

# Wine in Moderation Programme

*Implementation Report 2008-2009*

*A contribution of the EU Wine Sector to the  
European Alcohol and Health Forum*

*June 2010*



**WINEinMODERATION.eu**

*Art de Vivre*

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## Foreword by the Spokesperson of the WIM Programme

**W**hen we launched the “Wine in Moderation, Art de Vivre” programme two years ago it was a big step for the wine industry. For the first time, all relevant actors within the European wine industry had come together to develop an holistic, comprehensive programme to promote responsible wine consumption. For an industry such as ours, composed of a myriad mostly small enterprises scattered across a large part of Europe, this was an achievement in itself.

It is heartening to see that two years on we have achieved significant progress and are on our way to making Wine in Moderation a real success story. This is particularly so in the light of the difficult economic conditions that our sector presently faces. At a time when the temptation is strong to cut back on all activities that are not strictly commercial, it is important to note that the wine sector’s commitment to promoting responsible consumption is as strong as ever.

The efforts that the different players in our industry have made to implement the Wine in Moderation programme, detailed in this report, are testament to the wine sector’s commitment to the EU Alcohol Health Forum. By establishing this Forum, the European Commission has provided the catalyst that has enabled as diverse an industry as ours to come together and rally around this worthy common cause. We look forward to the continuation of this process, which we see as a unique way in which the EU can make a difference towards the common goal of tackling alcohol-related harm in Europe.

While we can be proud of our achievements to date, much remains to be done to make “Wine in Moderation, Art de Vivre” the success that it deserves to be. As Vice-President of the Comité Européen des Entreprises Vins and spokesperson for the Wine In Moderation Programme, I will make it my task to ensure that the sector delivers on its commitment to the full extent of its abilities.

June 2010

George Sandeman

**CEEV Vice President and Chairman of the CEEV Wine and Health Working Committee**



## About this report

The Wine in Moderation (WIM) Programme is the European wine sector's programme to promote moderation and responsibility in wine consumption. It seeks to bring together the main actors of the wine sector and value chain to implement initiatives promoting moderation and exchange best practice supporting responsible drinking and preventing excessive consumption and misuse of wine in Europe. This initiative gathers the following organisations:

■ **WIM** /wim/ *abbrev.* Wine In Moderation Programme. The WIM Programme is the European Wine sector's contribution to the EU Alcohol and Health Forum. Gathering the entire EU wine sector around a single common moderation message, the WIM programme works with key actors to promote responsible drinking across Europe.



**CEEV – Comité Européen des Entreprises Vins** is the organisation representing the Wine Industry and Trade in the European Union. [www.cee.be](http://www.cee.be)



**COPA-COGECA** is the organisation representing European farmers and their cooperatives. The organisation is composed of COPA (Committee of Professional Agricultural Organisations), which represents farmers' organisations from the EU's 27 member states, and COGECA (General Confederation of Agricultural Cooperatives), representing agricultural cooperatives in the same countries. [www.copa-cogeca.eu](http://www.copa-cogeca.eu)



**CEVI – Confédération Européenne des Vignerons Indépendants**, is the confederation of European independent wine growers. [www.cevi-eciw.eu](http://www.cevi-eciw.eu)

The WIM Programme also counts on the support and commitment of the following international organisations:



**EASA – the European Advertising Standards Alliance** is the voice of advertising self-regulation in Europe. It promotes ethical standards in commercial communications by means of effective self-regulation. It brings together national advertising self-regulatory organisations (25 from 23 European countries) and 16 organisations representing the advertising industry in Europe. [www.easa-alliance.org](http://www.easa-alliance.org)



**Euro-toques International (ETI)** is the European community of chefs and cooks. It represents over 4000 European cooks and chefs in Europe and the world. ETI lobbies to promote good food and quality products regulated by European and national institutions. [www.euro-toques.org](http://www.euro-toques.org)

**The International Wine Clubs Association (IWCA)** is a professional Association of wine clubs and direct selling wine merchants. [www.internationalwineclubsassociation.com](http://www.internationalwineclubsassociation.com)

**The International Federation of Wine & Spirits (FIVS)** is an international professional association of the alcohol beverages industries and trade. [www.fivs.org](http://www.fivs.org)

## ***The EU Strategy on Alcohol-related Harm***

The WIM programme was officially launched on 18 March, 2008, in the context of the European Union Alcohol and Health Forum. This forum is an initiative of the European Commission, which adopted a new EU Strategy on alcohol-related harm in October 2006 with a view to supporting the Member States in tackling alcohol abuse.<sup>1</sup> One of the priorities of the EU Strategy is to inform, educate and raise awareness of harmful consumption, so as to develop knowledge in society about appropriate consumption patterns. The EU strategy has been endorsed by the European Parliament and the Council of European Union.

## ***The EU Alcohol and Health Forum***

One of the cornerstones of the strategy was to create an Alcohol and Health Forum to stimulate concrete stakeholder-driven action in the areas identified by the Strategy.<sup>2</sup> The Forum was established in June 2007, when over 50 members, including CEEV and COPA-COGECA, signed a Charter whereby they agreed to develop commitments to reduce the harmful consumption of alcohol across the EU. This Forum, chaired by the European Commission, includes the economic operators in the industry and trade, media and advertising organisations, NGOs, research centres, and professional bodies.



Markos Kyprianou, Commissioner for Health, Meglena Kuneva, Commissioner for Consumer Protection and the signatories of the Charter establishing the European Alcohol and Health Forum in June 2007

## ***A commitment of the Wine Sector***

By joining the Forum, each member agreed to formulate concrete commitments to contribute to the overall aims of the EU Strategy, and to report regularly on achievements. The design, development, dissemination and implementation of the WIM programme by CEEV/COPA-COGECA/CEVI is the wine sector's commitment to the Forum.

This report is an overview of the progress made by the entire wine sector since its launch in March 2008 until the end of 2009. It gives an account of all the activities carried out under the banner of the WIM Programme by CEEV, CEVI and COPA-COGECA, and their national members in France, Germany, UK, Spain, Italy, Portugal, Greece and Cyprus.

## ***Monitoring the actions of the Forum***

Monitoring voluntary commitments is at the heart of the Forum's philosophy: defining objectives, reviewing progress along the way, and evaluating the effectiveness of actions taken are key to build trust among stakeholders and to encourage meaningful and accountable actions.

This report is part of CEEV's commitment to transparent and accountable monitoring of voluntary actions taken in the framework of the EU Alcohol and Health Forum.

<sup>1</sup> [http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/documents/alcohol\\_com\\_625\\_en.pdf](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/documents/alcohol_com_625_en.pdf)

<sup>2</sup> [http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/alcohol\\_charter\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/alcohol_charter_en.htm)

## About CEEV

**CEEV – Comité Européen des Entreprises Vins** – is the organisation representing the Wine Industry and Trade in the European Union: still wines, aromatised wines, sparkling wines, liqueur wines and other wine products. It brings together 24 EU national associations whose companies produce and market the majority of European wines and export over € 6bn a year (90% of EU exports). The EU wine industry contributes to a surplus of € 3bn towards the Community's trade balance.



CEEV leads the management of the programme tools and related activities and ensures the coordination and monitoring of the implementation of the WIM programme.

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## Executive Summary

By adopting, in 2006, a comprehensive action plan to tackle alcohol related harm, the European Union proposed a strategic approach to tackling alcohol abuse. The EU set up, in 2007, the Alcohol and Health Forum which brings together all stakeholders committed to contributing to the fight against alcohol related harm.

As a member of the Alcohol and Health Forum, the wine sector has designed and adopted the Wine in Moderation Programme (WIM), which is built around four key objectives:

**Objective 1: Disseminating throughout the entire wine sector a common message about moderation**, using targeted communication materials, including brochures and presentations.

**Objective 2: Educating key actors and consumers about responsible consumption**, through targeted education programmes, to encourage cultural change and to make moderation fashionable.

**Objective 3: Promoting responsible commercial communications**, through the adoption of a common code of conduct for commercial communication, building on national self-regulatory codes.

**Objective 4: Sharing best practice across the EU**, by making all relevant scientific information available, and by stimulating identification of priority areas for additional independent research on health, social and cultural aspects of wine drinking in Europe.

The wine sector has also committed to monitoring and reporting on the implementation of its commitment.

Two years into this commitment, here are some of key interim results:

### Objective 1

**100%** of the relevant European organisations, along with their membership, committed to working together to establish the first pan-European, comprehensive programme to promote moderation, namely CEEV, CEVI and COPA-COGECA.

**One** single and common message was designed by these organisations, to be disseminated across Europe, adjusted where necessary to local audiences and local needs.

**Several** guideline documents were created to ensure that national members and other actors circulate the message in the spirit of which it was intended.

**100%** of the CEEV and CEVI communication material included the WIM logo and tagline.

**7** core participating countries and 2 partner countries have joined the WIM Programme.

**Numerous** communication tools were created to spread the moderation message (websites, logos, a moderation slogan, brochures, posters, leaflets)

**22.300** posters, 200.000 leaflets, 30.600 brochures were printed, in addition to banners, tee shirts and other communication tools.

**363** presentations of the WIM programme were made, reaching out directly to over 12.000 professionals, students and consumers across participating countries.

**Over 100.000** visitors and a total of 236.679 pages were viewed on the Wine in Moderation website.

## Objective 2

**87** presentations were given of the Art de Vivre programme, a training/education programme for professionals/future professionals teaching about moderation and responsible drinking/responsible serving.

## Objective 3

**One** common code of commercial communication was developed and transposed in 2 countries so far.

## Objective 4

**All** the relevant Social Aspects Organisation across Europe have gathered under one umbrella platform for exchange and discussion, the Wine Information Council.

**1,214,389** Euros were invested in total by the participating countries, organisations and European associations.

These results are described in greater detail in this report.

# Wine in Moderation Programme

*Description of the Programme objectives*



## Wine in Moderation

### *A commitment to the EU Alcohol and Health Forum*

Wine is an integral part of European life and culture. The EU is the largest wine producer in the world, as well as the world's leading exporter of wine products. The sector contributes annually to some €15bn to the EU economy.

While for the majority of consumers, wine represents a pleasurable beverage enjoyed in moderation and compatible with a healthy lifestyle, a minority of consumers misuse alcoholic beverages in ways that are damaging to themselves and that can harm others around them. The wine sector recognises the health dangers and the negative social and economic consequences that can be caused by the misuse of alcoholic beverages. The wine industry also recognises concerning trends relating to so called *binge drinking*, which has increased in certain parts of Europe, amongst a particular socio-economic and age group.

This is why the wine sector firmly believes in the virtues of moderation, the only way to enjoy wine. In order to reach out to all wine consumers in Europe and advocate the benefits of moderate consumption vs. irresponsible drinking, the European wine sector has developed a comprehensive pan-European programme called 'Wine In Moderation' (WIM), which works to promote sensible drinking patterns and reduce alcohol abuse and misuse-related harm. It aims to support initiatives seeking to reduce harmful alcohol-related behaviour in Europe, while preserving the cultural, environmental and economic place of wine in European society.

This programme was launched in the context of the EU Alcohol and Health Forum, a multi-stakeholder platform launched by the European Commission in 2007.

The WIM programme was launched on the grounds that:

- **Most consumers enjoy wine in moderation**, but a minority of consumers misuse alcoholic beverages: all representatives of the wine sector – in every region, at every step of the value chain – have a role to play in finding the best ways to communicate about the value of moderation.
- **There isn't a single European way to consume wine**: drinking patterns depend greatly upon local traditions, education, gender, age group and socio-economic factors: efforts to promote moderation should be tailored to the needs of each population.
- **Many actors in the wine sector across Europe have been promoting moderation successfully**: every successful effort, however local, should be used to inform 'best practice' and should be adapted and emulated wherever possible.
- **Efforts to promote moderation should be based on sound research** on social and cultural aspects: existing and future research should be collated and analysed at EU level to develop science-based evidence of what works.

