

Wine in Moderation – Art de Vivre

*“Working Across Society to address
alcohol related harm”*



Open European Alcohol & Health Forum
23rd November 2012



“Wine in Moderation – Art de Vivre”

The *Wine in Moderation – Art de Vivre* (WIM) programme, officially launched in 2008, is the wine sector's contribution to the European Commission's EAHF within the framework of the EU strategy to support Member States in reducing alcohol-related harm.

WIM programme represents a tangible commitment by the whole wine business community to promote moderation & responsibility – building on the values of the “wine culture”, founded on information backed by science, broad education and self-regulation in the sector.

WIM is one common programme co-ordinated centrally, structured in a way to be easily adopted into local needs & demands. The national implementation of the WIM program is managed by 1 or more national program co-ordinators.



Wine in Moderation – Art de Vivre

Programme Objectives

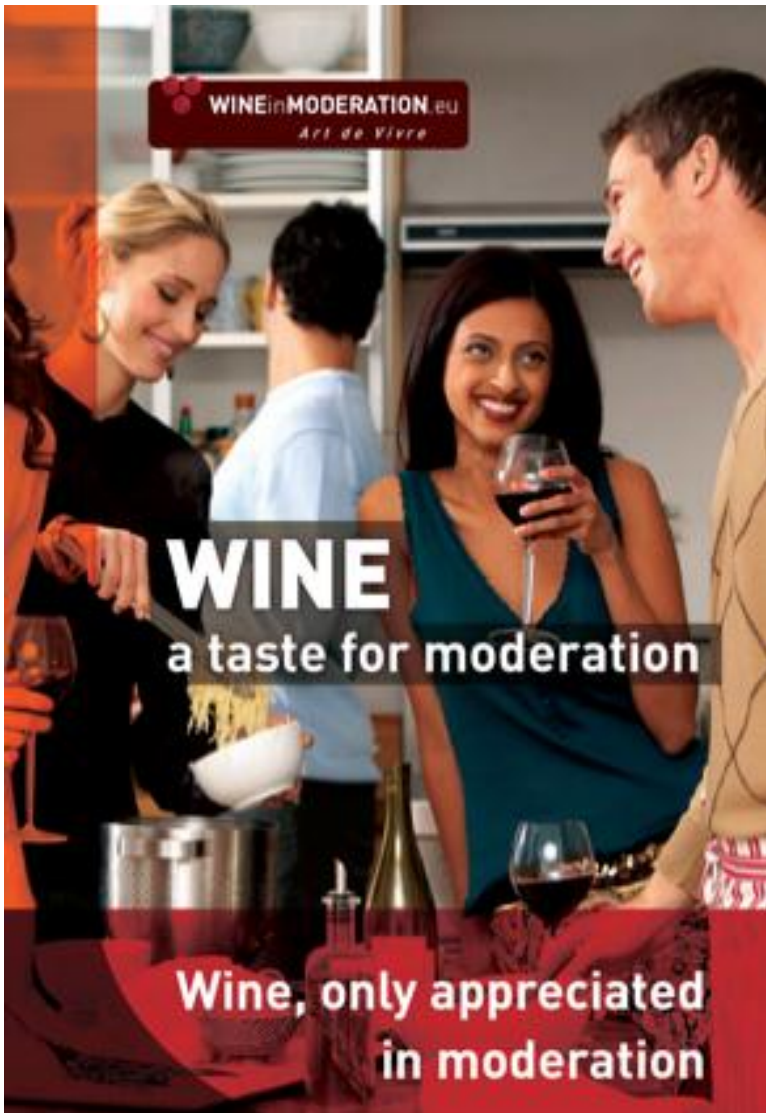
Objective 1: Disseminating a common message about moderation throughout the entire wine sector, using targeted communication materials, including brochures and presentations.

Objective 2: Educating key players 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.

WINE SECTOR COMMITMENT



WINE IN MODERATION
MESSAGE

WINE COMMUNICATION STANDARDS

- Self-regulation
- Inducing moderation and responsibility

“ART DE VIVRE” INFORMATION - EDUCATION PROGRAMES

- Encourage cultural change
- Inform on risk of abuse and misuse
- Wine in moderation as part of healthy lifestyle

WINE INFORMATION COUNCIL

- Share “best practices”
- Scientific information & research





Moët Hennessy



SOGRAPE VINHOS



Achievements

Objective 1

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

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.

9 countries are participating in the Wine in Moderation – Art de Vivre Programme.

