he has behind the wheel in a driving demonstration re-iterating that “Winners always stay in control” and “If you drink before you drive, you are not in control”.</li> <li>• Acting as designated driver for a lucky group of friends, driving them to or from a Johnnie Walker event.</li> <li>• Teaming up with Vodafone McLaren Mercedes driver Lewis Hamilton to encourage everyone to seek alternatives to drink-driving.</li> <li>• Encouraging others to join in by signing the “Never Drink and Drive” pledge board.</li> </ul>	<ul style="list-style-type: none"> <li>• Each campaign has had a significant impact especially in terms of reach across Europe. Programme venues include: Spain, Greece, Italy, UK, Hungary and Monaco.</li> <li>• Widespread broadcast coverage and press conferences in each venue.</li> <li>• Thousands of consumer signatures added to the “Never Drink and Drive” pledge board.</li> <li>• Various prizes distributed to consumers.</li> <li>• For details please see impact statistics in country reports.</li> </ul>	<ul style="list-style-type: none"> <li>• See individual evaluations in country reports.</li> <li>• A process is being put in place to develop a global evaluation model that local Diageo markets and their relevant agencies will adhere to post event.</li> </ul>



<p><b>“Pregnant Women Logo on Labels”</b></p> <ul style="list-style-type: none"> <li>To raise awareness among pregnant women about the dangers of drinking while pregnant or breastfeeding.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard</li> </ul>	<ul style="list-style-type: none"> <li>Pregnant woman pictogram featuring on the back label of all the company’s wine and spirit drinks across all EU Member States, as well as Croatia.</li> </ul>	<ul style="list-style-type: none"> <li>In 2008 more than 500 million bottles throughout the EU carry the logo.</li> </ul>	<ul style="list-style-type: none"> <li>Quantitative benchmark survey among 200 women of child bearing age in Spain, Poland and Germany showed:             <ul style="list-style-type: none"> <li>Germany: 3% have seen the logo; 2% don't know if they have and 95% have never seen it.</li> <li>Spain: 5% have seen the logo; 4% don't know if they have and 91% have never seen it.</li> <li>Poland: 6% have seen the logo; 6% don't know if they have and 88% have never seen it.</li> </ul> </li> <li>Out of the same survey, they agree strongly/lightly to the following statements:             <ul style="list-style-type: none"> <li>“The logo is easy to understand”: 93% in Spain and Germany and 97% in Poland.</li> <li>“It is a good idea for alcoholic beverages to carry the logo”: 85% in Germany; 90% in Spain and 96% in Poland.</li> <li>“I would notice this logo on packaging”: 65% in Germany; 71% in Spain and 76% in Poland.</li> <li>“The logo is likely to raise awareness that women should not drink during pregnancy”: 63% in Germany; 77% in Spain and 96% in Poland.</li> </ul> </li> </ul>
<p><b>“Choices”</b></p> <ul style="list-style-type: none"> <li>To reinforce existing responsible behaviour as well as encourage those with risky drinking behaviours to re-evaluate their attitude to misuse.</li> <li>To encourage consumers to make informed and sensible decisions about their alcohol consumption.</li> <li>November 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo</li> <li>Carat</li> <li>Redscout</li> <li>AMVBBDO</li> <li>Firefish</li> </ul>	<ul style="list-style-type: none"> <li>“Choices” is a fully integrated responsible drinking campaign building on the recognition that consumers need to be approached from two directions in terms of attitudes to alcohol: the fear of social erosion on the one hand and the encouragement of a more positive attitude on the other.</li> <li>Tailored to each market, the campaign includes broadcast, outdoor and print advertising, plus the launch of <a href="http://www.thechoiceisyours.com">www.thechoiceisyours.com</a> website.</li> <li>Two new creatives in 2008: the first is aimed at a female audience and follows the fortunes of a young woman at a house party. The second features a young man spending the evening socialising with friends. Both start by showing the story of the male and female drinking and having a great time with their friends and enjoying their night out. However both adverts also flip to show how drinking irresponsibly has a negative impact on their evenings – the adverts show that everyone has a choice on a night out.</li> </ul>	<ul style="list-style-type: none"> <li>Launched in several EU Member States including Great Britain and Spain in 2007 as well as Germany in 2008.</li> </ul>	<p>Quantitative data from 3,500 consumers across Europe was used to ensure the ideas are grounded in reality:</p> <ul style="list-style-type: none"> <li>62% of those seeing the campaign are more likely to consider drinking responsibly.</li> <li>92% said the advertisement and its website were of a kind that would make them think about drinking responsibly.</li> </ul>



<p><b>“Flagship Programme on Consumer Information”</b></p> <ul style="list-style-type: none"> <li>Measured and evaluated template website to promote responsible drinking among adult consumers.</li> <li>July 2007, update July 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>EFRD</li> <li>AIM (Alcohol in Moderation)</li> </ul>	<ul style="list-style-type: none"> <li>Based on existing measured and evaluated websites</li> <li>AIM was commissioned by EFRD to draft a template consumer information website, guidelines for its communication and evaluation as well as a template brochure for dissemination of the site.</li> <li>The content has been peer-reviewed by several scientists in the UK, France and the Czech Republic.</li> <li>The templates are openly available at <a href="http://www.efrd.org">www.efrd.org</a></li> </ul>	<ul style="list-style-type: none"> <li>The template has been used in the Czech Republic, Spain, Hungary and will be disseminated until end of 2008 to Austria, Poland, Portugal and Denmark.</li> </ul>	<ul style="list-style-type: none"> <li>See individual evaluations in country reports.</li> </ul>
<p><b>“Employee Alcohol Policy”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible consumption among employees.</li> <li>November 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard Holding and all European affiliates</li> </ul>	<p>All EU affiliates are required to adopt a Code of Conduct, compulsory for all employees and contractors, both during and outside working hours. Each Code is adapted to local requirements and should:</p> <ul style="list-style-type: none"> <li>Encourage responsible consumption as a principle of behaviour.</li> <li>Provide information on low-risk consumption (in particular, on the basis of relevant guidelines or recommendations made by the local public authorities and by WHO).</li> <li>Specifically address the issue of drink-driving and provide means to comply with the law (eg. use of a breathalyser, reimbursement of hotel or taxi expenses).</li> <li>Mention the sanctions in case of non-compliance with the code of conduct.</li> <li>Offer assistance and information on possible counselling or medical care available to employees having difficulties in controlling their alcohol consumption.</li> </ul>	<ul style="list-style-type: none"> <li>Every affiliate must have adopted a Code before the end of 2008.</li> <li>Pernod Ricard has 10,000 employees EU wide.</li> </ul>	<ul style="list-style-type: none"> <li>See individual evaluations in country reports.</li> </ul>
<p><b>“Talking About Alcohol”</b></p> <ul style="list-style-type: none"> <li>To give basic guidance on alcohol.</li> <li>To raise awareness about responsible consumption for employees.</li> <li>2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Beam Global Spirits &amp; Wine</li> </ul>	<p>Booklet circulated to all current employees and to all future joiners containing:</p> <ul style="list-style-type: none"> <li>Beam Global's “Drink Smart Philosophy” (Respect Others, Obey the Law, Take Responsibility, Drink in Moderation, Be a Responsible Host and Drive Safe).</li> <li>Information on the effect of alcohol on the body, lists of websites containing national drinking guidelines, how to recognise risky drinking and information on responsible consumption.</li> <li>Short quiz with answers so the reader can test how much they know about alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>2,500 booklets distributed so far.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>





<p><b>“DRINKiQ”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible consumption for employees.</li> <li>To give basic guidance on alcohol.</li> <li>To raise the collective “DRINKiQ” of employees, customers, partners, suppliers and a wider audience.</li> <li>To equip employees with the tools and confidence to “be the best” ambassadors for responsible enjoyment of alcohol.</li> <li>2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo</li> </ul>	<p>Started in Australia three years ago, the campaign was rolled out globally from January 2008. The course includes:</p> <ul style="list-style-type: none"> <li>Sessions to engage employees behind the responsible drinking message so that they may make better informed and more conscious choices as consumers.</li> <li>Interactive session on the enjoyment of alcohol.</li> <li>Consistent content and messages with some local tailoring.</li> </ul>	<ul style="list-style-type: none"> <li>Globally reaching 23,000 employees.</li> <li>Reaching 11,033 employees in EU Member States</li> <li>January – June 2008: more than 2,000 employees attended the training.</li> </ul>	<p>In 2008 all attendees were asked to answer a “DRINKiQ” survey of which 25% responded:</p> <ul style="list-style-type: none"> <li>97% said they agreed that it was good to see Diageo talking about responsible drinking with employees.</li> <li>82% thought that having attended DRINKiQ they now felt better equipped to have conversations about responsible drinking with friends, family and colleagues.</li> <li>65% said that after attending the DRINKiQ workshop they felt better about Diageo’s values.</li> <li>85% felt that the discussion that DRINKiQ prompted was realistic.</li> <li>86% felt more informed for having attended DRINKiQ.</li> </ul>
<p><b>“Flagship Programme on Server Training”</b></p> <ul style="list-style-type: none"> <li>To offer a measured and evaluated template training book to support dissemination of server training programmes across Europe.</li> <li>To promote responsible service of alcohol and curb underage drinking in the off and on-trade.</li> <li>May 2006 – March 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>ICAP (International Center for Alcohol Policies)</li> <li>EFRD</li> <li>Alcohol Focus Scotland</li> <li>KIT (Training Center for Trade and Tourism in Hungary)</li> </ul>	<ul style="list-style-type: none"> <li>Alcohol Focus Scotland was commissioned by EFRD and ICAP to draft template trainee and trainer books for the responsible service of alcohol.</li> <li>The templates were developed and piloted by KIT in Hungary.</li> <li>The templates are available free of charge in English, French, Spanish and Polish from the EFRD (<a href="http://www.efrd.org">www.efrd.org</a>) and ICAP websites (<a href="http://www.icap.org">www.icap.org</a>).</li> </ul>	<ul style="list-style-type: none"> <li>No information available.</li> </ul>	<ul style="list-style-type: none"> <li>For evaluation results, please refer to the evaluation of the pilot in Hungary.</li> </ul>
<p><b>“Budget Line on Prevention Programmes”</b></p> <ul style="list-style-type: none"> <li>To offer funding to support spirit industry initiatives to reduce alcohol-related harm.</li> <li>2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>EFRD</li> </ul>	<ul style="list-style-type: none"> <li>Call for tender launched in February 2008 among CEPS members and SAOs.</li> <li>Priority given to the implementation of EFRD flagship programmes described in the “Don’t reinvent the wheel” brochure (new edition 2008 – available at <a href="http://www.efrd.org">www.efrd.org</a>)</li> <li>Only measured and evaluated programmes are eligible.</li> <li>Interim and final reporting obligations by the recipients of the fund.</li> </ul>	<p>5 campaigns to be supported in 2008 – 2009:</p> <ul style="list-style-type: none"> <li>Austria: consumer information website.</li> <li>Denmark: consumer information website.</li> <li>Hungary: consumer information website.</li> <li>Poland: consumer information website and alcohol &amp; pregnancy campaign.</li> <li>Portugal: consumer information website.</li> </ul>	<ul style="list-style-type: none"> <li>See individual evaluations of 2007 – 2008 in country reports.</li> </ul>
<p><b>“Charter on Responsible Alcohol Consumption”</b></p> <ul style="list-style-type: none"> <li>To ensure ongoing industry initiatives and reinforce the commitment of the spirits industry tackling alcohol-related harm at national level.</li> <li>2005, ongoing.</li> <li>Full implementation by 2010.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The European Spirits Organisation – CEPS</li> </ul>	<ul style="list-style-type: none"> <li>The Charter specifies a series of concrete commitments to be achieved by 2010 regarding responsible marketing, underage drinking, drink-driving as well as consumer education.</li> </ul>	<ul style="list-style-type: none"> <li>Annual progress report is assured by KPMG Sustainability.</li> <li>The “Third year progress report” published on 25 November 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><a href="http://www.responsibledrinking.eu">"www.responsibledrinking.eu"</a></p> <ul style="list-style-type: none"> <li>• To better inform consumers about responsible drinking.</li> <li>• To better inform consumers about the dangers of alcohol misuse.</li> <li>• 23 October 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• The European Spirits Organisation – CEPS</li> <li>• EFRD</li> </ul>	<ul style="list-style-type: none"> <li>• EU portal created to support CEPS members to comply with Charter Commitment n° 6 on consumer education.</li> <li>• It provides access to national consumer information websites (where they exist).</li> <li>• Where a national website does not exist, general information and advice can be found on the portal.</li> </ul>	<ul style="list-style-type: none"> <li>• Not yet available.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>"Teiden Valtiaat"</b> <b>"Rules of the Road"</b></p> <ul style="list-style-type: none"> <li>• To raise awareness of dangerous driving behaviour: including that of drink-driving.</li> <li>• September 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Altia (member of ETL/FABIA)</li> <li>• Finnish Police</li> <li>• Neste Oil</li> <li>• Ford</li> <li>• Konekesko</li> <li>• MadCroc</li> </ul>	<ul style="list-style-type: none"> <li>• An hour long DVD, aimed at new drivers, consists of: an illustrative story of young drivers; interviews with young drivers; interviews with professional drivers (F1); statements by experts (police, psychologists, rescue services) and popular figures amongst the young (music groups).</li> <li>• The dangers of drink-driving and the zero tolerance for those found to be over the BAC level are also highlighted.</li> <li>• Extracts of the DVD can be viewed at <a href="http://www.teidenvaltiaat.fi">www.teidenvaltiaat.fi</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• 150,000 DVDs to be distributed by the police to those taking their driving licence (over 3 years).</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>"Initiative 18+"</b></p> <ul style="list-style-type: none"> <li>• To reinforce existing legislation (Youth Protection Act) regarding underage drinking.</li> <li>• To promote the legal purchase age modification in France (18 for all alcoholic beverages).</li> <li>• 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Moët-Hennessy-Diageo</li> <li>• Monoprix</li> </ul>	<ul style="list-style-type: none"> <li>• Leaflets containing information on: alcohol and the metabolism; alcohol and the law; tips for responsible drinking and inappropriate consumption (under 18, pregnant women and drinking-driving).</li> <li>• Distribution in the on and off-trade as well as through marketing, external affairs and sales events.</li> <li>• In 2008, new partnership with Monoprix with permanent display of the leaflet in all 230 stores across the country.</li> </ul>	<ul style="list-style-type: none"> <li>• Close to one million leaflets distributed in 2007.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>

Finland



France





<p><b>"Breathalyser Terminals"</b></p> <ul style="list-style-type: none"> <li>To reduce the incidence of drink-driving.</li> <li>2006, ongoing.</li> <li>July – December 2007, pilot evaluation in Loire-Atlantique.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>E&amp;P (Entreprise et Prévention)</li> <li>European Commission (European Road Safety Charter)</li> </ul>	<ul style="list-style-type: none"> <li>Further dissemination of fixed electronic breathalyser equipment carrying the "C Ki Ki Conduit" slogan (see p.12 of the 2006 Drinks Industry Initiatives Brochure).</li> <li>Distribution of prevention kits to the on and off-trade containing: an individual breathalyser; a bracelet for the designated driver; posters and postcards.</li> <li>The bracelet is used to identify designated drivers as proof of their commitment to remain sober. They enjoy two free non-alcoholic drinks, gifts over the evening and undergo a breathalyser test before leaving.</li> <li>Evaluation of three areas by the prefecture and E&amp;P:             <ul style="list-style-type: none"> <li>Impact of the breathalyser on the disco owners, surveyed in September and December 2007.</li> <li>Impact of the breathalyser on consumers, surveyed in August and September 2007.</li> <li>Analysis of the official data for road traffic injuries and fatalities for the region.</li> </ul> </li> </ul>	<p>Impact of the evaluation:</p> <ul style="list-style-type: none"> <li>Owners surveyed in 18 discos.</li> <li>577 consumers surveyed in 6 premises.</li> <li>63% male and 37% female.</li> <li>Average age of consumers: 24 years old.</li> </ul> <p>Situation in 2008:</p> <ul style="list-style-type: none"> <li>380 devices in place across the country.</li> <li>Reduction in number of traffic injuries and fatalities between 2006 and 2007 in pilot region:             <ul style="list-style-type: none"> <li>8.7% of number of accidents (1275).</li> <li>9.3% of number of deaths (88).</li> <li>9.3 % of number of injured (1602).</li> </ul> </li> </ul>	<p>1) Results of the owners surveys:</p> <ul style="list-style-type: none"> <li>82% noticed a large consumer interest and 65% believe interest grew throughout the campaign.</li> <li>77% believe that the breathalyser dissuaded driving above the BAC limit.</li> <li>94% found the system easy to install.</li> <li>87% believe the system is easy to use although staff assistance remained needed (decreasing after 6 months in place).</li> <li>88% feel more committed to the prevention of alcohol-related road traffic accidents, 12% believed they were already pretty much involved.</li> <li>94% would recommend that their colleagues buy fixed electronic breathalysers.</li> </ul> <p>2) Results of the consumer surveys:</p> <ul style="list-style-type: none"> <li>89% believe a breathalyser should be in every disco.</li> <li>86% believe this type of test should be a reflex when leaving the disco.</li> <li>86% assert to following the result of the test: if result is positive, they do not drive.</li> <li>75% of drivers and 67% of non-drivers noticed the equipment before answering the survey.</li> <li>66% believe it's location at the entrance is the best place.</li> <li>92% find the display of the result very clear.</li> <li>60% believe the fixed equipment is more reliable than other self-test devices (25% have no opinion).</li> <li>62% believe it is more accessible (21% have no opinion).</li> <li>1/4 consider the test should remain free of charge and 2/3 that it should be at less than 1 euro.</li> <li>90% believe that owners that ensure their clients return home safely adds value to the premises.</li> </ul>
<p><b>"Breathalyser Terminals"</b></p> <ul style="list-style-type: none"> <li>To reduce the incidence of drink-driving.</li> <li>To promote responsible drinking.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>E&amp;P (Entreprise et Prévention)</li> </ul>	<ul style="list-style-type: none"> <li>To leverage the E&amp;P initiative, electronic breathalyser terminals are installed in visitor centres at Palais Bénédictine (Fécamp), Château de Cognac, Noilly Prat (Marseilles).</li> <li>Posters are used to promote the initiative.</li> </ul>	<ul style="list-style-type: none"> <li>260,000 visitors per year.</li> <li>26,000 use the breathalyser.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“On-trade education”</b></p> <ul style="list-style-type: none"> <li>To raise consumer awareness of the dangers of drink-driving.</li> <li>To educate and engage with customers about responsible drinking.</li> <li>January 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>E&amp;P (Entreprise et Prévention)</li> </ul>	<p>To leverage the E&amp;P initiative Bacardi-Martini:</p> <ul style="list-style-type: none"> <li>Distribute branded drink-driving prevention kits at all on and off-trade promotional activities.</li> <li>Install fixed electronic breathalysers carrying the “C Ki Ki Conduit” slogan along with posters containing responsible drinking messages at all events.</li> </ul>	<p>Until March 2008:</p> <ul style="list-style-type: none"> <li>229,600 kits distributed.</li> <li>2,296 off-trade premises provided with kits.</li> <li>42,000 posters.</li> <li>201,500 postcards.</li> <li>18,750 bracelets.</li> <li>49,750 breathalysers.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“www.2340.fr”</b></p> <ul style="list-style-type: none"> <li>To inform consumers about the WHO's low risk levels of consumption.</li> <li>August 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>E&amp;P (Entreprise et Prévention)</li> <li>National trade associations of the sector (FFS, ABF, FFVA, BNIC and IDAC)</li> </ul>	<ul style="list-style-type: none"> <li>Explanation of WHO guidelines: no more than 2 units a day for women, 3 for men, 4 per single session and 0 at least one day a week and for “at risk” groups of consumers, such as minors, drivers, pregnant women, etc.</li> <li>Alcohol units calculator to monitor alcohol intake.</li> </ul>	<p>From July 2007:</p> <ul style="list-style-type: none"> <li>More than 10,000 visits per month.</li> <li>Average time on the site was 3.12 minutes.</li> <li>Pages most visited were: the “unit calculator”, the “what a unit of alcohol is” page and “low-risk consumption threshold” page.</li> <li>Good page ranking when “2340” searched online.</li> </ul>	<p>Quality web-based survey (access panel of 315 consumers aged 18 – 59) showed:</p> <ul style="list-style-type: none"> <li>60% consider the site to be interesting: a very high proportion given that only 11% say they are personally concerned by their own alcohol consumption.</li> <li>56% say that they'll be more vigilant regarding their own alcohol consumption.</li> <li>3/4 of interviewees would recommend the site to friends and family.</li> <li>The site was judged first and foremost as useful, accessible and attractive.</li> </ul>
<p><b>“Consumer Information Leaflets”</b></p> <ul style="list-style-type: none"> <li>To inform consumers about the WHO's guidelines on responsible consumption of alcohol.</li> <li>April 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Leaflet explaining what a unit of alcohol is, responsible drinking guidelines and advising against drink-driving (based on the information from the <a href="http://www.2340.fr">www.2340.fr</a> website).</li> <li>Distribution to on and off-trade customers during in-store presentations in supermarkets and at specific promotional events.</li> </ul>	<ul style="list-style-type: none"> <li>100,000 printed until June 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Units of Alcohol Pictograms”</b></p> <ul style="list-style-type: none"> <li>To raise awareness among consumers about the responsible consumption of alcoholic beverages and how much they are drinking.</li> <li>To increase knowledge about the risks associated with an excessive or inappropriate consumption of alcohol.</li> <li>January 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>The initiative is based on the pictogram used by the Brewers since 2007.</li> <li>The pictogram illustrates what a typical unit is in cl and mentions the <a href="http://www.2340.fr">www.2340.fr</a> website on all bottles of the Bacardi-Martini portfolio in France.</li> </ul>	<ul style="list-style-type: none"> <li>All brands in the portfolio complied by October 2008.</li> <li>Several large chains of supermarkets are set to use a similar pictogram on their products.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Alcool, connaître les effets/maîtriser les risques”</b>  <b>“Alcohol know the effects/control the risks”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness among young people (aged 16 – 25) in order to reduce alcohol-related harm.</li> <li>• 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• E&amp;P (Entreprise et Prévention)</li> </ul>	<ul style="list-style-type: none"> <li>• Leaflet providing information and tips on responsible drinking guidelines, drink-driving, alcohol and pregnant women and alcohol and drugs.</li> <li>• Brochure can be ordered at <a href="http://www.entreprise-et-prevention.com">www.entreprise-et-prevention.com</a></li> </ul>	<ul style="list-style-type: none"> <li>• Distributed to 30,000 young adults every year.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Soif de Vivre”</b>  <b>“Thirst for Life”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible consumption of alcoholic beverages.</li> <li>• 1999, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• E&amp;P (Entreprise et Prévention)</li> </ul>	<p>The campaign is supported by:</p> <ul style="list-style-type: none"> <li>• Materials including: CD-ROMs; educational kits; videos; posters and comics (which can be ordered at <a href="http://www.entreprise-et-prevention.com">www.entreprise-et-prevention.com</a>).</li> <li>• Website (<a href="http://www.soifdevivre.com">www.soifdevivre.com</a>) aimed at young people to provide information about alcohol misuse and prevention programmes. It is also targeted towards teaching professionals, offering them the opportunity to order educational materials.</li> </ul>	<p>Orders in 2007:</p> <ul style="list-style-type: none"> <li>• 42,600 breathalysers.</li> <li>• 48,710 separate items.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Partnership Agreement with Student Unions”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness among the student population about the risks associated with excessive consumption.</li> <li>• March 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• E&amp;P (Entreprise et Prévention)</li> <li>• FAGE (Students Association Network)</li> </ul>	<p>All FAGE members are invited to sign the convention, which includes the following commitments:</p> <ul style="list-style-type: none"> <li>• To run prevention activities focusing on drink-driving at the same time as student parties.</li> <li>• To agree on a “National Charter for Responsible Student Parties” to raise awareness about the responsibility of party organisers with regard to the legal aspects of bar management such as the licensing law, penal laws on drunkenness and assisting a person in danger. It would also include the promotion of a responsible drinking environment by adopting a price policy that would deter alcohol abuse (such as offering free or low-price soft drinks and avoiding open-bar promotions).</li> </ul>	<ul style="list-style-type: none"> <li>• No information available due to delay in implementation.</li> </ul>	<ul style="list-style-type: none"> <li>• A University in Paris will be evaluated over the October 2008 – June 2009 academic year.</li> </ul>
<p><b>“Alcohol and pregnancy, let's talk about it”</b></p> <ul style="list-style-type: none"> <li>• To inform pregnant women of the risks related to alcohol consumption.</li> <li>• 2006, pilot in Le-Havre.</li> <li>• 2008, extended nationally, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• E&amp;P (Entreprise et Prévention)</li> <li>• CNGOF (National Federation of Obstetricians and Gynaecologists)</li> </ul>	<ul style="list-style-type: none"> <li>• Information leaflet: “Puis-je boire un verre à sa santé?” (Can I toast his health?) distributed via gynaecologists.</li> <li>• Poster campaign in waiting rooms.</li> <li>• A guide for medical staff: “Alcool et grossesse si on en parlait?” (Alcohol and pregnancy, let's talk about it) promoting dialogue on alcohol consumption between a woman and her gynaecologist.</li> <li>• Key message: “zero alcohol” during pregnancy and when breastfeeding.</li> <li>• Following the pilot in 2006 and evaluation report in 2007, the campaign is now run nationwide.</li> </ul>	<ul style="list-style-type: none"> <li>• 2,000 gynaecologists have been contacted to order the tool kit.</li> </ul>	<ul style="list-style-type: none"> <li>• Results of the pilot evaluation (see p.18 of the 2007 Drinks Industry Initiatives Brochure).</li> <li>• Follow-up evaluation expected by the end of 2009.</li> </ul>