The WIM programme has therefore been designed to achieve the following objectives:

- Reaching out to the entire sector with a common moderation message
- Informing and educating wine consumers to help them make responsible decisions about drinking
- Integrating moderation and responsibility in commercial communications of wine and wine products
- Developing and exchanging best practice to promote moderation

Accordingly, the WIM Programme is implemented by:

**Objective 1: Disseminating throughout the entire wine sector a common message about moderation**, using targeted communication materials, including brochures and presentations, for use with people of all ages.

**Objective 2: Educating key actors and consumers about responsible drinking**, through targeted education programmes, to encourage cultural change and to make moderation fashionable.

**Objective 3: Promoting responsible commercial communications**, through the adoption of a common code of conduct for commercial communication, building on national self-regulatory codes.

**Objective 4: Sharing best practice across the EU**, by making all relevant scientific information available, and by stimulating identification of priority areas for additional independent research on health, social and cultural aspects of wine drinking in Europe.

[www.wineinmoderation.eu](http://www.wineinmoderation.eu)

## *Implementing the commitment*

The 4 objectives of the WIM Programme have been designed jointly by CEEV, CEVI and COPA-COGECA. Following the adoption of a joint programme, all activities were undertaken to reach those objectives amongst the core membership of each organisation. While the WIM Programme aims to be a pan-European programme, an initial 6 Member States of the CEEV membership engaged in the progressive implementation of the objectives of the programme: **France, Germany, Italy, Portugal, Spain and the United Kingdom**. However, considerable efforts have also been undertaken by additional CEEV members in **Greece and Cyprus**, and are therefore included in this report.

As the needs are different from one Member State to the other, the programme has been designed to be adjustable to local needs. The priorities, range, resource-intensiveness and modalities of the implementation of the various activities therefore vary from one Member State to another, depending on the local contexts, structures and resources. While in some Member States some

activities are implemented by using the central messages and tools (see [www.wineinmoderation.eu](http://www.wineinmoderation.eu)), in other Member States, these tools have been adapted to the specific context, activities and stakeholders in each country.

The activities described in this report have been undertaken between March 2008 and December 2009.

The general implementation of each objective of the WIM programme will be introduced in the following order:

**Objective 1: Disseminating a common message about moderation**

**Objective 2: Education – *Art de vivre***

**Objective 3: Wine Communication Standards (WCS)**

**Objective 4: The Wine Information Council (WIC)**

## Objective 1: Disseminating a common message about moderation

The first objective of the WIM programme was to bring together the entire wine sector around a single common message that speaks to all European wine consumers, irrespective of origins, generations and genders and regardless of where and when they consume wine. This message had to be designed in such a way that it could speak to all wine consumers in a simple, yet powerful manner, and had to be supported by the entire wine sector.

The WIM programme was able to mobilise a critical mass of the leading organisations at EU, national and local level, despite the fragmented EU Wine sector and engage them in the effective design of a joint message. The broad dissemination of the common "moderation message" across the board by the co-owners and their associated members at national and local level has reached in practice all the key associations of the sector professionals and their constituencies in each country where commitment activities have been undertaken.

*The WIM programme was able to mobilise a critical mass of the leading organisations at EU, national and local level, despite the fragmented EU Wine sector and engage them in the effective design of a joint message.*

The common message is simple: 'Wine, only appreciated in moderation'. A series of basic tools were designed to disseminate the "Wine In Moderation" message:

**Website:** A dynamic, database-driven website containing all the texts, images, links and documents from the campaign in 6 languages. It has been conceived for easy downloads, and is



available to all wine professionals, media, consumers and to any other relevant stakeholder.

**Common Message:** A background document offering a complete overview of the WINE in MODERATION Programme. It underlines the commitment of the European wine sector to promote moderation and responsibility in wine consumption as a social norm and to develop the wine business in a sustainable and responsible way.

**Executive Summary:** A one-page overview of the WINE in MODERATION Programme.

**Brochure:** A corporate style document underling the message of wine as a premium product to be savoured in moderation and stressing towards wine.

**Leaflet:** This summarises the core elements of the moderation message calling on consumers to take responsible decisions.



**Wine Communication Standards:** They promote best practice across the EU ensuring commercial communications for wine products do not encourage or the need to promote healthy attitudes condone excessive consumption or misuse of any kind.

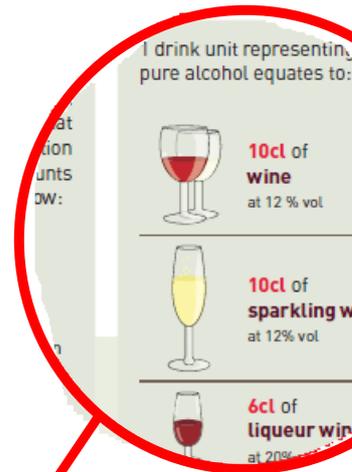
## Implementation Guide for Companies

### The Wine In Moderation Toolkit:

## User Guide for communication activities:

Guidance for the European wine sector on how to explain and implement the WINE in MODERATION Programme

**Poster, logo and tag line:** The WIM logos have been registered as trademarks.



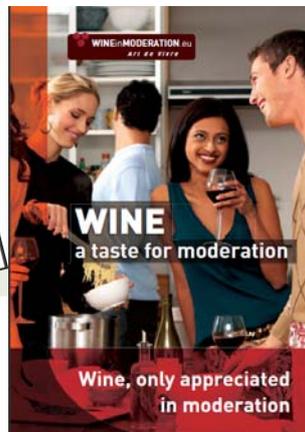
## Implementation Guide for Companies



## Leaflet



## Poster



## Logos



## Objective 2: Education – *Arts de vivre* (life skills)

The second objective of the WIM programme was to inform and educate the wine sector and its consumers to encourage cultural change and make moderation fashionable. It responds to one of the priorities of the EU Strategy on alcohol-related harm, which is to inform, educate and raise awareness on harmful consumption so as to develop knowledge in society about appropriate consumption patterns.

Educating and informing is central to the promotion of the moderation message. It involves:

- Active education of industry and consumers to encourage cultural change in the approach to consuming alcoholic beverages, making moderation fashionable
- Educating consumers who appreciate wine to do so moderately and responsibly, as part of a healthy lifestyle
- Familiarising consumers with the risks of abuse and misuse and the benefits of moderate consumption of wine to allow them to make informed and responsible decisions.

This strand of the WIM Programme is entitled *Art de Vivre* (life skills). The implementation of the *Art de Vivre* education programme initially targeted the professionals of the wine sector. They were the priority for the education programme, as they are at the origin of the product, and therefore at the top of the value chain, as well as the first ambassadors, multipliers of the Wine in Moderation message: their training and education are therefore an indispensable preliminary step to undertake.

Furthermore, the *Art de Vivre* education programme is also designed to address the partners operating in the wine value chain. They are a necessary intermediary to duplicate and disseminate the "wine in moderation" information to the public.

Through the *Art de Vivre* education programme, actors ranging from wine companies to professional schools were targeted and trained to promote moderation. *Art de Vivre* activities included the following examples:

- Internal communication sessions among the relevant areas of the organisation (directors/managers, winemakers, marketing/sales, HR, wine tourism, workers ...) about the 'Wine in Moderation' message and the healthy consumption of wine
- An interactive *Art de Vivre* training programme using the materials developed by the Wine in Moderation programme (c.f. objective 1)
- Train visitor reception and wine tourism areas to speak on the healthy consumption of wine to visitors of wineries and vineyards
- Develop and communicate on guidelines for the promotion of moderate consumption of wine, using wine by the glass and individual serving sizes
- Make available information about the WIM Programme and the healthy consumption of wine on company intranet and notice boards
- Create regular internal information about moderation and responsibility, and the healthy consumption of wine.

*Educating and informing is central to the promotion of the moderation message*

## Objective 3: Wine Communication Standards (WCS)

Advertising and commercial communication can be an important tool for producers and companies along the value chain in helping improve market share, secure customer loyalty and provide the public with product information. At the same time, operators must ensure that all commercial communications are carried out responsibly.

The manner in which wines are traditionally presented, communicated and served to consumers induces moderation. Commercial communications for wine must comply with applicable legislation and self-regulatory codes of practice with

*“Wine, only appreciated in moderation”*

respect to the form, content and medium of the communication. The European wine sector is committed to applying the highest standards of responsibility in wine marketing, paying particular attention to shaping commercial communications so that they do not promote harmful consumption but encourage moderation.

The purpose of the WCS is to promote best practice across the EU whilst taking into account the specific characteristics of the wine sector.

### The Wine Communication Standards

These standards are established as a set of basic principles which act in tandem with existing legislation in force and with the requirements of good business practices and provide guidelines for the application of best practices by national self-regulatory mechanisms and company codes.

The basic principles are the following:

#### Legality

Communication on Wines shall comply with Regulations and self-regulatory codes of practice in force whatever their content, their dissemination medium or the form that they take.

#### Truthfulness

Communications on Wines shall be decent, honest, and truthful.

#### Fairness

Communications shall be prepared with a due sense of social responsibility and shall meet the requirements of fairness, good faith and good business practices, whatever their content, the dissemination medium or the form that they take.

They must not be unethical, offend against generally prevailing standards of taste and decency or otherwise be an affront to human dignity and integrity.

In addition to these basic principles, the WCS provide for a series of specific provisions:

### **Moderate responsible consumption messages**

Communications on wine shall promote responsible consumption of wine. To this end, commercial communications shall include one of the two following messages:

“Wine, a taste for moderation”

and / or

“Wine, only appreciated in moderation”

In addition, commercial communications shall display one of the following logos:



The Wine in Moderation message and logo shall be displayed to consumers and the public in a clearly visible and legible format.

Commercial communications may replace the WIM message by any other responsible consumption message, in accordance with the spirit of the WIM Programme.

Additionally, all representatives of the European wine sector (wine companies and associations) should include the chosen WIM message and a logo in all their other communication and promotional material.

### **Misuse**

Commercial communications should not encourage or condone excessive or irresponsible consumption, nor trivialise such consumption, nor present abstinence or moderate consumption in any negative way.

Commercial communication should not present situations of abusive consumption. They should not suggest any association with violent, aggressive, illegal, dangerous or antisocial behaviour.

### **Alcohol content**

Commercial communications should not create any confusion as to the nature and alcohol strength of wines. They may indicate the alcoholic strength, but this indication should be provided only for information purposes.

### **Minors**

Commercial communications should not be aimed at minors nor show minors, or people appearing to be minor, consuming or promoting the consumption of Wines. Similarly, they should not be conveyed by media specifically intended for minors in terms of editorial content and/or audiences, or use elements of primary appeal to minors.

Commercial communications should not suggest that consumption contributes to bring someone into adulthood.

### **Drinking and driving vehicles, and other potential hazardous recreational or work-related activities**

Commercial communications should not associate the consumption of wines with driving vehicles or operating potentially dangerous machinery or with other potentially hazardous recreational or work-related activities which involve responsibility for third persons.

## **Workplace**

Commercial communications should not associate the consumption of wines with permanent workplaces or people consuming wine when working, with the exception of workplaces and/or people directly linked with a wine profession.

## **Health aspects**

Commercial communications should not claim that wines may have therapeutic properties and that their consumption may help preventing, treating or cure any human disease, or have any medicinal effect.

## **Pregnancy**

Commercial communications should not show pregnant women drinking or be specifically aimed at women who are pregnant.

## **Psycho – social aspects**

Commercial communications should not suggest that the consumption of wine helps to overcome shyness, inhibition or social related issues (problems, anxiety, psycho-social conflicts).

