

# Drinks Industry Initiatives 2006

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







## I n d e x

<b>PREFACE</b>	<b>p. 04</b>	<b>Greece</b>	<b>p. 17</b>
<b>INTRODUCTION</b>	<b>p. 04</b>	<b>Hungary</b>	<b>p. 19</b>
<b>PRACTICAL INFORMATION</b>	<b>p. 05</b>	<b>Ireland</b>	<b>p. 19</b>
<b>COUNTRY OVERVIEW</b>		<b>Italy</b>	<b>p. 24</b>
<b>Austria</b>	<b>p. 06</b>	<b>Malta</b>	<b>p. 25</b>
<b>Belgium</b>	<b>p. 06</b>	<b>The Netherlands</b>	<b>p. 27</b>
<b>Czech Republic</b>	<b>p. 07</b>	<b>Poland</b>	<b>p. 29</b>
<b>Denmark</b>	<b>p. 08</b>	<b>Portugal</b>	<b>p. 30</b>
<b>European Union</b>	<b>p. 10</b>	<b>Spain</b>	<b>p. 31</b>
<b>Finland</b>	<b>p. 11</b>	<b>Sweden</b>	<b>p. 35</b>
<b>France</b>	<b>p. 11</b>	<b>United Kingdom</b>	<b>p. 36</b>
<b>Germany</b>	<b>p. 15</b>	<b>LIST OF ORGANISATIONS AND MEMBERS</b>	<b>p. 44</b>



**Preface** This brochure is the result of a combined effort between The European Forum for Responsible Drinking (EFRD) and the European Spirits Organisation (CEPS).

- + EFRD is an alliance of leading European alcoholic beverages producers supporting targeted initiatives to promote responsible drinking. These initiatives focus on attitudinal and awareness programmes, responsible marketing and self-regulation as well as the promotion of a better understanding of the evidence base. EFRD promotes the Partnership approach with interested stakeholders to tackle alcohol related harm. EFRD members include: Bacardi-Martini, Brown-Forman, Diageo, Moët-Hennessy, Pernod-Ricard, Rémy-Cointreau and V&S Group.
- + The European Spirits Organisation (CEPS) acts as the European representative body for producers of spirit drinks. Its membership comprises 37 national associations representing the industry in 28 European countries, as well as a group of leading spirits producing companies. The European Spirits Organisation (CEPS) aims to raise and promote the understanding of the EU spirits industry to decision makers in the EU institutions, international organisations and other key stakeholders. Its role is to secure, promote and advance the freedom to produce and market spirits in a responsible way, to support the needs of its members and to be the leading voice of the European spirits industry.

## Introduction

Treated responsibly, alcohol is a source of enjoyment for many people. However, excessive or inappropriate consumption can cause health and social problems for individuals and for wider society. This is why the spirits industry is committed to addressing alcohol-related harm. This commitment has been reinforced by the adoption in 2005 of the European Spirits Organisation “Charter on Responsible Alcohol Consumption”.

The most effective harm reduction strategies are those that bring about sustainable change towards a reduction in risky drinking behaviour. Such strategies are likely to comprise a combination of effective enforcement of legislation, a focus on attitudes and behaviour and modifications to the drinking environment. For the spirits industry, this means driving positive change in attitude and drinking behaviour among consumers by promoting responsible drinking, reinforcing positive drinking behaviours and discouraging risky drinking. This brochure is a non-exhaustive overview of existing prevention programmes undertaken in public/private partnership to meet this objective.

To understand the full extent of the commitments of the spirits producing companies, it is important to know that these companies do not simply invest in activities individually, but that they also support the actions undertaken by the trade associations in the EU-25 and by the Social Aspects Organisations (SAOs) that they fund, typically in partnership with other alcohol beverage producers.

A list of the corporate members of each SAO is available for download from the relevant website. The SAOs are listed in annex to this report together with their contact details.



## Practical information

This brochure is also available online on the EFRD and the CEPS websites.<sup>1</sup> The online version is presented in Excel, which enables users to select the data according to individual requirements.

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

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

As a responsible industry, we are proud of our contribution to being part of the solution to the problem of alcohol misuse.

Philippe Mouton

President  
European Spirits Organisation – CEPS

Alan Butler

Chairman  
EFRD

July 2006

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



## Austria



Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
Bacardi-Martini Austria	<p><b>"Drivers' Corner"</b></p> <ul style="list-style-type: none"> <li>To promote the designated driver concept.</li> <li>July - September 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Based on German pilot (2005).</li> <li>Driver's corner installed at Bat Beats (Bacardi branded) Dance Events.</li> <li>Designated drivers register at the beginning of each event and are breathalysed at registration and prior to departure.</li> <li>The designated driver receives information, free tickets for soft drinks at the event.</li> <li>Merchandise (key rings, t-shirts, etc.) and free tickets for future events are awarded if he or she remains sober all night.</li> </ul>	<ul style="list-style-type: none"> <li>Six nightclubs in Austria are participating.</li> <li>Present three days a week for a period of three months.</li> <li>1,500-2,000 capacity per club, per evening.</li> <li>15-20 per cent of attendees are drivers at each event.</li> <li>Indirect target is approx. 50% of any given audience.</li> </ul>
Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
FBVS, FEDIS (retail trade), JEP (SRO), Consumer associations, Health Ministry	<p><b>Consumer information brochure (name to be confirmed)</b></p> <ul style="list-style-type: none"> <li>To provide consumers with information about products and the risks of alcohol abuse and misuse.</li> <li>To inform consumers about their right to complain about alcohol advertising via the national SRO (JEP) and how to do so.</li> <li>Autumn 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Brochure to be distributed at check-outs of most retail outlets in Belgium.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation to follow early 2007.</li> </ul>
FBVS, FEDIS (retail trade), JEP (SRO), Belgian Brewers Association, Consumer associations, Health Ministry	<p><b>"Notre savoir faire se déguste avec sagesse" (Taste our know-how wisely)</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking message in advertising.</li> <li>May 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>2005 agreement between drinks producers, distributors, the SRO (JEP) and Belgian Ministry of Health.</li> <li>Requires that any advertising (cinema, TV, radio, posters, website) must contain a responsible drinking message.</li> <li>The size, position and typeface are clearly defined and standardised.</li> </ul>	<ul style="list-style-type: none"> <li>100% of advertising covered.</li> </ul>
Diageo Belgium	<p><b>"Responsible Drinking 'Pit Stop'"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol (via the Johnnie Walker brand).</li> <li>September 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Johnnie Walker website equipped with responsible drinking pictograms and tips.</li> <li>Mentorship invitations.</li> <li>Table tents, reminder cards and coasters bearing the pictograms were placed in 250 on-trade outlets in Belgium.</li> <li>Press release/pack to F1 journalists, social responsibility editors, national press and EU press corps.</li> <li>Radio station competition deals offering tickets for the race and Johnnie Walker-McLaren pack in Belgium (reach of over 1 million listeners).</li> <li>Johnnie Walker 5cl bottles and responsible drinking leaflets were placed in all rooms in 21 hotels in the region of Spa-Francorchamps.</li> <li>Johnnie Walker transport of guests to and from the track in branded Mercedes mini-buses.</li> </ul>	<ul style="list-style-type: none"> <li>Attended by 53,000 people.</li> <li>Three Johnnie Walker 'Pit Stops' were placed near the main entrances of the track providing visitors with bottles of water (6,000) and leaflets on responsible drinking (25,000).</li> <li>6 billboard vehicles with the Johnnie Walker F1 iconography and the responsible drinking message placed on the main entry routes into Spa-Francorchamps.</li> </ul>

## Belgium





Czech Republic



<p>IBSR (Road Safety Institute), Arnoldus Group, FBVS (joined initiative in 2006), Assuralia, European Commission</p>	<p><b>"Bob" designated driver campaign</b></p> <ul style="list-style-type: none"> <li>To promote the designated driver concept to reduce the number of road-traffic accidents involving alcohol.</li> <li>To make drinking and driving socially unacceptable.</li> <li>1995, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>TV and billboard advertising to draw attention to the campaign.</li> <li>Interactive website <a href="http://www.bob.be">www.bob.be</a> provides information and advice about the concept and its implementation.</li> <li>HORECA actions to encourage adoption in practice of the designated driver concept.</li> </ul>	<ul style="list-style-type: none"> <li>97% of Belgians know what "Bob" is.</li> <li>During the last Bob campaign in 2004-2005, a historically low number of drivers were caught driving under the influence of alcohol - only 4.2%.</li> <li>This is a decrease of 20,7% from the previous year.</li> <li>For 2005-2006 there was a slight increase in the number of positive tests (0.2%) due to increased law enforcement activity (157,038 breath tests compared to 100,000 initially foreseen).</li> </ul>
<p>Organisation/ partners</p>	<p>Title Objectives/Timing</p>	<p>Description of the initiative</p>	<p>Evaluation/impact</p>
<p>FORUM PSR, EFRD, EACA (European Association of Communication Agencies), Generation Europe, AEDE (European Teachers' Association), COFACE (European Family Confederation)</p>	<p><b>"<a href="http://www.Pobavme-se-o-alkoholu.cz">www.Pobavme-se-o-alkoholu.cz</a>"</b> <b>(<a href="http://www.Talkaboutalcohol.com">www.Talkaboutalcohol.com</a>)</b></p> <ul style="list-style-type: none"> <li>To improve young people's awareness of the effects of alcohol on the immature body.</li> <li>To increase knowledge and awareness of the risks associated with alcohol consumption by those who are under age.</li> <li>To raise awareness among young people of the laws restricting the purchase and consumption of alcohol, and why these exist.</li> <li>To raise promote the idea that abstinence is a valid option.</li> <li>Development 2005.</li> <li>Pilot 2006.</li> </ul>	<p>Website with three pillars:</p> <ul style="list-style-type: none"> <li>An interactive part to be used by young people in their leisure time targeted at 11 to 16 year olds.</li> <li>Work sheets to assist teachers to address alcohol in scientific or civic education curricula.</li> <li>Information and guidance for parents to discuss alcohol with their children.</li> </ul>	<p>Independent evaluation by Research Works:</p> <ul style="list-style-type: none"> <li>Students clearly enjoyed the programme and found it interesting compared with other lessons. Many also liked the design and content of the worksheets and website. A significant proportion claimed to have discussed alcohol either with a friend, parent or a family member as a consequence of the programme.</li> <li>Teachers positively rated the resources and the website in terms of ease of use and engagement for students. They considered the lessons successful in increasing awareness of the risks for young people associated with alcohol. They also considered the programme to be, on balance, either better or at least as good as other alcohol resources. Finally, most also would recommend the programme to other teaching colleagues.</li> <li>Parents were positive in their views about the website. A majority considered it to be a valuable asset in facilitating discussion around alcohol issues.</li> </ul>
<p>FORUM PSR, BESIP (Transport Ministry), IZP (Brewers), European Commission</p>	<p><b>"DOMLUVENÝ" (Designated Driver).</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of drinking and driving and to reduce the number of road accidents involving alcohol by promoting the designated driver concept among young adults.</li> <li>2005, ongoing.</li> </ul>	<p>A dedicated tent is used to promote the campaign at large music festivals with:</p> <ul style="list-style-type: none"> <li>Written materials and merchandise (i.e. leaflets, stickers, key rings).</li> <li>A "Clean Stage" where well known DJs perform.</li> <li>Road signs and animations on flat screens to remind visitors of the consequences of drinking &amp; driving.</li> <li>Promille SMS (<a href="http://www.promillesms.cz">www.promillesms.cz</a>) gives the mobile phone user a chance of finding out his/her approximate blood alcohol concentration (BAC) and the time it takes to metabolise.</li> </ul>	<ul style="list-style-type: none"> <li>The "Clean Stage" was visited by approx. 40,000 people over three major festivals, about the same number of leaflets (3 variations) and some 80,000 stickers (also three variations) were distributed.</li> <li>More than 20,000 people used the Promille SMS service to find out their BAC level.</li> <li>This has proven especially useful for those intending to use their car the morning after drinking to establish whether the level of alcohol in their blood is adequately reduced for safe driving.</li> </ul>





Denmark



Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
GODA	<p>"Ungdom og Festkultur" (Youth and Leisure Patterns)</p> <ul style="list-style-type: none"> <li>To inform high school students about alcohol and alternative recreational options.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Publication that includes factual information about alcohol as well as an in depth discussion and debate about alcohol and recreational behaviour.</li> <li>Includes extracts from contemporary literature together with sociological and medical surveys.</li> </ul>	<ul style="list-style-type: none"> <li>4,500 copies distributed to upper secondary schools.</li> </ul>
GODA	<p>"Alkoholpolitikker på Ungdomsuddannelser" (Alcohol Policies – Places of Youth Education)</p> <ul style="list-style-type: none"> <li>To provide guidelines and templates to assist with development of appropriate alcohol policies in schools and places of youth education.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The target groups are asked to define common occasions of which alcohol is part.</li> <li>These occasions are labeled acceptable/unacceptable.</li> <li>The debate and discussion forms the basis of a peer developed and agreed alcohol policy.</li> </ul>	<ul style="list-style-type: none"> <li>Kits distributed in may 2006.</li> <li>Evaluation to follow.</li> </ul>
GODA	<p><a href="http://www.goda.dk">www.goda.dk</a></p> <ul style="list-style-type: none"> <li>To raise awareness on issues related to alcohol among three different target groups: Young people, Parents, Teachers.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The website contains general information about alcohol that highlights differing perceptions about alcohol in Denmark.</li> <li>The information has been divided into three different categories: social, psychological and factual information.</li> </ul>	<ul style="list-style-type: none"> <li>The website has not been evaluated by a third party but post tests show that the target groups are generally positive.</li> <li>The website currently averages 1,940 unique visitors per month.</li> </ul>
GODA	<p>"Fakta om Alkohol" (Facts about Alcohol)</p> <ul style="list-style-type: none"> <li>To raise consumer awareness about the effects of drinking alcohol and the risks of misuse.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Leaflet that contains facts and information about alcohol.</li> <li>Distributed with off-trade partners.</li> </ul>	<ul style="list-style-type: none"> <li>5,000 copies distributed via supermarkets.</li> </ul>
GODA, Danish Road Safety Council, European Commission	<p>"Eksperimentet" (The Experiment)</p> <ul style="list-style-type: none"> <li>To reduce and raise awareness of the dangers of drinking and driving.</li> <li>Original version on video cassette, 1996.</li> <li>DVD version 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Documentary that follows a group of young people who are sceptical about alcohol impairing their ability to drive.</li> <li>The group is then challenged to perform as well in driving tests after consuming alcoholic beverages as they performed before doing so (on a test track).</li> </ul>	<ul style="list-style-type: none"> <li>The Experiment has never been evaluated other than as an element of other campaigns.</li> <li>For example, The Experiment was part of the "Team Player 2005" campaign and survey results show that 72% of the target group regarded the film as "very good".</li> </ul>
Danish Road Safety Council, GODA, European Commission	<p>"Holdspiller" (Team Player)</p> <ul style="list-style-type: none"> <li>To promote the designated driver concept to reduce the number of road-traffic accidents involving alcohol.</li> <li>To make drinking and driving socially unacceptable.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Onsite actions to demonstrate the negative impact of consuming alcohol on driving (driving simulator).</li> <li>Actions to encourage adoption of the designated driver concept (information leaflet and promotional merchandise).</li> <li>A group of specially trained instructors are visiting schools to highlight the dangers and encourage debate about drinking and driving.</li> <li>Interactive website: <a href="http://www.holdspiller.dk">www.holdspiller.dk</a>.</li> </ul>	<ul style="list-style-type: none"> <li>The results of an external evaluation show that approximately 80% of those interviewed use and endorse the designated driver concept as the best way to avoid drinking and driving.</li> </ul>