<p><b>“Doctors Training Programme”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about alcohol-related harm and responsible consumption among doctors so that they may inform their patients.</li> <li>Pilot, May – June 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Moët-Hennessy-Diageo</li> <li>PPDL agency website Pratis.com (multi-media communication agency for health professionals)</li> </ul>	<p>The pilot took place in three parts:</p> <ul style="list-style-type: none"> <li>Awareness campaign: meetings with local doctors that included the distribution of information leaflets and the “Diageo Tips” brochure as well as screening of a Diageo film about alcohol abuse and a meeting attended by national and local key opinion leaders.</li> <li>Pre and post training evaluation on alcohol-related medical knowledge.</li> <li>E-learning sessions held in 2 parts: online programme including, responsible drinking information, neutral and scientific information about alcohol, WHO recommendations, Diageo Tips and Diageo film about alcohol abuse. Interviews with key opinion leaders and road safety associations. Campaign to be rolled out in 2009.</li> </ul>	<ul style="list-style-type: none"> <li>40,000 questionnaires sent prior to the pilot to sensitise doctors on issues related to alcohol consumption.</li> <li>2,357 doctors took part in the first e-learning session.</li> <li>1,706 doctors took part in the second e-learning session.</li> <li>20 doctors per meeting in 4 regions.</li> <li>538 doctors replied to the pre-pilot questionnaire.</li> <li>500 doctors replied to the pre-training session questionnaire.</li> </ul>	<ul style="list-style-type: none"> <li>Results of the pre-pilot questionnaire: <ul style="list-style-type: none"> <li>71% said that their patients do not spontaneously speak about their own alcohol problem.</li> <li>69% thought that their knowledge on alcohol is insufficient.</li> <li>61% knew only a little about the responsible drinking concept.</li> <li>68% did not know the WHO recommendations.</li> <li>87% had heard of the “designated driver” concept.</li> </ul> </li> <li>34.02% pre-pilot correctly answered 14 questions on alcohol-related issues. This figure rose to 56.60% post-pilot.</li> <li>95% were highly satisfied with the first e-session and 93% with the second.</li> </ul>
<p><b>“Social Responsibility section on the Corporate website”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the importance of responsible behaviour related to alcohol consumption in all situations.</li> <li>May 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<p>Content of the dedicated Social Responsibility section on the Bacardi-Martini website (<a href="http://www.bacardi-martini.fr">www.bacardi-martini.fr</a>) includes:</p> <ul style="list-style-type: none"> <li>Bacardi-Martini’s views and initiatives in the fields regarding: alcohol and young people; alcohol and driving; alcohol and pregnancy and alcohol and the workforce.</li> <li>Moderate consumption: what a unit of alcohol is and situations when not to drink alcohol.</li> <li>How to make your evening a success: going out – getting organised! / Inviting guests – thinking ahead!.</li> <li>Quiz: how much do you know about alcohol?</li> </ul>	<ul style="list-style-type: none"> <li>The corporate responsibility section of the website gets between 250 and 350 visits per month.</li> <li>The number who take the quiz will be available at the end of the year.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Bartenders Training Programme”</b></p> <ul style="list-style-type: none"> <li>To increase understanding of responsible service of alcoholic beverages in on-trade premises.</li> <li>January 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>ABF (French Bartenders Association)</li> <li>UMIH (Hotels, Restaurants, Discos and Bars trade union)</li> </ul>	<p>The training comprises of:</p> <ul style="list-style-type: none"> <li>Presentation of a bartender’s legal obligations in relation to their job.</li> <li>Raising awareness of the bartender’s essential role in promoting responsible drinking.</li> <li>Presenting and giving communication tools on responsible drinking such as guide on WHO guidelines: special focus on the incompatibility between alcohol and driving.</li> <li>A film on prevention with Michael Schumacher promoting the fact that “Drinking and driving don’t mix”.</li> <li>Distribution of breathalysers and of the book “Le bar, l’art et la manière”: intended to be a complete tool on how to manage a bar and how to handle the role of bartender and includes a section on “legal issues and social responsibility”.</li> </ul>	<p>From April 2007 – March 2008:</p> <ul style="list-style-type: none"> <li>100 training courses were run.</li> <li>1,200 bartenders trained.</li> <li>3,000 books distributed in 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



Germany



<p><b>“Road Safety Charter”</b></p> <ul style="list-style-type: none"> <li>To promote and ensure employee commitment to the Road Safety Charter.</li> <li>To increase the leverage of sales teams to promote safe behaviour among customers.</li> <li>To continue reducing driving accidents among Pernod Ricard employees.</li> <li>2002, renewed March, 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard</li> <li>Sécurité Routière (Ministry of Transport)</li> <li>CNAMTS (National State Health Insurance)</li> <li>DISR/DSCR (French Road Safety Authority)</li> </ul>	<ul style="list-style-type: none"> <li>Company Code of Conduct is mandatory for all employees. It includes the continuation of:</li> <li>The action plan on road safety, including training sessions and rewards for exemplary behaviour.</li> <li>The installation of fixed electronic breathalysers in all buildings.</li> <li>The provision of mobile electronic breathalysers to employees.</li> <li>The promotion of the designated driver.</li> </ul>	<ul style="list-style-type: none"> <li>2,876 employees concerned by the Charter in France: of which 744 possess a company car.</li> <li>In 2008, 22 fixed breathalyser terminals were in use in the different Pernod Ricard sites in France.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation planned for 2009.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“No more flatrate drinking in bars &amp; discos”</b></p> <ul style="list-style-type: none"> <li>To promote responsible service of alcoholic beverages in the on and off-trade.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>BSI – “Worki Group Alcohol and Responsibility”</li> <li>ZAW (German Advertising Federation)</li> </ul>	<ul style="list-style-type: none"> <li>On 25 April 2007, the member companies of BSI committed to no longer accept that their products be sold in discos and bars where “One Euro” or “All you can drink” parties were held (<a href="http://www.bsi-bonn.de/jsp/images/pdf/BSI_Grundsatzpapier.pdf">www.bsi-bonn.de/jsp/images/pdf/BSI_Grundsatzpapier.pdf</a> (under “item 8”).</li> <li>On-trade premises doing such irresponsible promotions receive a letter from the BSI, asking them to stop the practice.</li> </ul>	<ul style="list-style-type: none"> <li>Between April 2007 and June 2008, 31 notices for infringement were received by the BSI, which sent out 31 warning letters to the bars and discos in breach of the rules.</li> <li>A Compliance Report was sent to Sabine Bätzing, the German Government’s Federal Drug Commissioner.</li> </ul>	<ul style="list-style-type: none"> <li>Changes in the interpretation of the law resulted in a significant decrease of such irresponsible promotions in bars and discos.</li> </ul>
<p><b>“Klartext reden!”</b> <b>“Speak your mind” – “Straight Talk”</b></p> <ul style="list-style-type: none"> <li>To inform, motivate and support parents and legal guardians to fulfill their important role in the sphere of alcohol education with children and adolescents.</li> <li>December 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>BSI – “Work Group Alcohol and Responsibility”</li> <li>BundesElternRat (German Parents’ Council)</li> <li>The Institute for Psychology at the University of Bonn</li> </ul>	<ul style="list-style-type: none"> <li>The project consists of:</li> <li>The <a href="http://www.klartext-reden.de">www.klartext-reden.de</a> website.</li> <li>A brochure for parents and legal guardians, with information and tips (description of alcohol content, alcohol units, legal information etc.).</li> <li>Workshops to inform parents and legal guardians about “Adolescents and Alcohol” during school events and to give them tips on how to start a dialogue with their children (agreement on rules, limits and how to check on them).</li> <li>Every workshop is accompanied by press releases to create better awareness on the important role of parents in alcohol prevention.</li> </ul>	<ul style="list-style-type: none"> <li>72 workshops organised since the launch of the campaign in December 2005; of which 20 involved 440 participants between June 2007 and the end of June 2008.</li> <li>4,600 brochures distributed in one year.</li> <li>1,000 books of the campaign evaluation distributed.</li> <li>Website: about 14,164 unique visitors in one year, about 28,881 page impressions and an average of one minute spent on-site.</li> </ul>	<ul style="list-style-type: none"> <li>November 2007: Publication of the 2006 evaluation study S. Roderer Verlag, Regensburg 2007; Stefan Poppelreuter und Reinhold Bergler: Ursachen jugendlichen Alkoholkonsums: Die Rolle der Eltern – Das Präventionskonzept “Klartext reden!”; (see p.20 of the 2007 Drinks Industry Initiatives Brochure).</li> <li>The next evaluation, based on the answers of parents attending the workshops, is planned for 2009.</li> </ul>



<p><b>“Initiative 18+”</b> <b>“No Proof of Identity? No alcohol! No Exception!”</b></p> <ul style="list-style-type: none"> <li>To provide practical assistance to off and on-trade sales personnel.</li> <li>To achieve a more responsible approach in respect of the LPA (Legal Purchase Age).</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Germany</li> <li>Real.– Metro Group (retail store)</li> </ul>	<p>The third generation of “Initiative 18+” is based on:</p> <ul style="list-style-type: none"> <li>An e-learning module implemented in the existing Real training structure.</li> <li>The launch of an e-learning module linked to the implementation of a warning-system at the check-out of all Real outlets.</li> </ul>	<ul style="list-style-type: none"> <li>350 Real outlets implemented the e-learning module and the warning system at check-out.</li> <li>6,000 Real staff have been trained via the e-learning module. The target is to reach 14,000 over a year.</li> </ul>	<p>Evaluation in 2009 will cover:</p> <ul style="list-style-type: none"> <li>Learning outcomes and usefulness of the training for day-to-day job among the retail staff.</li> <li>The check-out warning-system (“mystery shoppers”).</li> </ul>
<p><b>“Don’t Drink and Drive”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the risks and dangers of drinking and driving.</li> <li>To raise awareness of the risks and dangers of binge-drinking (Party Patrol).</li> <li>To promote the designated driver concept as a safe alternative among 18 – 24 year old males.</li> <li>To reduce the disproportionately high involvement of young drivers in alcohol-related accidents.</li> <li>1994, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>BSI – “Work Group Alcohol and Responsibility”</li> <li>Beer, Wine, Cider and Spirits Organisations</li> <li>Media, entertainment and music industry partners</li> <li>European Commission</li> <li>FSZ am Nürburgring (Driving Safety Centre at the Nürburgring)</li> </ul>	<p>The 2007/2008 campaign involved:</p> <ul style="list-style-type: none"> <li>“DDAD-Party Patrol” events in discos/company parties to promote the designated driver concept through a “peer-to-peer” approach.</li> <li>“Don’t Drink and Drive” media campaign in cooperation with “Sit&amp;Watch Ambient Media Group”.</li> <li>Nationwide promotion in restaurants and with private party organisers (posters, beer mats, bar skirts and stickers).</li> <li>A “Don’t Drink and Drive Day” for spirits industry companies staff.</li> <li>Internet support: <a href="http://www.dont-drink-and-drive.de">www.dont-drink-and-drive.de</a> and <a href="http://www.ddad.de">www.ddad.de</a>.</li> <li>The campaign forms part of the BSI commitment to the European Road Safety Charter signed in 2008 (running until 2011).</li> </ul>	<p>During 2007/2008:</p> <ul style="list-style-type: none"> <li>5 “DDAD-Party Patrol” events.</li> <li>10,000 info flyers distributed.</li> <li>10,000 young drivers reached.</li> <li>1,600 wristbands given to the designated driver committing to stay sober (“bringer wristband”).</li> </ul> <p>Promotional material:</p> <ul style="list-style-type: none"> <li>94 promotional packages (posters, beer mats, bar skirts, stickers).</li> <li>700 letters with promotional material.</li> <li>2,000 posters distributed nationwide to restaurants and cinemas, in cooperation with “Sit&amp;Watch Ambient Media Group”.</li> </ul> <p>Website:</p> <ul style="list-style-type: none"> <li>21,199 unique visitors, 67,266 page impressions and an average of 1.58 minutes spent on-site.</li> <li>133 music downloads (Simple Plan cooperation).</li> </ul>	<ul style="list-style-type: none"> <li>During 2008, questionnaires and face-to-face interviews after the “DDAD-Party Patrol events” were organised to measure changes of attitude and behaviour. Results expected by the end of 2009.</li> </ul>
<p><b>“F1 Johnnie Walker Responsible Drinking”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the issue of individual control and encourage consumers to adopt a responsible drinking attitude.</li> <li>To change attitude and behaviour by promoting alternative solutions to drink-driving, in particular, the designated driver concept.</li> <li>July – December 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Germany</li> </ul>	<ul style="list-style-type: none"> <li>Johnnie Walker responsible drinking press conference with Mikka Häkkinen at German F1 Grand Prix in July 2007, during which he formally initiated the “Don’t Drink and Drive” commitment by signing a responsible drinking pledge.</li> <li>The responsible drinking pledge went “on-tour” across Germany to get formal commitment from German consumers.</li> </ul>	<ul style="list-style-type: none"> <li>The press conference triggered 12 articles in the German press and numerous on-line clippings.</li> <li>9,000 consumers signed the pledge at the Nürburgring event committing themselves to not drink-drive.</li> <li>An additional 5,000 consumers signed pledge-flyers during the on-trade activation in December 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>





<p><b>“Driver’s Corner”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the risks and dangers of drink-driving.</li> <li>To promote the designated driver concept as a safe alternative.</li> <li>May 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>Coca-Cola Company</li> </ul>	<ul style="list-style-type: none"> <li>Driver’s Corner installed at B-Live Dance Events.</li> <li>Registration of designated drivers at the beginning of each event entitles them to free non-alcoholic drinks for the evening at the Driver’s Corner bar.</li> <li>Designated drivers are invited for a free breathalyser test prior to departure.</li> <li>Taxi coupons or information about public transport is made available.</li> <li>Merchandise (key rings, t-shirts, etc.) and free tickets for future events are awarded if the designated driver remains sober all night.</li> <li>In 2007, Driver’s Corner developed from an initiative linked to Bacardi brands to a unique corporate “Don’t Drink and Drive” prevention campaign.</li> <li>April 2008, the <a href="http://www.driverscorner.de">www.driverscorner.de</a> website was launched.</li> </ul>	<p>Since the start of the initiative in 2005:</p> <ul style="list-style-type: none"> <li>8,622 drivers have registered.</li> <li>8,622 breathalyser tests taken.</li> <li>18,517 passengers taken home by a designated driver.</li> <li>19,911 soft drinks distributed.</li> <li>58 events held.</li> <li>15 events 2008 with up to 3,000 guests of which 10% sign up to the Driver’s Corner.</li> <li>Customers, media, German policy makers and in 2007, the EU Commission have recognised and publicly acknowledged the relevance of the Driver’s Corner concept.</li> </ul>	<p>Results of an evaluation questionnaire on Driver’s Corner (run August – November 2007 with 234 participants) shows:</p> <ul style="list-style-type: none"> <li>94% thought it made a good contribution to safer roads.</li> <li>89% thought it made a positive reduction in the number of drink-drivers, and is more effective compared to restrictive measures (more police controls, laws) in doing so.</li> <li>70% would tell their friends about it after the event.</li> <li>47% already knew about the initiative before the event.</li> <li>19% knew of another prevention programme besides Driver’s Corner (most frequently mentioned: “Don’t drink and drive”).</li> </ul>
<p><b>“EUR15 – Taxi Voucher Distribution”</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of drink-driving by promoting and enabling use of alternative forms of transport.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>Coca-Cola Company</li> </ul>	<ul style="list-style-type: none"> <li>Taxi vouchers worth €15 distributed at branded events around Germany on selected promotions.</li> </ul>	<ul style="list-style-type: none"> <li>2,500 vouchers distributed since start of the campaign, including 600 in 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Champions Drink Responsibly”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of drink-driving.</li> <li>To promote safe and responsible consumption.</li> <li>2 April 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>First phase: Advertising featuring Michael Schumacher.</li> <li>Second phase: Start of the “Champions Driver’s Club” featuring Michael Schumacher in summer 2008, with the objective of championing those who act responsibly, for example designated drivers.</li> <li>In Germany, “Champions Drink Responsibly” and “Driver’s Corner” are closely connected. The campaign is presented on <a href="http://www.driverscorner.de">www.driverscorner.de</a> including the broadcast of the TV spot and the possibility to sign up as an ambassador against drink-driving.</li> </ul>	<ul style="list-style-type: none"> <li>After the launch event more than 11 million people in Germany were reached through national TV stations and press as a result of the media coverage.</li> <li>During 2008, print advertisements in German media had an overall circulation of more than 1.4 million.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation foreseen in 2009.</li> </ul>
<p><b>“Live Responsibly” advertisement</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the risks and dangers of drink-driving.</li> <li>8 June 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard Deutschland</li> </ul>	<ul style="list-style-type: none"> <li>The spot, aired on major TV channels and during popular programmes, shows a man who stops his open top car outside a club where his friends are waiting for him. As he gets out of the vehicle, he tosses his car keys through the folding top just as it is about to close. Smiling confidently, he turns to his dumbfounded friends and heads into the club to party.</li> </ul>	<ul style="list-style-type: none"> <li>13 million viewers saw the advert during the Euro Germany vs Croatia football game on 12 June 2008.</li> </ul>	<ul style="list-style-type: none"> <li>An evaluation will be carried out before the end of 2008 by an independent polling institute.</li> </ul>