## **Performance**

Commercial communications should not create the impression that consumption of wines enhances mental ability or physical performance or skills.

## **Social success**

Commercial communications should not suggest that the consumption of wines is a requirement for social acceptance or success, or that non-consumption is synonymous with failure in social or working life or in business.

## **Sexual aspects**

Commercial communications should not show images of women or men of a discriminatory or degrading nature or stereotypical female or male images that may encourage violence; they should also not suggest that the consumption of wine enhances sexual capabilities, attractiveness, or leads to sexual relations.

Guidelines for how to use the message of moderation and responsibility in the consumption of wine were established.

Importantly, the WCS do not seek to replace relevant national rules or codes of conduct, but to build on existing self-regulation schemes, and to do so along the lines of the best practice elements identified in the EU Round Table on Advertising Self-Regulation.

During the reporting period, the efforts of the EU-level commitment owners have primarily focused on training wine professionals on the WCS goals, requirements and implications and guiding the national federations on appropriate practical steps to facilitate the implementation of the WCS at local level.

# 4

## Objective 4: The Wine Information Council (WIC)

In response to the need for broader dissemination of research on the social and cultural aspects of drinking in Europe, the Wine Information Council (WIC) was established in collaboration with representatives of European authorities and international scientific bodies. The WIC is a network of scientists working on the health and socio-cultural aspects of wine, committed to promoting moderate wine consumption. Its main objectives are twofold:

- To create a platform for information on health, social and cultural aspects of wine consumption. This is achieved through the development of a centralised database portal on wine ensuring that sound science-based information is made available to all stakeholders of the wine sector as well as to the public at large.
- To share best practices of European wine sector organisations promoting responsible drinking patterns.

*The WIC aims to facilitate a better dialogue and cooperation between existing national Wine & Health and Social Aspects Organisations in Europe.*

The WIC aims to facilitate a better dialogue and cooperation between existing national Wine & Health and Social Aspects Organisations in Europe. It gives access to relevant scientific information on Wine & Health & Social Aspects in one central database portal.

To implement this objective, as part of the WIM Programme, member organisations agreed to set

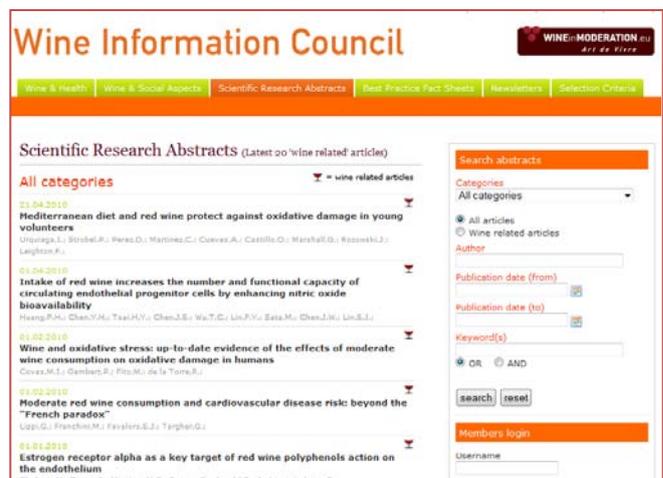


up the WIC and its website, which consists of two main sections:

### Wine Information Council Database

A database of scientific literature on wine was set up. It gathers numerous studies on the health, social and cultural aspects of wine consumption. The objective is to make this literature available and understandable to all.

The database is developed and updated under the supervision of a scientific advisory body. The experts that have been invited to participate have mostly a medical background; the intention is to extend participation to other scientific experts. The database is available on the WIC website and is updated monthly.



Since April 2009, a newsletter has been released on a monthly basis and is distributed to a large mailing list including WIC members, EU wine sector organisations, public departments at EU, national and regional levels, as well as medical and scientific institutes.

A forum to exchange “best practices” for the promotion of moderation and responsibility in the consumption of wines.

As part of the implementation of the Wine in Moderation programme, a wide range of actions at different levels has been deployed with a view to promoting responsible drinking patterns in Europe. Some are local in nature and organised by individual organisations, while others are larger in scale and involve many partners across society. Though any action is always intricately linked to its social and cultural context, lessons learnt and approaches taken by some can prove useful to others, leading to the development of similar projects in different settings.

The aim of the WIC is to communicate on a range of existing activities and projects by providing basic information on the key characteristics of such programmes, as well as on their monitoring and evaluation.

Organisations taking part in the WIC meet regularly and exchange information on the WIC website, accessible here: [www.wineinformationcouncil.eu](http://www.wineinformationcouncil.eu)



## Best practice fact sheets

## Wine Information Council



- Fact Sheets**
- 27.04.2009 Wine in Moderation - Art de vivre workshop for sommeliers
  - 22.04.2009 A toi de juger
  - 22.04.2009 Bienvenue à la modération
  - 22.04.2009 Avec le vin, j'adopte la bonne conduite
  - 22.04.2009 L'aventure d'un grain de raisin
  - 22.04.2009 L'Univers du Goût
  - 22.04.2009 La Gironde verte
  - 12.03.2009 Vino e giovani

**SUBMIT YOUR FACT SHEET**

Search fact sheets

Activity type: All activity types

Country: All countries

Start date: [ ]

End date: [ ]

Keyword(s): [ ]

OR  AND

[ search ]

**Fact Sheets**

27.04.2009

**Wine in Moderation - Art de vivre workshop for sommeliers**

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**Country / Region**  
Germany

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**Description of tools / measures used**  
1/2 day interactive workshop for sommeliers

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**Objectives**  
To integrate the "Wine in moderation" message into the training program of sommeliers and to raise awareness among the wine filière stakeholders

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**Target group**  
Sommeliers act as multipliers/ambassadors for consumer information in the long-term

---

**Summary**  
The content of the workshop includes topics such as moderate wine consumption as part of a healthy diet and a modern lifestyle; benefits of moderate wine drinking AND risks of misuse based on the latest scientific evidence; drinking pattern; the existing legal framework (such as age restrictions, Youth Act, Blood Alcohol Concentration, etc.) as well as Wine communication standards.

---

**Dates**  
**Start date :** 30.11.1999  
**End date :** on going

---

**Activity(ies)**  
Education

---

**Contact**  
Deutsche Weinakademie  
Ursula Fradera  
[www.deutschesweinakademie.de](http://www.deutschesweinakademie.de)

## *Methodology for evaluation and monitoring*

Monitoring and reporting is an essential part of our commitment to the EU Alcohol and Health Forum. Keeping track of all activities undertaken on behalf of the Programme is indispensable to measure the progress in its effective implementation. Measuring the results achieved with the original objectives guarantees the accountability of the owners of the commitment to the Forum.

To this end, we have made available to our members in charge of monitoring the implementation of the “Wine in Moderation” Programme, the following tools:

1. **A User’s Guide** indicating in a simple way how to explain and implement the program, how to raise public awareness of the benefits of moderate and responsible patterns of wine consumption and risks of misuse and how to mobilise wine professionals and relevant stakeholders
2. **A WIM Implementing Guide for Companies and Organizations** providing a practical guide and a checklist, based on experience gained during the practical implementation of the program, which can be used by any enterprise or organization which adheres to the “Wine in Moderation” program.
3. **Training Sessions** aimed at those in charge of the implementation of the Programme at national level (but open to any member of the wine sector and partners of our “Wine in Moderation” network). It looks at providing our partners with recommendations on how to implement and use the various tools of the Programme, as well as to exchanging information on best practices so as to allow our partners to learn from each other’s ideas and experiences.
4. **A Monitoring frame-questionnaire** aimed at periodically tracking the activities already implemented, as well as the activities planned for the future, in each country as well as at EU level.

# Wine in Moderation Programme

**CEEV**

**CEVI**

**COPA-COGECA**

*Owners of the commitment to the European  
Alcohol and Health Forum*

**CEEV**

**COPA-COGECA**

**CEVI**

For the European associations CEEV, CEVI and COPA-COGECA, the main task was to design, along with their membership, the core material which would serve as a foundation for the entire WIM programme.

## 1. A Common Moderation Message

The founding organisations agreed on the joint Moderation Message and designed the basic materials which would be disseminated by the national members of those organisations.

Once the WIM message and the related communication materials were created, they were translated in March 2008 and made available on the Wine in Moderation website. They have been made available in 6 languages: English, Spanish, German, French, Italian and Portuguese.

### The WIM website

In order to make the WIM programme materials widely available, a website was created: [www.wineinmoderation.eu](http://www.wineinmoderation.eu). This website is a core element of dissemination: it is a unique point of access to all material needed to communicate on the WIM Programme. It is accessible to all and is addressed to both consumers and wine professionals. It contains a wealth of valuable information about responsible drinking, including guidelines for consumers and information about the benefits of moderate consumption. For wine professionals, it contains all the documentation pertaining to the WIM Programme and guidance on how to participate.



Additionally, a stylebook was designed and made available to all organisations taking part in the WIM Programme. This stylebook included a series of variations of the WIM logo for all communications as well as detailed descriptions of the various elements composing the WIM visual identity (typeface, colour codes).

The Wine in Moderation website is a useful tool for communication. Since its launch in March 2008, it received over 100.000 visitors and a total of 236.679 pages were viewed.

### Dissemination of the WIM Programme

Following this first step of the programme, these communication materials were widely used by the European federations to disseminate the new programme to their membership. A total of 60 posters, 500 leaflets and 500 brochures were distributed by the three professional organisations.

The three organisations held many presentations in order to inform their members of the WIM programme:

- CEEV reached out to its Members (amongst which 23 are national associations) between 2007 and 2009.
- CEVI reached out to its 8 national associations and around 100 local associations.
- COPA has informed its 60 EU Members and 36 third country organisations, while COGECA has reached out to 35 full EU

Members, 4 affiliated Members and 36 partner organisations outside the EU.

A number of training sessions were held in Brussels in July 2008, November 2008 and in February and October 2009 (See Annex I). These include:

- A presentation of the WIM project during the General Assembly of the Spanish Wine Federation (FEV, Federación Española del Vino) in March 2007 in Madrid, as well as a seminar with FEV and / FIVIN (Fundacion Para La Investigacion Del Vino, Salud Y Nutricion) in Barcelona in March 2008.
- The WIM Programme was also presented to the UK Wine and Spirits Trade Association (300 member companies) in April 2007 in London, as well as in May 2008.

*All these events were the occasion to disseminate the WIM programme and its moderation message to all national organisations, so that they could embrace it and adjust it to their audiences and local needs.*

Other stakeholders were also targeted during different events, such as the presentation of the WIM programme in June 2007 during the Vinexpo in Bordeaux, during the 'Vin et Société' conference in January 2009 (60 professionals), and to the Association internationale du Droit de la Vigne in March 2009 Paris (45 professionals). A presentation reached a very wide audience at the "Fore Mundial del Vino" in Avril 2008 in La Rioja, where over 400 professionals participated.

All these events were the occasion to disseminate the WIM programme and its moderation message to all national organisations, so that they could embrace it and adjust it to their audiences and local needs (for a full list, see Annex I).

The WIM programme has also been introduced to the European Commission on several occasions, including at a meeting with the Directorate Generals for Health & Consumers and for Agriculture in November 2007, during a meeting

with the Commissioner for Agriculture Mariann Fischer Boel in December 2007 and on the occasion of the official launch of the programme on the 18<sup>th</sup> of March 2008.

Overall the WIM programme reached different audiences on 70 occasions since it was launched.

Overall, CEVI, CEEV and COPA-COGECA have achieved the first objective of the WIM Programme by:

- Designing a successful and ambitious programme promoting wine in moderation
- Reaching out to their national members to the greatest extent possible
- Presenting the WIM programme and making WIM material available to the largest audiences
- Including public officials and third party associations

## 2. Education – Arts de vivre (life skills)

CEEV, CEVI and COPA-COGECA designed the 'Art de Vivre' education programme with the intention to target as a priority the training of professionals in the wine sector and partners in the wine value chain. Indeed, actors of the entire value chain are paramount to the WIM programme as they act as multipliers of the WIM message towards their audiences.