Underage drinking  
 Drink-driving  
 Consumer information  
 Serving/Selling  
 Workplace

Drinks Industry Initiatives  
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<p>Diageo Denmark, NOX (Denmark's largest on-trade chain)</p>	<p><b>"Don't Drink and Drive"</b></p> <ul style="list-style-type: none"> <li>To increase awareness among young adults (18-30 years old) that drinking and driving do not mix to reduce incidences of drinking and driving in Denmark.</li> <li>On-trade focus reaches the target group close to the decision point.</li> <li>April – June 2005.</li> </ul>	<ul style="list-style-type: none"> <li>Education programme for personnel in 50 on-trade locations emphasising the importance of responsible serving.</li> </ul>	<ul style="list-style-type: none"> <li>20,000 young people reached via approximately 50 on-trade locations where the campaign ran for at least one weekend.</li> <li>300 bar personal have seen and worked with the message "Don't drink and drive".</li> <li>95% of on-trade partners were very positive about the campaign. 97% would be pleased to run it again.</li> <li>National, local broadcast and print media coverage secured to multiply the impact of the message.</li> <li>The campaign also opened a dialogue with the National Road Safety Association and has reinforced the commitment of the on-trade to social responsibility.</li> </ul>
<p>GODA, Danish Crime Prevention Council, County of Ringkjøbing, Holstebro Council, Holstebro Police, Holstebro Licence Holders</p>	<p><b>"Safe Nightlife"</b></p> <ul style="list-style-type: none"> <li>To establish a crime prevention partnership between local authorities and local commercial stakeholders in urban nightlife.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The Safe Nightlife project engages employees working in the night-time economy in the prevention of violence, drug dealing and drug abuse, vandalism and sexual assaults.</li> <li>Combined with other initiatives targeted at young people the project has raised awareness among young people and adults about the potential risks and hazards of night life.</li> </ul>	<p>The evaluation report carried out by The Danish Crime Prevention Council and GODA shows:</p> <ul style="list-style-type: none"> <li>The cooperation, understanding and dialogue between local authorities, police and night club owners has been greatly improved.</li> <li>There are significantly less minors in the night clubs.</li> <li>Young people report that the atmosphere in clubs and bars has improved "considerably".</li> <li>Staff at on-trade premises say they feel better equipped to handle difficult situations and report a reduction in violence in night clubs.</li> <li>An enhanced network for SSP (school, social services and police).</li> </ul>
<p>GODA</p>	<p><b>"Alkohol med omtanke" (Alcohol and Responsibility)</b></p> <ul style="list-style-type: none"> <li>To prevent alcohol related violence in towns and on public transport.</li> <li>2005, ongoing.</li> </ul>	<p>A manual aimed at DSB (Danish Rail Service) and the volunteer groups 'Night Owls'.</p> <ul style="list-style-type: none"> <li>Contains information about conflict management and facts about alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>3,000 copies distributed.</li> </ul>
<p>GODA</p>	<p><b>"Fryspunkt" (Freeze point)</b></p> <ul style="list-style-type: none"> <li>To promote sensible drinking among high school students.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>A preventive programme based on the method "Motivational Interviewing", which focuses on ambivalence.</li> <li>The programme's aim is to make the students consider the consequences of drinking too much.</li> </ul>	<ul style="list-style-type: none"> <li>22% will have more control over their alcohol intake.</li> <li>17% learned about peer pressure.</li> <li>14% knows more about the risks of drinking alcohol.</li> <li>10% learned to avoid alcohol related harm.</li> </ul>
<p>GODA</p>	<p><b>"Alcohol policies in youth clubs"</b></p> <ul style="list-style-type: none"> <li>To prevent underage consumption of alcohol.</li> <li>2002, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Promotes and facilitates the development and implementation of an alcohol policy in youth clubs.</li> </ul>	



Diageo Denmark	<p><b>"Celebrate Christmas Responsibly"</b></p> <ul style="list-style-type: none"> <li>To build and maintain awareness among employees about the importance of responsible drinking.</li> <li>December 2005.</li> </ul>	<ul style="list-style-type: none"> <li>Diageo Denmark, Sweden and Norway produced posters, table tents, small folders and beer mats that were positioned in highly visible places around offices and facilities in each country.</li> <li>The campaign was discussed at the annual Christmas dinner, with supporting comments from the General Manager and the Corporate Responsibility Manager.</li> </ul>	<ul style="list-style-type: none"> <li>Very high visibility and 100% awareness of the activity among employees.</li> <li>Strong visibility also for business partners, agencies etc. who visited Diageo offices and facilities in December 2005.</li> </ul>
Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
EFRD, AEDE, COFACE, Generation Europe	<p><b>"Talk About Alcohol"</b></p> <ul style="list-style-type: none"> <li>Improve young people's understanding of alcohol, and its effect on the immature body.</li> <li>Increase knowledge and awareness of the risks associated with alcohol consumption by those who are under age.</li> <li>Raise awareness among young people of the laws restricting the consumption of alcohol, and why these exist.</li> <li>Raise awareness among young people that choosing not to drink is a valid option.</li> <li>Development 2005.</li> <li>Pilot 2006.</li> </ul>	<p>Website with three pillars:</p> <ul style="list-style-type: none"> <li>An interactive part to be used by young people in their leisure time (11 to 16 year olds).</li> <li>Work sheets to assist teachers to address the issue in scientific or civic education curricula.</li> <li>Information and guidance for parents to address alcohol with their children.</li> </ul>	<p>Independent evaluation by Research Works:</p> <ul style="list-style-type: none"> <li>Students clearly enjoyed the programme and found it interesting compared with other lessons. Many also liked the design and content of the worksheets and website. A significant proportion claimed to have discussed alcohol either with a friend, parent of other family member as a consequence of the programme.</li> <li>Teachers positively rated the resources and the website in terms of ease of use and engagement for students. They considered the lessons successful in increasing awareness of the risks for young people associated with alcohol. They also considered the programme to be, on balance, either better or at least as good as other alcohol resources. Finally, most also would recommend the programme to other teaching colleagues.</li> <li>Parents were positive in their views about the website. A majority considered it to be a valuable asset in facilitating discussion around alcohol issues.</li> </ul>
CEPS	<p><b>CEPS Charter on Responsible Alcohol Consumption</b></p> <ul style="list-style-type: none"> <li>To ensure ongoing and reinforce the commitment of the spirits industry to tackling alcohol-related harm at national level.</li> <li>December 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The Charter was signed by all the CEPS members in December 2005.</li> <li>It represents a series of commitments to be achieved by 2010 including:             <ul style="list-style-type: none"> <li>introduction of responsible drinking message in advertising;</li> <li>promotion of responsible marketing of spirits products through self-regulation;</li> <li>action towards the removal of irresponsible products from the market;</li> <li>initiation and support for education and prevention programmes to tackle underage drinking;</li> <li>drinking and driving;</li> <li>consumer information;</li> <li>annual reporting against Charter commitments is a requirement.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The first implementation report will be produced by 22nd November 2006.</li> </ul>



<p>EFRD, EFFAT (European Trade Union for Tourism), Alcohol Focus Scotland, BII (British Institute of Innkeeping)</p>	<p><b>“Guidelines for developing a responsible service of alcohol training programme at national level”.</b></p> <ul style="list-style-type: none"> <li>• To promote responsible serving and selling for on and off-trade business partners.</li> <li>• Preparatory work 2005, completed January 2006.</li> </ul>	<p>The guidelines draw on the expertise of national bodies already involved in such training across Europe. They are designed to assist companies, trade associations in the hospitality, tourism and retail industries, as well as local public authorities, to develop training programmes and qualification schemes that support those serving/selling alcohol in running legally and socially responsible premises.</p> <p>The Guideline comprises:</p> <ul style="list-style-type: none"> <li>• Summary of the key principles and steps to develop a training scheme for the responsible sale of alcohol.</li> <li>• Text that gives more detail about each of the recommended steps.</li> <li>• Examples of material (i.e. training book) already in use across Europe to help those in the process of developing the content of their own national training programmes.</li> </ul>	<p>All material available on the EFRD website: <a href="http://www.efrd.org">www.efrd.org</a>.</p>
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**Finland**



In Finland, all products with added alcohol above 2.8% vol. are distributed through a retail monopoly, with the exception of fermented products below 4.7% vol. which can be sold by retail outlets. The retail monopoly company - Alko Inc - is regulated by law and the Decree 243/2000, Article 1 stipulates that alcoholic beverages have to be sold in a way that “prevents harm related to alcohol consumption”. Alko Inc is therefore the body in charge of prevention activities for the products they sell.

Following the adoption of the Finnish Alcohol Action Plan 2004-2007, the National Product Control Agency for Welfare and Health has established on 7 September 2005 a discussion forum for stakeholders. The aim of the forum is to discuss product control, advertising and how the system of permission and monitoring is working. This specific situation explains why there is no action reported in this brochure for Finland.

**France**



Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
Entreprise et Prévention (E&P)	<p><b>“Alcool: connaître les effets/maîtriser les risques”</b> (Alcohol: know the effects/manage the risks)</p> <ul style="list-style-type: none"> <li>• To raise young people (16 to 25 years old) awareness to reduce alcohol-related harm.</li> <li>• 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Leaflet that provides information and tips about recommended alcohol limits, drinking and driving, alcohol and pregnant women and alcohol and drugs.</li> </ul>	<ul style="list-style-type: none"> <li>• 10,000 copies have been printed.</li> <li>• They are distributed on demand (by order) via the E&amp;P website. <a href="http://www.entreprise-et-prevention.com">www.entreprise-et-prevention.com</a>.</li> </ul>
E&P, La Sécurité Routière, Ministry of Transport	<p><b>“Soif de Vivre”</b> (Thirst for Life)</p> <ul style="list-style-type: none"> <li>• To promote responsible consumption of alcoholic beverages.</li> <li>• 1999, ongoing.</li> </ul>	<p>Materials include:</p> <ul style="list-style-type: none"> <li>• CD-ROMs, educational kits, videos, posters and comics.</li> <li>• A website aimed at young people to provide information about alcohol misuse and prevention programmes is also targeted at teaching professionals, offering them the opportunity to order educational materials.</li> </ul>	<ul style="list-style-type: none"> <li>• More than 2,000 teaching professionals order materials each year.</li> <li>• More than 20,000 people visit the website each month. <a href="http://www.soifdevivre.com">www.soifdevivre.com</a>.</li> </ul>
Moët-Hennessy-Diageo (MHD)	<p><b>“18+ initiative”</b></p> <ul style="list-style-type: none"> <li>• On and off-trade initiative to reinforce existing legislation (Youth Protection Act) regarding underage drinking.</li> <li>• 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• A leaflet containing information about alcohol metabolism, alcohol and the law and tips for responsible drinking emphasizing inappropriate consumption (under 18 yrs old, pregnant women and drinking and driving).</li> <li>• The leaflet is distributed to consumers through on-trade and off-trade and at marketing, external affairs and sales events.</li> </ul>	<ul style="list-style-type: none"> <li>• More than 600,000 leaflets distributed.</li> <li>• First piloted in Germany.</li> </ul>