<p><b>“Initiative Genußkultur”</b>  <b>“Culture of Enjoyment Initiative”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible alcohol consumption.</li> <li>• To draw a clear line between responsible enjoyment and excessive consumption/abuse of alcohol.</li> <li>• 14 May 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Pernod Ricard Deutschland</li> <li>• Diageo Germany</li> </ul>	<p>The campaign promotes the “My freedom. My responsibility” message through:</p> <ul style="list-style-type: none"> <li>• Dedicated website <a href="http://www.initiative-genusskultur.de">www.initiative-genusskultur.de</a>, which provides information about the initiative such as its aims and general information about “enjoyment”. A test can be done to determine which group of “enjoyment-seekers” the visitor belongs to.</li> <li>• Series of events in the large cities of Germany.</li> <li>• Campaigns in the restaurant business and with retailers.</li> </ul>	<ul style="list-style-type: none"> <li>• Not yet available.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“SchuJu – Schulungsinitiative Jugendschutz”</b>  <b>“Education initiative for trainees in trade, catering trade and petrol stations”</b></p> <ul style="list-style-type: none"> <li>• To train staff and cashiers to serve and sell alcohol responsibly.</li> <li>• To disseminate practical advice on how to enforce legal purchasing age limits in the on and off-trade.</li> <li>• To protect children from early and harmful alcohol consumption.</li> <li>• October 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• BSI – “Work Group Alcohol and Responsibility”</li> <li>• Trade and Catering Trade Organisations</li> <li>• Bar Keepers’ Organisation</li> <li>• Petrol Station Organisations (including large companies)</li> <li>• Association of the German Petroleum Industry</li> <li>• Teachers’ Associations</li> <li>• Chamber of Commerce and Industry</li> </ul>	<ul style="list-style-type: none"> <li>• On-line training at <a href="http://www.schu-ju.de">www.schu-ju.de</a> for employees in the on and off-trade, including petrol stations. Information material can also be ordered from the site.</li> <li>• The training covers information on the law (e.g. legal age limits for serving and selling of alcoholic beverages) and offers tips to the trade.</li> <li>• At the end of the training, a 15 question on-line test can be performed. If trainees complete the test successfully a pdf file, including a personalised certificate, is automatically mailed to them.</li> <li>• Training sessions are also organised with teachers and pupils in professional schools.</li> <li>• Kick-off press conference: all measures are accompanied by press releases to create better awareness about responsible serving and selling and for legal purchasing age limits.</li> </ul>	<p>From October 2007 until the end of June 2008:</p> <ul style="list-style-type: none"> <li>• 10,017 “information for trade staff” brochures distributed</li> <li>• 9,052 “information for restaurant staff” brochures distributed.</li> <li>• 5,208 brochures “information for petrol station staff” distributed.</li> <li>• 10,000 sheets (“bar cards”) distributed. These sheets include the summarised youth protection law concerning alcoholic drinks.</li> <li>• On-line training: 4,467 registrations for the web-based training.</li> <li>• 3 training sessions at a professional school.</li> <li>• Website: 2,736 unique visitors; 12,076 page impressions and average time spent on-site was 3.06 minutes.</li> </ul>	<ul style="list-style-type: none"> <li>• Post evaluation approximately 3 – 4 months after completion of the on-line training. Those registered receive a questionnaire to re-test their knowledge (to identify any erosion) and to learn how useful the training was for their daily job.</li> <li>• First evaluation report to be published in 2009.</li> </ul>
<p><b>“Server Education”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible serving and selling of alcoholic beverages in the on-trade.</li> <li>• 12 February 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> <li>• DBU (German Barkeeper Association)</li> </ul>	<ul style="list-style-type: none"> <li>• Server Training Booklet (containing information on the knowledge and skills needed for bartenders to comply with their social responsibilities, the regulatory environment and the effects of alcohol on the body).</li> <li>• Training modules for use during lectures cover “Social Hygiene” rules for bar staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Media coverage after the launch of the initiative: <ul style="list-style-type: none"> <li>• More than 200 views of the press release on <a href="http://www.presseportal.de">www.presseportal.de</a> within one week.</li> <li>• More than 20 articles in print and online.</li> </ul> </li> <li>• 2,000 booklets distributed to external stakeholders since the launch.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>



## Greece



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>“F1– Johnnie Walker Responsible Drinking”</b></p> <ul style="list-style-type: none"> <li>To promote the “don’t drink and drive” and the “designated driver” messages to consumers.</li> <li>To raise awareness of responsible drinking.</li> <li>5 February 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Greece</li> <li>Panos Mylonas (Greek Road Safety Institute)</li> </ul>	<p>Mika Häkkinen, campaign Ambassador:</p> <ul style="list-style-type: none"> <li>Attended a press conference which included:               <ul style="list-style-type: none"> <li>A panel discussion on the responsible drinking programme and promotion of the “Winners do not drink and drive” message.</li> <li>The distribution of a media pack which included:                   <ul style="list-style-type: none"> <li>A press release; the brand’s responsible drinking philosophy and messages; responsible drinking tips and wallet cards.</li> </ul> </li> <li>Attended the “Men of the Year” ceremony where he was handed the “Social Excellence” award for going from “F1 Champion” to “Responsible Drinking Ambassador”.</li> <li>Symbolically signed a “Never Drink and Drive” pledge board along with 15 others.</li> </ul> </li> </ul>	<p>Event attendance:</p> <ul style="list-style-type: none"> <li>22 institutional stakeholders, including: Panos Mylonas, public transport representatives and traffic police.</li> <li>55 media representatives, including: 4 national TV channels, print media and “Lifestyle” magazines.</li> </ul> <p>Media coverage:</p> <ul style="list-style-type: none"> <li>TV Coverage: 428,097 (25 – 44 age group).</li> <li>Print coverage in daily newspapers (general news, lifestyle and sports) with total circulation of 874,100.</li> <li>Internet coverage on various news and sports sites such as: <a href="http://www.in.gr">www.in.gr</a>; <a href="http://www.sport-fm.gr">www.sport-fm.gr</a>; <a href="http://www.rally.gr">www.rally.gr</a>; <a href="http://www.auto24.gr">www.auto24.gr</a>; <a href="http://www.contra.gr">www.contra.gr</a>; <a href="http://www.cosmo.gr">www.cosmo.gr</a>; <a href="http://www.msfree.gr">www.msfree.gr</a> and <a href="http://www.sportactive.gr">www.sportactive.gr</a>. Average daily visits per site: 351,100.</li> </ul>	<p>Qualitative Research in 4 focus groups showed:</p> <ul style="list-style-type: none"> <li>Consumers are responding better to responsible drinking initiatives and increasingly acknowledge the importance of the drink-drive issue.</li> <li>The use of Mika Häkkinen as a role model for responsible drinking generates mixed feelings: consumers inspired by the F1 world and drivers look to him as an aspirational responsible driving role model, others see him as a rather distant personality.</li> <li>“Winners always stay in control” is seen as an engaging platform.</li> </ul>
<p><b>“You give the message”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the “don’t drink and drive” message.</li> <li>To promote the use of a designated driver or alternative transportation after a night out.</li> <li>Pilot, June – July 2008.</li> <li>National roll-out, 17 – 21 September 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Greece</li> <li>Panos Mylonas (Greek Road Safety Institute)</li> <li>ELPA (Automobile and Touring Club of Greece)</li> <li>Greek Transport Union</li> </ul>	<p>Pilot campaign in Athens involved:</p> <ul style="list-style-type: none"> <li>Promotional team visit of various on-trade outlets from Thursday afternoon’s until Sunday afternoon’s to: inform consumers about the don’t drink and drive message; encourage them to designate a driver for the following night out and hand out information leaflets containing bus routes and taxi telephone numbers.</li> <li>On the spot, reward for the designated driver with a gift and a group photo.</li> <li>Consumer competition to propose responsible drinking messages with either on-trade or on-line entry. Messages published on the campaign microsite the next day (<a href="http://www.dontdrinkanddrive.gr">www.dontdrinkanddrive.gr</a>).</li> <li>Information stand at the 2008 Athens Tuning Show, a fun, interactive, inspiring and up-to-date car show that takes place in Greece, in order to reach specific consumers with the campaign.</li> <li>Nationwide roll-out in September to further spread the message.</li> </ul>	<p>The Athens campaign:</p> <ul style="list-style-type: none"> <li>Ran for 11 days in 42 outlets.</li> <li>Reaching 2,320 consumers.</li> <li>38% of consumer messages were collected on-trade (874 messages)</li> </ul> <p>Nationwide:</p> <ul style="list-style-type: none"> <li>15,000 consumers were reached over 5 days.</li> <li>1,250 messages were collected on-trade.</li> </ul>	<p>Results of the pilot (137 participants) showed:</p> <ul style="list-style-type: none"> <li>29% would plan how to get home responsibly after a night out.</li> <li>84% welcomed the campaign length.</li> <li>80% welcomed the campaign messages.</li> <li>97% appreciated the promotional team’s role.</li> <li>72% enjoyed taking part in the competition to produce prevention messages.</li> <li>64% found the idea of rewarding the designated driver a good incentive.</li> <li>75% thought the campaign concept and its roll-out was a good idea. Results of the national campaign will be available in December 2008.</li> </ul>



## Hungary



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>“Bulisoför”</b>  <b>“Designated Driver”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of drink-driving among young drivers.</li> <li>To promote the use of a designated driver.</li> <li>To reduce the number of alcohol-related road accidents.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>HAFRAC</li> <li>Global Road Safety Partnership</li> <li>Police Forces</li> </ul>	<ul style="list-style-type: none"> <li>Bulisoför team of young people visit discos and bars to: raise awareness of the dangers of drink-driving; promote the designated driver concept; distribute leaflets with information and tips to avoid drinking and driving and reward those willing to be the designated driver with a small gift.</li> <li>Bulisoför team appearances on various TV and radio programmes to raise awareness of the designated driver concept.</li> <li>Description of Bulisoför on HAFRAC website (<a href="http://www.hafrac.org">www.hafrac.org</a>).</li> <li>Police involvement by distributing the Bulisoför leaflet during controls.</li> <li>Bulisoför is a signatory of the Hungarian Road Safety Charter.</li> </ul>	<p>During 2007:</p> <ul style="list-style-type: none"> <li>10 towns in Hungary and 40 premises visited by the Bulisoför team.</li> <li>Half a million young people reached through the website.</li> <li>200,000 leaflets distributed.</li> <li>Increased interest in Bulisoför through the radio contest: more than 200 slogans were sent in and large amount of votes to chose a slogan were received.</li> </ul>	<p>Evaluations conducted by Gallup Hungary in 2007 showed:</p> <ul style="list-style-type: none"> <li>Awareness of the Bulisoför concept had risen from 0% in January 2006 to 50% in November 2007, in the target group.</li> <li>2007 target objective reached: 90% of drivers polled were aware of the 0 BAC limit.</li> </ul>
<p><b>“Champions Drink Responsibly”</b></p> <ul style="list-style-type: none"> <li>To raise awareness and educate consumers not to drink and drive.</li> <li>April 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>The program includes advertising, consumer engagements, public relations and digital media to assist Bacardi–Martini in raising awareness about responsible drinking with a focus on communicating an international “drinking and driving don’t mix” social responsibility message.</li> <li>Michael Schumacher faces the campaign, which includes: a press release about the campaign; advertorial press communication in lifestyle magazines; interviews with local celebrities about the campaign and a consumer education leaflet.</li> </ul>	<p>From launch until the end of June 2008:</p> <ul style="list-style-type: none"> <li>19 press releases.</li> <li>Approximately 2,750,000 consumers reached through the PR campaign and editorial news.</li> <li>90,000 consumers through radio coverage.</li> <li>1,200,000 consumers reached through celebrity interviews on TV.</li> <li>400,000 consumers reached on-line.</li> <li>Approximately 800,000 consumers reached through lifestyle magazines.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Champions Advice: Never Drink and Drive”</b></p> <ul style="list-style-type: none"> <li>To promote the designated driver concept and to educate consumers not to drink and drive.</li> <li>17 July – 30 August 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Hungary</li> <li>Zwack Unicum plc.</li> <li>Hungarian Police and Traffic Police</li> <li>HAFRAC</li> <li>MSZSZT (Hungarian Spirits Association)</li> </ul>	<ul style="list-style-type: none"> <li>Mika Häkkinen, the Hungarian police and traffic police promoted the responsible drinking message “Champions Advice: Never drink and drive” through signing a public pledge against drink-driving at the Liszt Ferenc Square in Budapest on the afternoon of 31 July. Water bottles and leaflets containing responsible drinking messages were also distributed.</li> <li>Mika took the opportunity during police patrols to further spread the message by advising about responsible drinking, distributing water bottles and leaflets containing responsible drinking messages.</li> </ul>	<ul style="list-style-type: none"> <li>Wide media coverage reached approximately 9.9 million people.</li> <li>4,000 water bottles and 19,000 leaflets were distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>"Driver's Corner"</b></p> <ul style="list-style-type: none"> <li>To promote the designated driver concept and to educate consumers not to drink and drive.</li> <li>April 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>During regular on-trade Bacardi-Martini brand promotions, consumers who sign up as designated driver for the evening are offered three soft drinks during the night.</li> </ul>	<p>From launch until the end of June 2008:</p> <ul style="list-style-type: none"> <li>100 on-trade promotions took place.</li> <li>500 consumers were designated driver.</li> </ul>	<ul style="list-style-type: none"> <li>Results of the 2008 evaluation will be published at the beginning of 2009.</li> </ul>
<p><b>"2340"</b></p> <ul style="list-style-type: none"> <li>To inform consumers about low risk levels of consumption.</li> <li>To raise awareness of responsible alcohol consumption.</li> <li>June 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>HAFRAC</li> <li>EFRD</li> <li>Ministry of Health</li> <li>Medical experts</li> <li>Civil organisations</li> </ul>	<ul style="list-style-type: none"> <li>Campaign launch in June with the distribution of leaflets explaining the "2340" guidelines such as recommended units for men and women and when not to drink.</li> <li>Dedicated website <a href="http://www.alkoholtfelelosen-2340.hu">www.alkoholtfelelosen-2340.hu</a>, launched in September 2008.</li> <li>Radio contest to test consumer understanding of the "2340" concept, run during the Autumn.</li> </ul>	<ul style="list-style-type: none"> <li>6 events.</li> <li>4 press articles in two popular newspapers Népszabadság and Magyar Nemzet.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation foreseen by the end of 2009.</li> </ul>
<p><b>"Server Training Programme"</b></p> <ul style="list-style-type: none"> <li>To raise awareness amongst on-trade owners and staff on social responsibility obligations and legal requirements.</li> <li>2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>HAFRAC</li> <li>EFRD</li> <li>ICAP</li> <li>KIT (Training Center for Trade and Tourism)</li> </ul>	<ul style="list-style-type: none"> <li>"Alkohol-kiszolgálás felelősséggel: Készítők Kézikönyve" (Responsible Service of Alcohol: A Trainer's Guide) booklet given to participants including the CD-ROM used during the training session.</li> <li>Participants were asked to fill out an evaluation form before and after the training. A follow up telephone interview took place five months after training.</li> <li>Trainers were also asked to comment on the sessions and teaching materials.</li> <li>Results of the pilot will be studied to see if improvements need to be made, before rolling-out the programme nationwide.</li> </ul>	<ul style="list-style-type: none"> <li>Initiative took place in four different cities, including Budapest.</li> <li>Six training groups, with total of 109 participants.</li> <li>Participants came from a wide range of HORECA areas: eg. waiters, bartenders, cooks and HORECA students.</li> </ul>	<p>Results (based on 109 participants and 99 answers/96 in the follow-up) show:</p> <ul style="list-style-type: none"> <li>92% were satisfied with the preparation of the training.</li> <li>The training course was graded "good" by the majority (92%).</li> <li>Course length was graded "satisfactory" by 81%; 19% found it too long.</li> <li>55% had used the material during the 5 months between evaluations.</li> <li>The CD-ROM was found useful by 70% and the vast majority do not suggest changes.</li> </ul> <p>Post evaluation on new knowledge:</p> <ul style="list-style-type: none"> <li>76% felt they knew more about the licensing law.</li> <li>85% felt they knew more about alcohol.</li> <li>90% felt they had learnt how to create the right atmosphere.</li> <li>84% felt they had developed better people skills</li> </ul> <p>Post evaluation on the usefulness of the acquired knowledge in relation to their job:</p> <ul style="list-style-type: none"> <li>43% "very useful" for the licensing law.</li> <li>52% "very useful" for alcohol.</li> <li>43% "very useful" for creating the right atmosphere.</li> <li>60% "very useful" for people skills.</li> </ul> <p>Follow-up after 5 months give lower results but the need for "people skills" remained at 60%.</p>



Ireland



<p><b>“Server Training Programme”</b></p> <ul style="list-style-type: none"> <li>To educate on-trade staff about the responsible serving of alcohol, thus raising the standard of experience and safety for the consumer.</li> <li>April 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Training takes place in bartender schools; in the catering high school; in selected on-trade outlets as vocational training for existing bartenders and in different third party companies.</li> <li>Presentation given on responsible serving and drinking, distributed to the audience in hard copies.</li> </ul>	<p>From launch until the end of June 2008:</p> <ul style="list-style-type: none"> <li>96 training sessions took place of which:             <ul style="list-style-type: none"> <li>33 held at bartender schools.</li> <li>58 held at catering schools.</li> <li>5 held at third party companies.</li> </ul> </li> <li>A total of 1,100 staff took part.</li> </ul>	<ul style="list-style-type: none"> <li>On-trade sales force regularly check the standards of responsible serving. Follow-up training is given if necessary.</li> <li>Change in consumer experience was measured by random interviews made by the promotional staff during on-trade promotions.</li> <li>Results of the 2008 evaluation will be published at the beginning of 2009.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Alcohol – A Guide for Parents”</b></p> <ul style="list-style-type: none"> <li>To provide parents with tools with which to discuss alcohol with their children.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> </ul>	<p>A booklet, developed for MEAS by experts, providing information on:</p> <ul style="list-style-type: none"> <li>Young people and alcohol.</li> <li>The influence of family and friends.</li> <li>The influence of school and community.</li> <li>The way parents can help their children.</li> </ul>	<ul style="list-style-type: none"> <li>Positive public response and more than 270,000 copies distributed to date.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Drive Straight and Designate”</b></p> <ul style="list-style-type: none"> <li>To encourage the use of a designated driver as normal behaviour and thereby reducing the incidence of alcohol-related road accidents by reducing the prevalence of drink-driving.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>An Garda Síochána</li> <li>The Road Safety Authority</li> <li>The AA</li> <li>European Commission</li> <li>Soft drinks distributors in Ireland</li> <li>CCBI (Coca-Cola Bottlers Ireland)</li> <li>Cross-party political support</li> </ul>	<ul style="list-style-type: none"> <li>Run on a yearly basis at Christmas and during other holiday periods, the designated driver concept is promoted through: national and regional media; on-trade washroom advertising; trade competitions; PR, designated driver themed e-cards and campaign posters.</li> <li>Since 2004, supported by MEAS, CCBI have ran a campaign entitling designated drivers to three free drinks from participating premises, providing an added incentive to take on the “designated driver” role.</li> </ul>	<ul style="list-style-type: none"> <li>103% year-on-year increase in the number of licensees participating in the CCBI Designated Driver initiative until December 2007.</li> <li>2,354 pubs, clubs, hotels and restaurants participated in the Christmas 2007 campaign, a 17% year-on-year increase.</li> <li>In 2008, encouraged by the response from the public as well as the licensed trade, CCBI, with continued support from MEAS and industry trade associations, started running the campaign during the St. Patrick’s Day Festival and Easter.</li> </ul>	<ul style="list-style-type: none"> <li>Results of previous evaluations (see p.28 of the 2007 Drinks Industry Initiatives Brochure).</li> </ul>



<p><b>“Morning After”</b></p> <ul style="list-style-type: none"> <li>To highlight the dangers of drink-driving the morning after a night's drinking.</li> <li>November 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>The Road Safety Authority</li> <li>An Garda Síochána</li> </ul>	<ul style="list-style-type: none"> <li>Radio adverts and posters displayed in pubs and clubs explain how traditional “stomach liners” or “cures” don’t speed up the process by which alcohol is eliminated from the body.</li> <li>Handy, “ATM” sized information card details what a standard drink is, how long it takes your body to get rid of alcohol, as well as providing space to write down a taxi phone number. Available in English, Irish and Polish, they are distributed through An Garda Síochána plus a number of other organisations and companies who are supporting the campaign.</li> </ul>	<p>Until June 2008:</p> <ul style="list-style-type: none"> <li>775,000 “Morning After” information cards have been distributed including:             <ul style="list-style-type: none"> <li>63,400 in Polish.</li> <li>10,000 in Irish.</li> </ul> </li> </ul>	<p>Results of independent qualitative research in January 2008 shows:</p> <ul style="list-style-type: none"> <li>The advice was welcomed and was seen as relevant and appropriate.</li> <li>The radio adverts were seen as giving relevant timely advice in a clear cut and easy to understand manner.</li> </ul>
<p><b>“Choice Zone”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible consumption of alcoholic beverages.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Ireland</li> </ul>	<ul style="list-style-type: none"> <li>Film and interactive media to challenge visitors to reflect on their own drinking habits and the choices they make around the consumption of alcohol.</li> <li>Exhibit purposely positioned to avoid a defensive, moralising or judgmental dialogue with visitors and to create a balanced, fair and open understanding of alcohol in society.</li> <li>Use of storehouse communications channels, which are international and geared towards tourism/cultural audiences.</li> <li>Irish media, with an interest in responsible drinking, targeted.</li> </ul>	<ul style="list-style-type: none"> <li>Impact information (see p.29 of the 2007 Drinks Industry Initiatives Brochure).</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Respect Alcohol, Respect Yourself”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible consumption of alcoholic beverages among the third level student population of Ireland.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>Union of Students in Ireland</li> </ul>	<ul style="list-style-type: none"> <li>Bi-annual on-campus poster campaign across third-level institutions highlighting the risks run by young people when they drink excessively.</li> <li>The autumn term campaign runs from mid-September to mid-November.</li> <li>The spring term campaign runs from the beginning of February to the end of March</li> <li>September 2007 and February 2008, posters encouraging the download of “No Nonsense” student guide were also included in the washroom campaign.</li> </ul>	<ul style="list-style-type: none"> <li>The “Respect Alcohol, Respect Yourself” message reaches over 200,000 students in 26 institutions across Ireland per campaign.</li> </ul>	<ul style="list-style-type: none"> <li>Direct feedback from the college authorities indicate that the posters are very popular with the students and that on campus support is “extremely good”.</li> </ul>