In order to encourage their national members to educate their audiences, an 'Art de Vivre' presentation was prepared in March 2008 (PowerPoint) and presented to all the key constituencies in the wine value chain: wine producers, traders, hospitality, retail, etc.

While establishing protocols with independent specialised trainers and the training of educators is delegated to the national member associations, the three professional organisations have organised a training session for their Members in July 2008, which was entitled the WIM Training Session on 'Art de Vivre' education. The training sessions to non-Members take place at the local

level and are therefore delegated to national Members (following section).

The Communication to external audiences of the 'Art de Vivre' programme was included in most presentations introducing the WIM programme (see 1. WIM message).

The 'Art de Vivre' programme was presented 16 times in total.

### 3. Wine Communication Standards (WCS)

The Wine Communication Standards (WCS) were adopted by the CEEV General Assembly in March 2008. They do not seek to replace relevant national rules or codes of conduct, but aim to build on existing self-regulation schemes and to extend the reach of self-regulation where appropriate structures are not yet in place..

Their adoption by CEEV and its member organisations is a pillar of the WIM Programme, as the WCS ensure that the WIM message is spread consistently from the producer to the consumer. The WCS are available on the WIM website.

During the reporting period, efforts have primarily focused on training wine professionals on the WCS goals, requirements and implications, and on guiding national federations on appropriate practical steps to facilitate the implementation of the WCS at local level.

The WCS were presented to around 25 members of CEEV, COPA-COGECA and CEVI during the 3rd WIM Training Session which took place in February 2009 in Brussels.

In addition, a partnership with Self Regulatory Organisations (SROs) for effective application of the WCS was agreed with the European Advertising Standards Alliance (EASA, <http://www.easa-alliance.org/>) in December 2007. EASA is now an associated partner of the WIM programme.

The WIM logo and tagline have been inserted in 100% of CEEV and CEVI's corporate communications, letters, newsletters and emails since March 2008. Additionally, a link was inserted

*The adoption of the code by CEEV and its member organisations is a pillar of the WIM Programme, as the WCS ensure that the WIM message is spread consistently from the producer to the consumer.*

on the websites of the two organisations that together receive over 20 000 pages views annually.

The task to ensure that other wine associations and commercial communications bear the logo is delegated to national Members (see following section).

The WCS were also presented during the numerous presentations of the WIM programme (see 1. WIM message).

In total the WCS were presented 19 times.

### 4. The Wine Information Council (WIC)

Setting up the core team of the Wine Information Council (WIC) was the first step in the establishment of this pan-European scientific platform. In order to set up this core team, CEEV, CEVI and COPA-COGECA undertook a national mapping of Wine & Health-Social Aspects Organisations eligible to join the WIC network (April 2008).



Since then, they have launched the WIC website with an updated database of scientific literature on wine, health and social aspects (April 2009), which operates as a platform for national/regional organisations. CEEV, CEVI and COPA-COGECA have carried on contributing to the dissemination of

WIC information. For instance, the WIC newsletter and all related documentation are forwarded to all CEVI Members, which represents around 8000 independent winegrowers in 8 countries.

CEEV and COPA-COGECA similarly contribute to disseminating the WIC's findings and publications across their membership. WIC articles are often re-published in these organisations' newsletters in English, French, German, Italian or Spanish.

A major scientific conference was organised jointly by the WIC and CEEV on 23<sup>rd</sup> October 2009, discussing the influence of culture on different European drinking patterns. Scientists from the pan-European WIC network exchanged their views

and best practices to contribute to a better knowledge of what works to promote moderation and reduce harmful consumption.

#### **Key numbers**

**CEEV CEVI COPA-COGECA contributed to a total of €367,450.87 since the beginning of the programme**

**A total of 134 events took place introducing the WIM Programme, in general or in detail. These presentations reached an overall audience of nearly 8000 individuals from professional organisations, policy makers, public authorities and other stakeholders.** The full list of events is in Annex I.

# Wine in Moderation Programme

National Members

*France*

*Germany*

*Portugal*

*Italy*

*Spain*

*UK*

*Greece*

*Cyprus*



## France

In France, the association 'Vin & Société' is responsible for monitoring the implementation by the French wine sector of the pan-European WIM programme. 'Vin & Société' gathers all the representatives from the wine sector, including all actors of the wine growing and wine producing industry. Its members are the following:

- Association Générales des Entreprises Viticoles
- Confédération des Coopératives Viticoles de France
- Confédération Française des Vins de Pays
- Confédération Nationale des Producteurs de Vins et Eaux-de-Vie de Vin à Appellations d'Origine Contrôlées
- Vignerons Indépendants de France
- ANIVIN de France
- Comité National des Interprofessions des Vins à appellation d'origine, and the following organisations : Air Sud, BIVB (Bourgogne), BIVC (Centre), CIVA (Alsace), CIVB (Bordeaux), CIVC (Champagne), CIVJ (Jura), CIVP (Provence), CIVR (Roussillon), CIVRB (Bergerac), CIVS (Savoie), CNPC (Pineau des Charentes), Inter Beaujolais, Inter Loire, Inter Oc, Inter Rhône, Intervins Sud Est, IVSO (Sud Ouest), UIVC (Cahors), UIVD (Duras).

[www.bienvenue-a-la-moderation.fr](http://www.bienvenue-a-la-moderation.fr)

### 1. Disseminating a Common Moderation Message

Vin et Société translated the WIM Common message and communication materials into French

between 2008 and 2009. The French association fully integrated the WIM message into its own culture by tailoring it and creating "Bienvenue à la modération". Posters, leaflets, cards and stickers were created, representing an investment of €21 200.

The WIM message was slightly adjusted by Vin & Société in order to comply with the national legal framework regarding the content of marketing communications related to alcoholic beverages. In

2009, the WIM communication materials – adjusted to the national context – were disseminated in

reception areas in associations. 11000 posters, 17 000 leaflets and 500 brochures were printed. Both posters and leaflets were funded by Vin & Société as well as by their members. In 2010, the dissemination of the WIM messages will be extended to reception areas in companies and wineries and meetings and seminars will also be organised. An investment of €7850 was made by Vin & Société in this respect.

It is planned that the WIM communication materials will be disseminated by professionals and companies during 2010.

All these dissemination activities are crucial to the spreading of the WIM message across the entire sector. A key aspect of the implementation by the French association was its ability to reach the entire sector without difficulty. The fact that Vin & Société was responsible for the WIM activities and their monitoring was a real advantage.

Vin & Société held a conference on 28 January 2009, to introduce the WIM programme to seven

*A key aspect of the implementation by the French association was its ability to reach the entire sector without difficulty*

national organisations of professionals and their regional federations, namely: the CFVDP (Confédération Française des Vins de Pays), the CNAOC (Confédération Nationale des Producteurs de Vins et Eaux-de-Vie de Vin à Appellations d'Origine Contrôlées) the VIF (Vignerons Indépendants de France), the AGEV (Association générale des entreprises viticoles), the ANIVIT (Association Nationale Interprofessionnelle des Vins de Table et des Vins de Pays) and the CNIV (Comité National des Interprofessions des Vins à appellation d'origine). It is estimated that over 100 traders attended this event, the cost for which neared €30 000.

This event was a major achievement by the French association in the dissemination of the WIM common message, encouraging as many members as possible to subscribe to the programme and engage in related activities.

Furthermore, to reach a wider audience, a national website was created. Launched in March 2008, the website was redesigned in January 2009 and is now accessible via this link: [www.bienvenue-a-la-moderation.fr](http://www.bienvenue-a-la-moderation.fr).



This website contains valuable information for producers as well as consumers, including responsible drinking guidelines, information about the impact on health and an anonymous test to evaluate the relationship with alcohol.

The investment made in developing this website has so far amounted to €25 000 and the annual investment is evaluated at €5000. The website is visited by at least 1000 people per month on average.

## 2. Education – Arts de vivre (life skills)

Two websites were created in order to educate young people about the risks of the abuse of alcohol consumption:

[www.atoidechoisir.fr](http://www.atoidechoisir.fr) (for young people) and [www.atoidechoisir.info](http://www.atoidechoisir.info) (for teaching staff). The launch took place in November 2009 and efforts are being made in order to increase the popularity of the websites amongst teachers and young people.



On top of this, it was decided that between December 2009 and March 2010 ten advertising inserts will be dedicated to the websites in a



journal designed for pupils, their parents and teachers. Both initiatives represented an investment of

€4070.

## 3. Wine Communication Standards (WCS)

As French law (*Loi Evin*) is more restrictive than the WCS, the communication standards were not adopted.

## 4. The Wine Information Council (WIC)

Vin & Société has joined the WIC network of national Wine & Health and Social Aspects Organisations in Europe. It has actively disseminated the WIC newsletter to seven national organisations of professionals and to their regional federations, to four public authorities (Ministries of Agriculture and Health as well as the National Assembly and Senate), to seven stakeholders (such as oenologists' representatives, sommeliers and wine merchants), as well as the trade and professional press.

The total investment for 2008 and 2009 was €160,722.

## Germany

The German Organisation Deutsche Weinakademie is responsible for overseeing the implementation of the WIM Programme by the professional organisations members of CEEV and COPA/COGECA:

- Association of Wine and Spirits Importers – Bundesvereinigung Wein und Spirituosenimport (BWSI)
- Association of German Sparkling Wine Producers – Verband Deutscher Sektkellereien (VDS)
- Association of German Wine Exporters – Verband Deutscher Weinexporteure (VDW)
- Association of German Winegrowers – Deutscher Weinbauverband (DWV)

<http://www.deutscheweinakademie.de/>

<http://www.wein-spirituosen-verband.de/>

<http://www.deutscher-sektverband.de/>

<http://www.vdw-weinexport.de/>

<http://dwv-online.de>

### 1. Disseminating a Common Moderation Message

In Germany, the adaptation and translation of the Wine in Moderation materials was performed entirely by the Deutsche Weinakademie, and was completed in November 2009. A large number of communication tools were distributed to Wine associations, companies and wineries, and during meetings and seminars. A total of 600 posters, 100,000 leaflets and 20,000 brochures were



produced and disseminated across the country and across the sector.

To maximise outreach, the German Weinakademie gave a series of presentations to targeted audiences including many company representatives belonging to various organisations of the wine sector. Over 30 presentations were given, reaching as many as 35 different organisations.

Furthermore, permanent links to the WIM websites were uploaded on national websites.

### 2. Education – Arts de vivre (life skills)

As part of the Art de Vivre section of the programme, Deutsche Weinakademie developed its own tailored PowerPoint presentation, which has been used for one-day seminars in professional schools. The training was delivered to 6 different professional schools in 2008 and 18 in 2009. In addition, it was delivered to 4 sommelier associations and 2 associations in the hospitality sector. 820 students have been reached by the end of 2009. They act as multipliers of the WIM message for the entire sector and for the benefit of the general public.



Deutsche Weinakademie has developed an evaluation tool to assess the impact of its training module: each student that undergoes the training is

asked to fill in a questionnaire before and after the training, to assess their level of knowledge and therefore the effectiveness of the programme. In addition, a further random assessment takes place one year after the training. The outcome of the ex-ante and ex-post evaluation is due to be analysed in early 2010.

### 3. Wine Communication Standards (WCS)

The German Wine Sector therefore adheres to the voluntary Code of Conduct on commercial communication for Alcoholic Beverages of the German Advertising Federation (ZAW), effective since January 1 2005 in Germany. In every seminar this Code of conduct is specifically explained and is part of the presentation.