E&P, FAGE (Students' Association Network), La Sécurité Routière	<p><b>"Student Kit"</b></p> <ul style="list-style-type: none"> <li>To raise student awareness about responsible consumption.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>A practical guide aimed at students in universities containing tips for organising student parties safely.</li> <li>Includes designated driver tools.</li> <li>A new edition is produced and distributed to universities each year.</li> </ul>	<ul style="list-style-type: none"> <li>More than 2,000 kits were distributed in 2005. The same level of distribution is expected in 2006.</li> </ul>
E&P, City of Le Havre (Normandy)	<p><b>"Alcohol and pregnant women: Foetal Alcohol Syndrome awareness campaign"</b></p> <ul style="list-style-type: none"> <li>To promote dialogue about alcohol consumption between pregnant women and medical practitioners (gynaecologists, general practitioners).</li> <li>June 2006- December 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Tools include: leaflets and posters for waiting rooms and a guide for medical staff, with central message promoting "zero alcohol" during pregnancy and breastfeeding.</li> </ul>	<ul style="list-style-type: none"> <li>The evaluation planned for early 2007 will be based on quantitative and qualitative surveys before qualitative pre and post-testing.</li> </ul>
Bacardi-Martini France	<p><b>"Information pack on social responsibility and responsible consumption"</b></p> <ul style="list-style-type: none"> <li>To raise consumer awareness of their responsibility to drink safely.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Booklet on responsible consumption included in external communication (consumers, promotion, institutional stakeholders).</li> </ul> <p><b>Includes information about:</b></p> <ul style="list-style-type: none"> <li>Moderate consumption (explanation, standard glass, equivalence between products).</li> <li>Misuse with a specific focus on drink driving.</li> <li>Q&amp;A to test knowledge at the end.</li> <li>Widely distributed when there is direct contact with consumers (info request...), during promotions, and included in communication to institutional stakeholders (ministry, administrations, parliamentarians...).</li> </ul>	
Pernod Ricard, La Sécurité Routière, Ministère de la Santé, Assistance publique de Paris	<p><b>"Match de la sécurité routière"</b></p> <ul style="list-style-type: none"> <li>To support and promote road safety.</li> <li>March 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Charity football match at the Parc des Princes supported by Pacific (non alcoholic pastis brand from Pernod Ricard).</li> <li>All proceeds were donated to a hospital specialized in road injuries.</li> </ul>	
E&P	<p><b>"C KI KI CONDUIT"</b> (<b>"Who is going to drive?" in SMS language</b>)</p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drinking and driving.</li> <li>To encourage the use of a designated driver as a normal behaviour.</li> <li>1999, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The designated driver campaign includes motivational events in nightclubs aimed at young drivers, supported with merchandising and gifts.</li> <li>The campaign in 2006 will stress the use of the fixed electronic breath test in on-trade.</li> <li>The campaign also includes a large advertising billboard campaign each summer, promoting the designated driver concept.</li> </ul>	<ul style="list-style-type: none"> <li>Approximately 5,000 billboards are displayed each summer.</li> <li>The campaign reaches about 25,000 people each year.</li> </ul>



E&P	<p><b>“Fixed electronic breathlysers”</b></p> <ul style="list-style-type: none"> <li>To reduce the incidence of drinking and driving.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>In April 2004, E&amp;P signed the European Road Safety Charter to contribute with a concrete commitment towards safer roads in Europe.</li> <li>As part of this commitment E&amp;P has developed the first fixed electronic breathalyser equipment to be NF certified (guarantees the quality and safety of the products and services certified), in December 2005.</li> <li>The equipment is branded with the C KI KI CONDUIT identity.</li> <li>All sales teams of E&amp;P member companies promote the equipment on-trade.</li> </ul>	<p>More than 1,000 clubs and pubs to be equipped with the breathalyser in 2006.</p> <ul style="list-style-type: none"> <li>Information campaign and motivational events to familiarise drinkers with the equipment launched summer 2006.</li> <li>The campaign will be aimed at clubs and pubs as well as consumers.</li> </ul>
E&P	<p><b>“Motivation campaign”</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of alcohol-related road accidents by targeting on-trade personnel as important intermediaries.</li> <li>1999, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Leaflet that provides information about the designated driver concept and information on how to order prevention tools.</li> </ul>	<ul style="list-style-type: none"> <li>The leaflet is distributed each year to 15,000 nightclubs and pubs.</li> </ul>
E&P, Fun Radio, M6 (TV channel)	<p><b>“SMS contest”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of drinking and driving.</li> <li>2005.</li> </ul>	<ul style="list-style-type: none"> <li>15-24 year olds were invited to create their own prevention message in SMS language.</li> </ul>	<ul style="list-style-type: none"> <li>More than 2,000 messages were submitted.</li> <li>The winning entry has been printed 100,000 postcards distributed in cafés, pubs and clubs.</li> <li>Message : “T Kon ou koi? Tu boi, tu condui pa !” (“Are you stupid or what? If you drink you don’t drive!”).</li> </ul>
Moët-Hennessy	<p><b>Moët-Hennessy Visitor Centre</b></p> <ul style="list-style-type: none"> <li>To reinforce the drink driving and responsible consumption messages to visitors at the Moët-Hennessy production plants.</li> <li>To demonstrate commitment to the European Road Safety Charter.</li> <li>2004-2006.</li> </ul>	<ul style="list-style-type: none"> <li>One page leaflet supplying information about the law applicable to drink-driving and moderate consumption messages to all the visitors to MH production plants in France (Moët &amp; Chandon, Mercier, Krug, Veuve-Clicquot Ponsardin, Hennessy, Ruinart).</li> <li>The responsible consumption message is printed on the entrance ticket.</li> <li>After the visit, drivers are offered a non-alcoholic drink.</li> </ul>	<ul style="list-style-type: none"> <li>Number of visitors per year +/- 340,000.</li> </ul>
French Road Safety Institute, Moët-Hennessy-Diageo (MHD)	<p><b>“Alcohol &amp; Driving”</b></p> <ul style="list-style-type: none"> <li>To promote road safety and reduce incidences of alcohol-related road accidents.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>A leaflet was developed by the French Road Safety Institute.</li> <li>It is reproduced and disseminated by MHD at on and off-trade premises.</li> <li>The leaflet contains information about drinking and driving.</li> </ul>	<ul style="list-style-type: none"> <li>Approximately 300,000 leaflets distributed.</li> </ul>





<p>Pernod Ricard, La Sécurité Routière</p>	<p><b>“Charte triennale de sécurité routière” (Three year Road Safety Charter)</b></p> <ul style="list-style-type: none"> <li>To promote and ensure employee commitment to the European Road Safety Charter.</li> <li>To leverage the sales force to promote safe behaviour among customers.</li> <li>To reduce car accidents among Pernod Ricard employees by 30% over three years.</li> <li>2003-2005, ongoing.</li> </ul>	<p>This internal programme includes:</p> <ul style="list-style-type: none"> <li>Code of conduct signed by salesmen to comply with Charter commitments.</li> <li>Workshops for all employees with a company car.</li> <li>Information about drinking and driving and the designated driver scheme at commercial locations and at all brand events.</li> <li>Electronic Breathalysers provided to all employees using a car for their job (particularly sales representatives).</li> <li>Electronic breathalysers available in each of the Company’s plants. These are made available to guests at all Pernod Ricard public events.</li> </ul>	<ul style="list-style-type: none"> <li>Provision of electronic breathalysers to 1,000 commercial representatives and a further 200 employees.</li> <li>300,000 breathalysers distributed to consumers during each year to date.</li> <li>Car accidents among employees have been reduced by 42% in three years.</li> </ul>
<p>E&amp;P</p>	<p><b>“Alcohol and Minors”</b></p> <ul style="list-style-type: none"> <li>To encourage more responsible serving of alcoholic beverages.</li> <li>2006.</li> </ul>	<ul style="list-style-type: none"> <li>Information guide for staff of large retail stores that highlights legal purchasing ages.</li> <li>The guide includes practical advice on enforcement.</li> </ul>	<ul style="list-style-type: none"> <li>10,000 leaflets distributed.</li> </ul>
<p>Bacardi-Martini France</p>	<p><b>“Prevention Kit”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving &amp; selling.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of “prevention kit” for on-trade and off-trade promotions.</li> </ul>	<ul style="list-style-type: none"> <li>Well-received by sales force and on-trade servers.</li> </ul>
<p>Moët-Hennessy-Diageo (MHD), UMIH (hotels, restaurants discos and bars Trade Union), UCPA (Youth Clubs)</p>	<p><b>“Bartenders Training Programme”</b></p> <ul style="list-style-type: none"> <li>To increase understanding of responsible service of alcoholic beverages in on-trade premises.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Interactive sessions run in six cities with 14 to 20 professional bar tenders per session.</li> <li>They are informed about alcohol and the law, issues around poly-consumption, products and cocktails to avoid damaging mixes.</li> <li>Financial support from Collective Fund for Training.</li> </ul>	<ul style="list-style-type: none"> <li>More than 80 young bartenders trained in six cities.</li> </ul>
<p>Bacardi-Martini France</p>	<p><b>“Internal Alcohol Policy”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the corporate commitment to social responsibility and the important role of employee conduct therein.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Workshops by department to provide training on social responsibility policies as they pertain to particular job functions.</li> <li>In all internal communications, when appropriate, a reminder of commitments/actions concerning Social Responsibility and of the risks of inappropriate or excessive alcohol consumption is included on the corporate intranet, internal publication, continued training of new employees to increase awareness to matters of social responsibility.</li> <li>Dedicated Intranet accessible to all employees, SR, moderate consumption and risks associated with misuse.</li> </ul>	<ul style="list-style-type: none"> <li>Around 350 employees receive SR training every year.</li> <li>New work force (around 10% of overall figure per annum) receive specific training when joining the company.</li> </ul>
<p>Pernod Ricard</p>	<p><b>“Pernod brand 200 years anniversary”</b></p> <ul style="list-style-type: none"> <li>To promote the designated driver concept among employees.</li> <li>To reduce drink driving and excessive consumption.</li> <li>September 2005.</li> </ul>	<ul style="list-style-type: none"> <li>Awareness campaign before the event.</li> <li>Organisation of collective transportation (or designated driver).</li> <li>Car Keys of all drivers given back after negative breathalysed prior to departure.</li> </ul>	<ul style="list-style-type: none"> <li>1,000 employees from Pernod France gathered at the “Stade de France” for the anniversary event.</li> <li>Positive tests numbered just 20. Those providing positive tests were driven by a sober driver.</li> </ul>



Germany



Moët-Hennessy	<p><b>"Information Leaflet"</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible consumption for employees and to explain corporate alcohol policy.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Leaflet distributed to all staff as well as to all new employees with an in-person explanation of expectations via the human resources department.</li> </ul> <p>Accompanying measures include:</p> <ul style="list-style-type: none"> <li>Provision of company car with chauffeur for personnel welcoming guests at facilities for tastings.</li> <li>Provision of breathalysers at company sites and in the vehicles of the sales force.</li> <li>Responsible drinking message posted on corporate Intranet.</li> <li>Visibility of the issue of responsible consumption maintained in staff and board meetings.</li> <li>Articles on the same subject included in internal newsletter.</li> </ul>	<ul style="list-style-type: none"> <li>The leaflet has been distributed to all employees in all subsidiaries in Germany, Belgium, Spain, UK, Italy, the Netherlands, Switzerland and the 10 new member states of the EU.</li> </ul>
<b>Organisation/ partners</b>	<b>Title Objectives/Timing</b>	<b>Description of the initiative</b>	<b>Evaluation/impact</b>
BSI, "Laender" Parents' Boards, German National Parents Board	<p><b>"Staight Talk!"</b></p> <ul style="list-style-type: none"> <li>To provide parents and teachers with support and resources to discuss alcohol with school children and young adolescents (12 to 18).</li> <li>December 2005, ongoing.</li> </ul>	<p>Supporting materials include:</p> <ul style="list-style-type: none"> <li>Brochure: "Staight Talk" (guidance for parents).</li> <li>Workshops with regional and local parents' boards, schools, conducted by experienced psychologists and addiction experts in which parents are encouraged to provide a reliable example and to discuss alcohol with their children.</li> <li>A website has been developed to support the campaign (<a href="http://www.klartext-reden.de">www.klartext-reden.de</a>).</li> </ul>	<ul style="list-style-type: none"> <li>The evaluation underway.</li> <li>Initial results expected autumn 2006.</li> </ul>
Bacardi-Martini Germany	<p><b>"No consumption below 18"</b></p> <ul style="list-style-type: none"> <li>To reduce the incidence of underage drinking.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Raising consumer awareness in on and off-trade about the legal purchasing age by displaying the age limit on all communication materials "no consumption below 18 years old".</li> </ul>	<ul style="list-style-type: none"> <li>Covers 100% of commercial communication, promotional material, branded and corporate websites.</li> </ul>





<p>Diageo Germany</p>	<p><b>“Initiative 18+”</b>  <b>(“No proof of identity? No alcohol! No exceptions!”)</b></p> <ul style="list-style-type: none"> <li>To increase awareness in the off-trade, on-trade and at petrol stations relating to the sale and distribution of RTDs and alcoholic beverages.</li> <li>To eliminate existing uncertainties and to provide practical assistance and recommendations for sales personnel, for the cash desk employees and for the market manager or owner of a sales outlet.</li> <li>To achieve a more responsible approach in respect of RTDs: Which alcoholic beverages may be sold to 16 year-olds, which may be sold to 18 year-olds? Where should they be placed in the outlet?</li> <li>Start of the campaign in summer 2004.</li> <li>Launch of the 2nd generation in summer 2005.</li> <li>Project is ongoing.</li> </ul>	<ul style="list-style-type: none"> <li><b>1<sup>st</sup> generation of “Initiative 18+”</b>  Information set: a sticker for the cash desk area, two shelf wobblers and five informative cards on 1) Age restrictions governing the sale of alcoholic drinks; 2) Alcoholic sale subject to the Youth Protection Act; 3) How many grammes of pure alcohol are in one glass/one bottle; 4) Placement recommendation for mixed drinks of spirits content; 5) Shelf wobblers.</li> <li><b>2<sup>nd</sup> generation of “Initiative 18+”</b>  Information set: Poster “Tips for Sales Personnel”, Certificate “We are part of it”; Sticker “Identity Check” and “Age restriction”; Letter to parents; Counter cards; Evaluation Sheet (print/ online version).</li> <li>Launched web page in autumn 2005 <a href="http://www.initiative18plus.de">www.initiative18plus.de</a> to promote the campaign and to offer supporting materials and further information.</li> </ul>	<ul style="list-style-type: none"> <li>Over 40,000 sets of the 1st generation “Initiative 18+” have been distributed to Diageo’s trade customers.</li> <li>Piloted in Germany and later rolled out in France.  <a href="http://www.initiative18plus.de">www.initiative18plus.de</a></li> </ul>
<p>Bacardi-Martini Germany</p>	<p><b>“Enjoy our good taste with your good judgement”</b></p> <ul style="list-style-type: none"> <li>Raise consumer awareness of their responsibility to drink safely.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Insertion of responsible drinking message in advertising.</li> </ul>	<ul style="list-style-type: none"> <li>Covers 100% of advertising.</li> </ul>
<p>Bacardi-Martini Germany</p>	<p><b>“Taxi Vouchers”</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of drinking and driving by promoting and enabling use of alternative forms of transport.</li> <li>July 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Voucher valued at EUR10, total of 1,000 available to be distributed at branded events around Germany during selected promotions.</li> </ul>	
<p>Driving schools, BSI, selected “Laender”</p>	<p><b>PRAESTO</b></p> <ul style="list-style-type: none"> <li>To reduce alcohol related road accidents involving young drivers.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The campaign targets driving schools with teaching materials, posters, brochures, etc.</li> </ul>	
<p>BSI, drinks industry partners, Federal Ministry of Transport</p>	<p><b>“Don’t drink and drive”</b></p> <ul style="list-style-type: none"> <li>To reduce and raise awareness of the dangers of drinking and driving.</li> <li>2006.</li> </ul>	<ul style="list-style-type: none"> <li>The Canadian music band Simple Plan offered to support the campaign during its tour through Germany.</li> </ul>	
<p>Bacardi-Martini Germany</p>	<p><b>“Drivers Corner”</b></p> <ul style="list-style-type: none"> <li>To promote the designated driver concept.</li> <li>2005 (pilot).</li> <li>Ongoing in 2006 (with extended reach, i.e. more parties/ locations).</li> </ul>	<ul style="list-style-type: none"> <li>Driver’s corner installed at Bat Beats (Bacardi branded) Dance Events.</li> <li>Designated drivers register at the beginning of each event and are breathalysed at registration and prior to departure.</li> <li>The designated driver receives information, free tickets for soft drinks at the event.</li> <li>Merchandise (key rings, t-shirts, etc.) and free tickets for future events are awarded if he or she remains sober all night.</li> </ul>	<ul style="list-style-type: none"> <li>Targeting 40 events in 2006.</li> <li>Each event is a Bacardi party.</li> <li>Attendees number 3-4,000 per event.</li> <li>Reached directly 15 per cent of total potential audience (the drivers).</li> </ul>



