

**“Working across society to
address alcohol related harm:
Member’s perspectives”**

The **hospitality sector’s approach**

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- I. What is HOTREC?**
- II. HOTREC & European Alcohol and Health Forum (EAHF)**
- III. HOTREC's future objectives in the Forum's context**

What is HOTREC?

- **Represents hospitality industry at European level**
- **44 National Associations**
- **in 27 European countries**



Key facts & figures of hospitality industry:

- **1,75 million businesses**
- **10 million persons employed**
- **5% of EU GDP**
- **195 billion EUR value added**

Key facts & figures of hospitality industry *(cont'd):*

- 99% of enterprises employ < 50 people
- These 99% make up 64% of value added
- 92% of enterprises employ < 10 people

Issues covered by HOTREC:

- Tourism
- Standards
- Hotel classification
- Online Travel Agents
- Hotel Review sites
- Social Affairs
- Sustainability
- Consumer Protection
- Food Labeling
- Taxation
- Copyright
- **Health / Alcohol**
- Etc.

HOTREC joined EAHF in 2008 (Vilnius GA in 2007)

HOTREC commitment – “Call for Action”:

- Raise awareness / exchange of information / facilitate members’ dialogue with other EAHF stakeholders/ encourage national associations to commit
- Emphasis on responsible drinking (information / education programmes) + enforcing age limits for selling and serving alcohol

HOTREC's Guidance document on responsible drinking



- **Adopted in 2009**
- **Objective: to provide guidance on how to limit alcohol misuse + encourage responsible service in full compliance with legal framework**

Main principles:

- Practical guidance – advice hospitality businesses comply legal requirements e.g.: leaflets, seminars, training sessions;
- Exchange best practices – e.g.: posters, information, articles;
- Cooperation with public authorities – curb underage drinking / binge drinking / drink driving / hazardous consumption;
- Cooperation with stakeholders - information / campaigns drink driving, responsible drinking
- Code of conduct and self-regulation;
- Commercial communications ;
- Promotions e.g.: avoid speed drinking / free drinks large quantities;
- Anti-social behaviour – cooperation with public authorities minimise alcohol related disorder in the neighbourhood;

HOTREC members EAHF



BBPA (UK) / FHA (Finland) / VISITA (Sweden)

Application procedure on-going \Rightarrow HoReCa
Vlaanderen (Belgium)

But:

More Associations active at national level!

Austria, France, Italy,
Switzerland,
Luxembourg,
Netherlands, Spain, etc.

Examples of best practices developed national level by HOTREC national associations



- Creation of websites / posters / flyers / school modules / workshops / articles / books **alerting age limits for consuming alcohol + how to serve alcohol responsibly;**
- Campaigns responsible drinking: e.g.: “More fun with dosage”;
- Distribution bracelets different colours, depending on age;
- Participation national platforms of discussion together with public authorities;
- Campaigns developed conjunction public authorities road safety;
- Free non-alcoholic drinks for the “Captain of the evening” – the one who drives;
- Distribution of breath analysers;

Examples of best practices developed national level by HOTREC national associations



- Self codes of conduct, including guidelines for responsible sales advertising, responsible promotions e.g.: promotions should include non-alcoholic beverages; no promotions before closing time;
- Training horeca professionals to deliver responsible service + how to deal with aggressive customers;
- Development of broader on-line trainings for anyone serving / selling alcoholic beverages;
- Partnerships at national level between hospitality sector / wine producers (wine in moderation) + brewers (non-alcoholic beers, if driving);
- Etc.;

HOTREC's general overview EAHF



Very positive experience:

- All stakeholders aiming to curb alcohol related harm + develop voluntary actions – commitments to EAHF;
- Platform to share + learn best practices → crucial to “listen + learn” from others stakeholders experiences;
- Possibility to establish partnerships with other stakeholders of the Forum e.g.: Partnership between HOTREC and WIM;

HOTREC's greatest achievements



- Welcome new member: HoReCa Vlaanderen;
- Encouraging members through GA's / website / newsletter / meetings develop measures in regard objectives Charter Forum, especially focusing age limits + responsible drinking;
- Sharing document best practices developed at national level, voluntary basis, among all members → ideas circulated on how to curb alcohol-related harm;
- Establishing partnership with WIM;
- Informing members FORUM's latest activities → motivates members to act;

Would these achievements have happened without the FORUM?



HOTREC would have:

- Encouraged members to develop actions regarding responsible drinking / enforce age limits when serving and selling alcohol
- Motivate member to share their best practices

But **probably** would have not:

- Established partnership / dialogues with other stakeholders Forum

And would have not:

- Encouraged members to commit to the EAHF
- Inform members activities Forum → no sharing of best practices of other members

HOTREC's future objectives in the Forum's context



- Encourage more members be part of the Forum;
- Continue motivating members act according Charter Forum, specially focusing age limits and responsible drinking;
- Continue disseminating information of Forum's activities;
- Motivate members to establish partnerships WIM national level;
- Possible future joint actions with other members Forum;

Conclusion:

- HOTREC believes EAHF is fundamental element EU strategy to curb alcohol-related harm;
- According its commitment, HOTREC is continuously encouraging its members to develop actions according Charter Forum + be part of the Forum;
- Several voluntary measures are being implemented at national level by HOTREC members
- HOTREC hopes EAHF will continue after 2012, as a good platform for discussions and sharing of best practices!

Thank you!

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