<p><b>“drinkaware.ie”</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking and challenge anti-social behaviour around drinking.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>Large number of commercial and non-commercial bodies</li> </ul>	<ul style="list-style-type: none"> <li>Supported by a website (<a href="http://www.drinkaware.ie">www.drinkaware.ie</a>) of the same name, drinkaware.ie is a consumer focused initiative. All outgoing consumer communications from MEAS are under the drinkaware.ie brand.</li> <li>The website provides information about standard drinks, the effects of alcohol on the body and information relating to different stages and contexts, as well as downloadable drinkaware.ie guides, produced to support the communication campaigns.</li> <li>Communication campaigns are delivered at key periods during the calendar year.</li> <li>Since January 2007, hand held standard drinks calculator disks distributed to third-level educational institutions, community groups, health bodies, companies and businesses, as well as members of the public.</li> <li>In February 2008, a promotion booklet entitled “All About Drinkaware” was published to support the campaigns.</li> </ul>	<ul style="list-style-type: none"> <li><a href="http://www.drinkaware.ie">www.drinkaware.ie</a> has seen over 22 million hits since its launch in November 2006 (as of end of September 2008).</li> <li>The drinkaware.ie website received its highest recorded number of visits in July this year, visits for this month totalled 14,893. This broke the previous record of 11,605 visits in December 2006.</li> <li>This sharp increase in visits coincided with drinkaware.ie's “Festivals” campaign and the largest of Ireland's summer festivals (Oxegen, took place 11-14 July and attracted over 80,000 attendees).</li> <li>Visitor numbers for August dropped slightly but were still close to the previous record, reaching 10,507 visits over the course of the month.</li> <li>This however represented a 217% increase on visitors to the site over August 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative and Quantitative independent research was carried out in January 2007 and January 2008 by Lansdowne Market Research. 2007 data was used as a benchmark in order to track attitudinal and behavioural trends.</li> </ul> <p>The research found that:</p> <ul style="list-style-type: none"> <li>2008 overall awareness levels for MEAS and drinkaware.ie are consistent and comparable with 2007 figures.</li> <li>2008 awareness levels are higher in the key target audience of 18-29 year olds.</li> <li>There is strong endorsement for MEAS to advertise about responsible drinking, with over 8 in 10 adults seeing this as a good thing to do.</li> <li>Consistent with 2007, over 8 in 10 Irish adults agree that: <ul style="list-style-type: none"> <li>Being drunk in public is unattractive.</li> <li>Excessive drinking is becoming less acceptable.</li> <li>There is a growing awareness of the effects of excessive drinking.</li> </ul> </li> <li>These scores are higher for those who have seen the drinkaware “Had Enough” advertising.</li> </ul>
<p><b>“Had Enough”</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking and challenge anti-social behaviour around drinking.</li> <li>September 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> </ul>	<ul style="list-style-type: none"> <li>Following on from the “Know the one that's one too many” campaign, in addition to TV adverts, the campaign also features in bars, nightclubs and cinemas along with extensive outdoor, commuter, online and radio advertising. The unacceptable impact of drunken behaviour on a range of innocent parties, including Accident &amp; Emergency nurses, people walking alone, taxi-drivers, shop workers and neighbours of a noisy house party is highlighted. In all cases, the principal characters – the social innocents – turn to the camera and state, “I've had enough”.</li> <li>The video can be viewed on <a href="http://www.drinkaware.ie">www.drinkaware.ie</a>.</li> </ul>	<ul style="list-style-type: none"> <li>Overall, the campaign proved positive among the public with the “nurse” and “taxi driver” versions proving most popular.</li> </ul>	<ul style="list-style-type: none"> <li>Quantitative and qualitative research evaluation to be commissioned in January 2009.</li> <li>More generally research on the drinkaware.ie campaigns has noted positive shifts in what is considered to constitute acceptable drunken behaviour, indicating that the public is becoming less tolerant of public drunkenness.</li> <li>The national opinion survey commissioned by MEAS in 2008 found that there was a 19% reduction (compared to 2007) in 18 – 29 year olds who reported having been hung-over in the past month. There was an 18% reduction amongst the general population stating they have been “drinking more than I should have” in the last month.</li> </ul>
<p><b>“All Ireland Championships”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the drinkaware.ie message to consumers attending large sporting occasions.</li> <li>July – September 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> </ul>	<ul style="list-style-type: none"> <li>Tactical campaign to support the “Had Enough” creative treatment as part of the drinkaware.ie brand initiative.</li> <li>Consumers enjoying “All Ireland Championship” events are targeted. TV adverts were shown during major live football games and advert stings were placed on <a href="http://www.rte.ie">www.rte.ie</a> in advance of online sports streaming.</li> </ul>	<ul style="list-style-type: none"> <li>Not available at present.</li> </ul>	<ul style="list-style-type: none"> <li>Not available at present.</li> </ul>





<p><b>“Alcohol, Sport and You”</b></p> <ul style="list-style-type: none"> <li>To inform individuals on the influence of alcohol when taking part in sporting activities.</li> <li>October 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>Sports bodies</li> </ul>	<ul style="list-style-type: none"> <li>The pocket size guide aims to dispel commonly held fitness myths that fit people can drink more without getting drunk or that hangovers can be sweated out of the body. It contains information about how and why alcohol affects the body and impacts on performance.</li> <li>Key sports organisations have supported distribution of the guide.</li> <li>Available for download on <a href="http://www.drinkaware.ie">www.drinkaware.ie</a>.</li> </ul>	<ul style="list-style-type: none"> <li>Until June 2008, 115,000 guides have been distributed through a number of channels, including various national governing bodies of sport, and CUSAI (Colleges and Universities Sports Association of Ireland) including:             <ul style="list-style-type: none"> <li>10,500 copies of the guide were inserted in competitor registration packs for the 2007 Dublin City Marathon.</li> <li>40,000 copies were distributed at the 2008 Ladies Mini-Marathon.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“No Nonsense”</b></p> <ul style="list-style-type: none"> <li>To offer students practical advice about drinking.</li> <li>October 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>Union of Students in Ireland</li> </ul>	<ul style="list-style-type: none"> <li>Guide offering practical advice for students about drinking, such as: Having something to eat before drinking; drinking water before going to sleep; general safety advice and how long it takes for alcohol to leave the system.</li> <li>Welfare Officers from student unions in colleges and universities across Ireland distribute the guide.</li> <li>Available for download on <a href="http://www.drinkaware.ie">www.drinkaware.ie</a>.</li> </ul>	<p>From launch until October 2008:</p> <ul style="list-style-type: none"> <li>Over 78,000 hard copies of the guide were distributed.</li> <li>7,870 guides were downloaded from the website.</li> </ul>	<ul style="list-style-type: none"> <li>The response from students regarding the tone and content of the guide has been positive.</li> </ul>
<p><b>“Festival Survival”</b></p> <ul style="list-style-type: none"> <li>To offer practical advice about how to enjoy a festival safely.</li> <li>June 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>An Gardaí Síochána</li> <li>MTV, MCD</li> <li>POD Concerts</li> <li>Phantom 105.2</li> <li>Cherry Cool Promotions</li> <li>The Star newspaper</li> </ul>	<ul style="list-style-type: none"> <li>Aimed at music fans attending summer festivals in Ireland, the guide offers practical advice about how to enjoy festivals safely, such as using public transport to and from festivals where possible or designating a non-drinking driver.</li> <li>Promoted through outdoor, radio and internet advertising, and in 2008, also via a dedicated MTV website competition page <a href="http://www.mtv.ie/drinkaware">www.mtv.ie/drinkaware</a>. The answers to the questions are contained within the guide, which can be downloaded from that same page.</li> <li>To further promote the guide, the listing of the festivals is provided as well as music gig ticket giveaways.</li> </ul>	<ul style="list-style-type: none"> <li>During 2007, over 100,000 guides were distributed and 185,000 guides were downloaded from <a href="http://www.drinkaware.ie">www.drinkaware.ie</a>.</li> <li>In 2008, MEAS distributed over 180,000 hard copies of the guide.</li> </ul>	<ul style="list-style-type: none"> <li>This campaign will be evaluated within the context of the quantitative and qualitative research to be commissioned in January 2009.</li> </ul>
<p><b>“dare2drinkaware” competition</b></p> <ul style="list-style-type: none"> <li>To challenge young people to identify the relationship between Irish culture and drinking.</li> <li>November 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>The Digital Hub Development Agency</li> <li>Union of Students in Ireland</li> </ul>	<ul style="list-style-type: none"> <li>Pilot film competition open to Dublin colleges, going nationwide in 2009.</li> <li>Aimed at third-level students aged between 18 and 25, with a €5,000 prize fund.</li> <li>Winning 3-5 minute shorts chosen based on their creativity, insight and opinion on the topic of young people and alcohol, uploaded onto <a href="http://www.dare2drinkaware.com">www.dare2drinkaware.com</a>, <a href="http://www.myspace.com">www.myspace.com</a> and <a href="http://www.youtube.com">www.youtube.com</a>.</li> <li>First awards ceremony held in April 2008, with judges including high-profile figures from the Irish film industry.</li> </ul>	<ul style="list-style-type: none"> <li>5 films were shortlisted from 26 competition entries.</li> <li>Of 14 Dublin colleges approached, 10 colleges entered the competition.</li> <li>The films on “myspace” and “youtube” prompted great interest in the competition.</li> </ul>	<ul style="list-style-type: none"> <li>Feedback from the first year’s entrants was incorporated into the plan for year 2.</li> </ul>



<p><b>“Responsible Serving of Alcohol (RSA) Programme”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving and selling of alcoholic beverages.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>Department of Health and Children</li> <li>Fáilte Ireland (National hospitality training body)</li> </ul>	<ul style="list-style-type: none"> <li>Interactive workshop using case studies and role plays to reinforce skills, encourage full discussion and to guide those serving alcohol on how to deal with drunkenness, underage drinking and drink-driving.</li> <li>Advice for license holders to develop serving practices and policies that will minimise the risk of problems resulting from inappropriate alcohol consumption.</li> <li>From 2007: Working Group established under Alcohol Misuse Social Partnership Initiative to make recommendations on training for responsible serving and selling of alcohol in the changing market environment.</li> </ul>	<ul style="list-style-type: none"> <li>To date approximately 7,000 people trained through the RSA programme, leading to an increase in the standard of serving practices of license holders and their staff.</li> <li>Review of the programme by a broad based group, including on and off-trade representative bodies and public health representatives, to secure significantly increased participation in the future by sellers and servers of alcohol.</li> <li>Sponsored by the Social Partnership on Alcohol Misuse Working Group, a review of all Irish responsible selling and serving of alcohol programmes has been completed and a submission on the Group's recommendations is being finalised.</li> </ul>	<ul style="list-style-type: none"> <li>Data on programme attendance and participant's feedback has been made available for consideration by the review group.</li> </ul>
<p><b>“Clear thinking, Responsible Drinking”</b></p> <ul style="list-style-type: none"> <li>To implement an effective Responsible Drinking Awareness programme across all functions and sites in Diageo Ireland.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Ireland</li> </ul>	<ul style="list-style-type: none"> <li>Information and awareness campaign for all Diageo Ireland employees communicated through multi-media communication channels such as: poster campaign on all sites; “E-zine” newsletters; Group wide IT server for screensplashes, posters and a drinks wheel calculator and standard size measuring glass (with key messages about responsible hosting).</li> <li>At the end of summer 2007, employees had a chance to enter a competition to demonstrate their awareness of the campaign. The winning prize was a trip to the Italian formula one race in September.</li> </ul>	<ul style="list-style-type: none"> <li>Over 2,200 employees reached (Island of Ireland business – North and South).</li> <li>More than 300 employees entered the competition – the highest of any competition run.</li> </ul>	<p>160 employees responded to a survey on the programme at the end of 2007. Results showed:</p> <ul style="list-style-type: none"> <li>87.1% either agree or strongly agree that the programme raised their awareness of responsible drinking.</li> <li>85.2% either agree or strongly agree that the programme raised their awareness about alcohol consumption and its effects.</li> <li>64.6% found the newsletter either informative or very informative, with 64% finding it easy or very easy to understand.</li> <li>74.2% found the “drinks wheel” very informative or very informative, with 73.6% finding it easy or very easy to understand.</li> <li>82% now have a better understanding why Diageo is committed to promoting responsible drinking.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Grinzane Cinema Film Festival”</b></p> <ul style="list-style-type: none"> <li>To educate high school students about responsible drinking.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>In 2008, the festival lasted four days, during which the “Champions Drink Responsibly” advertisement was screened before films.</li> <li>During the festival prize ceremony, actress Claudia Gerini won the “Special Martini &amp; Rossi” prize, rewarding her for her typical “Mediterranean Style” (moderate) behaviour.</li> <li>Roundtable with opinion leaders, Professor Liborio Termine, press and students about responsible behaviour, focusing on the “Don't Drink and Drive” subject.</li> </ul>	<ul style="list-style-type: none"> <li>16,000 students reached during the Grinzane Cinema Film Festival.</li> <li>230 screening spots.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>

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<p><b>“Guida il Tuo Team”</b> <b>“Drive your Team”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness, especially among young people, of the risks related to drink-driving.</li> <li>• To promote the designated driver concept.</li> <li>• 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Diageo Italy</li> <li>• ACI (Automobile Club of Italy)</li> <li>• Silb (Italian representation of night outlets)</li> <li>• Municipalities of Venice, Torino and Rimini traffic police.</li> </ul>	<ul style="list-style-type: none"> <li>• Communication campaign through ACI branches and nationwide distribution of responsible drinking information.</li> <li>• May 2008 saw the launch of <a href="http://www.guidailtuoteam.it">www.guidailtuoteam.it</a>, on-trade promotional activities in Venice, Turin and Rimini, including a competition to win “safe driving courses” with Mikka Häkkinen (run by ACI) in October.</li> </ul>	<p>In 2008:</p> <ul style="list-style-type: none"> <li>• 10 on-trade events in 3 cities.</li> <li>• 65 ACI branches took part.</li> <li>• 10,000 leaflets distributed.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation results by the end of the year.</li> </ul>
<p><b>“Non guidare. Lasciati Guidare” Havana Club buses</b> <b>“Don’t Drink and Drive”</b></p> <ul style="list-style-type: none"> <li>• To reduce incidence of drink-driving by promoting and enabling the use of alternative forms of transport.</li> <li>• June 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Pernod Ricard Italy</li> </ul>	<ul style="list-style-type: none"> <li>• Use of the headline of Havana Club “El culto a la vida” to promote responsible drinking and the “Don’t Drink and Drive” message.</li> <li>• Run 5 nights a week from mid-June to mid-September, buses transport young adults to and from the main clubs on the Adriatic coast, Milan, Rome and the Tirreno coast preventing consumers drink-driving.</li> </ul>	<p>In Emilia Romagna and Versilia:</p> <ul style="list-style-type: none"> <li>• 11 buses per night during 11 weeks.</li> <li>• 150 passengers per bus per day.</li> <li>• Total of 105,000 passengers.</li> </ul> <p>In Rome:</p> <ul style="list-style-type: none"> <li>• 16 buses per night during 14 weeks.</li> <li>• 250 passengers per bus per day.</li> <li>• Total of 225,000 passengers.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Champions Drink Responsibly”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness about the dangers of drink-driving.</li> <li>• To promote the use of alternative transport to get home safely after an evening out.</li> <li>• May – June 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> </ul>	<p>Promotion of the Michael Schumacher “Champions Drink Responsibly” message through:</p> <ul style="list-style-type: none"> <li>• Advertisements on major Italian national and private TV channels from 25 May to 15 June.</li> <li>• On-trade, non brand-promotional, distribution of leaflets in June.</li> </ul>	<ul style="list-style-type: none"> <li>• 142 broadcasts, reaching more than 28 million viewers.</li> <li>• 200,000 leaflets distributed.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Stewards of the night”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible drinking among young adults.</li> <li>• April – October 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Pernod Ricard Italy</li> <li>• Milan Council</li> <li>• Night Club Association of Corso Como</li> </ul>	<p>Every weekend from 10pm to 3am, trained stewards patrolled outside of night clubs in Milan’s Corso Como and Corso Sempione districts to:</p> <ul style="list-style-type: none"> <li>• Maintain public order.</li> <li>• Distribute flyers on responsible drinking.</li> <li>• Advise how to get home safely (night buses sponsored by the City of Milan, taxi telephone numbers, etc).</li> </ul>	<ul style="list-style-type: none"> <li>• Corso Como: 110 night club events, 2 stewards reached about 100 consumers per evening.</li> <li>• Corso Sempione: 70 night club events, 3 stewards reached about 150 consumers per evening.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>



<p>“Stile mediterraneo” “Mediterranean style”</p> <ul style="list-style-type: none"> <li>To promote a responsible, moderate and conscious way of drinking.</li> <li>15 – 30 June 2008.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>FEDERVINI</li> </ul>	<ul style="list-style-type: none"> <li>Cinema spot to promote the “Mediterranean style” (moderation). A sequence of people and situations are shown to highlight the difference between moderation and excess, whilst subtly suggesting that moderation is best.</li> </ul>	<ul style="list-style-type: none"> <li>Shown 5,700 times on 95 screens.</li> <li>106,315 people directly reached.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p>“Employee Alcohol Policy”</p> <ul style="list-style-type: none"> <li>To raise awareness of responsible consumption among employees.</li> <li>June 2008, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>Pernod Ricard Italy</li> <li>C.A.S.A (Alcohol Social Aspects Committee)</li> </ul>	<p>Code of Conduct, compulsory for all employees and contractors, both during and outside working hours. The code:</p> <ul style="list-style-type: none"> <li>Promotes responsible alcohol consumption especially in connection with driving and young people.</li> <li>Addresses the issue of drink-driving and requires that employees who have drunk alcohol take a breathalyser test. (In the case of a test being positive, a hotel room or a taxi home is paid for by Pernod Ricard).</li> <li>States that in case of non-compliance with the code of conduct an employee may be sanctioned or fired, depending on the gravity of the situation.</li> </ul>	<ul style="list-style-type: none"> <li>177 employees concerned by the code.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p>“Alcohol onder de 16, natuurlijk niet” “Alcohol under 16, certainly not”</p> <ul style="list-style-type: none"> <li>To raise awareness of the legal purchase age.</li> <li>1 July 2008, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>STIVA</li> <li>CBL (Food Retailer Trade Association)</li> <li>KHN (Catering Association)</li> <li>PVAD (Platform for the sale of alcoholic drinks)</li> </ul>	<ul style="list-style-type: none"> <li>New slogan replacing “alcohol onder 16, nog even niet” on all TV and print advertisements for alcoholic beverages with an alcohol percentage of 0.5 to 15% (legal purchase age is 16 in the Netherlands).</li> <li>Website targeting parents, young people and teachers with relevant information on alcohol-related topics (launched in 2006, see p.34 of the 2007 Drinks Industry Initiatives Brochure) has been updated and re-launched accordingly to fit with the new slogan (<a href="http://alcoholonderde16natuurlijkniel.nl">http://alcoholonderde16natuurlijkniel.nl</a>).</li> </ul>	<ul style="list-style-type: none"> <li>The new website has been running since 5 August 2008. It received over 1,000 visitors in the first month.</li> </ul>	<ul style="list-style-type: none"> <li>Results of the 2007 evaluation (see p.34 of the 2007 Drinks Industry Initiatives Brochure).</li> </ul>
<p>“Drank kopen kent zijn leeftijd” “Buying alcohol means knowing the purchase age limits”</p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of underage alcohol consumption.</li> <li>To inform about minimum purchase age legislation.</li> <li>2001, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>STIVA</li> </ul>	<ul style="list-style-type: none"> <li>Stickers showing the minimum purchasing ages for alcoholic drinks (16 for an alcohol content of 0.5% to 15% and 18 for an alcohol content of 15% or more) distributed to retailers, pubs and clubs.</li> </ul>	<ul style="list-style-type: none"> <li>6,000 stickers distributed every year.</li> <li>40,000 stickers have been distributed since 2001.</li> <li>Similar stickers showing the minimum purchasing ages for alcoholic beverages were distributed by restaurant and café chains KHN and the PVAD.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>

The Netherlands





<p><b>"Te jong? Geen alcohol!"</b> <b>"Too young? No alcohol!"</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of underage alcohol consumption.</li> <li>To raise consumer awareness of the legal purchase age.</li> <li>1 December 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Educational labels with "Too young? No alcohol!" and the website address on all 275 ml. bottles of Bacardi Breezer.</li> <li>Website (<a href="http://www.tejonggeenalcohol.nl">www.tejonggeenalcohol.nl</a>) gives more background information on the reasons why under 16's should not drink. It was extended in 2008 as a parental platform and open forum for parents to discuss their children's drinking issues.</li> <li>Both labels and website target young people, their parents and any other person who might need more information on this subject (like teachers).</li> </ul>	<ul style="list-style-type: none"> <li>Average of 300 visitors per month to the website.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>"BOB"</b></p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drink-driving.</li> <li>To encourage the use of a designated driver as normal behaviour.</li> <li>2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>STIVA</li> <li>CBK (Brewers Trade Association)</li> <li>Wine and Spirits Producers</li> <li>Dutch Safe Traffic Organisation</li> <li>Ministries of Transport and Health</li> </ul>	<ul style="list-style-type: none"> <li>Campaign includes: warning signs in motorway parking areas; leaflets; key-rings; gimmicks; balloons; pens; clothing; beer mats; billboards and the BOB promotional team bus.</li> <li>The 2008 Summer campaign was "kicked-off" at the Dutch national football team's campsite in Switzerland during the European Football Championship. Visitors at national and local level sports and music events could also play "BOB blaas games" ("blow football") to win prizes.</li> <li>Campaign supported online and with virtual games (winners could win an inflatable lilo in the shape of the BOB logo) on <a href="http://www.bobjijofbobik.nl">www.bobjijofbobik.nl</a> and <a href="http://www.jebenttopbob.nl">www.jebenttopbob.nl</a>.</li> </ul>	<ul style="list-style-type: none"> <li>3,000 football fans visited the "BOB blaas games" "kick-off".</li> <li>7 national events visited during the summer months.</li> <li>Almost 900,000 people visited events where the "BOB blaas games" were present.</li> <li>June-October 2008 the <a href="http://www.jebenttopbob.nl">www.jebenttopbob.nl</a> website was visited 48,000 times.</li> <li>30,000 visitors played the virtual games.</li> <li>Visitors played the virtual games more than once: in total the games were played 100,000 times.</li> <li>600 winners of the "BOB lilo" (50 winners per week, during 12 weeks).</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>"Champions Drink Responsibly – Champions Driver's Club"</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of drink-driving.</li> <li>To offer alternatives to drink-driving and to promote the designated driver concept.</li> <li>To encourage and educate consumers not to drink and drive.</li> <li>2 April 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<p>"Champions Driver's Club" lounge at Bacardi B-Live and other events where:</p> <ul style="list-style-type: none"> <li>Designated drivers are offered free alternatives to alcohol: non-alcoholic drinks and "mocktails".</li> <li>Information is provided on the responsible consumption of alcohol and avoiding drink-driving by using alternative ways of getting home like local transport, the designated driver or a taxi.</li> <li>Vouchers are available for free taxi rides home within the boundaries of the city.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Don’t spoil a great night out”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible alcohol consumption.</li> <li>• To raise awareness about the negative effects associated with alcohol misuse.</li> <li>• September 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>• Educational programme, highlighting the fact that drinking too much is not a “cool” behaviour. Broadcast in cooperation with MTV/TMF and presented by a well known Dutch TV presenter, young people who had drunk too much on a night out get the possibility to apologise to their friends.</li> <li>• Further communication through website (<a href="http://www.tmf.nl/microsites/zegsorrymetnikkie">www.tmf.nl/microsites/zegsorrymetnikkie</a>) banners and viral marketing (word-of-mouth).</li> </ul>	<ul style="list-style-type: none"> <li>• Not available.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation will be done in cooperation with MTV/TMF, by post testing with a small focus group in 2009.</li> </ul>
<p><b>“Leefstijl voor Jongeren”</b> <b>“Lifestyle for Youngsters”</b></p> <ul style="list-style-type: none"> <li>• To promote the idea of sensible drinking among children and young people.</li> <li>• 2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• STIVA</li> <li>• Lions Quest Foundation</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive lessons aimed 4–18 year olds with exercises to:             <ul style="list-style-type: none"> <li>• Teach pupils to listen to each other and to deal with their feelings.</li> <li>• Be assertive and to take decisions.</li> <li>• Make plans for the future.</li> <li>• Deal with stereotypes and judgements.</li> </ul> </li> <li>• Teachers are trained every year and the activities are reported in a yearbook and on the website <a href="http://www.leefstijl.nl">www.leefstijl.nl</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2007, more than 220 educational institutes used the programme, including 4 colleges, 136 primary schools and 78 secondary schools.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Geniet maar drink met mate”</b> <b>“Enjoy your drink, but be moderate”</b></p> <ul style="list-style-type: none"> <li>• To increase the awareness of responsible drinking.</li> <li>• 2005, ongoing.</li> <li>• Launch of website in April 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• STIVA</li> </ul>	<ul style="list-style-type: none"> <li>• Use of responsible drinking message in advertisements on TV, in cinemas, theatres, and closed circuit television (“Geniet maar drink met mate”).</li> <li>• Dedicated website: <a href="http://www.genietmaardrinkmetmate.nl">www.genietmaardrinkmetmate.nl</a>, provides information on responsible drinking such as: what moderate drinking is; when not to drink at all; what to pay attention to when going out and unit calculators.</li> </ul>	<ul style="list-style-type: none"> <li>• Since its launch, the website has generated 105,429 hits and 10,540 unique visitors.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>