Greece



Federal Ministry of Health, drinks industry (spirits, beer, wine, sparkling wines), catering industry and trade supervisory boards	<b>Responsible serving initiative</b> <ul style="list-style-type: none"> <li>To promote more responsible serving and selling of alcoholic beverages in the trade.</li> <li>2005-2006.</li> </ul>	<ul style="list-style-type: none"> <li>Training based on the German Youth Protection Act for the enforcement of age limits.</li> </ul>	
<b>Organisation/ partners</b>	<b>Title Objectives/Timing</b>	<b>Description of the initiative</b>	<b>Evaluation/impact</b>
SEAOP/ADC	<b>"Enjoy Responsibly"</b> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking message in advertising.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>All advertising must carry the "Enjoy responsibly" message.</li> </ul>	<ul style="list-style-type: none"> <li>100% of adverts covered.</li> </ul>
Diageo Hellas, Panteio University of Social and Political Sciences, The Medical School of Athens	<b>"What counts in entertainment"</b> <ul style="list-style-type: none"> <li>To cultivate a responsible drinking culture among young adults.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Diageo Hellas and Panteio University developed an educational CD Rom into which 2 digital heroes (university students) discuss alcohol and educate peers about BAC and how it increases with the consumption of alcohol, what affects it, how alcohol effects the body, how to resist peer pressure.</li> <li>Also contains tips about the designated driver concept, drinking and driving in general and a quiz with relevant questions and answers.</li> <li>The CD-Rom will be distributed to more than 3,000 students in the 2006-2007 academic year.</li> </ul>	<ul style="list-style-type: none"> <li>The pilot phase involved distribution of the CD Rom to 1,500 university students.</li> <li>The qualitative research that followed concluded the initiative was well-received and should be rolled out nationwide.</li> <li>Feedback was incorporated in the 2nd edition of the CD Rom which is now available to university students in Greece.</li> </ul>
Centre for Research and Technology Hellas/ Hellenic Institute of transport (CERTH/HIT) Association of drinks companies (ADC), European Commission	<b>"Alcohol – Not Tonight, I am Driving"</b> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drinking and driving.</li> <li>To encourage the use of the designated driver concept (as normal behaviour).</li> <li>2000, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Training packages for one hour education course on drink driving to be used by driving schools.</li> <li>A videotape to be disseminated to schools.</li> <li>BOB campaign TV spot; a commercial for the radio and a 30 second cinema spot.</li> <li>Circulation of the BOB bus with the drunk driver simulator on board.</li> <li>Dissemination of BOB campaign material and merchandise in public places, petrol stations, through driving schools.</li> </ul>	<ul style="list-style-type: none"> <li>The number of positive breath tests decreased from 8,30% in 2000 to 3,20% in 2004 despite increased testing.</li> <li>Almost 80% of the Greek population is familiar with the concept.</li> </ul>



Diageo Hellas	<p><b>"Who's the Driver?"</b></p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drinking and driving.</li> <li>To encourage the use of a designated driver as a normal behaviour.</li> <li>February-March 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Group game/activity delivered around the Greek carnival in bars/cafes by Diageo street promotion teams that challenges young adults to reflect on the dangers of drinking and driving while encouraging them to consider alternatives.</li> <li>Offered alternatives included details of taxi rank locations and bus schedules and use of the designated driver concept.</li> <li>The latter was promoted strongly via a radio spot which encouraged young adults to send an SMS including the telephone numbers of friends with whom they go out, which then would randomly select and inform the designated driver for the evening.</li> </ul>	<p>Reach: 150,000 consumers. Independent evaluation found the following:</p> <p><b>Changed attitudes (among programme participants):</b></p> <ul style="list-style-type: none"> <li>Increased level of awareness and personal concern about the issue of drinking and driving.</li> <li>Increased level of acceptance of personal responsibility.</li> <li>Increased belief that people who drink should not drive at all.</li> </ul> <p><b>Changed behaviour:</b></p> <ul style="list-style-type: none"> <li>Following the activity, participants were twice as likely to have designated a driver as non-participants.</li> <li>71% of participants said everyone in their group was now much more willing to be designated drivers versus 40% of non-participants.</li> <li>77% of participants intend to be designated drivers in future versus 48% of non-participants.</li> </ul>
Diageo Hellas	<p><b>"Barcode - the Code of the perfect Barman"</b></p> <ul style="list-style-type: none"> <li>To promote the responsible serving of alcohol in bars.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Safe bar manual including responsible serving message.</li> </ul>	<ul style="list-style-type: none"> <li>5,000 copies distributed by sales team.</li> </ul>
Diageo Hellas, Municipality of Athens, Hellenic Union of Transportation Engineers	<p><b>"I Drive safely"</b></p> <ul style="list-style-type: none"> <li>To road safety and specifically not to drive when drinking.</li> <li>World Health Day 2004 (April-June 2004).</li> </ul>	<ul style="list-style-type: none"> <li>Produced 1,000,000 one-page leaflets with 10 safe driving tips, as they derive from the transportation engineers research.</li> <li>Leaflets were distributed at toll booths and in magazines and newspapers.</li> <li>Banner on the Internet portal.</li> <li>Collectible postage stamps were also produced.</li> <li>A radio spot also promoted the campaign which was focused in Athens.</li> </ul>	<ul style="list-style-type: none"> <li>Research that followed confirmed that the campaign is effective and should be rolled out nation-wide.</li> </ul>



## Hungary



Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
HAFRAC, GRSP-Hungary, National Police of Hungary, Coca-Cola Hungary (no financial support from the partners), European Commission	<p><b>"Buli Soför" (Designated Driver)</b></p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drinking and driving.</li> <li>To encourage the use of a designated driver as a normal behaviour.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Campaign activities for the licensed trade to raise awareness among customers and staff to consume/serve alcohol responsibly; leaflet for owner and staff providing tips for serving alcohol responsibly; display materials (point of sale posters, posters for washrooms, beer mats and information leaflets for licensees - 10,000 packs).</li> <li>Campaign activities for road safety officers and police forces: information pack to be disseminated throughout local communities (1,000 packs).</li> <li>Campaign activities aimed directly at drivers: distribution of materials to young drivers (appr.50,000) who passed their driving test in 2005/6.</li> <li>Special events in bars and nightclubs: to promote the "BULISOFÖR" by offering free non-alcoholic drinks at the entrance to the designated driver.</li> </ul>	<ul style="list-style-type: none"> <li>Official Police statistics show a significant reduction in reported incidences of drink driving last Easter in Hungary.</li> <li>Extensive outreach raised awareness via broadcast, print media and lectures.</li> <li>The National Police and volunteers were actively involved in disseminating the message.</li> </ul>
Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
MEAS	<p><b>"Alcohol – A Guide for Parents"</b></p> <ul style="list-style-type: none"> <li>To provide parents with tools with which to discuss alcohol with their children.</li> <li>2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The booklet provides the facts about young people and alcohol; the influence of family and friends; the influence of school and community; and how parents can help their children in this area.</li> <li>Building on the success of the booklet, development of a more interactive form of communication on alcohol, in video and DVD format, (working title "Talking About Drinking") is at an advanced stage of development and is to be made available to parents and other individuals/bodies interested in discussing alcohol with children and adolescents.</li> </ul>	<ul style="list-style-type: none"> <li>The response from the public to the booklet has been overwhelmingly positive, and approximately 130,000 plus copies have been distributed to date.</li> </ul>

## Ireland





<p>MEAS</p>	<p><b>"Is Your Drinking Affecting Their Thinking?"</b></p> <ul style="list-style-type: none"> <li>To reduce the incidence of underage drinking by supporting parents and engaging peers.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>In the lead up to St. Patrick's Day 2006, MEAS issued an appeal to adults not to buy alcohol for persons under eighteen during the St. Patrick's festival weekend.</li> <li>The appeal was the theme of the latest phase of the "Is Your Drinking Affecting Their Thinking?" campaign promoted via a radio and print advertising campaign.</li> <li>The initial phase of the campaign, launched in June 2004, highlighted the vital role played by parents in determining the attitude of their children to alcohol consumption.</li> <li>Subsequent phases of the campaign have challenged parents and young people to review their attitudes to alcohol in the context of celebration of exam results and national festivals.</li> <li>The campaign has been informed by the study entitled "Underage Drinking is Rarely Black &amp; White" commissioned by MEAS in 2004. The study was undertaken to gain a better understanding of the nature of the underage drinking problem in Ireland.</li> </ul>	<ul style="list-style-type: none"> <li>Subsequent to the Easter 2005 campaign MEAS commissioned a study to examine the impact of the "Is Your Drinking Affecting Their Thinking?" campaign.</li> <li>While the need for an increase in advertising spend was highlighted, the research indicated that this type of campaign results in consumers examining their attitudes to alcohol in more detail.</li> </ul>
<p>MEAS, Union of Students of Ireland (USI)</p>	<p><b>"Respect Alcohol, Respect Yourself"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcoholic beverages.</li> <li>2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The campaign is comprised of posters explaining the risks run by young people when they drink excessively.</li> <li>An extra dimension was brought to the campaign in February 2006 when campaign posters were displayed in washrooms in 24 third level institutions for a two month period.</li> </ul>	<ul style="list-style-type: none"> <li>Reaches a quarter of a million students in 50 colleges throughout Ireland during the autumn and spring academic terms.</li> <li>The posters continue to be very popular with third level students.</li> <li>This popularity was evidenced during the recent washroom initiative when approximately 36% of the total number of posters displayed had to be replaced!</li> <li>When advertising in washrooms the higher the rate of replacement of a poster (whether as a result of the poster being removed completely from its display point or being vandalised) the greater the level of interaction of the consumer with the display.</li> </ul>
<p>City of Cork, An Garda Síochána (the Irish Police Force), the Health Service Executive, local businesses, drinks industry representatives and other city agencies</p>	<p><b>"Cork City Cares"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcoholic beverages.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>A pilot city centre initiative aimed at promoting the vibrancy and security of Cork's night-time economy.</li> <li>It is supported by a social partnership involving Cork City Council, An Garda Síochána (the Irish Police Force), the Health Service Executive, local businesses, drinks industry representatives and other city agencies.</li> <li>The project is managed under the auspices of "Cork City Challenge".</li> <li>The initiative applies a holistic approach in promoting best practice in all night time operations, together with instilling a pride in one's city and promoting individual responsibility as part of a positive social experience.</li> </ul>	<ul style="list-style-type: none"> <li>The project has succeeded in securing the commitment and participation of all of the key night-time economy stakeholders in the city.</li> </ul>





Diageo Ireland	<p><b>"Choice Zone" at the Guinness Storehouse</b></p> <ul style="list-style-type: none"> <li>To promote the responsible consumption of alcoholic beverages.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The facility uses film and interactive media to challenge visitors to reflect on their own drinking habits and the choices they make around the consumption of alcohol.</li> <li>The exhibit has purposely been positioned to avoid a defensive, moralising or judgmental dialogue with visitors and to create a balanced, fair and open understanding of alcohol in society.</li> <li>In 2004 the Choice Zone won a Corporate Social Responsibility (CSR) Award, sponsored by the British Web Design &amp; Marketing Association.</li> </ul>	<ul style="list-style-type: none"> <li>The Guinness Storehouse is the second most popular fee charging tourism attraction in Ireland with in excess of 670,000 visitors annually.</li> </ul>
Diageo Ireland	<p><b>"Wake Up Call"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcoholic beverages.</li> <li>2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The campaign, which represented a €2 million investment by Diageo in Ireland, was continued in 2006 and consisted of TV, press and outdoor advertising.</li> <li>Timing and placement of the media advertisements were scheduled to influence consumers when they are planning their nights out, and included buses and more unusual locations such as washrooms.</li> <li>The <i>Wake Up Call</i> campaign follows on from the <i>"Knowing When to Stop is a Good Thing - Drink Sensibly"</i> campaign launched in June 2003 and the very successful <i>"Don't See A Great Night Wasted"</i> campaign which followed in November 2003.</li> </ul>	<ul style="list-style-type: none"> <li>The 2003 campaign was extremely successful in terms of consumer impact, and research has confirmed that the <i>"Don't See a Great Night Wasted"</i> concept continues to resonate with consumers.</li> <li>80% of those surveyed (18 - 29 year olds) said they definitely remembered that the advertisement is for responsible drinking, and as many as 9 in 10 consumers thought that it was good to see Diageo advertising a responsible drinking message.</li> <li>The research also found that 76% of consumers were more likely to consider drinking sensibly having seen the advertisement, while 30% said they would consider drinking less alcohol than usual as a result, suggesting a significant change in behaviour.</li> <li>Asked about their reaction to this type of advertising, 84% of consumers said it was the kind of advertisement that would make them think about their drinking patterns.</li> </ul>
MEAS	<p><b>"Enjoy Sensibly"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking message in advertising.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>MEAS members (i.e., companies and trade associations) agreed in 2005 to use the following message: "Enjoy [brand name] sensibly".</li> <li>In September 2005, specific guidelines on positioning character size and font were agreed.</li> </ul>	<ul style="list-style-type: none"> <li>The vast majority (more than 75%) of the consumer directed marketing media are now bearing the responsible drinking message.</li> </ul>
MEAS	<p><b>MEASevents</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcoholic beverages.</li> <li>2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The third series of <i>MEASevents</i> concerts was held at third level institutions during the 2005 autumn academic term.</li> <li>The concerts, which featured the cream of Irish artists and comedians, are organised to promote moderation when drinking alcohol and discourage excessive and high risk drinking.</li> <li><i>MEASevents</i> 2005 built on the success of the <i>MEASevents</i> 2003 and 2004 initiatives, and the MEAS/USI <i>"Respect Alcohol, Respect Yourself"</i> campaign launched in April 2003.</li> </ul>	<ul style="list-style-type: none"> <li>The initiative has been very well-received by the campus communities with some 15,000 students having attended 50 concerts to date.</li> </ul>