576,100 leaflets, 49,700 posters and **40,900 brochures** were printed, in addition to banners, t-shirts, websites, logos, spots and other communication tools to spread the moderation message

519 presentations of the WIM programme were made, reaching out directly to over 15.000 professionals, students and over 400.000 broader audience across participating countries.

Over 250,000 visitors and a total of 550,492 pages were viewed on the **Wine in Moderation website**.

30 Million people reached by Wine in Moderation – Art de Vivre related media campaigns

Achievements

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 reached out over **24.000** people

Objective 3

3 codes of commercial communication was developed and transposed in 3 countries so far.

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

Over 20 Million people exposed to the logo and the message in commercial communication by wine companies

Objective 4

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

One single online database, **860** scientific articles, **17** monthly newsletter distributed to over **16,000** audiences

€ 2,390,808 Total Investment by the participating countries, organisations and European associations.

2nd WIM Commitment period (2011-2013)

2011's Achievements

33.364.133 people exposed by all activities (Excluding website visitors)

1.552.143 participants in different activities

621.136 website(s) visitors (including WIM central website (223.000) & National WIM related/ dedicated websites)

372.885 communication products were disseminated (incl. pamphlets, newsletters, TV spots, reports, bags, etc.)

19 new institutional partnerships & **3.015 contacts** were established

100 WIM dedicated events or events with WIM actions

169 Opinion leaders communicating the WIM Message/involved in WIM activities

341 references in media

28 active "Art de Vivre" educational program providers

52 "Art de Vivre" trainings program carried out

More than 1279 entities using WIM-related logo in webs and corporate communications

More than 164 new entities joined WCS during 2011

15 WIC-related events

22.890 WIC or WIC-related newsletters were disseminated & 4.100 people visited the WIC and WIC-related websites

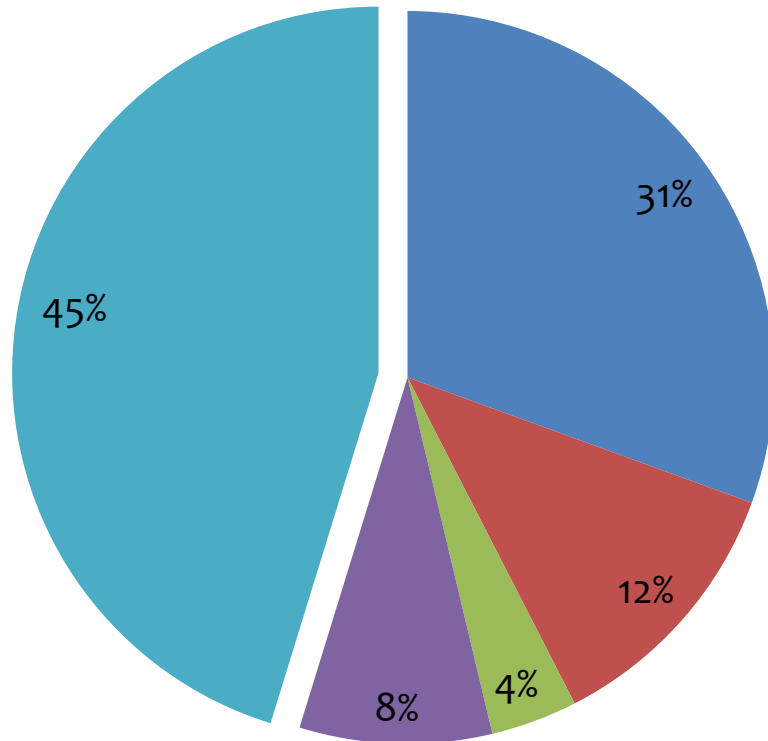
€ 1.188.081
**2011's Total
Financial
Investment**
(*excl. WCS
implementation by
WCS signatories*)

2008 -2010 (3 years period) Investment : ~2.4 M €

2011 (1 year period) Investment : ~ 1,2 M €

excluding cost of self-regulation implementation by WCS signatories

2011 Financial Investment Analysis



- Financial investment in Human Resources (only for coordination):
- Investment in communication tools
- Investment in travel and meeting expenses
- Investment in other managerial expenses
- Total financial investment in WIM's dedicated Activities in 13 countries (AR, BE, CY, CH, DE, FR, GR, IT, LU, PT, RU, ES, UK)

The 2012's Financial Investment is expected to be even higher reaching about 2M €

Critical Success Factors

- **One Pan-European Program**
One Pan-European program supported by the whole European Wine Sector & implemented at local level
- **Clear Objectives & Sound Values**
- **A Common Message**
A common single message to be adopted in the local context
- **Open**
To all stakeholders that are respect and are committed to serve the WIM values and disseminate the WIM message
- **Accountability**
Annual monitoring and reporting of the national and overall implementations
- **The People**
Committed/dedicated PEOPLE/ resources in wine companies and associations

THE Critical Success Factor

Wine in Moderation = Art de Vivre

Wine only appreciated in Moderation

Would that have happened without the Forum...?