<p><b>“Smaak verschild. Alcohol niet”</b>  <b>“Taste changes. Alcohol content doesn’t”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible alcohol consumption.</li> <li>13 May 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>VIP (Association of Importers and Producers of Spirit Drinks)</li> </ul>	<ul style="list-style-type: none"> <li>Communication campaign running until mid June consisting of materials distributed to the hotel and catering industry and TV and radio advertisements.</li> <li>Dedicated website <a href="http://www.drinkwijzer.info">www.drinkwijzer.info</a>, providing information on responsible drinking such as: what moderate drinking is; it’s effect on the body; what a standard unit is; recommended consumption guidelines; when not to drink at all and how to get home safely.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Results of pre-campaign evaluation, carried out in March by PanelWizard Netherlands, (512 respondents) showed:</li> <li>89% thought it was still possible to drive after drinking a glass of beer, (63% for a glass of genever). (BAC alcohol limit is 0.5).</li> <li>51% did not know that a standard glass of genever had the same alcohol content as a standard glass of beer or wine.</li> <li>More than 44% believed that drinking a glass of water after an alcoholic drink helped the body to break down alcohol more quickly.</li> <li>25% thought beer affects your body slower than whisky, with more women than men thinking strong alcohol was broken down less quickly by the body than beer.</li> <li>Almost 78% believed that drinking a glass of wine daily was healthier than drinking a glass of whisky, with 42% agreeing to the phrase “a strong drink is worse for your body than wine/beer” and more than 67% thinking that that red wine was more healthy than white wine.</li> </ul>
<p><b>“IBA Server Training Booklet”</b></p> <ul style="list-style-type: none"> <li>To teach the responsible serving and selling of alcoholic beverages.</li> <li>June 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>IBA (International Bartenders Association)</li> <li>NBC (Nederlandse Bartenders Club)</li> </ul>	<ul style="list-style-type: none"> <li>Educational server programme for NBC members using the IBA “A guide to social responsibility” training manual and instruction DVD depicting real life situations.</li> <li>Training manual translated into Dutch for easier use and better understanding.</li> <li>The manual highlights the importance of social responsibility as an integral part of bartending skills. Topics included are the Bartender’s role and responsibility to consumers regarding: responsible consumption; not serving people under the legal drinking age; avoiding drink-driving and excessive consumption.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Bacardi Bar Academy”</b></p> <p>To teach the responsible serving and selling of alcoholic beverages.</p> <ul style="list-style-type: none"> <li>June 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Educational server programme for premium bartenders covering topics such as their responsibility towards customers regarding: responsible consumption; not serving people under the legal drinking age; avoiding drink-driving and excessive consumption.</li> <li>Programme consists of 3 levels: <ul style="list-style-type: none"> <li>Level 1: general rules and regulations, political context.</li> <li>Level 2: deepening of level 1.</li> <li>Level 3: case study and roll plays.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>100 participants per year through mouth to mouth advertising.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



Poland



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>“European Night Without Accident”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of alcohol-related road accidents involving young drivers.</li> <li>October 2006, every third Saturday of October.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Foundation Krzys (Safe Driver Foundation)</li> <li>Responsible Young Drivers</li> <li>PPS (Polish Spirits Industry)</li> <li>National Road Safety Council</li> <li>National Police Headquarters</li> <li>The European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of the designated driver concept by young volunteers in nightclubs across the country.</li> <li>After registration bracelets are given to designated drivers to proof their commitment to undergo a breathalyser test before leaving.</li> <li>If the test is negative, they are rewarded with gifts. If positive, volunteers encourage them not to drive or to entrust a sober friend to drive.</li> </ul>	<ul style="list-style-type: none"> <li>47 events were organised in 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation results available in December 2008.</li> </ul>
<p><b>“Consumer Education – Don’t Drink &amp; Drive” Leaflet</b></p> <ul style="list-style-type: none"> <li>To educate consumers about responsible alcohol consumption.</li> <li>To raise awareness of the risks associated with drink-driving.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>The leaflet highlights the risks of alcohol misuse and the negative consequences of drink-driving. It includes advice and tips on the safe consumption of alcohol.</li> <li>Distributed in context of all on-trade promotional activities.</li> </ul>	<ul style="list-style-type: none"> <li>10,000 leaflets produced and distributed at 200 events in 2007 and 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Driving Simulator Academy”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of alcohol-related road accidents.</li> <li>To increase awareness of the dangers of drink-driving.</li> <li>To decrease the number of positive breath tests.</li> <li>July 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Foundation Krzys (Safe Driver Foundation)</li> <li>Responsible Young Drivers</li> <li>PPS (Polish Spirits Industry)</li> <li>National Road Safety Council</li> <li>National Police Headquarters</li> <li>The European Commission</li> </ul>	<ul style="list-style-type: none"> <li>In 2008, the activities took place in 6 major Polish cities from 19-28 July.</li> <li>Young people were invited to attend the “Driving Simulator Academy”, where they could either be driver or passenger in the driving simulator. The simulator is equipped with an electronic device to simulate the effects of impaired driving.</li> </ul>	<ul style="list-style-type: none"> <li>Previous impact information (see p.39 of the 2007 Drinks Industry Initiatives Brochure).</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>





<p><b>“Drinking and Driving”</b></p> <ul style="list-style-type: none"> <li>To promote road safety and reduce the number of alcohol-related road accidents.</li> <li>To increase awareness of the dangers of drink-driving.</li> <li>To change attitude and behaviour by promoting alternative solutions to drink-driving, in particular, the designated driver concept.</li> <li>24 March 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>PPS (Polish Spirits Industry)</li> <li>National Road Safety Council</li> <li>Global Road Safety Partnership</li> <li>ICAP (International Center of Alcohol Policies)</li> <li>Polish Breweries</li> <li>Olsztyn: Council, Public Transport Company and WORD (Center for Road Safety)</li> <li>Michelin</li> </ul>	<p>Pilot project in Olsztyn:</p> <ul style="list-style-type: none"> <li>First phase March: month long pre-campaign breathalyser tests carried out by the local police.</li> <li>Second phase October: month long extensive awareness campaign through:             <ul style="list-style-type: none"> <li>Media (radio, TV, newspapers and magazines).</li> <li>Posters and information material distributed on the street, in driving schools and petrol stations (Shell, Orlen and BP).</li> <li>Designated driver activities in discos and clubs: after registration designated drivers are given bracelets as proof of their commitment to undergo a breathalyser test upon leaving. If the test is negative, they are rewarded with gifts. If positive, volunteers encourage them not to drive or to entrust a sober friend to drive.</li> </ul> </li> <li>Training for selling and serving personnel (see “server training” below).</li> <li>Third phase November: month long post-campaign breathalyser tests carried out by the local police.</li> <li>December: campaign summary and results presented during a press conference.</li> </ul>	<ul style="list-style-type: none"> <li>Spots broadcast in cinemas and on local and public TV.</li> <li>The message displayed on 10-15 billboards.</li> <li>Fullbacks placed at the back of buses.</li> <li>7 training sessions for selling and serving personnel.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation results available in December 2008.</li> </ul>
<p><b>“Don't Drink and Drive”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the risk and dangers of drink-driving.</li> <li>To promote the designated driver concept among 18-30 year olds.</li> <li>To reduce the disproportionately high involvement of young drivers in alcohol-related accidents.</li> <li>17 April – 11 May 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>PPS (Polish Spirits Industry)</li> <li>National Road Safety Council</li> <li>Lublin Council</li> <li>WORD Lublin (Centre for Road Safety)</li> <li>Polish Brewers</li> </ul>	<p>Educational pilot programme implemented in Lublin:</p> <ul style="list-style-type: none"> <li>“Don't Drink and Drive” media communication through posters on the backs of buses, outside of petrol stations and pubs and inside churches. TV and radio spots 17-30 April to highlight the dangers of drink-driving.</li> <li>“Designated driver” activities by the Polish Brewers. After registration, bracelets are given to designated drivers as proof of their commitment to undergo a breathalyser test before leaving. If the test is negative, they are rewarded with gifts. If positive, volunteers encourage them not to drive or to entrust a sober friend to drive.</li> <li>More intensive controls run by police during the length of the campaign during which they hand out information leaflets.</li> </ul>	<p>The media communication impact:</p> <ul style="list-style-type: none"> <li>Spots broadcast in 8 cinemas and 28 times on local and public TV.</li> <li>Message displayed on 20 billboards.</li> <li>8 fullbacks placed at the backs of buses.</li> </ul>	<p>Research carried out in Lublin before and after the campaign (400 randomly chosen people) showed:</p> <ul style="list-style-type: none"> <li>Almost 73% felt that drink-driving was one of the main causes of accidents, besides speeding (57%).</li> <li>More than half had seen someone drink-drive after leaving a pub or club.</li> <li>15% admitted to drink-driving.</li> <li>32% had been a passenger in a car where the driver was under influence of alcohol.</li> <li>The campaign was accredited as successful by almost 85%.</li> <li>Posters, TV and radio spots were indicated as the most efficient way of communicating.</li> <li>Due to the campaign, almost 90% were more aware about the consequences of driving a car under alcohol influence.</li> </ul>



<p><b>“Experiment”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of alcohol-related road accidents among young people.</li> <li>To increase awareness of the dangers of drink-driving among young people.</li> <li>To decrease the number of positive breath tests among young people.</li> <li>January 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Foundation Krzys (Safe Driver Foundation)</li> <li>PPS (Polish Spirits Industry)</li> <li>Polish Chamber of Vehicles Control Stations</li> </ul>	<ul style="list-style-type: none"> <li>Implemented on national level through a film called “Experiment” delivered to high schools, driving schools, police stations and local road traffic institutes. It shows a group of people, randomly chosen in bars and pubs, invited to do the “Experiment” test (film part of a European project in the 90’s between The Amsterdam Group, ACI and the EU Commission).</li> <li>They are asked to drive and manoeuvre a car when they are sober and then when they have drunk one, two or more drinks.</li> <li>The film highlights the fact that even small amount of alcohol can influence a driver’s reaction time and perceptiveness.</li> </ul>	<ul style="list-style-type: none"> <li>More than 20,000 films were distributed, of which 10,000 in schools.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Zero ProMILA”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of drink-driving.</li> <li>Pilot, December 2007 to January 2008.</li> <li>National roll-out, Autumn 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard</li> <li>Polish Vodka Association</li> </ul>	<ul style="list-style-type: none"> <li>Pilot campaign in Warsaw featured: <ul style="list-style-type: none"> <li>Launch during the December press conference.</li> <li>Print messages including: articles in regional newspapers, banners in Warsaw’s streets, information in the Polish and European road maps and on posters.</li> <li>Media campaign on TV, radio, in magazines and on car websites.</li> <li>National wide roll-out in autumn 2008.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The internet campaign was seen 500,000 times.</li> <li>Press articles reached approximately 800,000 people.</li> <li>112 radio broadcasts reached approximately 1,600,000 people.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Water with no alcohol”</b></p> <ul style="list-style-type: none"> <li>To educate and inform people about risks related to water activities under alcohol influence.</li> <li>To lower the number of alcohol-related drownings.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard</li> <li>WOPR (Volunteer Water Rescue Service)</li> <li>PZK (Polish Canoe Federation)</li> <li>PZW (Polish Angling Association)</li> <li><a href="http://www.rybobranie.pl">www.rybobranie.pl</a> (Angling portal)</li> <li>PZZ (Polish Yachting Association)</li> <li>PZMWiNW (Polish Powerboating and Water Ski Association)</li> <li>Free &amp; Fun Motors</li> <li>“Zawsze Zabrze” Association</li> </ul>	<p>Run during summer 2008, the campaign included:</p> <ul style="list-style-type: none"> <li>Distribution of posters and leaflets to educate and inform people about alcohol-related harm and the risks when taking up water activities, in particular swimming, when under alcohol influence.</li> <li>On-site promotions by all the partners during sports events and during “fun and games” activities for families and children.</li> <li>Branded trams on Warsaw’s streets.</li> <li>National and local press; radio and TV stations; the internet; posters and press conferences.</li> <li>Dedicated website: <a href="http://www.wodabezpromili.pl">www.wodabezpromili.pl</a>.</li> </ul>	<ul style="list-style-type: none"> <li>6,000 posters and 115,000 leaflets distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Better start for your child”</b></p> <ul style="list-style-type: none"> <li>To educate the target group about the risks related to alcohol consumption during pregnancy.</li> <li>To promote abstinence during pregnancy.</li> <li>To promote responsible drinking.</li> <li>July 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>PPS (Polish Spirits Industry)</li> <li>PTG (Polish Gynaecologist Association)</li> <li>National Gynaecology and Obstetrics Consultants</li> <li>The Centre for Children’s Health</li> <li>Social Education Foundation</li> </ul>	<ul style="list-style-type: none"> <li>Educational leaflets/brochures for medical personnel distributed to: doctors surgeries and clinics; doctors’ associations; NGOs and during conferences and seminars for health professionals.</li> <li>Educational leaflets for pregnant women and those planning to conceive soon distributed by doctors and midwives.</li> <li>Posters displayed in: doctor’s waiting rooms and reception areas; clinics; child hospitals and by foundations connected with women’s and children’s health.</li> <li>Information articles in various media including women’s magazines; radio and television (morning programmes for women).</li> <li>Fronted by a well-known sports woman and an actress.</li> </ul>	<ul style="list-style-type: none"> <li>40,000 leaflets distributed to medical personnel.</li> <li>500 posters displayed in clinics and health centres.</li> <li>Information about the campaign published in: <ul style="list-style-type: none"> <li>Two daily newspapers, 3 times a month (500,000 copies per day).</li> <li>Two monthly magazines for parents (both about 130,000 copies per month).</li> </ul> </li> <li>Campaign banner displayed on women’s websites: <a href="http://www.interia.pl">www.interia.pl</a> (175,000 views); <a href="http://www.wp.pl">www.wp.pl</a> (350,000 views); <a href="http://www.gazeta.pl">www.gazeta.pl</a> (140,000 views) and <a href="http://www.onet.pl">www.onet.pl</a> (126,000 views).</li> </ul>	<p>Pre-campaign CATI survey with pregnant women and those planning to conceive (group of 300, 25-35 year olds from large cities) showed:</p> <ul style="list-style-type: none"> <li>88% of women declared that they hadn’t drank alcohol whilst pregnant.</li> <li>11% said they had drank alcohol whilst pregnant.</li> <li>80% were sure that alcohol was definitely bad for the foetus.</li> <li>60% thought that there was no “safe” amount of alcohol to drink whilst pregnant, whilst 26% thought that one glass of wine was fine.</li> </ul>
<p><b>“<a href="http://www.pijodpowiedzialnie.pl">www.pijodpowiedzialnie.pl</a>”</b> <b>“Drink Responsibly”</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking.</li> <li>July 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>PPS (Polish Spirits Industry)</li> <li>EFRD</li> </ul>	<ul style="list-style-type: none"> <li>Website containing responsible drinking information such as the effects of alcohol on the body; recommended consumption for men and women; when not to drink at all and consequences of alcohol abuse.</li> <li>Separate sections host materials and information on “pregnancy without drinking” and “don’t drink and drive” campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Consumer education”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible alcohol consumption.</li> <li>March 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>V&amp;S</li> </ul>	<ul style="list-style-type: none"> <li>Leaflets and posters, distributed during on-trade promotions, containing information such as tips on responsible alcohol consumption and the “I lead by example by drinking responsibly” message.</li> </ul>	<p>In 2008:</p> <ul style="list-style-type: none"> <li>35,000 consumers reached at 350 events.</li> <li>1,300 leaflets handed out.</li> <li>2,500 posters on display.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Bartender Training”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible serving and selling of alcoholic beverages.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>IBA (International Bartenders Association)</li> </ul>	<ul style="list-style-type: none"> <li>Use of the IBA “A guide to social responsibility” training manual which highlights the importance of social responsibility as an integral part of bartending skills. Topics included are the bartender’s role and responsibilities to consumers regarding: responsible consumption; not serving people under the legal drinking age; avoiding drink-driving and excessive consumption.</li> <li>As part of the server training a “young barman” competition is organised once a year in catering schools.</li> </ul>	<ul style="list-style-type: none"> <li>5,000 training books produced to be distributed over two years. In 2007, 2,000 were distributed.</li> <li>50 schools take part in the training programme every year.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Server training”</b></p> <ul style="list-style-type: none"> <li>To educate the responsible serving and selling of alcohol among serving and selling personnel.</li> <li>To raise awareness of the law related to serving alcohol.</li> <li>June 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>PPS (Polish Spirits Industry)</li> <li>National Police Headquarters</li> <li>Road Safety Partnership</li> <li>Olsztyn: Traffic Police, Council and WORD (Centre for Road Safety)</li> </ul>	<p>Pilot training programme conducted in Olsztyn consisting of:</p> <ul style="list-style-type: none"> <li>Two hour training course during which students learn about the legal situation, social responsibilities and best practices in order to achieve a responsible service of alcohol within the hospitality and retail industries.</li> <li>“Server’s Guide” training book covering the subjects raised during the training session.</li> </ul>	<ul style="list-style-type: none"> <li>The programme will reach a total of about 200-300 staff in Olsztyn.</li> </ul>	<ul style="list-style-type: none"> <li>Pre/post evaluation at national level with 6,000-7,000 trainees to:             <ul style="list-style-type: none"> <li>Identify the existing level of awareness and knowledge about the law and the responsible serving behaviour.</li> <li>Assess the efficiency of the programme in reaching its targets and objectives.</li> </ul> </li> </ul>
<p><b>“Server training”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible serving and selling of alcohol among serving and selling personnel.</li> <li>To raise awareness of the law related to serving alcohol.</li> <li>March – May 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>V&amp;S Luksusowa</li> </ul>	<ul style="list-style-type: none"> <li>Legal situation, social responsibilities and best practices in order to achieve a responsible service are taught during standard training on the serving and mixing of drinks.</li> </ul>	<ul style="list-style-type: none"> <li>10 training courses.</li> <li>2,800 barmen took part.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“The V&amp;S Way”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the V&amp;S vision, values and Code of Business Ethics and Conduct.</li> <li>May 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>V&amp;S Luksusowa</li> </ul>	<ul style="list-style-type: none"> <li>Web-based training for all employees to raise awareness of the “V&amp;S Guidelines on Alcohol and Responsibility” which include a practical guide with tips for V&amp;S employees on how to deal with alcohol in the workplace, especially in situations like travel and entertainment.</li> <li>Training consists of four parts:             <ul style="list-style-type: none"> <li>The new vision.</li> <li>The new core values.</li> <li>Training session with fictitious assignments.</li> <li>Mandatory test (22 questions) to be completed by all employees within their first month in the company.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>All employees trained in the first quarter of 2007.</li> <li>In 2008, 12 new employees trained.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