MEAS	<p><b>Responsible Drinking Web Site - name TDB</b></p> <ul style="list-style-type: none"> <li>• To promote the responsible consumption message.</li> <li>• Autumn 2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Similar to the <a href="http://Drinkaware.co.uk">Drinkaware.co.uk website</a> in the UK, this website will provide consumer information about standard drinks, the effects of alcohol on the body and information relating to different life stages and contexts.</li> <li>• In addition the site will provide consumers with the facility to compare their drinking patterns with the Irish Government's drinking guidelines, to maintain an online personal drinks diary and to participate in an online quiz.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation to follow early 2007.</li> </ul>
MEAS	<p><b>Standard Drinks Calculator</b></p> <ul style="list-style-type: none"> <li>• To promote responsible drinking by raising awareness of unit alcohol content.</li> <li>• 2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Online <i>Standard Drinks Calculator</i> (<a href="http://www.meas.ie">www.meas.ie</a>) allowing consumers to determine the specific number of standard drinks he/she has consumed in a seven-day period.</li> <li>• The facility, which can be found on the MEAS website, has been developed in the context of MEAS's initiative to provide information resources to educate the general public on alcohol, and to promote moderation in the consumption of alcohol.</li> </ul>	
MEAS, Soft Drinks Distributors in Ireland	<p><b>"Drive Straight and Designate"</b></p> <ul style="list-style-type: none"> <li>• To reduce incidences of alcohol-related road accidents by reducing the prevalence of drinking and driving.</li> <li>• 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• In December 2004, two of the leading distributors of soft drinks in Ireland, Cantrell and Cochrane Plc and Coca Cola Bottlers Ireland Limited (CCBI) launched designated driver initiatives in support of the MEAS Drive Straight and Designate campaign.</li> <li>• As part of these initiatives, approximately 1,000 publicans received free soft drinks products for passing on to designated drivers.</li> <li>• During Christmas 2005 CCBI stepped up its commitment, and, working closely with MEAS and the licensed trade, awarded designated drivers up to three non-alcoholic beverages during any one visit to participating premises.</li> <li>• The initiative was promoted via national radio stations and point of sale material.</li> <li>• CCBI also developed an online resource which members of the public could access to identify the licensed premises in their areas participating in the scheme.</li> </ul>	<ul style="list-style-type: none"> <li>• CCBI has been encouraged by the response from the public and the licensed trade to the initiative and has decided to repeat the initiative during the month of August 2006 and again in the run up to Christmas 2006, in conjunction with MEAS and other relevant organisations.</li> </ul>





<p>MEAS, An Garda Síochána, the National Safety Council, the Automobile Association, the wider drinks industry in Ireland, soft drinks distributors, European Commission</p>	<p><b>“Drive Straight and Designate”</b></p> <ul style="list-style-type: none"> <li>• To make young people aware of the dangers of drinking and driving.</li> <li>• To encourage the use of a designated driver as a normal behaviour.</li> <li>• 2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• The campaign calls on the public, when out for a drink, to designate a member of the group to refrain from drinking alcohol during the evening so he/she can drive the group home safely.</li> <li>• To date, initiatives have been undertaken each year in March and December to promote the concept.</li> <li>• Significant support for the initiative has been secured, for example in December 2004, An Taoiseach Mr. Bertie Ahern and the main party leaders expressed public support for the initiative.</li> </ul>	<ul style="list-style-type: none"> <li>• MEAS has commissioned research to evaluate awareness of and attitudes towards the MEAS Christmas Designated Driver Campaign in each of 2003, 2004 and 2005.</li> <li>• The research findings indicate that in 2005, 32% used a designated non-alcohol drinking driver to get home during the Christmas period (27% in 2004; 24% in 2003).</li> <li>• The research has also indicated that 89% of respondents had heard of the idea of designating a driver when going out for the night (90.5% in 2004; 90.6% in 2003) and that 85% of respondents considered it “very important” to designate a non-drinking driver when going on a night out (75% in 2004; 73% in 2003).</li> </ul>
<p>The Department of Health and Children, MEAS, Fáilte Ireland and the Trade Associations</p>	<p><b>“Responsible Serving of Alcohol” programme (RSA)</b></p> <ul style="list-style-type: none"> <li>• To promote responsible serving &amp; selling of alcoholic beverages.</li> <li>• 2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Jointly funded by the Department of Health and Children and by MEAS, and facilitated by Fáilte Ireland (the national hospitality training agency), the Responsible Serving of Alcohol Programme helps license holders to develop serving practices and policies that will minimise the risk of problems resulting from inappropriate alcohol consumption.</li> <li>• It guides those serving alcohol on how to deal with drunkenness, underage drinking and drinking and driving.</li> <li>• The principles of responsible serving are being explicitly incorporated into all relevant third level hospitality programmes.</li> <li>• In-service training is being provided by Fáilte Ireland to college lecturers on an ongoing basis.</li> <li>• This training should be read in conjunction with the MEAS published Guidelines on point-of-sale Promotions and Materials and Serving of Multiple Drinks.</li> </ul>	<ul style="list-style-type: none"> <li>• The Responsible Serving of Alcohol Programme has led to an increase in the standard of serving practices of license holders and their staff.</li> </ul>
<p>Diageo Ireland</p>	<p><b>“Employee Alcohol Policy” (EAP)</b></p> <ul style="list-style-type: none"> <li>• To raise awareness of the corporate alcohol policy (EAP) and promote responsible drinking among employees.</li> <li>• 2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• New employees are made aware of the EAP.</li> </ul>	<ul style="list-style-type: none"> <li>• Global EAP programme to be implemented in 2007.</li> </ul>
<p>Diageo Ireland</p>	<p><b>Employee Responsible Drinking awareness activity</b></p> <ul style="list-style-type: none"> <li>• To promote responsible drinking at Christmas.</li> <li>• 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Seasonal sensible drinking campaign directed towards Diageo Ireland employees.</li> </ul>	



I t a l y



Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
Lecce Municipality, Bacardi-Martini Italy	<p>“Approccio mediterraneo ad un consumo responsabile” (Mediterranean approach to responsible consumption)</p> <ul style="list-style-type: none"> <li>To reduce incidences of underage drinking.</li> <li>2006 Pilot.</li> <li>To be further extended with additional partners.</li> </ul>	<ul style="list-style-type: none"> <li>Partnership with local authorities to create educational programmes that can reduce harmful consumption and promote a distinctly Mediterranean approach to responsible drinking.</li> <li>Part of Lecce fair (four days).</li> <li>Leaflets, workshops and materials that promote sensible drinking and raise awareness of risks of misuse.</li> </ul>	
Carita Politica, Bacardi-Martini Italy	<p>“Educare alla temperanza anche nella scuola” (School education programme)</p> <ul style="list-style-type: none"> <li>To reduce incidences of underage drinking by informing about misuse of alcohol, role of parents, risky drinking, etc.</li> <li>2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Dissemination of non-branded educational tools to teachers.</li> <li>Bacardi funded development of the booklet by Carita Politica (Catholic association active in education).</li> <li>Distribution managed by Carita Politica.</li> </ul>	<ul style="list-style-type: none"> <li>25,000 booklets in Italian, French, Spanish and English have been printed.</li> <li>Copies of the Italian booklet distributed to 1,300 catholic schools.</li> <li>The other linguistic versions were sent to Archbishops in UK, France and Spain.</li> </ul>
Bacardi-Martini Italy	<p>“Guida intelligente per serata divertente” (smart guide for a fun evening)</p> <ul style="list-style-type: none"> <li>To raise consumer awareness of the benefits of responsible drinking.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Development and distribution of information leaflet “Guida intelligente per serata divertente” promoting responsible consumption which also highlights risks of the misuse of alcohol.</li> <li>Leaflets distributed in context of all promotional activities including advice and tips on safe consumption of alcohol.</li> <li>Complemented by interactive distribution (Martini bus) around drinking and driving in cooperation with local authorities and local police.</li> </ul>	<ul style="list-style-type: none"> <li>50,000 copies distributed.</li> </ul>
Bacardi-Martini Italy	<p>“Goditi la serata, ed anche il rientro” (Enjoy the evening... and the way back home)</p> <ul style="list-style-type: none"> <li>To reduce incidences of alcohol related road accidents.</li> <li>To raise awareness of alternatives to drinking and driving around a specific occasion - Formula1 racing in Bologna.</li> <li>2006.</li> </ul>	<ul style="list-style-type: none"> <li>Don't Drink &amp; Drive campaign (Ferrari-Martini) with active participation of Michael Schumacher as testimonial.</li> <li>Tools include: billboards, leaflets to all attendees with cars.</li> <li>Marketing partnership with community/taxi association to promote the use of alternative transportation around Bologna.</li> </ul>	<ul style="list-style-type: none"> <li>Will be extended out of the F1 scope with a second town in the last semester of 2006, probably Verona.</li> </ul>



Diageo Italy	<p><b>"Guido" (I drive)</b></p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drinking and driving.</li> <li>To encourage the use of a designated driver as a normal behaviour.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>This awareness-raising campaign on the issue of drinking and driving is aimed at young adults who frequent nightclubs and bars.</li> <li>The message was communicated to this target group via posters and leaflets in the trade, as well as billboards.</li> </ul>	<p>Independent research evaluation reveals the following:</p> <ul style="list-style-type: none"> <li>47% said they would consider appointing a designated driver, even though a fair amount of the sample still showed lack of interest in the problem.</li> <li>Immediately after the event, 66% of those interviewed said they considered alternative ways of going back home after drinking alcohol and that groups had appointed a sober driver to drive everybody home safely.</li> <li>69% of the sample regarded this initiative as useful.</li> <li>The most effective incentives to convince people not to drink before they drive: nearly half of the sample (48.8%) chose free entry to pubs and clubs; a free non-alcoholic drink was chosen by 38.9% of subjects, with a slight prevalence in males (41.8% vs 32.2%).</li> <li>A free alcoholic drink was preferred by just 9.6% of subjects, mostly females (22.2% vs 4.2% males).</li> </ul>
AIBES (Italian bartender association), Bacardi-Martini Italy	<p><b>"Moderazione e responsabilità" (Moderation and Responsibility)</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving of alcohol.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Development and distribution of the booklet "Moderazione e Responsabilita" to bartenders.</li> <li>Developed with professional barmen.</li> <li>Contains advice and tips for barmen about the effects of alcohol and alcohol misuse, who should consume alcohol, LPAs, raise awareness of barman's role in managing responsible consumption and recognising signs of misuse on premises.</li> </ul>	<ul style="list-style-type: none"> <li>25,000 to all on-trade locations with a relationship with Bacardi.</li> </ul>
<b>Organisation/ partners</b>	<b>Title Objectives/Timing</b>	<b>Description of the initiative</b>	<b>Evaluation/impact</b>
TSG, HORECA	<p><b>"Don't make a fool of yourself"</b></p> <ul style="list-style-type: none"> <li>To combat underage drinking and excessive consumption.</li> <li>2002, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Print and cinema advertising campaign highlighting the potentially negative social consequences of drinking too much.</li> </ul>	<ul style="list-style-type: none"> <li>The cinema spot was shown in the major cinemas in Paceville.</li> <li>Reach in excess of 15,000.</li> </ul>
TSG, Malta Police Department, SEDQA (the government agency to prevent alcohol and drug abuse), the GRTU (the General Retailers and Traders Union) and parents organisations	<p><b>"Legal Purchasing Age (LPA) Initiative"</b></p> <ul style="list-style-type: none"> <li>To raise awareness of and to reinforce the LPA to reduce incidences of underage drinking.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Leaflet/notice that was distributed in all outlets serving or selling alcohol stating that alcoholic beverages will not be sold to underage persons.</li> </ul>	<ul style="list-style-type: none"> <li>Leaflets distributed in all outlets selling alcoholic beverages in Malta, including supermarkets.</li> <li>Number of outlets is in the region of 6,000.</li> </ul>