- WIM has mobilized a critical mass of the key leading organizations at EU, national and local level.
- EAHF brought more people / speed in what we have been doing; and has led to new actions
- EAHF helps to see what actions are there, what works, what are the pitfalls and the positives and then offering toolkit to get it done adapted to the specific contexts and priorities. This dynamic is emulated by many commitments.
- Monitoring and reporting would not have happened the same way without the EAHF.
- Tracking the implementation of WIM activities deployed on the ground is a true technical, functional and economic challenge for the wine professional organisations.
- EAHF fostered bridges within sectors, and increasingly across sector – mainly on the ground/ local level, and extended the work together.
- Should the Forum had not been there, it would have been done differently.

**WIM is an unprecedented surge of commitment
in the history of the European wine sector**

1 Reaching Consumers

- ✓ Bring the WIM message closer to the consumer through:
- ✓ Broad information and awareness Wine in Moderation-Art de Vivre campaigns
- ✓ Pilot Project of Voluntary WIM logo labelling

2 Expanding Partnerships

- ✓ Implementing established Partnerships
- ✓ Building new partnerships across wine value chain
- ✓ Expand WIM Program in Europe and Beyond
Austria, Croatia, Turkey, Argentina

3 Increasing Knowledge

- ✓ Identifying professional training needs & develop common innovative approaches (*Leonardo da Vinci: VET-ArtdeVivre Partnership Program*)
- ✓ Educate professionals and consumers

4 Improving Self-Regulation

- ✓ Expanding coverage
- ✓ Expanding SR best practice
- ✓ Responsible Marketing Pact

Wine in Moderation – Art de Vivre aisbl (‘WIM aisbl’)

The Wine in Moderation – Art de Vivre aisbl (‘WIM aisbl’) is the Non For Profit Organisation founded at 2011 by the European wine sector to coordinate the European and International implementation of the WIM Programme

OUR VISION

**SECURE RESPONSIBLE & MODERATE WINE CONSUMPTION PATTERNS
AS A SOCIAL AND CULTURAL NORM
BY SPREADING THE WINE IN MODERATION – ART DE VIVRE MESSAGE
IN EUROPE AND BEYOND**

OUR Values

**Responsibility &
Moderation**

**Diversity &
Collaboration**

**Credibility &
Excellence**

**Transparency &
Accountability**



Thank YOU !



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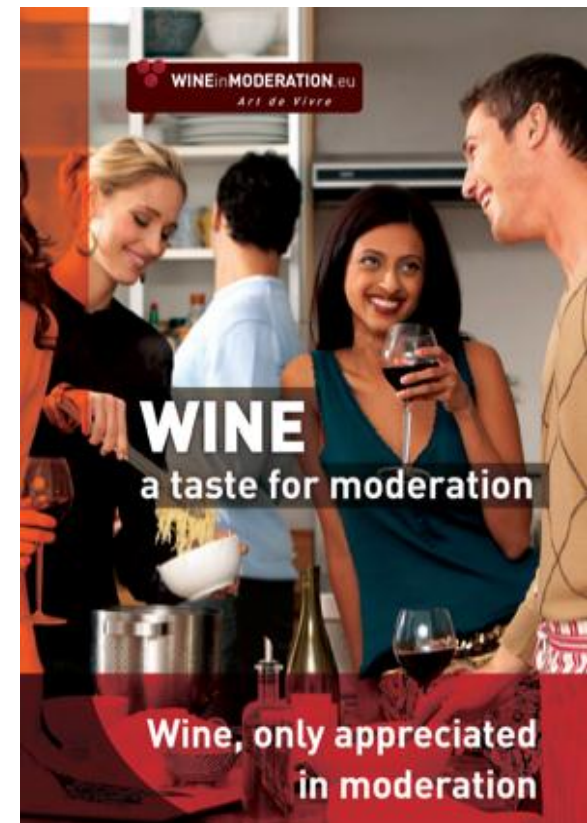
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Thank YOU !



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