The WCS were translated, enshrined into Germany's existing advertising code, and endorsed by all wine companies and associations. 10 000 copies of the WCS were printed (at a cost of €3000)

The WCS were explained as part of the 'Art de Vivre' presentation, given to 18 professional schools, 4 sommelier associations and 2 associations in the catering sector.

The national dissemination of the WIM logos and taglines, to be inserted in all commercial communications (as provided in the WCS) is ongoing, and has already been effective in 8420 occasions in 2009.

### 4. The Wine Information Council (WIC)

The Deutsche Weinakademie has joined the WIC network. Through its extensive network, the Deutsche Weinakademie is able to connect with all the relevant organisations in the wine sector. In particular, it sends out the WIC newsletter to 86 wine organisations and companies.

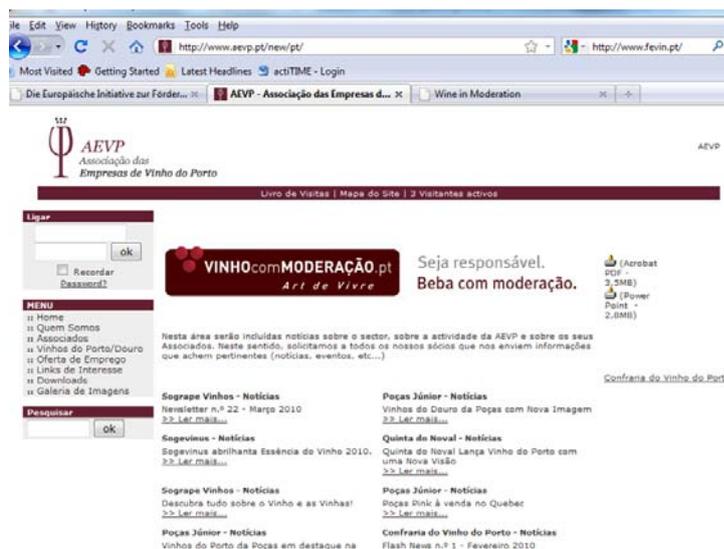
Over the course of 2009, 53 presentations of the WIC were given to 18 professional schools and 4 sommelier associations.

**The total investment for 2008 and 2009 was €157,500.**

## Portugal

AEVP (Associação das Empresas de Vinho do Porto), representing 90% of Port brands and 35% of Douro DOC wine and FEVIN (Federação dos Vinhos e Espirituosos de Portugal) have been leading the implementation of the WIM Programme in Portugal.

<http://www.fevin.pt/>



Portuguese association is developing audiovisual materials which will present the Portuguese WIM Programme and will be broadcast in the reception areas of wineries. The overall budget for this production is estimated at €50 000.

In addition to the work undertaken by AEVP, other associations in Portugal are working to disseminate the WIM programme. ACIBEV (Associação Dos Comerciantes e Industriais de Bebidas), CAP (Confederação dos Agricultores de Portugal) and FENADEGAS (Federação Nacional das Adegas Cooperativas) also keep their respective memberships informed.

In an effort to present the WIM programme to the wine sector, several presentations were held at key events for the industry. These presentations were aimed primarily at AEVP and FEVIN's membership, i.e. wine producers, to ensure that the WIM Programme is well understood and incorporated by the lead actors of the sector. The following list includes key examples of events which took place in 2008/2009, during which the WIM Programme was introduced:

- The Porto Come event (May 2009)
- The Symposium event, organised by the Institute of Health Sciences (June 2009)
- The Regional Seminar of Fenadegas (Federação Nacional das Adegas Cooperativas) (July 2009)
- The Essencia do Gourmet event in (September 2009)

### 1. Disseminating a Common Moderation Message

The WIM Message and all relevant communication materials were adapted and translated by AEVP in 2008. The Portuguese version of Wine In Moderation, "Vinho com Moderação", was registered as a trademark.

In order to increase public awareness, the WIM communication materials were made available to the public via trade associations and in companies/wineries:

- 1100 brochures were disseminated in March 2009, representing an investment of €1000
- Around 100 posters were printed and distributed in 2009 (€3660), in addition to the 150 printed in 2008 (€4000)
- 100 banners were set up (€504)
- 3700 leaflets printed by March 2009 (€7000)
- 200 t-shirts were printed by the end of 2009 (€2000)

Furthermore, AEVP is about to launch an advertising campaign in Wine Magazines for an overall investment of €9840. In addition, the

- The Declaration of Vintage Port 2007 in (October 2009)
- The European Wine Bloggers Conference (October 2009)
- The Annual Forum of Viniportugal, the Wine exhibition “Essencia do Vinho” (2008)
- The Lisbon tourism Fair (January 2009)

Presentations were also given to other actors in the wine sector, in order to spread the message of the WIM Programme externally. The Programme has been introduced to the following organisations:

- ACIBEV, Associação Dos Comerciantes e Industriais de Bebidas
- ANCEVE, Associação Nacional Dos Comerciantes E Exportadores De vinhos e bebidas
- CAP, (Confederação dos Agricultores de Portugal)
- FENADEGAS, Federação Nacional das Adegas Cooperativas
- FENAVI Federação Nacional de Viticultores Independentes
- FEVIPOR Federação de Viticultores de Portugal
- IVV (Institute of Vine and Wine)
- IVDP (Port Wine Institute)
- Ministry of Agriculture

Finally, the WIM Programme was also presented to actors outside the wine sector, in order to reach out to other stakeholders and build constructive partnerships:

- ANEBE (Associação Nacional de Empresas de Bebidas Espirituosas), and
- APCV (Associação Portuguesa Dos Produtores De Cerveja)

Presentations were made to the Ministry of Health and to members of the National Health Forum.

The Associação de Municipios Portugueses do Vinho has joined WIM and adopted and implemented the WCS. AEVP also gave three presentations to two of its Associations Members

and 98 Member Companies, with a financial investment of €1500.

In addition, the Portuguese Observatory of Social Responsibility for Wine in Moderation was launched (with the presence of the Minister of Agriculture) to reinforce the implementation of the Wine in Moderation programme in Portugal. Through this Observatory, Portugal will involve as many partners as possible among national, regional and local authorities, the wine value chain, consumer organisations and NGOs. AEVP also works with ICAP (the Instituto Civil da Autodisciplina da Publicidade) to monitor the implementation of the self-regulation code for wine communications in Portugal.

Overall, the WIM Programme was presented to over 2300 different individuals from organisations along the value chain, including producers, wine growers, traders, caterers, journalists and bloggers, and public officials. Reaching out to the entire Portuguese wine sector contributed significantly to increasing awareness of the WIM programme, which is the first objective of the programme, and the key to its successful implementation.

All communication methods were used to ensure that most stakeholders were reached. Accordingly, a website dedicated to the Portuguese WIM Programme was set up and is accessible at the following address: [www.vinhocommoderacao.pt](http://www.vinhocommoderacao.pt). The amount invested in its creation is estimated at €6200 to date and a further €11200 will be spent in the near future. Due to its recent establishment, the average number of impacts per month is still to be evaluated.

AEVP also intends to create another website dedicated to consumers.

## 2. Education – *Arts de vivre* (life skills)

AEVP is committed to educating its members and wine sector stakeholders on the Art De Vivre educational programme. AEVP therefore edited a training manual for the industry, which should be available shortly. Its cost has been evaluated at €2500.

Numerous local initiatives are also taking place, including the signature of a protocol with independent specialised trainers, currently in progress, which should cost over €5000.

AEVP has recruited a number of educators devoted to the training of 32 member companies. The investment for the training has been €500 so far and is expected to cost a further €4200 in the future.

Four further associations will be trained in 2010, at a cost of €900.

### 3. Wine Communication Standards (WCS)

On 10 September 2009, the Observatory of Social Responsibility for Wine in Moderation in Portugal officially signed the Wine Communication Standards. The event, attended by over 60 people including the Portuguese Agriculture Minister Jaime Silva, raised considerable attention to the WIM Programme, and was well covered by the media. €5000 were invested.

The investment of three additional presentations of the WCS to other companies (ANEBE, APCV, AND) was €2400. 110 people participated in these three events.

AEVP has joined the national Self Regulation Organisation (ICAP) and is currently working on a Protocol for monitoring Commercial Communications to be implemented in May 2010. The cost to date represents €1570 and a further investment of €6000 is planned.



## Seja responsável. Beba com moderação.

Concerning the WIM logo, it was present on 5000 corporate communications in 2009. The logo could also be seen on 6 other Portuguese associations' websites and 5 other companies' websites. It was also inserted in around 14 companies' commercial communications. In 2008, the logo could be seen on the Sogrape Vinhos website, brands, mail shots and e-mails. The "Be responsible. Drink in moderation" and the WIM logo were included in all its advertisements.

### 4. The Wine Information Council (WIC)

In Portugal, the Portuguese Wine & Health Social Organisation is being rebuilt and the current coordination with the WIC network is being secured by AEVP. Its aim is to inform about the benefits of moderate consumption of wine and the negative consequences of its abuse to the key health and nutrition stakeholders.

**The total investment for 2008 and 2009 was €25,102**

## Italy

In Italy, **Federvini** (Federazione Italiana Industriali Produttori Esportatori e Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti e Affini) and **Univini** (Confederazione Italiana della Vite e del Vino / Unione Italiana Vini) are the two CEEV members who oversee the implementation of the WIM Programme by the Italian wine industry.

<http://www.federvini.it/>

<http://www.uiv.it/>

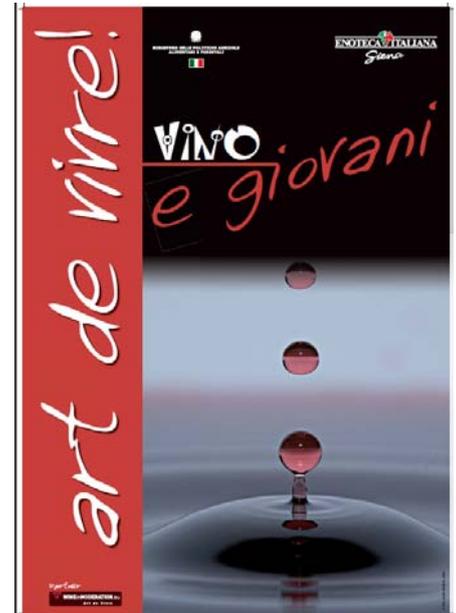
### 1. Disseminating a Common Moderation Message

In Italy, the adaptation and translation of the WIM Common Message and Communication materials was completed by Copa-Cogeca in November 2009.

In an effort to disseminate internally the message of the WIM Programme, presentations were made to members Federvini and Univini. The WIM programme was presented three times by representatives of the Italian wine sector or by members the Observatory of Alcohol and Health in Italy. During these presentations, the Programme was introduced to members of the following associations:

- Federvini
- Confederazione Italiana Vini
- Legacoop
- Confagricoltura
- Coldiretti

Furthermore, a series of presentations of the WIM Programme was made to other stakeholders of the wine sector, including the following organisations:



- Corriere Vinicolo
- Università di Milano
- Osservatorio del Comune di Montalcino
- Consorzio di Tutela Vino Soave
- Enoteca Italiana di Siena
- Accademia Italiana della Vite e del Vino
- Accademia dei Georgofili
- Accademia Pontificia
- Osservatorio Vino e Salute di Grizana Cavour
- Osservatorio Permanente Giovani e Alcol.

Additionally, the Italian wine sector held two press conferences in June 2008 and March 2009 at the events "Vinitaly 2008" and "Enotria 2009", to introduce the WIM Programme to external stakeholders as well as to the Italian and European media, for a total cost of €43 710. These events reached around 300 individuals directly, including representatives from the trade press and the wine sector. The events were sponsored by the "Fondazione Masi" Unione Italiana Vini and Federvini. The purpose of the Masi Foundation is to promote and enhance the cultural heritage of the Veneto region with particular attention to the cultivation and wine production.