Portugal



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>"100% Cool"</b></p> <ul style="list-style-type: none"> <li>To decrease the number of alcohol-related road deaths and injuries especially within the 18-30 year old age range.</li> <li>2002, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>ANEBE</li> <li>BP</li> <li>Ministry of Internal Affairs</li> <li>Portuguese Youth Institute</li> <li>National Republican Guard (Police Force)</li> </ul>	<ul style="list-style-type: none"> <li>TV and cinema advertising campaign from September to December 2008.</li> <li>Raise awareness of the designated driver concept among other age groups, eg, the parents of young drivers who are already familiar with the concept and are changing their behaviour.</li> <li>Website (<a href="http://www.100percentocool.pt">www.100percentocool.pt</a>).</li> <li>Short film competition run in partnership with the Portuguese Youth Institute.</li> <li>Distribution of "100% Cool" material by police forces.</li> </ul>	<ul style="list-style-type: none"> <li>Impact data (see p.40 of the 2007 Drinks Industry Initiatives Brochure).</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation expected first trimester 2009.</li> </ul>
<p><b>"www.bebacomcabeca.pt"</b>  <b>"Drink with your head"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol especially among the 18-20 age group.</li> <li>To raise awareness of the alcohol unit as the best means to promote moderate and responsible consumption.</li> <li>October 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>ANEBE</li> <li>EFRD</li> <li>Portuguese Youth Institute</li> <li>Wine companies such as FINAGRA and Sogrape</li> </ul>	<ul style="list-style-type: none"> <li>Website containing responsible drinking information such as what a unit of alcohol is recommended guidelines on maximum consumption.</li> <li>Promotion through city decorations, press and on all commercial communication by supporting companies.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Pre/post evaluation results expected mid-2009.</li> </ul>
<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>"Driver's Corner Bacardi B-Live"</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the risks and dangers of drink-driving.</li> <li>To promote the designated driver concept as a safe alternative.</li> <li>August – October 2007. Yearly event.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>Coca-Cola Company</li> </ul>	<ul style="list-style-type: none"> <li>Bacardi B-Live cruise on the Danube river consisting of dance shows, cocktails, music and cocktail shows.</li> <li>Stewards are in charge of checking the age of clients.</li> <li>Consumers are made aware of and encouraged to take part in the Driver's Corner when entering events.</li> <li>Designated drivers are able to purchase non-alcoholic cocktails during the cruise. Upon leaving they are offered a breathalyser test. If the test is negative they are given back the money spent on the non-alcoholic cocktails.</li> </ul>	<ul style="list-style-type: none"> <li>In 2007, 26 people registered at the Driver's Corner, 13 of which took the voluntary breathalyser test and were reimbursed.</li> </ul>	<p>On-site observations showed that it is a well-perceived initiative:</p> <ul style="list-style-type: none"> <li>Clients thought it was a brilliant idea to think about drivers and reward them.</li> <li>They liked the offer of non-alcoholic cocktails as an alternative to ordinary soft drinks.</li> <li>They understood that the idea behind the campaign was to raise awareness of responsible consumption and not a brand promotion.</li> </ul>

Slovakia





<p><b>“Champions Drink Responsibly”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the dangers of drink-driving among young people.</li> <li>September 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Distribution in the on-trade (outside of brand promotions) of campaign leaflets containing key “Champions Drink Responsibly” information. The campaign theme is supported a simple message: “Drinking and driving don’t mix”.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Server Education and Training”</b></p> <ul style="list-style-type: none"> <li>To communicate the social responsibility objectives of the brand to the bartenders.</li> <li>To educate bartenders on responsible consumption and serving of alcohol.</li> <li>April 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>Stan Vadrna school of Bartending and Mixology</li> </ul>	<ul style="list-style-type: none"> <li>5 day course for bartenders and students in bar schools.</li> <li>Topics covered include responsible consumption and serving, such as how to prevent underage drinking and drink-driving.</li> <li>During the 2 day “Bartenders Conference” held in April 2007, participants also received training on responsible serving and selling as part of a wider programme.</li> </ul>	<p>In 2007:</p> <ul style="list-style-type: none"> <li>230 took part in the programme.</li> <li>18 courses were held.</li> <li>45 bartenders and 25 Bacardi distributor employees attended the conference.</li> </ul>	<ul style="list-style-type: none"> <li>Quantitative and qualitative evaluation (questionnaire and face-to-face interviews) carried out by the lecturer and Bacardi brand manager. Results show a very positive impact, with a noticeable increase in knowledge of the law and social responsibility conduct.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Champions Drink Responsibly”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the dangers of drink-driving among young people.</li> <li>September 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Distribution in the on-trade (outside of brand promotions) of campaign leaflets containing key “Champions Drink Responsibly” information. The campaign theme is supported a simple message: “Drinking and driving don’t mix”.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Reinforcing the LDA (legal drinking age)”</b></p> <ul style="list-style-type: none"> <li>To reinforce the legal drinking age and not encourage underage consumption.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>All promotional material or brand event communication clearly states the minimum legal purchasing age for alcoholic beverages.</li> <li>Text including “Promotion is only valid for those over 18 years old” or “Access reserved for those over 18 years old”.</li> </ul>	<ul style="list-style-type: none"> <li>In 2008, more than 8,000 B-Live promotional cards carried the messages.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>

## Slovenia



## Spain





<p><b>“Adolescencia y Alcohol”</b> <b>“Adolescents and Alcohol”</b></p> <ul style="list-style-type: none"> <li>To delay the onset of alcohol consumption and reduce the number of underage drinkers.</li> <li>To reduce the quantity of alcohol consumed by underage drinkers.</li> <li>To raise awareness of the effects of underage drinking.</li> <li>2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FAS (Alcohol and Society Foundation)</li> <li>University of Barcelona</li> <li>Fundación Bosch i Guimpera</li> <li>Municipalities in Catalonia, Madrid, Andalusia and the Balearic Islands</li> </ul>	<p>Local level programme held in schools consisting of:</p> <ul style="list-style-type: none"> <li>A guide for teachers covering topics such as: the programme and their role in it; adolescents and the effects of alcohol on their body and 21 exercises divided according to age group covering health, peer and social pressure.</li> <li>A guide for students covering topics such as: the circulation of alcohol in the body; long and short term effects of alcohol on the body; reasons why adolescents should not drink alcohol, myths and facts about alcohol and the law against drink-driving.</li> <li>Students also attend a workshop, adapted to age group and run by fully trained professionals, where all the issues covered in the guide are discussed.</li> </ul>	<ul style="list-style-type: none"> <li>Academic year 2007-2008: 206,746 students and 1,500 schools were reached.</li> <li>Since 2001: 1,135,000 students and more than 2,500 schools have been reached via this initiative.</li> </ul>	<ul style="list-style-type: none"> <li>Results of the 2006 evaluation (see p.41 of the 2007 Drinks Industry Initiatives Brochure). Additional results show: <ul style="list-style-type: none"> <li>Pupils’ evaluation of the students guide: 3.91/5.</li> <li>Pupils’ evaluation of the classroom sessions: 7.59/10.</li> <li>29% say that their alcohol intake will decrease.</li> <li>Knowledge about alcohol has increased.</li> <li>Perception of alcohol related-risk has increased.</li> <li>Drinking to get drunk decreased from 14% down to 9%.</li> </ul> </li> </ul>
<p><b>“Charla y Escuela para padres y madres”</b> <b>“Chat and school for parents”</b></p> <ul style="list-style-type: none"> <li>To educate parents on responsible alcohol consumption and abuse so that they may lead by example and be able to set down rules on alcohol consumption for their children.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FAS (Alcohol and Society Foundation)</li> <li>CONCAPA (Catholic Parents Association)</li> <li>FAPAES (Federation of Parents of Secondary School Children)</li> <li>Municipalities and Provinces in Catalonia, Madrid, Andalusia and the Balearic Islands</li> </ul>	<ul style="list-style-type: none"> <li>Local level programme implemented in Catalonia, Andalusia and Madrid, targeting parents with children from 12-18 years old.</li> <li>Parents receive a guide which covers topics such as: Adolescents: when and why do they begin to drink?; Why, what, how much and in which way do they drink?; How to talk to your children about these issues; Family and Adolescence; Brief notes about alcohol; Questions.</li> <li>They also attend a work shop to discuss the issues raised in the guide.</li> </ul>	<ul style="list-style-type: none"> <li>Academic year 2007-2008: 369 workshops.</li> <li>Since 2003: 1,111 workshops.</li> </ul>	<ul style="list-style-type: none"> <li>After each conference parents give marks for the content, the quality and usefulness of the workshops: 4.7 on average out of 5.</li> </ul>



<p><b>“Las caras del alcohol”</b> <b>“The face of alcohol”</b></p> <ul style="list-style-type: none"> <li>• To provide young people with facts about alcohol and raise awareness of the dangers of underage drinking.</li> <li>• To delay the onset of regular drinking among those who are under the legal drinking age.</li> <li>• 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• FAS (Alcohol and Society Foundation)</li> <li>• CONCAPA (Catholic Parents Association)</li> <li>• EFRD</li> <li>• Generation Europe Foundation</li> <li>• COFACE (Confederation of Family Organisations in the European Union)</li> <li>• AEDE (European Teachers Association)</li> <li>• AECA (European Association of Communication Agencies)</li> </ul>	<p>Website (<a href="http://www.lascarasdelalcohol.com.es">www.lascarasdelalcohol.com.es</a>) consisting of three pillars:</p> <ul style="list-style-type: none"> <li>• An interactive part to be used by young people in their leisure time (11-16 year olds).</li> <li>• Work sheets to assist teachers to address the issue in scientific or civic education curricula.</li> <li>• Information and guidance for parents to address alcohol with their children.</li> </ul>	<ul style="list-style-type: none"> <li>• Academic year 2007-2008: 2,624 students and 31 schools.</li> </ul>	<ul style="list-style-type: none"> <li>• Results of the 2006 evaluation (see p.42 of the 2007 Drinks Industry Initiatives Brochure).</li> </ul>
<p><b>“Bacardi B-live Experiential Event Special Measures”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness about the dangers of drink-driving and to promote alternatives to drink-driving.</li> <li>• To provide alcohol-free alternatives to designated drivers.</li> <li>• June – July 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>• Free bus service available for consumers at all Bacardi B-live events.</li> <li>• Increased frequency of public transportation in agreement with Madrid and Barcelona City Councils to encourage consumers to leave their car at home when attending events.</li> <li>• In order to promote responsible decision making and responsible consumption, the event tickets give consumers two free alcoholic drinks.</li> <li>• Free non-alcoholic drinks during the entire event for designated drivers.</li> </ul>	<ul style="list-style-type: none"> <li>• 400 banners are displayed before the events to encourage attendees to take public transportation to get to and from events.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>







<p><b>“Los Noc-turnos”</b> <b>“The Night-time”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of drink-driving among young people.</li> <li>To implement the designated driver concept as normal behaviour.</li> <li>2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FEBE</li> <li>Servei Catalia Transit (Regional Road Safety Administration in Catalonia)</li> <li>Instituto Andaluz de Juventud (Regional Youth Institute in Andalusia)</li> <li>MAPFRE (Motoring Association)</li> <li>The Transport Administration in Madrid</li> <li>Coca-Cola</li> <li>The European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Mass media advertisements (radio, newspapers, internet and microsite: <a href="http://www.noc-turnos.es">www.noc-turnos.es</a>) to increase the knowledge of the designated driver figure among young people.</li> <li>Experts sent to encourage consumers to become a designated driver. Participants receive card as proof of their commitment to be controlled during the evening.</li> <li>Rewards for those who have a negative breathalyser test (free soft drinks, t-shirts, vouchers for petrol).</li> <li>Every designated driver is asked to fill in a questionnaire before leaving.</li> </ul>	<p>In 2007:</p> <ul style="list-style-type: none"> <li>12 events were held.</li> <li>832 people were designated driver.</li> <li>17,363 people reached through 102 radio spots.</li> <li>7,322,809 people reached through 21 adverts in free newspapers.</li> <li>59,124 visits (32,890 visitors) to the microsite, with a total of 6,200,000 reached through online advert campaign.</li> </ul>	<p>Results of the 2007 questionnaire (1,030 participants, 46% women and 54% men) showed:</p> <ul style="list-style-type: none"> <li>74% were aged between 16 and 24 years old and 26% over 25 years old.</li> <li>72% always take their car when they go out at night on weekends.</li> <li>82% to 85% of the drivers never drink-drive. This percentage is higher in the target group (16-25 year olds) in which the behaviour is starting to be a habit.</li> <li>Those who had seen the campaign were more aware of the dangers of drink-driving.</li> <li>63% refused to be driven home by a drunk driver.</li> <li>41% thought that the role of designated driver could easily become habitual behaviour for them.</li> <li>76% said that they would be designated driver in the future.</li> </ul>
<p><b>“Use your head and enjoy”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible consumption of alcohol among youngsters 18-24 years old.</li> <li>To promote alternatives to drink-driving such as taxis or public transport.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> </ul>	<ul style="list-style-type: none"> <li>Use of the J&amp;B brand as the face of the campaign to take advantage of big brand events to reach consumers with responsible drinking message.</li> <li>6 Electric Hotel parties over the summer and many parties across the country to win tickets to attend the large events in Spain and Portugal.</li> <li>Electric Hotel website promoting information and tips for responsible drinking.</li> <li>Promotion of the “use your head and enjoy” message on bartender’s t-shirts, Electric Hotel tickets, notifications/reminders for the events, on labels of the mineral water distributed at events as well as on the packaging of the lamp offered to winners at the parties.</li> </ul>	<ul style="list-style-type: none"> <li>Between June and August 2007, the message reached more than 122,550 people (on-trade) and 14,000 people attended the events.</li> <li>83,000 visits to the Electric Hotel website.</li> </ul>	<p>Evaluation by Millward Brown with 450 participants:</p> <ul style="list-style-type: none"> <li>24% of those who remembered the message adopted moderate drinking behaviour that night.</li> <li>49% claim the message will influence their drinking behaviour in future.</li> <li>71% spontaneous recollection of the responsible drinking message.</li> </ul>
<p><b>“Si sales de noche, trans-portate bien”</b> <b>“If you go out tonight, transport (behave) yourself well”</b></p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drink-driving.</li> <li>To promote responsible alcohol consumption.</li> <li>To encourage the use of the designated driver/public transport concept as normal behaviour.</li> <li>29 June 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> </ul>	<p>The message was communicated during the “El Encuentro” Cacique Rum event in Madrid via:</p> <ul style="list-style-type: none"> <li>Distribution of a hanger for the rear-view mirror for those attending by car (around 60%); display of the message on boards for those using the shuttle bus organised by Diageo (40%); distribution of headphones playing the message to all attendees.</li> <li>Digital website support with responsible drinking message focusing on the offer of transport to the event.</li> </ul>	<ul style="list-style-type: none"> <li>2,000 attended the event, of which 800 used the shuttle service.</li> </ul>	<ul style="list-style-type: none"> <li>On-site observational evaluation by Ipsos showed that the message was positively received and seen as non-paternalistic by those attending the event. The message is efficient at raising individual responsibility in choosing not to drink and drive.</li> </ul>



<p><b>“Johnnie Walker – Responsible night transport”</b></p> <ul style="list-style-type: none"> <li>To promote responsible alcohol consumption.</li> <li>To encourage the use of the designated driver/public transport concept as normal behaviour.</li> <li>August – December 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Canaries</li> <li>Mayors of Las Palmas and Tenerife</li> <li>Canary Government</li> <li>On-trade and public transport trade associations</li> <li>Vodafone</li> <li>Mclaren</li> <li>Mercedes</li> </ul>	<ul style="list-style-type: none"> <li>Campaign held in Las Palmas de Gran Canaria and Tenerife.</li> <li>Distribution of information cards promoting the recently unified taxi telephone number and responsible drinking messages, via taxis, buses and on-trade outlets.</li> <li>Meeting with stakeholders of the two cities to discuss the promotion of responsible transportation after a night out.</li> <li>Meeting with the regional press.</li> </ul>	<ul style="list-style-type: none"> <li>200,000 cards distributed in the two cities.</li> <li>1,700 taxis involved in distributing the cards.</li> <li>The town council and cab associations of both cities agreed to join the campaign by promoting alternative transportation after a night out.</li> </ul>	<p>Millward Brown evaluation with 200 people showed:</p> <ul style="list-style-type: none"> <li>20% of those who remembered the message adopted moderate drinking behaviour that night.</li> <li>17% will continue using their car but will drink moderately.</li> <li>37% claim the message will influence their drinking behaviour in future.</li> <li>47% had a spontaneous recollection of a responsible drinking message.</li> </ul>
<p><b>“Johnnie Walker – Drive your team”</b></p> <ul style="list-style-type: none"> <li>To promote responsible alcohol consumption.</li> <li>To encourage the use of the designated driver/public transport concept as normal behaviour.</li> <li>March – November 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> <li>Vodafone</li> <li>Mclaren</li> <li>Mercedes</li> </ul>	<ul style="list-style-type: none"> <li>Adverts in the main print media and promotion of the designated driver by F1 pilots Fernando Alonso and Pedro Martínez de la Rosa.</li> <li>Responsible drinking contest “strategy against drink-driving” on the Johnnie Walker site.</li> <li>Responsible drinking contest for Diageo employees to win a VIP weekend in the Barcelona 2008 F1 Grand Prix with Johnnie Walker.</li> <li>“A day with Mika Häkkinen” Johnnie Walker Global Responsible Drinking Ambassador involving:             <ul style="list-style-type: none"> <li>Morning spent at Diageo Spain giving responsible drinking tips.</li> <li>Press conference/lunch in the afternoon, attended by the DGT (General Direction of Traffic).</li> <li>Evening event where Christian Gálvez (a popular showman) and Mika Häkkinen gave responsible drinking tips.</li> <li>Awards given to the winners of the Johnnie Walker website contest.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>900 consumers took part in the Johnnie Walker website’s responsible drinking contest.</li> <li>2,000 people attended the evening event with Mika Häkkinen.</li> <li>40 employees took part in the responsible drinking contest.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation by GFK showed that attitudes such as taking turns to drive and using alternative transport have increased significantly. The oldest are more sensitive to the message and state that they drink less if they plan to drive.</li> </ul>



<p>“¿Una noche para recordar? ¿O para olvidar? La decisión es tuya”          “A Night to remember? Or one to forget? The choice is yours”</p> <ul style="list-style-type: none"> <li>To promote responsible drinking behaviour when going out.</li> <li>November 2007 – January 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> <li>ECO (Spanish businessmen for quality leisure)</li> </ul>	<ul style="list-style-type: none"> <li>Promotions through the Diageo brand name.</li> <li>TV campaign in Madrid: two adverts, one aimed at the female audience the other at the male audience.</li> <li>Print campaign in “El País” and “El Mundo” all over Spain.</li> <li>On-trade activities during December in Madrid where “commandoes” in small groups distributed: magnets; t-shirts for bar tenders; stickers and posters with responsible drinking information and the campaign slogan.</li> <li>This campaign is part of the Diageo pan-European campaign “Choices”.</li> </ul>	<ul style="list-style-type: none"> <li>More than 3 million reached through the TV campaign.</li> <li>750,000 reached through the on-trade campaign in 500 bars.</li> <li>Communication of the campaign sent to 400 stakeholders and 900 Spanish clients.</li> </ul>	<ul style="list-style-type: none"> <li>Millward Brown evaluation of both the TV advert and the on-trade activities, conducted in Madrid in January 2008 (with 700, 18-35 year olds) showed:</li> <li>Respondents found that the “Choices” TV advert was strongly engaging, highly involving, distinctive and interesting, exceeding Diageo norms.             <ul style="list-style-type: none"> <li>Over 70% were able to see it as a responsible drinking campaign.</li> <li>50% claimed to be more likely to drink responsibly having seen the campaign (41% of other half drank responsibly already).</li> <li>85% agreed that is good for alcohol producers to advertise a responsible drinking activity.</li> </ul> </li> <li>The on-trade research showed that 20% said they would change their attitude in the future and 22% had moderated their consumption during that night.</li> <li>Best result ever reached compared with the evaluation of previous campaigns: 75% considered the campaign had been more effective with the involvement of the on-trade sector; and 70% (63% in 2005) considered the campaign to be more credible with less contradictions than in previous years.</li> </ul>
<p>“www.consumo-responsable.com”          “Responsible Drinking”</p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol and to provide consumers with the information they need to make informed choices about consumption.</li> <li>1 January 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FEBE</li> </ul>	<p>Website with four sections:</p> <ul style="list-style-type: none"> <li>To know – information such as: what an alcoholic beverage is; different types of alcoholic beverage and their history.</li> <li>To understand – information such as: the effects of alcohol on the body; recommended consumption for men and women; when not to drink at all and consequences of alcohol abuse.</li> <li>To share – information such as: misconceptions about alcohol that could lead to harmful alcohol consumption; “my diary” section where the consumer can keep a note of the number of units consumed and a test developed by WHO to be taken by those wishing to check their consumption.</li> <li>To find out more – section with a standard drinks calculator.</li> <li>The website address is included on all FEBE communications and the banner is on all associate websites.</li> </ul>	<ul style="list-style-type: none"> <li>The website received 2,000 visits until July 2008. 4,000 visitors are expected by the end of the year.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Server Training/Moderation and Responsibility”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving and selling of alcoholic beverages in the trade.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>ABE (Association of Spanish Barmen)</li> </ul>	<ul style="list-style-type: none"> <li>“A guide to social responsibility” training manual translated into Spanish. Topics include: the role of a bartender in putting his social skills into practice; the effects of alcohol on the human body and the regulatory environment (drink-driving, LDA).</li> <li>Distribution to the members of the Association of Spanish Barmen.</li> </ul>	<ul style="list-style-type: none"> <li>Not available</li> </ul>	<ul style="list-style-type: none"> <li>Results of previous evaluation (see p.44 of the 2007 Drinks Industry Initiatives Brochure).</li> </ul>
<p><b>“Tú Sirves, Tú Decides”</b> <b>“You Serve, You Decide”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving and selling of alcoholic beverages in the trade.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FEBE</li> <li>FEHR (Spanish Horeca Association)</li> <li>FASYDE (Spanish Federation of Party Premises, Dance and Discos)</li> <li>FECALON (Catalonian Federation of Night Leisure Associations)</li> <li>FADISCAT (Catalonian Federation of Party Premises and Discos)</li> <li>ECO (Spanish businessmen for quality leisure)</li> <li>Regional Governments of Malaga, Catalonia, Andalusia and Barcelona</li> </ul>	<ul style="list-style-type: none"> <li>Three hour training module for serving staff including:             <ul style="list-style-type: none"> <li>General information about alcohol, the law, rules governing advertising and promotion.</li> <li>Materials to support responsible serving and selling.</li> <li>Role-playing exercises.</li> </ul> </li> <li>Premises where training has taken place are identified with a sticker on the door certifying it as a “Responsible Business” and mentioned on the website of the local municipality.</li> <li>To maintain this status, the premises must not be reported as violating any law regarding sale to minors, public health or disorder.</li> </ul>	<ul style="list-style-type: none"> <li>In 2007 more than 300 were trained.</li> <li>January – May 2008:             <ul style="list-style-type: none"> <li>500 leaflets and 300 responsible serving books were distributed.</li> <li>276 people were trained.</li> </ul> </li> <li>Since 2005, more than 1,000 people have taken part from more than 100 premises and 9 hospitality schools.</li> </ul>	<ul style="list-style-type: none"> <li>Positive evaluation by the participants (pre/post questionnaires): beneficial in improving the drinking environment on the premises. It was felt even more beneficial for experienced staff.</li> </ul>