## Malta





TSG	<p><b>“Thunx il-Buffu tar-Rahal”</b> (Don’t be the clown of the town)</p> <ul style="list-style-type: none"> <li>To reduce the incidence of underage drinking and binge drinking.</li> <li>2000, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>This anti binge-drinking campaign was developed for the summer “fiesta season”.</li> <li>It aims to discourage the idea that it is macho to get drunk by portraying binge drinking as puerile and clownish.</li> <li>Cartoons supporting the campaign are published in youth magazines.</li> <li>Cinema and radio advertising is deployed to support the campaign.</li> </ul>	<ul style="list-style-type: none"> <li>No formal statistical evaluation of the project, however “Thunx il-Buffu tar-Rahal” has become a household term and the phrase ‘buffu tar-rahah’ is recognised as referring to a person who binges.</li> <li>The success of the campaign is the reason for its repetition.</li> </ul>
TSG	<p><b>“L-Alkohol, il-Genituri u”</b> (Alcohol, Parents &amp; their Children)</p> <ul style="list-style-type: none"> <li>To provide parents with information to enable them to talk to children about dangers of underage drinking and alcohol misuse.</li> <li>2002, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>An information leaflet and video were developed to give advice to parents on how to deal with alcohol in the family setting.</li> </ul>	<ul style="list-style-type: none"> <li>Successful ongoing initiative.</li> <li>The content and style of the leaflet for parents is being updated this year.</li> </ul>
TSG, Malta Transport Authority, Malta Police Department, European Commission	<p><b>“Who will be the Leader Tonight?”</b> (Designated driver programme)</p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drinking and driving.</li> <li>To encourage the use of a designated driver as a normal behaviour.</li> <li>2004-2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The campaign involved: producing television spots to be shown during programmes popular with the target segment.</li> <li>Radio spots to act as a support and a frequent reminder of the designated driver message.</li> <li>Bus shelters/billboards: because of the small size and high population density of the country, these are the ideal medium to distribute messages of this sort. They are also seen when people are driving, and therefore the retention factor of the message is higher.</li> <li>Web site: TSG Leader message is included in the web page, together with other messages to promote a moderate and responsible drinking lifestyle.</li> <li>Merchandising: the campaign includes car stickers to be distributed to drivers.</li> </ul>	<ul style="list-style-type: none"> <li>‘Who will be the leader tonight?’ has been included in the pan-European Designated driver campaign during 2005, and will also continue during 2006.</li> </ul> <p>A survey to determine the success of the campaign has been conducted:</p> <ul style="list-style-type: none"> <li>30% of respondents are aware of the campaign, and 32% of respondents have applied the principle of the designated driver at least once.</li> <li>96% also replied that this initiative should help reduce the problem of drinking and driving.</li> </ul>
TSG, Maltese Bar Tenders’ Guild, GRTU	<p><b>“Code of Practice for Bartenders”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving of alcoholic beverages.</li> <li>1999, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Code of conduct for servers to reinforce moderate consumption.</li> <li>Includes information about refusing to serve underage drinkers, those who are drunk and/or over the drink drive limit.</li> <li>Also includes general information about the physiological effects of alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>Code of conduct distributed to all outlets selling alcoholic beverages: bars, restaurants and discotheques.</li> <li>Around 3,000 copies have been distributed.</li> </ul>



## The Netherlands



Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
STIVA, Dutch Government, other stakeholders	<p><a href="http://www.alcoholonderde16nogevenniet.nl">www.alcoholonderde16nogevenniet.nl</a></p> <ul style="list-style-type: none"> <li>To develop initiatives for both young people and their parents that help reduce underage drinking.</li> <li>March 2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>A Task Force "Alcohol and Adolescents" brings together officials from the government, health organisations and industry to develop programmes that should help reduce underage drinking.</li> <li>One element of the programme is the new website where parents, young people and teachers can find relevant information on alcohol-related topics.</li> <li>This website is a part of a larger approach aimed at suppliers, parents and young people. This slogan will be shown with all TV ads for alcoholic beverages between 0,5 and 15% abv for which the legal purchase age is 16 years old.</li> </ul>	<ul style="list-style-type: none"> <li>The website has been running since March 1<sup>st</sup> 2006.</li> </ul>
STIVA	<p>"Drank kopen kent zijn leeftijd" (Buying alcohol means knowing the age limit)</p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of underage alcohol consumption. Inform about minimum age (16 for beer and wine, 18 for spirits).</li> <li>2001, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Tools include stickers and a website: <a href="http://www.leeftijdsgrens.nl">www.leeftijdsgrens.nl</a></li> </ul>	<ul style="list-style-type: none"> <li>Since 2001 STIVA distributed 32,064 stickers among retailers. Stickers were also distributed by restaurant and café chains KHN &amp; PVAD.</li> </ul>
STIVA	<p>"Leefstijl voor Jongeren" (Lifestyle for youngsters)</p> <ul style="list-style-type: none"> <li>To promote the idea of sensible drinking among schoolchildren.</li> <li>2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>The initiative consists of a programme of lessons including exercises whereby pupils are taught how to listen to each other, deal with their feelings, say no, be assertive and make their own decisions.</li> </ul>	<ul style="list-style-type: none"> <li>In 2003, 750 primary schools and 550 high schools used this programme. An evaluation showed that 98% of the teachers were positive about this programme.</li> </ul>
The Dutch Ministry of Health, Welfare and Sport, OCW (Ministry for Education, Culture and Science), Central Brewery Office (CBK), Heineken, Bacardi Netherlands, Diageo, OGZ and Volksbond Rotterdam (SVR), and driving association OF	<p><a href="http://www.mazze.nl">www.mazze.nl</a></p> <ul style="list-style-type: none"> <li>To encourage the responsible consumption of alcohol and let young people discover in a fun way if they consume in a responsible fashion.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Website provides young people with an interactive forum, to gain virtual experience of drugs and alcohol.</li> </ul>	





Bacardi N.V.	<p><b>"Geen alcohol &lt; 16"</b> (No alcohol under 16)</p> <ul style="list-style-type: none"> <li>• Reduce incidences of underage drinking.</li> <li>• Ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Voluntary use of the "Geen alcohol &lt; 16" message on all TV advertising for Bacardi Breezer &amp; Eristoff.</li> <li>• Message also visible on packaging of these products.</li> </ul>	<ul style="list-style-type: none"> <li>• 100% coverage.</li> </ul>
STIVA, National Chamber of Students' Unions, NIGZ (Netherlands Institute for Health Promotion and Disease Prevention)	<p><b>"Alcohol Day"</b></p> <ul style="list-style-type: none"> <li>• To co-ordinate an alcohol policy to universities.</li> <li>• 2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Annual meeting attended by members of the executive committees of all (47) students' unions that are members of the National Chamber of Students' Unions.</li> <li>• The programme includes a workshop on alcohol use during hazings.</li> </ul>	<ul style="list-style-type: none"> <li>• 33 students' unions were present, representing 26,243 students. In total 21 students' unions took part in the 'alcohol policy' workshop, representing 16,289 students.</li> </ul>
STIVA, supported by all drinks producers in the Netherlands	<p><b>"Geniet, maar drink met mate"</b> (Enjoy but be moderate).</p> <ul style="list-style-type: none"> <li>• To promote responsible consumption of alcohol through sensible drinking message in advertising.</li> </ul>	<ul style="list-style-type: none"> <li>• Art. 31 of the STIVA code requires the use of a responsible drinking message in advertisements on TV, in cinemas, theatres and closed circuit television: "Geniet, maar drink met mate".</li> <li>• The message should be clearly visible and be displayed for at least three seconds.</li> <li>• STIVA is working on an additional message for people under 16 years old.</li> </ul>	<ul style="list-style-type: none"> <li>• The slogan is one of the best known in the Netherlands.</li> </ul>
Diageo Netherlands	<p><b>Diageo folder that focuses on corporate responsibility</b></p> <ul style="list-style-type: none"> <li>• To inform partners and stakeholders about Diageo's approach to corporate social responsibility.</li> <li>• May 2006.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote social responsibility message within Diageo and to its business partners.</li> <li>• This message was accompanied by a consumer campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• A binder in common use by Diageo staff focusing on corporate responsibility.</li> </ul>
STIVA, CBK, Wine and Spirits producers, Dutch Safe Traffic Organisation, Ministries of Transport and Health, 3VO (Dutch Road Safety Organisation), European Commission	<p><b>"BOB"</b></p> <ul style="list-style-type: none"> <li>• To make young people aware of the dangers of drinking and driving.</li> <li>• To encourage the use of a designated driver as standard practice on a night out involving alcohol.</li> <li>• 2001, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign includes billboards in car parks, on motorways, leaflets and merchandising (key-rings, balloons, pens, clothing, and beer mats).</li> <li>• Radio and TV commercials and the BOB promotional team bus are also used to promote the message.</li> <li>• Bacardi donated a retro VW bus to 3VO (<a href="http://www.3vo.nl">www.3vo.nl</a>) to use as a drink driving simulator at festivals and other large scale events.</li> <li>• Website: <a href="http://www.bobjijfobik.nl">www.bobjijfobik.nl</a></li> </ul>	<ul style="list-style-type: none"> <li>• The positive results from the original campaign encouraged the partners to renew the campaign in 2004.</li> <li>• Official research indicates that the number of reported drunk drivers decreased from 4.3% in 2002 to 3.4% in 2004.</li> </ul>
Bacardi N.V.	<p><b>"Drivers Corner"</b></p> <ul style="list-style-type: none"> <li>• To promote the designated driver concept.</li> <li>• January 2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Driver's corner installed at Bat Beats (Bacardi branded) Dance Events.</li> <li>• Designated drivers register at the beginning of each event and are breathalysed at registration and prior to departure.</li> <li>• The designated driver receives information, free tickets for soft drinks at the event.</li> <li>• Merchandise (key rings, t-shirts, etc.) and free tickets for future events are awarded if he or she remains sober all night.</li> </ul>	<ul style="list-style-type: none"> <li>• Six parties have been/will be organised in 2006 each with around 2,000 attendees (total reach: approx 12,000).</li> <li>• Good response to date with 20-25% of attendees at a given event registering.</li> <li>• Approximately 60% of registering designated drivers return at the end of the evening.</li> </ul>



Bacardi N.V.	<p><b>Taxis sponsored with “Don’t drink and drive” messages</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of drinking and driving.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Taxis are a mobile medium for the drink and drive responsibility message in Amsterdam.</li> <li>Branded sponsorship involving selected taxi companies, running during December-January.</li> </ul>	
Diageo Netherlands	<p><b>Workplace initiative.</b></p> <ul style="list-style-type: none"> <li>To remind employees of the Diageo Employee Alcohol Policy that promotes responsible drinking.</li> <li>February 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Responsible drinking materials produced (posters).</li> <li>Coasters, table tent cards, festive cocktail guides are in development.</li> <li>Materials used at all internal seasonal events/functions.</li> </ul>	<ul style="list-style-type: none"> <li>Monthly performance updates and one of the agenda points in regional meetings.</li> </ul>
Diageo Netherlands	<p><b>“Every Serve Perfect, Served Responsibly” programme</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving via a bartender programme.</li> <li>Currently in second edition; third edition is planned for autumn 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Promoting high-quality serving standards in the on-trade by training bartenders to serve drinks in a responsible way.</li> </ul>	<ul style="list-style-type: none"> <li>15 workshops have been conducted nationwide.</li> <li>260 outlets have been trained (568 people in total).</li> </ul>
<b>Organisation/ partners</b>	<b>Title Objectives/Timing</b>	<b>Description of the initiative</b>	<b>Evaluation/impact</b>
Diageo Poland	<p><b>“Higher Form of Intelligence - I don’t drive after I party”</b></p> <ul style="list-style-type: none"> <li>To normalise not drinking and driving among young adults (18-24 years old) – don’t drink &amp; drive as a trendy attitude/behaviour.</li> <li>January 2006- March 2006 (second edition).</li> </ul>	<ul style="list-style-type: none"> <li>First edition 2004.</li> <li>Extensive media relations and advertising undertaken.</li> <li>Dedicated website: <a href="http://www.powrotzimprezy.pl">www.powrotzimprezy.pl</a> informing about appropriate alcohol consuming behaviour and where taxi vouchers can be downloaded.</li> <li>To generate interest famous Polish DJs support the programme and the tone is “non-threatening”.</li> <li>Posters and leaflet distribution via on-trade partners and in retail and leisure environments (record shops, youth clothing stores, cinemas etc).</li> <li>Cooperation with taxi companies in six cities (10-25% discount for Higher Form of Intelligence web-page users).</li> <li>Placement of posters and leaflets in 1,600 On Trade outlets and Universities.</li> </ul>	<p>Programme evaluation through CATI among on-trade consumers who visit on-trade outlets at least once per week and drink alcohol at least once per week.</p> <ul style="list-style-type: none"> <li>Campaign reached 29% of respondents.</li> <li>78% of respondents agreed that the Higher Form of Intelligence programme should influence behaviour.</li> <li>88% of respondents would not allow their friends to drive after drinking alcohol.</li> </ul>
Bacardi-Martini-Poland	<p><b>“Enjoy our good taste with your good judgement”</b></p> <ul style="list-style-type: none"> <li>To promote moderate consumption with the responsible drinking message in advertising.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Moderate/responsible consumption message included in all advertising apart from radio.</li> <li>Currently there is no SAO in Poland.</li> </ul>	<ul style="list-style-type: none"> <li>To be implemented in 100% of advertising by year end.</li> </ul>