Finally, the WIM program was also presented to local associations and member companies for a cost of €7.250. External audiences were also reached for an additional cost of €17 000. Those events gathered 5000 participants and 300 people from the press.

A key aspect of the Italian implementation of the WIM Programme was the design of their own “Vino and Giovani” Programme, an initiative of the Italian Wine Sector in collaboration with the Ministry of Agriculture. This programme specifically addresses young populations and educates them about the virtues of moderation. Over €192.000 were invested in this specific programme, including €10 000 were invested Under the VINO and Giovani program to communicate the WIM message and a series of seminars with young students. A total of 6600 posters, 42 000 leaflets and 5000 brochures were distributed in September 2008.



Federvini also produced an advertising spot entitled “Lo Stile Mediterraneo” which promotes the moderate and “Mediterranean” way of drinking wine, aimed at 18-30 year olds. This video was aired about 5700 times in Italian Cinemas and 160 times on television in key channels for ‘Vino e Giovani’s audience (MTV, Comedy Central, Rete 4, Canale 5, Italia 1).

The impact of this video is impressive; it potentially reached an audience of 106.000 cinema viewers and 24 million TV viewers.

The Wine in Moderation logo appeared in all the spots broadcast on TV, and was displayed on the CDs distributed selectively.

The total investment for this video was approximately €200,000.

## 2

### 2. Education – Arts de vivre (life skills)

The programme “Vino e Giovani, Art de Vivre” contains a pillar on education to teach new generations about responsible consumption of wine. Enoteca Italiana (based in Siena) is in charge of its execution. The website of the initiative can be accessed through the following address: <http://www.vinoegiovani.it>

The website has an average of 7000 viewers per month.

The Art de Vivre powerpoint presentation was translated and presented to targeted groups such as professional schools (in 2009) and sommeliers’ associations reaching above 1100 people in total. For this purpose 10 educators were trained through 4 training sessions. The investment was €43 000, with an additional €38 000 for the educators.



The program was also presented to external audiences through presentations for which €25 000 were invested.

Around 100 people attended the “Vino e Giovani” launch press conference held in October 2008 by Mr Zaia, Minister of Agriculture. Participants included representatives of national and regional public authorities, the press, wine professionals and industry representatives.

### 3. Wine Communication Standards (WCS)

The WIM logo and tagline were inserted in all corporate communications of all the Italian wine associations and their member companies, in accordance with the objective of the WCS.

Further work needs to be undertaken for the full implementation of the WCS, in particular concerning the code of conduct for commercial communication.

### 4. The Wine Information Council (WIC)

A national mapping of all Italian Wine & Health-Social Aspects Organisations eligible to join the

WIC network was performed. In 2008, at least nine such organisations were part of the network, including: the Università di Milano, Osservatorio del Comune di Montalcino, Osservatorio del Comune di Montalcino, Enoteca Italiana di Siena, Accademia Pontificia, Osservatorio Vino e Salute di Grizana Cavour, Confederazione Italiana della Vite e del Vino, Legacoop, Confagricoltura and Consorzio di Tutela Vino Soave. The "Consiglio di Informazione Sul Vino" (national Wine Information Council) is currently being set up.

In total €192 000 were invested for Vino e giovani

**The total investment for 2008 and 2009 was €235,710**

## Spain

In Spain, the Wine Federation “Federación Española del Vino (FEV)” is the trade organisation for wine producers and traders. FEV represents nearly 800 wineries and over 15 associations. Furthermore, ANEV, the Spanish association for traders and producers of vermouth, bitter-soda and wine-based liquors (Asociación española de Elaboradores y Distribuidores de Vermouth, Bitter-Soda y Aperitivos Vinicos) also played a key role in the implementation of the WIM Programme. ANEV is also member of FEV.

[www.fev.es](http://www.fev.es)

<http://www.fivin.org/>

<http://anev.info>

[www.autocontrol.es](http://www.autocontrol.es)

### 1. Disseminating a Common Moderation Message

In Spain, the Wine Federation (FEV) translated the WIM Common Message into Spanish and adapted the communication materials together with Copacogeca in July 2008. This was performed directly by the staff of these organisations.

After translating and adjusting the WIM Programme to the needs of the Spanish context, the Spanish Federation began disseminating the Common Message in the last months of 2008, shortly after the development of the WIM Programme by the European associations. WIM Communication tools, including 3000 leaflets, 3000 brochures and 6000 pins ‘Wine in Moderation’ and stickers were printed in March 2010. These were made available in the trade associations and companies. The

*El Vino sólo se disfruta con Moderación*

disseminating costs of the materials were €1500 but the major way of communication was, from the beginning, an ambitious series of digital information documents that were designed and distributed before and after events organised by the Spanish Wine Federation. This ensured an effective and low cost internal communication of the WIM Programme across the membership. Other printed materials were also created, for a cost of €1500, such as SRC brochures and the annual FEV report of 2008 and 2009 (which includes a full description of the activities related to the WIM programme). These documents have been distributed across the organisation’s membership, press and national administration, and have been made available to individual members in the reception areas of 20 associations.

Presentations of the WIM Programme were made to FEV’s membership in order to reach out to its member associations and member companies. Individual presentations were made to members of the Marketing Committee, the Law Committee, the Executive Committee and the General

Assembly, to guarantee that all aspects of the WIM Programme were introduced to all the relevant internal constituencies. Also, specific press releases were launched on the progress of the implementation of the programme in Spain.

FEV also introduced the WIM Programme to external stakeholders of the wine sector, including regional professional organisations representing



around 100 wine associations and 4500 wine companies. Amongst the wine associations, only 30 are professional organisations that represent the wine companies, the other 70 are regulatory bodies for DOP.

## 2. Education – Arts de vivre (life skills)

FEV translated the Art de Vivre PowerPoint presentation for a cost of €140. This presentation, adjusted to the needs of the Spanish audiences, will be widely used to introduce the objectives of the Art De Vivre programme to targeted audiences.

So far, since the program started to be implemented in Spain, the WIM Education programme was presented at several occasions to different audiences outside the wine sector. This effort has been deployed mainly by FIVIN along 2008 and 2009, with 41 presentations across Spain, representing over 120.000 impacts on target groups among authorities, professionals in the health sector and final consumers, and an investment of 36.000 €. FEV estimates that €30 000 has been invested in 2009 in this educational programme. Digital and specialised press reported the events, with impacts in the Spanish press amounting to 24616.

Furthermore, and targeting directly to the Horeca sector, training sessions of the WIM Education programme have been delivered to a total of 332 pupils. This cost €4000. In this aim, a protocol with independent specialized trainers was signed under a FEV-FEHR (Spanish Horeca Federation) agreement. The cost of the training of the educators, including the cost to organise the sessions in the CEEV office, was €3000.

## 3. Wine Communication Standards (WCS)

FEV translated the WCS in March 2008. Following this, presentations of the standards were undertaken. Today, 100% of FEV members (local associations and companies) have been reached. The cost of organising the meetings and covering the travel expenses was €5000.

Presentations of the WCS have also been given to other associations and companies not belonging to FEV, and are still

ongoing. Associations include Spanish regulatory bodies for DOP. The agreements and commitments to the programme signed by FEV or FIVIN are detailed in the FEV annual report.

*The insertion of the WIM logo and tagline is mandatory since January 2009.*

A protocol was signed in December 2008 with the Spanish Self-Regulatory Organisation for advertising *Autocontrol de la Publicidad* to ensure the effective application of the WCS. The signature of this protocol is a key aspect of the Spanish implementation of the WCS. The code entered into force on 1 January 2009. The investment made is €15350 and this amount is also the planned annual investment for the protocol. These figures do not include the cost of copy advice which is paid by companies (€400/copy). 24 copy advices were given in 2009 for a total of €9600. To date, 10 complaints were handled, among which 2 have ended up by a sanction for non-compliance with the codes. The cost of these procedures was €6000. All the people in the adjudication panels are independent.

As a result of these efforts, all FEV members (15 associations as well as 54 companies) signed the WCS in January 2009. Also, 42 companies/institutions that do not belong to FEV have signed a compromise to SRC.

The insertion of the WIM logo and tagline is mandatory since January 2009. All the FEV associations and companies are obliged to insert the WIM logo and tagline in their corporate communications. All FEV corporate communications bear the WIM logo and tagline too. This includes FEV website, press releases, internal bulletins to company members and other publications.

As part of their commitment to the WCS, companies member of FEV have included the WIM logo & message in the advertising of their wines, what represents an estimate of 7853337 Euros investment in 2009. It does not include other commercial communication material, such as

company brochures, merchandising, ....The advertising includes TV spots that must include the WIM logo and tagline for at least two seconds. It has been especially visible during the Christmas campaign.

#### 4. The Wine Information Council (WIC)

The FEV conducted a national mapping of Wine & Health-Social Aspects Organisations eligible to join the WIC network. FIVIN (Fundación para la Investigación del Vino y la Nutrición), the Spanish organisation for health and social aspects, has been involved in the WIC project since the beginning. The cost to date amounts to €4000 and includes travel expenses to WIC meetings.

The WIC newsletter still needs to be translated in Spanish before it can be diffused through the Spanish members of the WIC network. However, the active involvement of FEV in the WIC network can be seen through the FIVIN activities

The annual investment related to the Wine Information Council by the end of 2009 was €6000.

#### *Building Partnership*

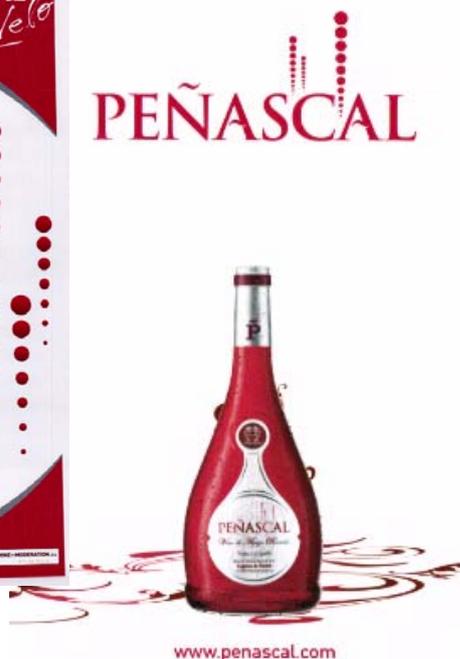
FEV also presented the WIM message and the WCS to public authorities. The FIVIN Declaration: 'Wine, Nutrition and Health' was signed in 2009 by

regional authorities such as Extremadura, Castilla-La Mancha, and Baleares, that includes all WIM principles. In 2010 two important WIM adhesion agreements with regional & local governments (Cataluña & Rioja) were signed, and they include a commitment to comply with the WCS.

In addition, two partnership agreements were signed in July and November 2008 with the Federación Española del Hostelería (FEHR) and the European Foundation for the Information Society and the e-Administration (FESIAE). The agreement with FEHR included the WIM message and the WIM education whilst FEIAE committed itself to the Wine information Council through the impulse of studies on behavior and education related to wine consumption. The agreement with FEHR involve the training of the Horeca sector personnel, through sommeliers and professional schools.

**The total investment for 2008 and 2009 was €116,405.** This does not include the investment attributable to the dissemination of the WIM logo and message through the advertising and commercial communication activities by the wine companies in Spain, as mentioned above, with a very high impact on Spanish consumers.