<p><b>"You are the one"</b></p> <ul style="list-style-type: none"> <li>To promote and engage employees so that they apply responsible drinking to their work and in their personal lives.</li> <li>Remind employees to lead by example.</li> <li>2007, ongoing.</li> <li>Special campaigns at Christmas.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> </ul>	<ul style="list-style-type: none"> <li>Communication of the responsible drinking initiatives developed by Diageo in the quarterly newsletter to employees.</li> <li>Communication of a new responsible drinking campaign "The Choice is Yours" on TV and printed media. Employees were asked to watch the spot on the launch day.</li> <li>Ad-hoc e-mailing of an internal responsible drinking campaign "You are the one" to all Diageo Iberia employees.</li> <li>Delivery of the responsible drinking pack "Kit of the Perfect Ambassador" which includes:             <ul style="list-style-type: none"> <li>A letter presenting the initiative with reminders to drink responsibly at Christmas time.</li> <li>A Q&amp;A CD ROM with sections on alcohol, education, health and responsible drinking commitment as employees of Diageo.</li> <li>A calendar with the responsible drinking initiatives.</li> </ul> </li> <li>Responsible drinking contest for families of employees at Christmas time.</li> </ul>	<ul style="list-style-type: none"> <li>100 employees participated in the contest. 5 winners received training on road safety and safe driving.</li> <li>600 employees reached through the "You are the one" campaign.</li> </ul>	<ul style="list-style-type: none"> <li>Internal survey found that 96% of employees consider Diageo is very efficient in promoting responsible drinking.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>Sweden</b></p> <p><a href="http://www.Prataomalkohol.se">www.Prataomalkohol.se</a> <b>"Teach about alcohol"</b></p> <ul style="list-style-type: none"> <li>To postpone the onset of alcohol consumption among young people at senior level of compulsory school and those in upper secondary schools.</li> <li>To create tools for teachers and schools to teach, discuss, inform, and create a deeper debate and understanding about alcohol among 13-17 year olds.</li> <li>2006, initially running for three years.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Swedish Wine and Spirits Suppliers (SSWS)</li> <li>AIK (football club)</li> </ul>	<ul style="list-style-type: none"> <li>Part of the EFRD-initiative "Talk about alcohol".</li> <li>The school-based programme available as textbook and web-based material includes:             <ul style="list-style-type: none"> <li>Classroom activities.</li> <li>Family skills programme.</li> <li>School policy programme (implementation strategy).</li> </ul> </li> <li>In 2008, a version of the programme was adapted for sport clubs ("Teach about Alcohol- sports") and rolled-out in cooperation with the biggest sport club in Sweden AIK (football).</li> <li>It provides youth leaders with a tool to discuss alcohol and its impact and to promote sport as an alcohol-free zone.</li> </ul>	<ul style="list-style-type: none"> <li>The target is to reach 2,700 schools with pupils in the relevant age groups. Of those 2,700 more than 75% have been reached.</li> </ul>	<p>Evaluation among users shows that:</p> <ul style="list-style-type: none"> <li>95% would recommend the programme to colleagues.</li> <li>68% give the programme highest grade as an appropriate programme for alcohol preventing education in schools.</li> <li>69% think that the programme influences pupils to delay the age of onset.</li> <li>80% think that the programme helps to change attitude and behaviour towards more responsible drinking.</li> </ul>



<p><b>"Don't Drink and Drive"</b></p> <ul style="list-style-type: none"> <li>To raise awareness of responsible drinking among consumers.</li> <li>To train on-trade staff to promote responsible drinking behaviour among their guests.</li> <li>To raise awareness among public stakeholders (locally as well as at national level) and gain recognition that the on-trade and the drinks industry can work together to reduce alcohol-related harm in society.</li> <li>December, 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Sweden</li> <li>Harrys on-trade restaurant chain</li> </ul>	<ul style="list-style-type: none"> <li>Responsible server training including alcohol and the law, how to prevent conflicts, etc.</li> <li>T-shirts worn by staff with the logo "If you think I look pretty, please take a taxi home. Don't drink and drive".</li> <li>Posters and stickers in toilet area.</li> <li>Table tents and other point of sale (POS) materials.</li> <li>Water bottles with the "Don't Drink and Drive" message were handed out to the guests when leaving.</li> <li>Editorials in local and national newspapers from the General Managers of Diageo Sweden and Harrys.</li> <li>Communication via letters and visuals to key opinion leaders and stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Over 50 members of staff have been trained.</li> <li>The campaign was carried out in 7 cities: Karlstad, Skövde, Halmstad, Helsingborg, Västerås, Eskilstuna and Linköping.</li> <li>80,000 water bottles were handed out.</li> <li>Close to 50,000 people saw or were exposed to the campaign.</li> <li>Several major newspapers printed the editorial including Nya Wermlands-Tidningen, Vestmanlands Läns Tidning and Hallandsposten.</li> </ul>	<ul style="list-style-type: none"> <li>Guests were most impressed by the message-bearing water bottles.</li> <li>Staff rated the training very high.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>"Boozebusters"</b></p> <ul style="list-style-type: none"> <li>To reduce underage drinking and promote sensible drinking habits for 13-14 year olds.</li> <li>To educate young people about the social, legal and health consequences of underage drinking so that they can make informed and appropriate choices in their future lives.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Fife Council</li> <li>Diageo Scotland</li> <li>NHS Fife</li> <li>Fife Constabulary and Community Partnership</li> <li>Adam Smith College</li> <li>DAPL (The Drug &amp; Alcohol Project Levenmouth)</li> <li>DELTA (Drug Education Liaison Training Agency)</li> </ul>	<ul style="list-style-type: none"> <li>Boozebusters drama in schools project takes the shape of a drama performance delivered by the Adam Smith College followed by facilitated workshops involving NHS Fife, Fife Constabulary and partner agencies.</li> <li>The drama follows seven young people planning for an 18<sup>th</sup> birthday party. The play raises various issues related to the purchase and consumption of alcohol.</li> <li>Following the play workshops facilitated by the above groups discuss various health issues including potential impact of underage drinking on the body. They also raise awareness of: sources for health information; local services and how to contact emergency services if anything does go wrong; how to look after their own personal safety; the consequences of binge drinking and safe drinking levels for young people who have reached the legal drinking age.</li> </ul>	<ul style="list-style-type: none"> <li>Over the past five years NHS Fife, Fife Constabulary, the Adam Smith College and Fife Council have worked together to devise the Boozebusters programme in response to various concerns raised about underage drinking through the partners currently involved.</li> <li>Originally Boozebusters began in the West Fife area, and through the support of the DAAT and Fife Council, the Education Department was encouraged to expand its reach and from eight schools participating in 2006, to 18 schools now incorporating the programme into their second year curriculum.</li> </ul>	<p>At the end of sessions, pupils and facilitators are invited to complete a questionnaire (jointly developed by the Clinical Governance Department, NHS Fife and the Boozebusters partnership group).</p> <ul style="list-style-type: none"> <li>In 2007, 3,111 pupils aged 12-13 completed a questionnaire: <ul style="list-style-type: none"> <li>97% of pupils believed that the drama's storyline was realistic and appropriate to their level of understanding.</li> <li>90% of pupils felt that the drama had been successful in its aim to help young people be more sensible about drinking alcohol.</li> </ul> </li> <li>In addition, much information is gleaned freely from the youngsters in relation to their social and cultural behaviours and habits providing more local information of new and emergent social and behavioural patterns.</li> </ul>

**United Kingdom**





<p><b>"Streetwise"</b></p> <ul style="list-style-type: none"> <li>To provide a resource for secondary school teachers wishing to run alcohol awareness classes.</li> <li>May 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Drinkaware Trust*</li> </ul>	<ul style="list-style-type: none"> <li>Streetwise is an interactive resource for 11-16 year olds, developed in consultation with teachers, parents, police representatives and students, this resource complies with curriculum guidelines in England, Scotland, Wales and Northern Ireland. It consists of:             <ul style="list-style-type: none"> <li>An interactive CD-ROM containing videos and a virtual town allowing students to learn about the role of alcohol use and misuse in an engaging and informative way.</li> <li>Activities to reinforce and aid students' learning supported by teachers' notes, lesson plans and curriculum references for Personal Social and Health Education (PSHE), Personal and Social Education (PSE), Personal and Social Development (PSD), citizenship and science.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>The project has reached its official conclusion and will be subject to an evaluation by the end of 2008.</li> </ul>
<p><b>"www.truthaboutbooze.com"</b></p> <ul style="list-style-type: none"> <li>To provide young people with the information they need to make responsible choices that are right for them.</li> <li>December 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Drinkaware Trust*</li> </ul>	<p>Range of information and facts about alcohol and its effects. Sections are:</p> <ul style="list-style-type: none"> <li>Your stories – real-life stories from under-18s affected by alcohol, as well as the chance for visitors to submit their own story.</li> <li>Did you know? – short quiz on alcohol related topics.</li> <li>Units – Government guidelines on recommended consumption and unit calculator.</li> <li>Need help? – links to services that provide counselling and treatment.</li> <li>Video views – young people's views on alcohol.</li> <li>Weekly poll – poll on an alcohol-related issue, with a chance to submit a question for a following poll.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>





<p><b>“Drinkaware Challenge”</b></p> <ul style="list-style-type: none"> <li>To engage young people in the practical elements of alcohol education and awareness raising.</li> <li>June 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Drinkaware Trust*</li> <li>UK Youth (national youth work charity)</li> <li>Big Lottery Fund</li> </ul>	<ul style="list-style-type: none"> <li>Run in partnership with UK Youth, the Drinkaware Challenge is a new module of the Youth Achievement Awards, the flagship peer educational programme which recognises and accredits young people’s non-formal learning through an activity-based approach to peer education.</li> <li>The Challenge addresses alcohol abuse by encouraging young people to think up their own alcohol education projects, for example: campaign media like posters; youth club alcohol policies; first aid projects; presentations or drama. Typically they:             <ul style="list-style-type: none"> <li>Consider how alcohol-related issues affect their own lives.</li> <li>Improve their knowledge of safe and unsafe levels of drinking.</li> <li>Improve their understanding of the place of alcohol in their communities.</li> <li>Practice their skills and competence at saying no to alcohol and avoiding unsafe situations.</li> <li>Develop an understanding of values and attitudes towards alcohol.</li> </ul> </li> </ul>	<p>Since its inception:</p> <ul style="list-style-type: none"> <li>21 youth groups have been supported</li> <li>757 youth workers have been trained in how to deliver the Drinkaware Challenge module.</li> <li>Interest outside the framework of the Awards as the toolkits designed to go with the course were requested by Kent Youth Service for all 80 of their youth workers.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>
<p><b>“Wasted”</b></p> <ul style="list-style-type: none"> <li>To challenge young people’s attitudes on alcohol conveying key messages around personal responsibility and safety.</li> <li>The programme aims to empower young people to make informed choices about alcohol consumption in the future.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo GB</li> <li>CragRats</li> </ul>	<ul style="list-style-type: none"> <li>The fourth wave of the CragRats Alcohol Education Theatre Programme ran from January to April 2008.</li> <li>The programme consists of a play entitled “Wasted” and follow up workshop. The play involves three characters: Kelly, her older boyfriend Mike and their friend, Taz. It follows the characters through a number of situations including drinking in the park, the characters coming home drunk and the impact that drinking has on their achievements at school. The workshop is built around the core messages of personal responsibility, personal safety, image/aspiration and making informed choices about alcohol.</li> <li>It is offered free of charge to secondary schools for pupils aged between 11-14 years old and presents a way to inform children about responsible drinking in an environment supported by actors and teachers.</li> </ul>	<ul style="list-style-type: none"> <li>Since 2005, the programme has visited 813 schools and reached 121,020 pupils.</li> <li>Schools have been visited across the country, from London to Manchester up to Edinburgh.</li> <li>The CragRats programme has been recognised as best practice amongst PSHE (Personal Social and Health Education) experts.</li> </ul>	<p>Evaluation (pupils and teachers) conducted after the theatre production found:</p> <ul style="list-style-type: none"> <li>97% said it had made them think about the effects of alcohol misuse.</li> <li>94% had learnt more about how alcohol misuse can damage your health.</li> <li>98% had realised that drinking could affect their personal safety.</li> <li>85% realised they would still be responsible for their actions, even when they had been drinking.</li> </ul>





<p><b>"Mentor UK CHAMP Awards"</b></p> <ul style="list-style-type: none"> <li>To support the provision of effective alcohol misuse prevention projects for children.</li> <li>To promote healthy attitudes and behaviours in children.</li> <li>To give public recognition for excellence in alcohol misuse prevention for children.</li> <li>To disseminate effective practice in alcohol misuse prevention for children.</li> <li>January 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Mentor UK (Registered UK charity)</li> <li>Diageo GB</li> </ul>	<ul style="list-style-type: none"> <li>The Mentor UK CHAMP (Promoting Children's Health through Alcohol Misuse Prevention) Awards are open to any project working with children and young people in the following categories: work in schools; work in the community and projects led by young people, with one winner being chosen from each category. The theme of these awards is to recognise and promote excellence in the provision of alcohol misuse prevention activities to help children and young people aged 14 years or under in England, Scotland and Wales.</li> <li>In 2008, entries closed on 20 April with a winners ceremony on 13 November. The winners, chosen by young people aged 14 or younger, received £10,000 cash and a further £10,000 worth of consultancy support to help them improve, expand and share their activities.</li> </ul>	<ul style="list-style-type: none"> <li>The 2008, Mentor UK CHAMP Awards attracted over 90 entries to the award scheme of which 12 were shortlisted.</li> <li>Following the success of the 2006 awards, Mentor UK produced a handbook "First Measures, A guide to alcohol misuse prevention work with children", containing guidance about the best ways to educate and inform children on issues around alcohol misuse. It was sent to 500 individuals and agencies working in the drug and alcohol prevention sector.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation of the scheme through interviews and focus groups, conducted by Madill Parker Research and Consulting, was published in June 2008 (available at <a href="http://www.mentorfoundation.org">http://www.mentorfoundation.org</a>). Participants: 7 staff and 2 volunteers from the winning projects; 50 young people selected from the judging panels and 10 recipients of the handbook.</li> <li>All participants felt the scheme had met its aims and objectives and was thought to bring tangible benefits to young people and their communities.</li> <li>Young people who took part in activities run by the winning projects felt they:             <ul style="list-style-type: none"> <li>Had benefited greatly and wished more young people could have access to the services that they had access to.</li> <li>Wanted more time to spend learning about alcohol misuse and its potential impact on their lives.</li> <li>Enjoyed and valued effective, interactive prevention interventions and wanted more access to this type of alcohol education.</li> </ul> </li> <li>Staff at the projects felt that the activities had a positive impact on the young people's skills, attitude and behaviour.</li> <li>The importance of involving young people throughout the judging process was recognised.</li> </ul>
<p><b>"Central Scotland Road Safety Campaign"</b></p> <ul style="list-style-type: none"> <li>To promote road safety through summer and winter key celebration campaigns.</li> <li>November 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Central Scotland Police</li> <li>Central FM (local radio station)</li> <li>Diageo Scotland</li> </ul>	<ul style="list-style-type: none"> <li>The campaign is highlighted through Central FM by daily features on the "Vox Pops" breakfast show and infomercials, containing "top tips" ending with the tagline "Central FM, Central Scotland Police and Diageo – Clear thinking, responsible drinking", throughout the day-time, prime-time and drive-time hours.</li> <li>The winter campaign also includes promotional air fresheners containing "top tips" for responsible drinking throughout the festive season as well as a four-week advertisement campaign on the backs of buses with the message "DO NOT: drink and drive, lose your licence, lose your job, lose your life, be a loser".</li> </ul>	<ul style="list-style-type: none"> <li>The campaign won widespread public support when taken into the heart of the local communities, including shopping centres, retail parks, hotels and public houses.</li> <li>Central FM have a listening audience of 83,000 adults per week (39% of the adult population in Forth Valley Area). During the course of the campaign there were:             <ul style="list-style-type: none"> <li>30 second promotional/infomercials 18 times per day.</li> <li>30 second sound bites 12 times per day.</li> <li>Each listener had the opportunity to hear the messages 149 times.</li> <li>8 live reads per day.</li> <li>Message on the back of 25 buses.</li> <li>10,000 car air fresheners distributed during the winter campaign.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Evaluation of the Summer 2007 programme showed:             <ul style="list-style-type: none"> <li>Drink-driving offences were down 6% for the July – September 2007 period compared to the previous year.</li> <li>Fatal accidents were down 43% for the mid-July – mid-October 2007 period compared to the previous year.</li> </ul> </li> <li>Evaluation of the Festive programme showed a positive reduction with 35 people caught drink-driving compared to 50 people the previous year (controls between 6 January and 5 February 2008).</li> <li>The latest results (to July 2008) show that drink-driving is down 30% and collisions involving drink are down 55% compared to the same period in the previous year.</li> <li>The success of this partnership has been so significant that the initiative has been submitted for consideration to the Prince Michael of Kent National Road Safety Awards Panel.</li> </ul>



<p><b>“Safe-Ride”</b></p> <ul style="list-style-type: none"> <li>To encourage consumers to give proper consideration to how they may get home after a night out.</li> <li>Christmas 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Brown-Forman</li> </ul>	<ul style="list-style-type: none"> <li>Campaign specifically targeted at young people in their 30’s, emphasising the importance of getting home safely.</li> <li>Advertisements ran across the UK television network during December, appearing in 600 spots. The next burst of advertising was aired throughout January and February to coincide with Southern Comfort’s heritage and connection with Mardi Gras.</li> <li>The advertisement ran alongside the branded advertising campaign with one in five of all advertisements seen being the “Safe-Ride” creative.</li> <li>In addition, the “Safe-Ride” responsibility ad was run on 95 university campuses and appeared on television screens in bars</li> </ul>	<ul style="list-style-type: none"> <li>Research indicates that they were seen at least once by 26 million adults.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Safe Drive Stay Alive”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of road traffic fatalities and injuries among 17-25 year olds.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Fife Community Safety Partnership</li> <li>Fire and Rescue authorities in Fife, Tayside, Grampian and Central Scotland</li> <li>Diageo Scotland</li> <li>Central FM</li> </ul>	<p>The campaign is delivered through:</p> <ul style="list-style-type: none"> <li>A roadshow comprising of a series of short presentations that depict serving personnel in the Police, Ambulance, Fire Service and NHS. The presentations also include the reactions of: the bereaved parent of a fatally injured accident victim; an actual victim and others who have been seriously injured in road traffic accidents. The presentations are accompanied by audiovisual displays and videos.</li> <li>A website (<a href="http://www.safedrivesayalive.org">www.safedrivesayalive.org</a>), launched in October 2007, covering topics such as: the dangers of drink-driving; speeding; use of mobile phones at the wheel and failure to wear seatbelts. It also has key regional statistics and interactive functions within a forum.</li> <li>Discount vouchers provide opportunities to save money at a variety of outlets, including offering free tyre and winter safety checks.</li> </ul>	<ul style="list-style-type: none"> <li>The Safe Drive Stay Alive roadshows were held during November-February 2008 throughout Scotland.</li> <li>In Fife over 4,500 young/potential drivers attended the roadshows.</li> <li>In Central Scotland over 3,000 youngsters attended the roadshows. Grampian and Tayside saw similar numbers.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation shows that 91% of the youngsters felt that the show would make them think more about road safety.</li> <li>The roadshow continues to draw praise from road safety experts throughout the UK and was held up as an excellent example specifically targeting young drivers by the Expert Road Safety Panel convened by Tayside Chief Constable, John Vine.</li> </ul>