## Poland







Bacardi-Martini Poland	<p><b>"Smart guide for a fun evening"</b></p> <ul style="list-style-type: none"> <li>To raise consumer awareness about responsible drinking.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Development and distribution of information leaflet promoting responsible consumption which also highlights risks of the misuse of alcohol.</li> <li>Leaflets distributed in context of all promotional activities including advice and tips on safe consumption of alcohol.</li> <li>Complimented by interactive distribution (Martini bus) around drinking and driving in cooperation with local authorities and local police.</li> </ul>	<ul style="list-style-type: none"> <li>50,000 copies distributed.</li> </ul>
Bacardi-Martini Poland	<p><b>"Moderation &amp; Responsibility Training"</b></p> <ul style="list-style-type: none"> <li>To promote the responsible serving and selling of alcohol.</li> <li>2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Development and distribution of information booklet for bartenders and off-trade sales personnel.</li> <li>Developed with professional barmen.</li> <li>Contains advice and tips for barmen about the effects of alcohol and alcohol misuse, who should consume alcohol, LPAs, managing responsible consumption and recognising signs of misuse on premises.</li> <li>Young barman competition.</li> </ul>	
<b>Organisation/ partners</b>	<b>Title Objectives/Timing</b>	<b>Description of the initiative</b>	<b>Evaluation/impact</b>
ANEBE	<p><b>"Be Responsible. Drink Moderately"</b></p> <ul style="list-style-type: none"> <li>To promote the moderate/responsible drinking message through advertising.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>All advertising on TV, in print, on websites should contain the following sentence: "Be responsible. Drink moderately".</li> </ul>	<ul style="list-style-type: none"> <li>Covers approximately 85% of all publicity.</li> </ul>
ANEBE, European Commission, Portuguese Ministries for Internal Affairs and for Youth, BP, Town Hall of Lisbon and 30 other towns and cities, Olá (Walls Ice Creams), Screenvision, Publicards, Nobel Shops, Cat Clothes and Shoes, Holmes Place	<p><b>"100% Cool – O Condutor Escolhido com 0% de Álcool" (If you drink, don't drive)</b></p> <ul style="list-style-type: none"> <li>To reduce the incidence of road traffic accidents involving alcohol.</li> <li>The campaign encourages responsible and moderate patterns of consumption.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of the designated driver concept and sensible drinking patterns through: cinema spots and advertising in cinema foyers, WC posters, free postcards, outdoor flyers, point-of-sale material, key rings.</li> <li>Campaign also use Night Brigades operating in some BP stations and in night clubs and bars between 11pm and 5am. 11pm – 2am – checking in period, distribution of leaflets, promotion and reminding young people of the concept and sensible drinking messages for all other non drivers. 2am – 5am: check-out period: the breath testing of anyone who says they are the designated driver, they can win prizes if they record 0% alcohol.</li> <li>Road Shows at Portuguese Youth Institute's throughout the country, nine per year, with presentation of the concept and campaign material.</li> </ul>	<ul style="list-style-type: none"> <li>Recognition of the campaign rose from 64% in 2005 to 73% in 2006.</li> <li>The percentage of those saying that they have been driven by a designated driver has risen from 34% in 2005 to 58% this year.</li> <li>Night Brigades were also successful with 20,000 young people receiving information.</li> <li>3,889 breath tests with 878 or 22.5% of young people recording 0% alcohol level up 10 percentage points on figures for 2005.</li> </ul>

## Portugal





## Spain



Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
FAS, CONCAPA (Catholic Parents Association), EFRD, Generation Europe, COFACE, AEDE	<p><b>"Las caras del alcohol"</b></p> <ul style="list-style-type: none"> <li>To provide young people with the facts about alcohol, raise awareness of the dangers of underage drinking and contribute to a sustainable change in drinking behaviour among young people.</li> <li>To delay the onset of regular drinking among those who are under the legal drinking age.</li> <li>2005, ongoing.</li> </ul>	<p>Website with three pillars:</p> <ul style="list-style-type: none"> <li>An interactive part to be used by young people in their leisure time (11 to 16 year olds).</li> <li>Work sheets to assist teachers to address the issue in scientific or civic education curricula.</li> <li>Information and guidance for parents to address alcohol with their children.</li> </ul>	<p>Independent evaluation by Research Works:</p> <ul style="list-style-type: none"> <li>Students clearly enjoyed the programme and found it interesting compared with other lessons. Many also liked the design and content of the worksheets and website. A significant proportion claimed to have discussed alcohol either with a friend, parent or a family member as a consequence of the programme.</li> <li>Teachers positively rated the resources and the website in terms of ease of use and engagement for students. They considered the lessons successful in increasing awareness of the risks for young people associated with alcohol. They also considered the programme to be, on balance, either better or at least as good as other alcohol resources. Finally, most also would recommend the programme to other teaching colleagues.</li> <li>Parents were positive in their views about the website. A majority considered it to be a valuable asset in facilitating discussion around alcohol issues.</li> </ul>
FAS, Universidad de Barcelona, Fundació Bosch i Guimpera, municipalities in Catalonia, Madrid, Andalusia and the Balearic Islands	<p><b>Programa Pedagógico "Adolescencia y Alcohol" ('Adolescence and Alcohol' Educational Programme)</b></p> <ul style="list-style-type: none"> <li>To reduce the number of underage drinkers.</li> <li>To reduce the quantity of alcohol consumed by underage drinkers.</li> <li>To delay the age of onset of alcohol consumption.</li> <li>2001, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Conferences and workshops for students and their parents.</li> <li>Three hour induction for parents introduced in academic year 2005-2006.</li> <li>Both conferences and the induction for parents are led by psychologists.</li> </ul>	<p>During academic year 2005-2006 the reach was: Students 301,724; Schools 1,233; Psychologists 60</p> <p>Evaluations have been conducted every year since 2001 using control groups:</p> <ul style="list-style-type: none"> <li>For those participating, the age of onset increased from 13.92 in 2002 to 14.50 in 2006 (13.90 in 2002 to 14.22 in 2006 for control group).</li> <li>For those participating, the percentage of underage drinkers (11 to 18 yrs old) decreased from 60.1% in 2002 to 53.0% in 2006 (decrease was only from 68% down to 67.3% in control group).</li> <li>Among participants, the number of drinks per month reduced from 17.59 units down to 10.96 where for the control group the reduction was only from 17.81 units down to 16.56.</li> </ul>
Bacardi-Martini Spain	<p><b>"Reinforcing the legal purchasing age (LPA)"</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of underage drinking.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>All promotional material to state clearly the minimum legal purchasing age for alcoholic beverages.</li> </ul>	<ul style="list-style-type: none"> <li>100% coverage.</li> </ul>
Bacardi-Martini Spain	<p><b>"Don't drink &amp; drive"</b></p> <ul style="list-style-type: none"> <li>To promote alternative transport at the Spanish Grand Prix (Barcelona).</li> <li>May 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Two week campaign during which buses, taxis and billboards carried the "Don't drink and drive" message.</li> </ul>	<ul style="list-style-type: none"> <li>Largest 85 bus lines covered in Barcelona.</li> </ul>



<p>Diageo Spain, AERC (Alcohol Education &amp; Research Council), University of Oviedo, Spanish Psychological Association, Spanish National Plan for Drugs, Oxford Brookes University</p>	<p><b>“Strengthening Families”</b></p> <ul style="list-style-type: none"> <li>• To reduce the incidence of underage drinking, drug use and other problem behaviours.</li> <li>• 2006, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• The Strengthening Families Programme (SFP 10-14- US origin), is an alcohol and drug misuse prevention programme for young people aged 10 to 14 years old.</li> <li>• The programme is now being piloted in Spain and the UK.</li> <li>• A website has been launched to provide details of this work: <a href="http://www.mystrongfamily.org">www.mystrongfamily.org</a>.</li> <li>• Diageo has contributed funds for the production of video materials and the website and for the pilots in other European countries.</li> </ul>	<ul style="list-style-type: none"> <li>• The Strengthening Families Programme has been scientifically evaluated and shown to be effective for the prevention of alcohol and drug misuse in the United States.</li> <li>• A large programme of research is now underway to adapt and test the programme in a number of different European countries.</li> <li>• One of the first countries in Europe to adapt and pilot the programme is Britain, with pilots taking place in England and Wales.</li> <li>• The pilot is currently being extended to other European countries.</li> </ul>
<p>FEBE</p>	<p><b>“Drink with moderation. It is your responsibility”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible consumption of alcohol through sensible drinking message in advertising.</li> <li>• 2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• FEBE members which account for 99% of alcohol advertising in Spain have agreed on the following message: “Drink with moderation. It is your responsibility”.</li> <li>• All advertising included except for radio.</li> </ul>	<ul style="list-style-type: none"> <li>• 99% of alcohol advertising covered by the responsible drinking message.</li> </ul>
<p>FAS, DGT (Ministry of Transport), Servei Català de Trànsit (Catalonian Road Safety Administration), Instituto Andaluz de la Juventud (Andalusia Youth Institute), Consejería de Transportes de la Comunidad de Madrid (Transport Commission of the Autonomous Region of Madrid ), FIAT, Coca-Cola, RACE, European Commission</p>	<p><b>“Programa Conductor Alternativo” (Designated Driver Programme)</b></p> <ul style="list-style-type: none"> <li>• To make young people aware of the dangers of drinking and driving.</li> <li>• To encourage the use of the designated driver concept as normal behaviour.</li> <li>• 2001, ongoing.</li> </ul>	<p>Promotion of the designated driver concept through:</p> <ul style="list-style-type: none"> <li>• National TV and print advertising campaign.</li> <li>• Events at bars, nightclubs and botellón.</li> <li>• City programme: Young people in cities in Catalonia, Andalusia and Galicia are awarded T-shirts, non-alcoholic drinks and 20 vouchers to be used in petrol stations for respecting the commitment of being designated driver throughout the night.</li> <li>• School programme: increases awareness about the dangers of drinking and driving and promotes the designated driver concept via parents, pupils and teachers’ guides.</li> </ul>	<ul style="list-style-type: none"> <li>• National TV Campaign: 91% of those interviewed are familiar with the designated driver concept.</li> <li>• Promotional Events: Around 1,130 people adopted the designated driver concept for at least one night.</li> <li>• School year 2004-2005: 221,885 students received the designated driver information in the framework of the “Young people &amp; Alcohol Educational Programme”.</li> </ul>



<p>Bacardi-Martini Spain, FAS</p>	<p><b>"D&amp;D Corner"</b></p> <ul style="list-style-type: none"> <li>• To promote the designated driver concept to reduce the number of road-traffic accidents involving alcohol.</li> <li>• Piloted in 2006.</li> </ul>	<ul style="list-style-type: none"> <li>• Drinking and driving stand operated by Spanish SAO Fundacion Alcohol y Sociedad (FAS) at Bacardi-sponsored events.</li> <li>• Promotional materials have been developed and approved by the Spanish SRO (Autocontrol) that include the drinking and driving message.</li> <li>• All merchandising paid for by Bacardi but bears the SAO's logo.</li> <li>• Three events as part of pilot phase.</li> <li>• Designated drivers register at the beginning of each event and are breathalysed at registration and prior to departure.</li> <li>• The designated driver receives information, free tickets for soft drinks at the event.</li> <li>• Merchandise (key rings, t-shirts, etc.) and free tickets for future events are awarded if he or she remains sober all night.</li> </ul>	<ul style="list-style-type: none"> <li>• 20% of attendees participating.</li> <li>• 54% overall reach among attendees.</li> <li>• Approx 1,000 attendees per party.</li> </ul>
<p>Diageo Spain, on-trade associations</p>	<p><b>"Use your head and enjoy"</b></p> <ul style="list-style-type: none"> <li>• To promote the responsible consumption of alcohol over the festive Christmas period among young adults 18-24 years old.</li> <li>• Promotion of alternative transport in order to avoid drinking and driving.</li> <li>• December 2004 and 2005.</li> </ul>	<ul style="list-style-type: none"> <li>• A fully-integrated campaign was developed comprising of advertising, events, on-trade promotions and flyers.</li> <li>• Full participation from the main Spanish on- trade associations: FECALON, ECO, FEHV.</li> <li>• The J&amp;B brand was the face of the campaign and a distinct J&amp;B responsible drinking identity has been developed.</li> <li>• Street teams mixed with customers at on-trade premises, distributing practical information about alternative transport.</li> <li>• The campaign has been implemented in Barcelona, Madrid, Seville, Valencia.</li> </ul>	<ul style="list-style-type: none"> <li>• A positive shift towards more responsible consumption was reported: 17% of respondents intended to consume more responsibly in the future; 10% switched to public or other forms of transportation instead of drinking and driving.</li> </ul>
<p>Diageo Spain, RACE, Johnnie Walker, Formula 1 Sponsorship McLaren - Mercedes</p>	<p><b>"Un conductor cada noche; el que conduce no bebe", "One driver each night, who drives doesn't drink"</b></p> <ul style="list-style-type: none"> <li>• To make young people aware of the dangers of drinking and driving.</li> <li>• To encourage the use of the designated driver concept as normal behaviour.</li> <li>• 2005-2007.</li> </ul>	<ul style="list-style-type: none"> <li>• The responsible drinking campaign linked to the F1 Sponsorship consists of above and below the line campaigns (on trade and off trade).</li> <li>• The programme includes a safe driving course for consumers selected via a competition that awards the best ideas to promote the designated driver concept, in collaboration with RACE and McLaren-Mercedes.</li> <li>• Conferences are organised to present the JW programme to the press and the media.</li> <li>• During the local Grand Prix, media coverage is managed by Diageo, so as to promote and to explain the responsible drinking ethos of the campaign.</li> </ul>	<ul style="list-style-type: none"> <li>• Reach in 2006: 1,653,000.</li> </ul>



<p>FAS, FECALON (Federació Catalana d'Associacions de Locals d'Oci Nocturn), Diputació Provincial de Málaga (Malaga's regional Government)</p>	<p><b>"Tú Sirves, Tú Decides"</b> (You Serve, You Decide)</p> <ul style="list-style-type: none"> <li>To promote responsible service of alcohol.</li> <li>2005, ongoing.</li> </ul>	<p>Three hour training module for serving staff including:</p> <ul style="list-style-type: none"> <li>General information about alcohol, alcohol and the law, rules governing advertising and promotion.</li> <li>Materials to support responsible serving and selling.</li> <li>Each premises where training has taken place is identified with a sticker on the door certifying it a "Responsible Business".</li> <li>The premises is also referenced on the website of the municipality.</li> <li>To maintain this status, the premises must not be reported of violating any law regarding sale to minors, health or public order.</li> </ul>	<ul style="list-style-type: none"> <li>During a 2005 pilot exercise, professionals in five different cities were trained.</li> <li>During 2006, up to 1,000 people from 9 different cities will be trained (including Barcelona, Málaga and Madrid).</li> </ul> <p>The training was evaluated by participants via a pre and post test:</p> <ul style="list-style-type: none"> <li>Results showed that participants benefited from the training as they were able to improve the environment in their premises.</li> </ul>
<p>Bacardi-Martini Spain</p>	<p><b>"One Gift per Customer"</b></p> <ul style="list-style-type: none"> <li>To promote more responsible serving and selling of alcoholic beverages in on-trade premises.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Rules implemented for on-trade promotions that only one gift per consumer is permissible to avoid excessive consumption.</li> </ul>	<ul style="list-style-type: none"> <li>100% on-trade coverage.</li> </ul>
<p>Bacardi-Martini Spain</p>	<p><b>Internal awareness raising programme</b></p> <ul style="list-style-type: none"> <li>To raise employee awareness of corporate social responsibility policies, self-regulation of commercial communications and the importance of responsible consumption/personal conduct.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Workshops by department to provide training on social responsibility policies as they pertain to particular job functions.</li> <li>In all internal communications, when appropriate, a reminder of commitments/actions concerning Social Responsibility and of the risks of inappropriate or excessive alcohol consumption is included on the corporate intranet, internal publication, continued training of new employees to increase awareness to matters of social responsibility.</li> <li>Dedicated Intranet accessible to all employees, SR, moderate consumption and risks associated with misuse.</li> </ul>	<ul style="list-style-type: none"> <li>Approximately 10% of employees trained per year (approx. 30 people).</li> <li>Focus is on marketing and communications professionals.</li> </ul>
<p>Diageo Spain, AESLEME (Asociación para el Estudio de la Lesión Medular Espinal)</p>	<p><b>"Sintonía"</b></p> <ul style="list-style-type: none"> <li>To raise employee awareness of the importance of responsible consumption.</li> <li>Promotion of Diageo Alcohol Policy and Diageo Marketing Code (DMC).</li> <li>2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Sintonia Web site for employees, where information is provided to promote responsible drinking among employees and to clarify the Diageo Alcohol Policy.</li> <li>Employees are viewed as ambassadors of Diageo commitment to social responsibility.</li> <li>The Sintonia publication contains latest initiatives developed by Diageo in responsible drinking and presents concepts and ideas from employees in this area.</li> <li>Workshops for employees are delivered annually in collaboration with AESLEME to raise awareness of responsible drinking and drinking and driving.</li> <li>The Diageo Marketing Code (DMC) is delivered particularly to Marketing and Commercial functions to assure the responsible advertising and commercialization of the brands.</li> </ul>	<ul style="list-style-type: none"> <li>DMC applied in every action/advertisement/initiative.</li> </ul>