#### Examples of logo featuring in advertising:



Hijos de Antonio Barceló S.A.  
Oficinas Centrales en C/ Julián Camarillo 6A, 28037 Madrid.  
Teléfono: 91 5006000 / Fax: 91 5006006



## United Kingdom

The UK industry is already working on a number of initiatives to promote responsible consumption. Much of the work done to implement the WIM Programme has been and will carry on being performed through existing company arrangements, funding streams and resources, coordinated as necessary at national level

Efforts to promote moderation are shared by the entire alcohol industry and its partners, irrespective of the type of alcoholic beverage.

The Wine and Spirits Trade Association (WSTA), the UK Vineyards Association (UKVA), the Wine & Spirit Education Trust (WSET), Alcohol in Moderation (AIM), the Portman Group and the Drinkaware Trust are all working together to achieve common objectives, of which WIM is a part.

All companies and organisations involved are committed to promoting responsible consumption.

There is not a specific commitment by the UK Wine industry, since all UK efforts are common to all alcoholic beverages. However, all initiatives taken in the UK to promote responsible drinking are in line with the spirit and the letter of the WIM Programme. In fact, there are strong synergies between both programmes, which are different versions of one and the same general idea: the promotion of responsible drinking.

A selection of recent initiatives that support the WIM Programme can be found on the WSTA website.

[www.wsta.co.uk](http://www.wsta.co.uk)

<http://www.wset.co.uk/>

<http://www.aim-digest.com/>



<http://www.portmangroup.org.uk/?pid=1&level=1>

<http://www.drinkaware.co.uk/>

### 1. Disseminating a Common Moderation Message

In October 2008, the WSTA worked with the WSET and other relevant organisations in order to incorporate the WIM materials where appropriate, and to ensure that the UK Government's Sensible Drinking Message was included in training material.

In some instances, existing UK publications were amended to reflect the WIM Programme (including the Social Responsibility Standards, the WSTA toolkit: Social Responsibility).

The investment made was €400.

Despite the fact that many UK companies already have materials that cover messages similar to the WIM programme, WIM Communication materials have been available since December 2008 in UK Associations that share reception areas with the WSET. 1000 posters (one for every WSTA member), 2000 leaflets (two for every WSTA members) and 1000 brochures (one for every WSTA member) were distributed to 340 companies. The material was launched at the WSTA Spring Conference in April 2007 and is referred to in WSTA "social issues" materials, briefings and seminars. The total cost for the print, editing and dissemination of the communication materials was €5800.

The WIM message was also transmitted to other wine Associations at a cost of €4200.

There are 368 wineries in the UK, most of which are members of the UK Vineyards Association

(UKVA) and English Wine Producers (EWP). A brochure per vineyard, plus two posters for the reception areas / meeting rooms, which include a link to the website, were distributed to these organisations with the message that further copies of materials can be ordered if considered necessary.

Additionally, the WSTA launched the WIM programme to the UK trade at its Spring Conference in April 2008. 140 member companies (out of a total membership of over 300) were represented along with other associations and the UK trade press.

The WSTA promotes the WIM programme in Trade Voice, an electronic newsletter, which is read by 2,000 people each month in the UK trade.

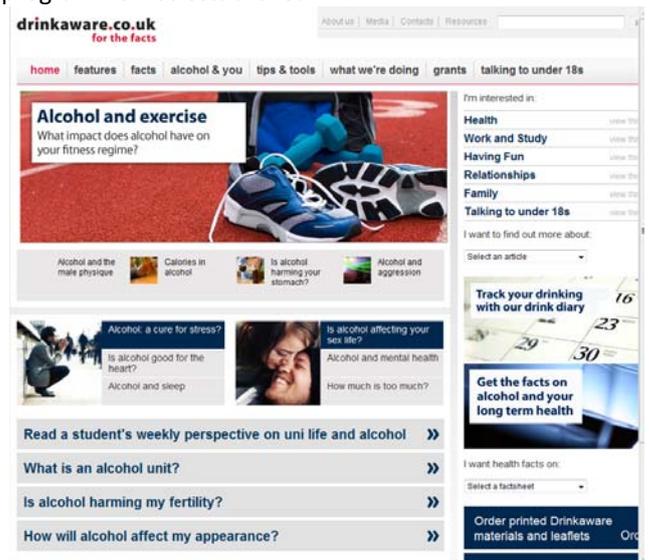
The WSTA attends the annual general meetings of all five regional wine and spirit associations, and has made a total of 10 presentations of the WIM programme for a total cost of €3150. These presentations reached seven local associations and 233 committee members during 2009.

The WSTA also met and briefed the following organisations:

- The United Kingdom Vineyards Association and the English Wine Producers (responsible for the 368 English and Welsh vineyards)
- The Academy of Food & Wine Service Skills
- The Association of Wine Educators
- The British Hospitality Association, NOCTIS
- The Circle of Wine Writers
- the Court of Master Sommeliers
- English Wine Producers
- The Institute of Masters of Wine
- The Vintners' Association

In addition, in an effort to present the WIM Programme to stakeholders outside the wine sector, WSTA met and briefed the UK trade press. Five presentations were given to five key journals during 2009: Harpers, OLN, Drinks Business, Wine & Spirit and Just Drinks.

Given the UK's specific problems in relation to the consumption of alcohol, its beverage alcohol trade and industry initiated 'The Drinkaware Trust' well before the European Wine in Moderation programme was established.



Drinkaware – which now has a considerable UK public profile with its own logo - is independent both of government and of trade: it aims to change the UK's drinking habits for the better, promote responsible drinking and to find innovative ways to challenge the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm. In other words, there is equivalence between the objectives of both Drinkaware and Wine in Moderation.

**drinkaware.co.uk**  
for the facts

The Drinkaware website [www.drinkaware.co.uk](http://www.drinkaware.co.uk) was set up in July 2008. It is dedicated to UK consumers and is run by the Drinkaware Trust. It receives more than 85,000 visits a month and is referenced on advertising, labelling and point-of-sale promotions, and through the activities of non-industry partners. It has become established as a key reference point for accurate information on sensible drinking and forms the backbone of campaigning and educational materials for

consumers in UK. A link from Drinkaware to the Wine in Moderation website has been uploaded.

Drinkaware is the delivery vehicle for the trade-funded campaign for Smarter Drinking (€27m for 2010; €112m over 5 years) that was launched in December 2009. The campaign – which will be independently audited – will include a major communications campaign: it covers all beverage alcohol and is entirely compatible with WIM

To avoid double counting, the Drinkaware KPIs will be reported separately to the Alcohol and Health Forum.

The WSTA, its members and other UK trade associations are working very closely with a number of national authorities (Government Departments, the police, trading standards etc) on a range of projects to promote responsible consumption and reduce alcohol-related harm. The majority of these projects are implemented by the industry as a whole, rather than just the wine sector. Rather than present WIM and start new communications and projects, the WSTA will continue to support these projects, all of which are entirely compatible with the aims and objectives of WIM.

The WSTA has also presented the WIM Programme to the Department for the Environment, Food and Rural Affairs (DEFRA).

## 2. Education – *Arts de vivre* (life skills)

In UK, the training of wine and spirit professionals, and of many members of the general public, is coordinated by the Wine and Spirit Education trust (WSET).

In 2009, the WSET taught over 25,000 individuals across 50 countries (15,000 pa in UK), and it runs a network of teachers and examination centres around the world, all accredited by WSET.

The WSET has developed a 'social responsibility' section for its courses and has agreed to make the "social responsibility" section of its courses freely available on its website for other organisations, companies and individuals to use.

In addition to the staff who teach at the International Wine & Spirit Centre, the WSET appoints 'Approved Programme Providers' for teaching and examination centres around the world and also runs a Recommended Tutor Scheme for individuals wishing to deliver certain elements of the WSET qualification range.

The Association of Wine Educators is one of the organisations earmarked to present the WIM programme on behalf of WSTA.

The Art de Vivre programme was presented to the following UK organisations:

- The United Kingdom Vineyards Association and the English Wine Producers (responsible for the 368 English and Welsh vineyards)
- The Academy of Food & Wine Service Skills,
- The Association of Wine Educators,
- The British Hospitality Association, NOCTIS,
- The Circle of Wine Writers,
- the Court of Master Sommeliers,
- English Wine Producers,
- The Institute of Masters of Wine,
- The Vintners' Association.

10 training sessions were held for a total cost of €5000.

## 3. Wine Communication Standards (WCS)

The use of the WIM logo is not widespread in the UK because of Drinkaware, and it is not envisaged that it will expand further, although it is possible that a number of wine companies in the UK may wish to utilise the WIM logo and tagline which are specific to wine.

Nevertheless, the WSTA has been communicating on the WCS to its members, and the WIM logo and taglines are sometimes used by various

associations, companies and members of the press.

#### 4. The Wine Information Council (WIC)

Alcohol in Moderation (AIM) and the Centre for Information on Beverage Alcohol (CBA), both of which are UK organisations, have joined the WIC network in 2009.

One representative of WSTA attends meetings of the WIC Steering Group.

The WSTA keeps its membership informed of all WIC activities and distributes the WIC newsletter upon request.

## Greece



The Greek Wine Federation (GWF) is responsible for the implementation of the WIM Programme on behalf of Greek wine makers, producers and traders. The members of the Greek Wine Federation produce 75% of the total volume of wine produced in Greece and export 95% of bottled Greek wine.

<http://greekwinefederation.gr/>

### 1. Disseminating a Common Moderation Message

The Greek Wine Federation started disseminating information about the WIM programme from February 2009, initially to its Members for internal use. Following this, the WIM Common Message was translated into Greek in June 2009, for a total cost of €2000.

For a broader dissemination of the message, a general presentation of the WIM programme was given to 15 member companies, students, wine professionals and related actors in November 2008. The presentation took place during the kick off meeting of the Life Long Learning Program (Leonardo da Vinci European project - transfer of innovation). Oeno-MAC [www.oeno-mac.eu](http://www.oeno-mac.eu).

GWF members have fully incorporated the WIM Common Message into their corporate communications. For instance, "SEMELI" Wine company, a member of GWF, printed a 15 page brochure about wine and health based on a study of the Medical School of the University of Crete and used it as a key communication tool.

Additional presentations targeted the Greek Inter-professional Organisation of Wine and the Vine (EDOAO), the Greek Wine Federation and the Central Union of Vine and Wine Producing Cooperative Organisations of Greece (KEOSOE). More recently, in November 2009, another presentation of the WIM programme and Alcohol and Health Policy was given to the GWF Marketing and Promotion Committee.

External audiences were also reached in June 2009 through a press conference held by EDOAO under the auspices of the Ministry of Health. During that event, the WIM programme and the Wine Information Council were presented to key organisations' representatives and to the media. The investment for the event was €110 000.

In addition, a TV spot was launched at the conference, produced in collaboration with the Ministry of Health and in accordance with the National Action Plan for Alcohol and Health. This is a creative and customized application

*This is a creative and customized application of the WIM Programme: this video features as one of the European wine sectors best practice examples.*

of the WIM Programme: this video features as one of the European wine sectors best practice examples. Around a hundred people participated in the event but a much wider audience was reached by broadcasting the spot.

In addition to oral presentations, Ampelotopi, a wine sector monthly newspaper, (with about 1000 subscribers and a distribution of over 2500) devoted 8 pages of its August 2009 issue to the

WIM Programme. (Vinatum Publisher [www.vinatum.gr](http://www.vinatum.gr))

In an effort to communicate the values of the WIM Programme to key audiences outside the wine sector, the WIM programme was presented to the following stakeholders:

- The Strategic Unit Public Health National Action Plan of the Ministry of Health
- The Ministry of Rural Development & Food Representation
- The Pan-Hellenic Union of Sommeliers
- The Pan-Hellenic Union of Registered Oenologists
- Academics
- Researchers
- Oenologists organisations

GWF also held a seminar for EKPIZO members in December 2009 under the title “Choosing Wine! Exploring wine from the vineyard to the consumer.” The WIM message was transmitted.