<p><b>“Champions Drink Responsibly” Silverstone</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the dangers of drink-driving.</li> <li>July – August 2008.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<p>The Silverstone British Grand Prix was used as a vehicle to launch the UK awareness campaign consisting of:</p> <ul style="list-style-type: none"> <li>Digital advertising in the Grand Prix programme, F1 Racing and Autosport magazines.</li> <li>Distribution of campaign leaflets containing key “Champions Drink Responsibly” information and promotional message to enter a free prize draw to win a pair of tickets to the Brazilian Grand Prix.</li> <li>“Champions Drink Responsibly motorhome” situated near the entrance to Silverstone, where consumers collected instant gifts (such as branded flags, car stickers and whistles on lanyards), entered the prize draw and viewed the campaign print and TV advertising.</li> <li>Periphery branding including large format flags and branded panels in key car park locations.</li> </ul>	<ul style="list-style-type: none"> <li>18,200 leaflets.</li> <li>12,000 car stickers.</li> <li>500 flags.</li> <li>500 whistles.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Responsible Drinking “Hints and Tips”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible alcohol consumption and standard units.</li> <li>31 August 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo GB</li> <li>Tesco</li> </ul>	<ul style="list-style-type: none"> <li>“Hints and Tips” for responsible drinking displayed prominently on “shelf-talkers” in the Beers, Wine and Spirits departments across Tesco’s 1,500 stores. Designed to encourage customers to make informed and sensible decisions, the information includes the following reminders on how to consume alcohol responsibly:             <ul style="list-style-type: none"> <li>Eating before or whilst drinking alcohol slows down alcohol absorption.</li> <li>Alternate drinks with water to stay refreshed.</li> <li>Think about getting home before leaving home.</li> <li>Information on the unit content of common drinks.</li> </ul> </li> <li>The responsible drinking messages are also shown on Tesco TV and Tesco’s websites.</li> </ul>	<ul style="list-style-type: none"> <li>17 million customers a week across 1,500 stores can see the messaging.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“B-Live Festival Activity”</b></p> <ul style="list-style-type: none"> <li>To raise awareness among musical festival attendees about drinking in moderation and daily recommended units.</li> <li>To reduce the number of festival attendees who binge-drink.</li> <li>June 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>During B-Live music events, run from June to October, attendees receive a Bacardi branded lanyard with reference to the Drinkaware website.</li> <li>All B-Live drinks cups, cocktail menus and back bar displays mention the drinkaware website (<a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a>) on them.</li> </ul>	<ul style="list-style-type: none"> <li>20,000 lanyards and 200,000 drinks cups were distributed in 2008.</li> <li>4 festivals targeted in 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“The NHS Guide to Healthy Living”</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking and the UK sensible drinking message to consumers and members of the healthcare profession.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The NHS Trust Association</li> <li>The Scotch Whisky Association</li> </ul>	<ul style="list-style-type: none"> <li>2008 edition of this publication entitled “NHS New Guide to Healthy Living 2008”, providing guidance on a range of health issues, including responsible drinking.</li> <li>The SWA submitted a full page advertisement endorsing the UK Government’s sensible drinking message, plus an article on responsible drinking.</li> </ul>	<ul style="list-style-type: none"> <li>Available online and distributed in hardcopy to all GP surgeries and medical centres throughout the UK.</li> <li>Estimated readership is in excess of 500,000.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Know What’s In It”</b></p> <ul style="list-style-type: none"> <li>To increase “unit awareness” among 18-25 year olds, especially students.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo GB</li> <li>National Union of Students Services</li> <li>Zelgrain</li> <li>Dark Star Venues</li> <li>Mitchell’s Bars</li> </ul>	<ul style="list-style-type: none"> <li>The 2007 campaign, which ran for 4 weeks in November 2007 and again in April-May 2008, saw the introduction of a mobile phone drinks calculator. Students at participating bars were able to text the mobile phone drinks calculator to obtain unit information on the amount of units consumed.</li> <li>During the campaign, union bars across the UK also displayed a number of promotional materials, including beer mats, bar-runners and posters, highlighting the core message that one drink doesn’t necessarily equal one unit. Other materials also reminded students of the recommended daily guidelines for alcohol units specified by the Department of Health. All materials mentioned <a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a>.</li> <li>A twenty second advert supporting the campaign was also shown regularly in bars with plasma screens.</li> </ul>	<ul style="list-style-type: none"> <li>15 student union bars took part.</li> <li>50 student unions have participated in the programme.</li> <li>Following a successful trial earlier this year the campaign was rolled out to 15 high street bars. The participating bar groups were the Budda bars in Glasgow, Mitchell’s in Lancaster and Zelgrain in Brighton.</li> </ul>	<p>In 2007 students’ feedback pointed out that:</p> <ul style="list-style-type: none"> <li>68% had learnt something from the information that was provided.</li> <li>63% felt that the campaign had made them more knowledgeable about how many units are in certain drinks.</li> </ul>
<p><b>“The Choice is Yours”</b></p> <ul style="list-style-type: none"> <li>To reinforce existing responsible behaviour as well as encourage those with risky drinking behaviours to re-evaluate their attitude to misuse.</li> <li>To encourage consumers to make informed and sensible decisions about their alcohol consumption.</li> <li>November 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo GB</li> </ul>	<ul style="list-style-type: none"> <li>The UK campaign was designed to complement the Government’s responsible drinking activity last winter. Through a coordinated approach, Diageo GB’s campaign aired in the four weeks between the Department of Health’s “Know Your Limits” advertising in October, and the Department of Transport’s anti drink-driving campaign in December. This ensured a sustained responsible drinking message reached consumers in the lead up to the festive season.</li> <li>The campaign is part of the Diageo pan-European campaign “Choices” and ran for a second burst in May 2008.</li> </ul>	<ul style="list-style-type: none"> <li>The campaign was launch at a premiere at the Houses of Parliament on 6 November 2007 where the ads were shown to invited stakeholders and the thinking behind them explained.</li> </ul>	<p>Interviews carried out by Millward Brown between 17-21 December 2007 (300 adults above the Legal Purchase Age) showed:</p> <ul style="list-style-type: none"> <li>62% said they would be more likely to drink responsibly having seen the adverts.</li> <li>95% said it was good to see alcohol companies advertising a responsible drinking message.</li> <li>63% recognised the advert.</li> <li>80% understood the main message behind the advert.</li> <li>92% saw the behaviour in the adverts as realistic.</li> <li>92% said it made them think about their behaviour.</li> <li>89% said it made them aware of the choices they have when drinking.</li> </ul>



<p><b>“www.drinkaware.co.uk”</b></p> <ul style="list-style-type: none"> <li>To provide a central point for information on responsible drinking.</li> <li>To raise awareness of the Government’s sensible drinking guidelines.</li> <li>November 2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Drinkaware Trust*</li> </ul>	<ul style="list-style-type: none"> <li>A UK consumer website offering comprehensive information on responsible drinking and a chance to see how individual drinking patterns and levels compare to the Government’s recommended guidelines on responsible drinking.</li> </ul>	<p>The success of the Drinkaware project is measured against the following:</p> <ul style="list-style-type: none"> <li>Third Party Promotion: through point of sale materials in every major supermarket chain.</li> <li>Extension to the rest of the off and on-trade in 2006 (address featured on approximately 3 billion drinks containers, with 125 companies / trade associations / agencies currently licensed to promote the site).</li> <li>Around 85,000 website visits per month.</li> <li>7,000 registered users of the online Drink Diary allowing users to monitor their alcohol intake.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>
<p><b>“Alcohol Awareness Week”</b></p> <ul style="list-style-type: none"> <li>To get the Scottish adult drinking public thinking about how much they consume by raising understanding of what a unit of alcohol is.</li> <li>To help people understand their own drinking habits and levels of consumption, in the context of the sensible drinking message.</li> <li>21 – 27 October 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Alcohol Focus Scotland</li> <li>Bacardi-Martini</li> <li>Brown-Forman</li> <li>Diageo GB</li> <li>Gin &amp; Vodka Association</li> <li>Scottish &amp; Newcastle</li> <li>Scottish Association of Alcohol and Drug Action Teams</li> <li>Scottish Beer &amp; Pub Association</li> <li>Scottish Government and Scottish National Health Service</li> <li>Scottish Health Action on Alcohol Problems</li> <li>The Drinkaware Trust*</li> <li>The Scotch Whisky Association</li> </ul>	<p>Scotland’s first Alcohol Awareness Week, one of the initiatives under the Government’s partnership agreement with the alcohol industry, carried the key message “Does your drinking add up?” The campaign was supported by:</p> <ul style="list-style-type: none"> <li>Website <a href="http://www.alcoholawarenessweek.com">www.alcoholawarenessweek.com</a>, providing access to the online toolkit and key information including: campaign background, key messaging, details of campaign partners (including links to their websites) and an interactive quiz.</li> <li>Toolkit for all participants, setting out key aims and messages for the week, membership of the alcohol industry partnership, FAQs, a quiz and tips for healthy drinking.</li> <li>Promotional material including flyers and banners for inclusion on websites and email signatures.</li> <li>Support by different organisations across Scotland through promotional activities including: <ul style="list-style-type: none"> <li>Information stands set up in the main production sites canteens by Chivas Brothers in order to target employees.</li> <li>Campaign materials to distributed to 10,000 employees in the Scotch Whisky industry and displayed at industry sites and visitor centres across the county.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The week was seen as a real “first”, with the value and reach of a co-ordinated approach involving all stakeholders working in partnership to deliver a common message being recognised.</li> <li>Total opportunities to see/hear the campaign is estimated to be 16.4 million.</li> <li>Media coverage: 209 articles, including 181 print and 28 broadcast media. Of these, 29 included the address for the official website.</li> <li>Printed campaign materials distributed to 3,000 pubs and clubs throughout Scotland, reaching over 1.5 million customers and around 7,500 staff. Materials included: 400,000 beer mats, 40,000 posters, 65,000 flyers, 30,500 tent cards and 52,000 credit card size prompts.</li> <li>250,000 Alcohol Awareness Week unit calculators distributed through a range of outlets, including supermarkets, corner shops, pubs, off-licences and health practitioners (32,000 distributed with the Big Issue magazine).</li> <li>The website had 6,753 visits (5,470 unique visits) between 23 September 2007 and 17 February 2008. The most popular pages were the Quiz (33.31%) and the Quiz results (20.59%).</li> </ul>	<p>Results of the Scottish Opinion Survey, consisting of 5 questions, carried out in October 2007, show:</p> <ul style="list-style-type: none"> <li>56% (without prompting) recalled seeing or hearing some advertising or publicity about Alcohol Awareness Week, with the recall among women being slightly higher than men.</li> <li>The majority recalled seeing or hearing advertising or publicity on the TV (77%), newspapers (27%) and radio (11%) [N.B. multiple answers were allowed].</li> <li>The main messages spontaneously recalled were around drinking too much/cutting down (29%) and unit awareness/limits/etc (23%).</li> <li>Awareness of the posters (prompted awareness) stood at 35%. Men were slightly more likely to recall one or both posters than women.</li> <li>When asked what they thought the main message(s) of the posters were, 59% specifically mentioned something around number of units, unit awareness and/or safe drinking levels.</li> </ul>



<p><b>“University ‘Fresher Fair’ Youth Education”</b></p> <ul style="list-style-type: none"> <li>• To educate new university students about moderate consumption.</li> <li>• To reduce the number of university students who drink excessively.</li> <li>• 2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> <li>• Brown-Forman</li> </ul>	<ul style="list-style-type: none"> <li>• During “Fresher Fair” events, Bacardi-Martini staff hand out bags containing responsible consumption information, references to other organisations for further information (The Portman Group and The Drinkaware Trust), information on how to work out alcohol units and recommended daily allowances along with a pen and a key ring containing the “drink in moderation” message.</li> <li>• The bags have been designed to appeal to the student culture to entice them to want and keep the information.</li> </ul>	<ul style="list-style-type: none"> <li>• 20,000 information packs handed out at 8 universities.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Accept Responsibility”</b></p> <ul style="list-style-type: none"> <li>• To challenge consumers to accept responsibility for the choices they make about drinking alcohol and to confront their own drinking behaviours.</li> <li>• April 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Pernod Ricard UK</li> </ul>	<ul style="list-style-type: none"> <li>• The campaign features adverts in national newspapers and online banners around portals and social networks including facebook, msn and yahoo. It is delivered in three stages over the year and targets an “irresponsible” group of drinkers by highlighting common excuses used by them.</li> <li>• Phase one, targeting “binge drinking”, ran over a four week period, highlighting common excuses such as “I need a few drinks to loosen up” or “I can’t have a good time without drinking”.</li> <li>• Phase two, targeting “underage drinking”, ran in August to coincide with the holiday period, highlighting common excuses such as “it’s only a small glass, my son is very sensible” and “we drank when we were that young and we turned out okay”.</li> <li>• Phase three will cover drink-driving issues.</li> <li>• All advertising directs consumers to the Pernod Ricard UK dedicated responsible drinking website: <a href="http://www.acceptresponsibility.org.uk">www.acceptresponsibility.org.uk</a>, which provides consumers with information and insight on responsible drinking and links to other useful online resources.</li> </ul>	<ul style="list-style-type: none"> <li>• The binge drinking creative appeared in the Sun, Daily Star, Metro, Daily Mirror and the Daily Record in April 2008. The combined adult readership of placing the advertisement in these national daily newspapers is 14.5 million.</li> <li>• The online banner advertising delivered around 17 million impressions.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Grants”</b></p> <ul style="list-style-type: none"> <li>• To fund local alcohol education initiatives.</li> <li>• 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• The Drinkaware Trust*</li> <li>• Big Lottery Fund</li> </ul>	<ul style="list-style-type: none"> <li>• Small grants awarded to local community (and occasionally national) initiatives designed to promote responsible drinking and reduce alcohol-related harm, in particular projects which aim to reduce alcohol misuse amongst under-18s or those that aim to raise awareness about long term health harms caused by hazardous or harmful levels of drinking.</li> <li>• These projects can range from public education campaigns, peer-led education schemes, educational theatre work, conferences, provision for educational materials, training, workshops to other educational events.</li> </ul>	<p>In 2007:</p> <ul style="list-style-type: none"> <li>• 50 projects funded.</li> <li>• 610,329 participants reached.</li> </ul> <p>Until September 2008:</p> <ul style="list-style-type: none"> <li>• 17 projects funded.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>

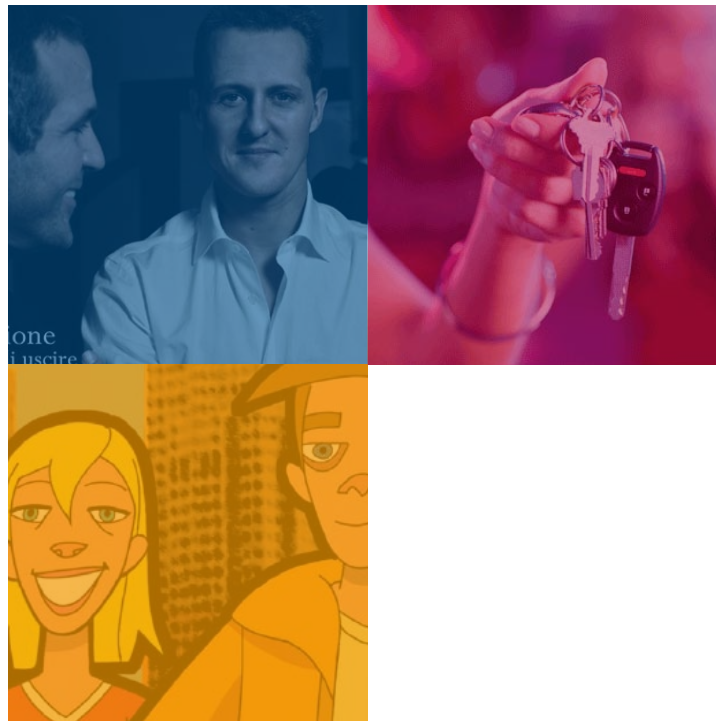


<p><b>"Maturity"</b></p> <ul style="list-style-type: none"> <li>To encourage consumers of Jack Daniel's to be responsible in their decision-making.</li> <li>September 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Brown-Forman</li> </ul>	<ul style="list-style-type: none"> <li>Poster, cinema and underground advertising campaign (£1 million campaign) focusing on "maturity". Consumers of Jack Daniel's are urged to "take it easy" and "don't push it".</li> <li>The campaign is centred around the pun of "maturity" both in the production process and of the drinker.</li> <li>Adapted and activated as well by the National Union of Students (NUS), specifically during exam periods which are notoriously associated with excessive drinking caused by stress.</li> </ul>	<ul style="list-style-type: none"> <li>1 in 6 inserts in press advertising.</li> <li>1 in 9 London and Glasgow underground posters and every other cinema ad focused on drinking responsibly.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>"Best Bar None" Southampton</b> <b>"Safe and Sound" Poole</b></p> <ul style="list-style-type: none"> <li>To raise the standard of on-trade operating policies in terms of social responsibility, health and safety and environmental policies.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>Brown-Forman</li> <li>Regional Police Department</li> <li>Regional City Council</li> </ul>	<ul style="list-style-type: none"> <li>All regional on-trade can participate to win the best in their category of Bar, Pub, Club.</li> <li>Establishments are required to fill in a questionnaire regarding responsible serving, social responsibility, bar staff training, fire regulations and precautions, health and safety.</li> <li>The questionnaires are distributed and handled by the Regional Police Department. Outlets are accessed by the police and council before being put forward to the independent judging panel for final selection to see if they reach certain standards in responsible retailing.</li> <li>A high profile awards night is held and the winners of each category receive an award and prize for their commitment.</li> </ul>	<ul style="list-style-type: none"> <li>Southampton "Best Bar None": 56 establishments entered and 53 were accredited in 2007 and 102 establishments entered and 90 were accredited in 2008.</li> <li>Poole "Safe and Sound": 118 on-trade establishments signed up to the scheme and 81 were accredited in 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>"Responsible Retail Training"</b></p> <ul style="list-style-type: none"> <li>To ensure a consistent standard of responsible serving knowledge for all on-trade bar staff.</li> <li>October 2008, ongoing.</li> </ul> <p><b>Organisation &amp; Partner</b></p> <ul style="list-style-type: none"> <li>Brown-Forman</li> </ul>	<ul style="list-style-type: none"> <li>The campaign, only recently launched in test, will ensure a consistent educated standard for all on-premises serving staff.</li> <li>It will cover all aspects of responsible server training: the law, the impact of excess alcohol, policies and mechanics in outlets to ensure a bar is well managed to allow for responsible drinks mechanics.</li> <li>It is being tested currently in two on-trade retail estates, one national, one regional.</li> <li>It will be designed and adapted to be a consistent industry-wide accepted campaign by all appropriate stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>Aims to target 6,000 bar staff in early 2009.</li> </ul>	<ul style="list-style-type: none"> <li>Not available.</li> </ul>



<p><b>"Employee Alcohol Policy"</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible consumption among employees.</li> <li>February 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard Holding</li> <li>Pernod Ricard UK</li> </ul>	<ul style="list-style-type: none"> <li>The Pernod Ricard UK Code of Conduct is compulsory for all employees and contractors, both during and outside working hours, making employees the ambassadors of the Group's responsible drinking policy.</li> <li>The policy covers:             <ul style="list-style-type: none"> <li>Company's reputation.</li> <li>Alcohol at work.</li> <li>Drinking and driving.</li> <li>Team social events and company conferences.</li> <li>Alcohol dependency.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The Code of Conduct covers 250 UK employees.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p>* The Drinkaware Trust (<a href="http://www.drinkawaretrust.org.uk">www.drinkawaretrust.org.uk</a>) is an independent UK-wide, public-facing body with the objective of positively changing public behaviour and national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm. It is supported by the government, the alcohol industry and a wide range of stakeholders in the health, education and voluntary sectors. It receives donations from drinks companies. Its campaigning programme is decided by its Board of Trustees.</p>			







## Contact list

For more detailed information about any of the initiatives listed in this brochure, you are invited to contact directly the EFRD member companies, the Social Aspect Organisations and member associations of the European Spirits Organisation – CEPS which have provided information for this brochure.

EU	European Spirits Organisation – CEPS	Jamie Fortescue	jamie.fortescue@europeanspirits.org <a href="http://www.europeanspirits.org">www.europeanspirits.org</a>
EU	EFRD (European Forum for Responsible Drinking)	Carole Brigaudeau	cbrigaudeau@efrd.org <a href="http://www.efrd.org">www.efrd.org</a>
<b>Members of the European Spirits Organisation – CEPS</b>			
Belgium	FBVS – Fédération Belge des Vins et Spiritueux	Jean-Jacques Delhayé	fbvs.bfwg@skynet.be <a href="http://www.fbvs.be">www.fbvs.be</a> <a href="http://www.bfwg.be">www.bfwg.be</a>
Bulgaria	APITSD – Association of Producers, Importers and Traders of Spirit Drinks	Elly Guerganova	guerganova@abv.bg
Finland	ETL – Finnish Food and Drink Industries’ Federation FABIA – Finnish Alcoholic Beverages Industries’ Association	Irmeli Mustonen	irmeli.mustonen@etl.fi <a href="http://www.etl.fi">www.etl.fi</a>
Germany	BSI – Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V.	Angelika Wiesgen-Pick	info@bsi-bonn.de <a href="http://www.spirituosen-verband.de">www.spirituosen-verband.de</a>
Italy	FEDERVINI – Federazione Italiana Industriali Produttori Esportatori e Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti e Affini	Ottavio Cagiano de Azevedo	ocagiano@federvini.it <a href="http://www.federvini.it">www.federvini.it</a>
Poland	PPS – Polski Przemysł Spirytusowy	Leszek Wiwala	leszek.wiwala@pps.waw.pl <a href="http://www.pps.waw.pl">www.pps.waw.pl</a>
Portugal	ANEBE – Associação Nacional de Bebidas Espirituosas	Mario Moniz Barreto	mario.monizbarreto@anebe.pt <a href="http://www.100percentocool.pt">www.100percentocool.pt</a>
Spain	FEBE – Federación Española de Bebidas Espirituosas	Jaime Gil-Robles	jpgil-robles@febe.es <a href="http://www.febe.es">www.febe.es</a>
Sweden	SSWS – The Swedish Spirits & Wine Suppliers	Erika Nylander	erika.nylander@li.se <a href="http://www.spirits-wine.se">www.spirits-wine.se</a>
UK	SWA – The Scotch Whisky Association (SWA)	Campbell Evans	cevans@swa.org.uk <a href="http://www.scotch-whisky.org.uk">www.scotch-whisky.org.uk</a>
UK	GVA – The Gin and Vodka Association of Great Britain (GVA)	Edwin Atkinson	edwinatkinson@ginvodka.org.uk <a href="http://www.ginvodka.org">www.ginvodka.org</a>



## Social Aspect Organisations

Czech Republic	Forum PSR – Ceske forum pro zodpovednou konzumaci alkoholickych napoju	David Binar	binar@forum-psr.cz <a href="http://www.forum-psr.cz">www.forum-psr.cz</a>
Denmark	GODA – Gode Alkoholdninger	Anett Wiingaard	info@goda.dk <a href="http://www.goda.dk">www.goda.dk</a>
France	E&P – Entreprise & Prévention	Alexis Capitant	entprev@wanadoo.fr <a href="http://www.soifdevivre.com">www.soifdevivre.com</a>
Hungary	HAFRAC – Hungarian Association for Responsible Alcohol Consumption	Gábor Séllyei	gaborsellyei@yahoo.com <a href="http://www.hafrac.org">www.hafrac.org</a>
Ireland	MEAS – The Mature Enjoyment of Alcohol in Society	Fionnuala Sheehan	fsheehan@meas.ie <a href="http://www.meas.ie">www.meas.ie</a>
Spain	FAS – Fundación Alcohol y Sociedad	Jaime Gil-Robles	secretaria@alcoholysociedad.org <a href="http://www.alcoholysociedad.org">www.alcoholysociedad.org</a>
The Netherlands	STIVA – Stichting Verantwoord Alcoholgebruik	Peter de Wolf	dewolf@stiva.nl <a href="http://www.stiva.nl">www.stiva.nl</a>

## Others

UK	<p><i>The Drinkaware Trust</i> The Trust is an independent UK-wide, public-facing body with the objective of positively changing public behaviour and the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm.</p> <p>It is supported by the government, the alcohol industry and a wide range of stakeholders in the health, education and voluntary sectors. It receives donations from drinks companies. Its campaigning programme is decided by its board of trustees.</p>	Derek Lewis	<a href="http://www.drinkawaretrust.org.uk">www.drinkawaretrust.org.uk</a>
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## EFRD Member companies involved in prevention activities

Bacardi-Martini	Stefano Fresi	sfresi@bacardi.com
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Brown-Forman	Elizabeth Crossick	elizabeth_crossick@b-f.com
Diageo	Carolyn Panzer	carolyn.panzer@diageo.com
Moët-Hennessy	Guillaume de Guitaut	gguitaut@moet-hennessy.com
Moët-Hennessy-Diageo (MHD)	Anne-Marie Cailloux	amcailloux@mhdfrance.fr
Pernod Ricard	Armand Hennon	armand.hennon@pernod-ricard.com
V&S Group	Peeter Luksep	peeter.luksep@vsgruop.com



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