One of the next steps is to upload the translated content of the WIM message to the Wine in Moderation Website and upload the Greek version.

In the meantime, ENEAP (the Union of Alcoholic Beverage Companies) developed a website to inform about moderate and responsible consumption. ([www.eneap.com.gr](http://www.eneap.com.gr))

## 2. Education – Arts de vivre (life skills)

The Art de Vivre PowerPoint presentation was translated and targeted to Wine professionals and Consumers.

EDOAO has developed a strategic plan for the branding and marketing of Greek wine. WIM Communication will be a part of the activities of its Marketing & Branding Action Plan.

## 3. Wine Communication Standards (WCS)

Discussions on the WCS are high in the agenda of the GWF. The standards were translated into Greek in February 2009. The priority is now to

adopt a version of the logo in Greek for the moderate consumption of wine based on the WIM logo.

A distributor representing seven leading wine companies has already adopted in all its commercial communications the logo "Enjoy responsibly". It always features a link to the website [www.eneap.com.gr](http://www.eneap.com.gr) which informs about moderate and responsible consumption.



Moreover, GWF has placed the WIM logo on its website and has added a link to the Wine in Moderation website.

## 4. The Wine Information Council (WIC)

There is as yet no Wine & Health Social Aspect Organisation in Greece. However its role is taken up by the Advisory Interdisciplinary Scientific Committee of EDOAO, which advises and monitors the development and implementation of the WIM programme in Greece. The Committee also supports WIC projects and disseminates the message to students, professionals and civil society.

As the WIC newsletter is in English, EDOAO is trying to find the most suitable organisation to translate and disseminate its content. The Pan-Hellenic Union of Registered Oenologists has declared its interest in taking up this task.

**The total investment for 2008 and 2009 was €122,000.**

## Cyprus

The Cyprus Wineries Association (CWA) is responsible for the implementation of the WIM Programme on behalf of Cyprus wine makers, producers and traders. The members of the Cyprus Wineries Association produce 85% of the total volume of wine produced in Cyprus and export 98% of bottled Cyprus wine.

<http://www.cypruswineries.org/>

### 1. Disseminating a Common Moderation Message

The Cyprus Wineries Association started disseminating information about the WIM programme from March 2009, initially to its Members for internal use. Following this, the WIM Common Message was translated into Greek in April 2009, for a total cost of €1500.

The WIM logo was enriched with Greek translation of the message and was given to all CWA members for using it in the corporate documents and in the correspondence.

External audiences were reached in July 2009 through a press conference under the auspices of both the Ministries of Justice and Health. During that event, the WIM programme and the Wine Information Council were presented to key organisations' representatives and to the media. The investment for the event was €30 000.

Several articles on WIM program have been published in Cyprus newspapers.

**Total investment: €31,500.**

*Launch of the Cyprus  
WIM, with the Ministers  
of Justice and Health*

July 2009



## Annex I – List of events held by CEEV/CEVI/COPA-COGECA to promote the WIM Programme.

### Tracking WIM implementing activities (March 07- March 10).

Co-Owners (CEEV/COPACOGECA/CEVI).

2007	EVENT	Attendees (aprox)	Audience
21-Mar-07	FEV General Assembly Présentation of Wine In moderation project, (Madrid)	80	PROFESSION
April 2007	Presentation of the WIM project to the WSTA (UK wineTrade) , London.	140	PROFESSION
19 June 2007	Présentation du projet Wine in Moderation à VINEXPO, Colloque "Savoir Boire, Savoir Vivre", (Bordeaux, France).	60	PROFESSION AUTHORITIES BROADER AUDIENCES
29 August 07	European Vibes – Workshop on Alcohol Sponsorship of the Opening reception of the Europeanvibes exhibition in Brussels, Belgium	50	NGOs, AUTHORITIES, BROADER AUDIENCES,
19-Sep-07	CEEV Vin & Société Commission, Brussels	15	PROFESSION
09-Nov-07	Presentation of final WIM project to CEEV Board, Taormina, (Italy)	25	PROFESSION
14-Nov-07	Advisory Standing Group on Vitiviniculture (Brussels)	100	PROFESSION + AUTHORITIES
30-Nov-07	Meeting with DG SANCO_ Unit - Presentation of the WIM Programme (Luxembourg)	2	AUTHORITIES
10 Dec 07	Presentation of the WIM Programme to AGRI Commissioner Fischer-Boel and cabinet (Brussels)	4	AUTHORITIES
2008	EVENT	Attendees (aprox)	Audience
22 jan 08	Meeting with WSTA + WSET on "Art de Vivre" education programme. (London)	4	PROFESSION
04-Mar-08	WIM Sponsorship of European gastronomic event. Cafebabel Jeunes Européens Federalists (Brussels)	250	BROADER AUDIENCES, PRESS
12-Mar-08	Présentation du WIM en Espagne - Seminaire FEV/FIVIN en "Alimentaria" (Barcelone).	80	PROFESSION, AUTHORITIES BROADER AUDIENCES
18 mars 08	WIM EU Launch Event (Brussels)	180	PROFESSION, AUTHORITIES, BROADER AUDIENCES
31 March 2008	Professional Fair of European Independent Winegrowers (Paris)	1160	PROFESSION, BROADER AUDIENCES
15 April 208	CEVI Board, London	20	PROFESSION
17 April 2008	Open EU Alcohol and Health Forum (Brussels)	200	PROFESSION, BROADER AUDIENCES
21 avril 08	Wine Information Council meeting (Brussels)	25	PROFESSION
23 avril 08	Presentation WIM to the "Foro Mundial del Vino" (Logrono, La Rioja, Spain).	400	PROFESSION, AUTHORITIES, BROADER AUDIENCES
24 avril 08	Sponsoring event « Culture Action Europe » (Brussels)	150	AUTHORITIES, BROADER AUDIENCES
28 avril 08	Academy of European Law (ERA) Seminar on Wine Reforme (Trier, Germany).	60	PROFESSION, AUTHORITIES, BROADER AUDIENCES

6 mai 08	Conference Master OIV'08 (Brussels)	25	PROFESSION
9 mai 08	Conference Associacio Vinicola Catalunya (Barcelone)	25	PROFESSION
22 mai 08	Présentation WIM / WIC aux organisations italiennes (Rome).	12	PROFESSION
4 June 08	Meeting with CE-Liege (cork producers).	3	OTHER STAKHOLDERS
09-Jun-08	Rencontre avec Eurotoques concernant WIM partnership - MoU (Brussels)	5	OTHER STAKHOLDERS
7 juillet 08	WIM 1st Training Session (Brussels).	10	PROFESSION
11-Aug-08	Conference Call with CE Liège concerning MoU	5	OTHER STAKHOLDERS
04-Sep-08	Meeting with the Board of the Irish Wine Association.	8	PROFESSION
22 sept 08	Board Eurotoques International	30	OTHER STAKHOLDERS
	Evenement Eurotoques (Campione d'Italia)	500	BROADER AUDIENCE
26-Sep-08	Participation in the DG SANCO Conference <i>"Delivering for Tomorrow's European Consumers"</i>	400	AUTHORITIES, BROADER AUDIENCE
2 oct 08	Meeting WIM Training session (Sogrape / AEVP). (Porto, Portugal).		PROFESSION
8 oct 08	Sponsorship of Evenement Eurotoques Comité des Régions (Brussels) <b>"OPEN DAYS" Official Reception.-</b>	1500	AUTHORITIES, BROADER AUDIENCES
16 oct 08	Meeting on WIM art de vivre education implementation. (Brussels)	10	PROFESSION
22-Oct-08	Meeting Commission V&S du CEEV (Bussels)	15	PROFESSION
29 oct 08	Meeting on WIM implementation, (Madrid).	7	PROFESSION
29-Oct-08	Conférence de Presse « Vino & Giovani » (Roma)	100	PROFESSION, AUTHORITIES, BROADER AUDIENCES
4 nov 08	WIM 2 <sup>nd</sup> Training Session (Brussels, at COPA)	25	PROFESSION
6 nov 08	Assemblée Générale HOTREC (Prague)	80	OTHER STAKHOLDERS
20-Nov-08	CEVI Board, (Luxembourg).	20	PROFESSION
21 nov 08	Presentation to Wine Promotion bodies UK (London)	10	PROFESSION

2009	EVENT	Attendees (aprox)	Audience
28 jan 09	Présentation du WIM au Colloque « Vin & Société », Paris, France.		PROFESSION
11 Fev 09	Dinner Foro Catalunya empresa (Brussels)	10	BROADER AUDIENCES
18-Feb-09	3rd WIM Training Session (Brussels) - WCS+WIC	25	PROFESSION
5 March	FIVS Spring Conference (Paris).	45	PROFESSION
6 March 09	Presentation of WIM to Stati Generali del Vino Conference (Avellino, IT)		PROFESSION
18 March 09	Presentation of WIM to FEV's General Assembly (Madrid)		PROFESSION
20 March 09	Update on WIM implementation & progress to CEEV Directors and Board Members (Paris)	40	PROFESSION

23 March 09	Presentation of the WIM programme to the Association Internation du Droit de la Vigne et du Vin (Paris).	45	PROFESSION
25 March 09	Launch of Enotria 2009 « Wine in Moderation”, Rome.		PROFESSION, AUTHORITIES, OTHER STAKEHOLDERS
30-31 March 09	WIM booth at Prowein Fair 2009 (Düsseldorf)		PROFESSION, BROADER AUDIENCES
2 April 09	WIC Meeting (Brussels)	12	PROFESSION
28 April 09	Meeting of the CEEV V&S Commission (Brussels)	20	PROFESSION
28 April 09	Launch of the WIC to the EU press (Brussels)	20	PRESS, PROFESSION
30 April 09	Open EU Alcohol and Health Forum (Brussels)	200	PROFESSION, AUTHORITIES, BROADER AUDIENCES
5 May 09	Conference Master OIV 2009	25	PROFESSION
14 May 09	Presentation of WIM to Association Suisse des Vins et Spiritueux General Assembly (Lausanne)		PROFESSION
15 May 09	Presentation of WIM to Directors meeting of Association Générale des Entreprises Viticoles (Alsace)		PROFESSION
18 May 09	Presentation of WIM to Vitignoitalia (Naples, IT)		PROFESSION
19 June 09	Meeting with EASA on self-regulation mapping (Brussels)	5	PROFESSION + OTHER STAKEHOLDERS
22-23 June 09	Presentation of WIM at Vinexpo 2009 (Bordeaux)		PROFESSION, BROADER AUDIENCES
7-8 July 09	Update on WIM implementation & progress to CEEV Directors and Board Members + DG AGRI representatives + Greek authorities (Santorini)	80	PROFESSION + AUTHORITIES
27-Sep-09	FIVS Autumn Conference (Cape Town)	50	PROFESSION
01-Oct-09	Meeting with Pernod-Ricard Belgium and Europe on WIM implementation	5	PROFESSION
02-Oct-09	Participation in the MASI Award Ceremony (Verona)		PROFESSION
15-Oct-09	Presentation of WIM at VITeff Seminar (Epernay, FR)		PROFESSION, BROADER AUDIENCES
21-Oct-09	4th WIM Training Session (Brussels)	10	PROFESSION
22-Oct-09	Meeting of the CEEV V&S Commission (Brussels)	15	PROFESSION
23-Oct-09	WIC Scientific Conference on Cultural differences and the role of education: how do they affect drinking behaviours in Europe?	100	PROFESSION, AUTHORITIES, BROADER AUDIENCES, SCIENTIFICS, PRESS, OTHER STAKEHOLDERS
30-31 Oct 09	European Wine Bloggers Conference (Lisbon)		PROFESSION, BROADER AUDIENCES
3-4 Dec 09	Update on WIM implementation & progress to CEEV Directors and Board Members (Brussels)	25	PROFESSION



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