## Sweden



Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
The Swedish Spirits and Wine Suppliers	<p><b>"Prata om Alcohol"</b> (Talk about Alcohol)</p> <ul style="list-style-type: none"> <li>To create tools for teachers and schools to create a greater understanding about alcohol among young people between 13 and 17 years of age.</li> <li>Launch in autumn 2006 – initially running for three years.</li> </ul>	<ul style="list-style-type: none"> <li>Part of the EFRD-initiative "Talk about Alcohol".</li> </ul>	<ul style="list-style-type: none"> <li>To reach 800 out of 2,700 schools in the age between 13 and 17 focused on the younger age group.</li> </ul>
V&S Group and other companies together with parents at school in Sundsvall	<p><b>"Youth contracts"</b></p> <ul style="list-style-type: none"> <li>To reduce underage drinking and promote healthy leisure choices among 9-13 year olds.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Children aged 9-13 sign contracts with adults not to engage in, among other things, alcohol consumption, and in exchange receive discounts from local stores and free admission to certain events.</li> </ul>	<ul style="list-style-type: none"> <li>Yearly evaluation.</li> </ul>
The Swedish Spirits and Wine Suppliers	<p><a href="http://www.drinkwise.se">www.drinkwise.se</a></p> <ul style="list-style-type: none"> <li>To promote moderate and responsible consumption of alcoholic beverages.</li> <li>2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Website containing practical information and advice about alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>15,000 unique visitors to the site each year.</li> </ul>
Diageo Sweden plus 20 independent on-trade outlets in mid- and north Sweden	<p><b>"Be smart – drink intelligently"</b></p> <ul style="list-style-type: none"> <li>To promote the idea of drinking in moderation as a smart move.</li> <li>Spring 2005.</li> </ul>	<ul style="list-style-type: none"> <li>Messages via posters, stickers, napkins and t-shirts highlighting the negatives for individuals who drink too much on a night out - "make the night one to remember and not one you'd rather forget."</li> <li>The most recent phase of the campaign has been a Diageo bartender training program, ESP.</li> </ul>	<ul style="list-style-type: none"> <li>Approximately 135,000 consumers saw the message during the three week campaign.</li> </ul>
V&S Group	<p><b>"Alcolocks"</b></p> <ul style="list-style-type: none"> <li>To reduce alcohol-related road accidents involving V&amp;S distribution employees.</li> <li>2000, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Installation of alcolocks in all V&amp;S distribution vehicles.</li> <li>Alcolock recommendation included in transport procurement.</li> </ul>	<ul style="list-style-type: none"> <li>Installation in own vehicles completed. Some major external transport suppliers comply as well.</li> <li>Evaluation will follow in 2007 (number of accidents was already very low, so measurable results can be achieved only long-term).</li> </ul>
Diageo Sweden	<p><b>"Celebrate Christmas Responsibly"</b></p> <ul style="list-style-type: none"> <li>To build and maintain awareness among employees about the importance of responsible drinking.</li> <li>December 2005.</li> </ul>	<ul style="list-style-type: none"> <li>Diageo Denmark, Sweden and Norway produced posters, table tents, small folders and beer mats that were positioned in highly visible places around offices facilities in each country.</li> <li>The campaign was discussed at the annual Christmas dinner, with comments from the General Manager and the Corporate Responsibility Manager.</li> </ul>	<ul style="list-style-type: none"> <li>Very high visibility and 100% awareness of the activity among employees.</li> <li>Strong visibility also for business partners, agencies etc. who visited the Diageo office in December.</li> </ul>





Organisation/ partners	Title Objectives/Timing	Description of the initiative	Evaluation/impact
Drinkaware Trust, TPG	<p><b>"Streetwise"</b></p> <ul style="list-style-type: none"> <li>To provide a resource for secondary school teachers wishing to run alcohol awareness classes.</li> <li>Development in 2005.</li> <li>Launched on 3 May 2006.</li> </ul>	<ul style="list-style-type: none"> <li>Streetwise is a interactive alcohol-awareness programme for students aged 11–16, with resource for teachers to discuss with students the effects and dangers of under-age alcohol misuse.</li> </ul> <p>The pack contains:</p> <ul style="list-style-type: none"> <li>An interactive CD-ROM containing videos and activities supported by teachers' notes;</li> <li>Lesson plans and curriculum references for PSHE/PSE/PSD, citizenship and science;</li> <li>Activity sheets to reinforce and aid students' learning.</li> </ul>	<ul style="list-style-type: none"> <li>Order forms were sent to all secondary schools in the UK.</li> <li>Since 3<sup>rd</sup> May 2006, 4,121 packs have been ordered from 1,786 schools.</li> </ul>
TPG	<p><b>"Let's Talk About Drinking"</b></p> <ul style="list-style-type: none"> <li>To provide parents with information to enable them to talk to children about the dangers of underage drinking and alcohol misuse.</li> <li>2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Scientific data show how important parents are in influencing their children's behaviour.</li> <li>In response this booklet builds upon the work started in 1995 called "Discussing drinking with your children" to support parents in discussing alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>Distributed to 500,000 parents via general practitioners.</li> </ul>
TPG, UK Department for Education and Skills (DfES)	<p><b>"We've Seen People Drinking"</b></p> <ul style="list-style-type: none"> <li>To provide a resource for primary school teachers wishing to run alcohol awareness classes.</li> <li>Revised 2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>An alcohol education resource for use in primary schools which contains information on alcohol and lesson plans for key stages 1 and 2 (ages six to 11).</li> <li>The project received a £30,000 grant from DfES, which considered it to be high quality and filling a gap in the market.</li> <li>Very little collateral is available in the UK for primary school teachers to use to discuss alcohol.</li> </ul>	<p>Orders for this book have more than tripled over the last two years:</p> <ul style="list-style-type: none"> <li>1,216 requested in 2003.</li> <li>4,074 in 2005.</li> </ul>
Bacardi-Martini UK	<p><b>"Southampton Schools Project"</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of underage drinking.</li> <li>Phase 1 pilot 2006.</li> <li>From 2007 the programme should be extended to other cities with additional partners.</li> </ul>	<ul style="list-style-type: none"> <li>School education project in selected Southampton schools (non branded).</li> <li>Workshops (one hour, one off) based project, highly interactive.</li> <li>External "trainers"/educators.</li> <li>Bacardi-Martini's UK headquarters is in Southampton.</li> </ul>	<ul style="list-style-type: none"> <li>Two schools have been involved in the pilot phase.</li> <li>230 groups of between 10-15 students have been participated.</li> <li>By year end 2,700 pupils will have participated in the initiative.</li> </ul>



<p>Diageo GB, CragRats ReAct</p>	<p><b>“CragRats Alcohol Education Theatre Programme”</b></p> <ul style="list-style-type: none"> <li>• To reduce incidences of underage drinking with the ultimate goal of promoting responsible drinking.</li> <li>• Two tours have been funded to-date: January - April 2005, January - May 2006.</li> </ul>	<ul style="list-style-type: none"> <li>• Programme funded by Diageo built around the core messages of personal responsibility, personal safety, image/aspiration and making informed choices.</li> <li>• Schools were offered a free performance of a play entitled “Wasted” that dramatises the implications of alcohol misuse.</li> <li>• The issues raised in the play were then explored with the students in a workshop and with educational material to be used in the classroom after the event. Teacher training was also offered as part of the 2006 tour.</li> </ul>	<p>Research with a sample of the schools in 2005 indicated that:</p> <ul style="list-style-type: none"> <li>• Recall of the play and its key messages was high.</li> <li>• 93% of pupils understanding the consequences of drinking alcohol, 95% being clear that alcohol misuse can damage their health and 92% recognising that alcohol misuse can affect their personal safety.</li> <li>• 72% of the pupils also recognised that individuals are responsible for their own actions, even when they have been drinking.</li> <li>• Teachers endorsed the approach as a valuable educational tool and concluded that the play was likely to have significant impact in the short-term, but long-term effectiveness would require a more sustained programme.</li> <li>• Evaluation of the 2006 tour will be available in August 2006.</li> <li>• The tours have reached over 65,000 pupils to-date.</li> </ul>
<p>Diageo GB, Mentor UK</p>	<p><b>“Mentor UK Alcohol Misuse Prevention Awards 2006”</b></p> <ul style="list-style-type: none"> <li>• To establish a good practice initiative in the form of biannual awards that recognise excellence in the area of alcohol education.</li> <li>• The initiative also involves providing technical support for one year to embed and share the good practice from the award-winning projects.</li> <li>• February 2006 - December 2007.</li> </ul>	<p>The theme for the 2006 Awards is to recognise and promote excellence in the provision of alcohol misuse prevention activities with primary school age children in England, Scotland and Wales. These Awards give 3 project winners – from the categories of Schools, Communities and Young People’s Involvement – cash awards in year 1 and mentoring/practical consultancy support in year 2 of the scheme to ensure sustainability.</p> <p>The scheme also involves publishing in year 1 a handbook for people working with primary school age children which:</p> <ul style="list-style-type: none"> <li>• Defines good practice in alcohol misuse prevention practice.</li> <li>• Gives case study examples of promising practice from organisations who entered for the awards.</li> <li>• Gives handy hints for people working with primary school age children.</li> </ul> <p>In year 2 a report will also be published for people working with primary school age children, policy makers and commissioners summarising:</p> <ul style="list-style-type: none"> <li>• What were agreed as development priorities after distributing awards.</li> <li>• What mentoring/practical consultancy support was therefore given to winners.</li> <li>• What the outcomes were.</li> <li>• Recommendations based on the above.</li> </ul>	<ul style="list-style-type: none"> <li>• An evaluation of the awards, and in particular, the impact of the consultancy and support provided to the winners will be published and disseminated in November 2007.</li> </ul>



<p>Diageo-GB</p>	<p><b>“Mirror” &amp; “Many Me” television advertising campaigns</b></p> <ul style="list-style-type: none"> <li>• To promote responsible consumption of alcoholic beverages.</li> <li>• Two months from February 2006.</li> <li>• N.B. The campaigns are gender specific which is reflected in the choice of settings: “Mirror” is targeted at females, the location is a house party. “Many me” is targeted at young males and takes place in a pub setting. Both adverts portray drunkenness as socially unacceptable.</li> </ul>	<ul style="list-style-type: none"> <li>• TV advertising campaign with potential reach of 8 million people over a two month period.</li> <li>• Targeted at consumers in metropolitan areas (London, Manchester and Nottingham) where Diageo GB responsible drinking initiatives are already in place.</li> <li>• The advertisements are set in the different drinking environments of a night out in a bar and at a house party and illustrate excessive drinking can ruin a good evening.</li> <li>• The campaign is based on the insight that drinking too much makes you lose your social currency by spoiling the good time that you and your friends are having, and pacing yourself and staying in control helps to avoid this pitfall.</li> <li>• Follows the successful evaluation of a similar campaign that ran in the Republic of Ireland.</li> </ul>	<p>The evaluation in Ireland showed that responsible drinking advertising is an effective way of reminding the customer about issues of individual responsibility and choice in relation to alcohol consumption with:</p> <ul style="list-style-type: none"> <li>• 80% of consumers saying they remembered that the advert is for sensible drinking.</li> <li>• 76% saying they would be more likely to consider drinking sensibly having seen the advertisement.</li> </ul>
<p>Diageo UK, AERC, Oxford Brookes University</p>	<p><b>“Strengthening Families”</b></p> <ul style="list-style-type: none"> <li>• To reduce incidences of underage alcohol abuse and drug abuse.</li> <li>• 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• The Strengthening Families Programme (SFP10-14) is an alcohol and drug misuse prevention programme for young people aged ten to fourteen years old.</li> <li>• A new website to provide details of work: <a href="http://www.mystrongfamily.org">www.mystrongfamily.org</a>.</li> <li>• The Alcohol Education and Research Council and the Home Office Drug Strategy Directorate are co-funding the evaluation of the programme in Britain.</li> <li>• Diageo has contributed funds for the production of new video materials, for the development of the website and for the pilots in other European countries.</li> <li>• A large programme of research is now underway to adapt and test the programme in a number of different European countries.</li> <li>• One of the first countries in Europe to adapt and pilot the programme is Britain, with pilots taking place in England and Wales.</li> <li>• Researchers from Oxford Brookes University are leading the project in Britain and co-ordinating activity in other European centres.</li> </ul>	<ul style="list-style-type: none"> <li>• The programme has been scientifically evaluated and shown to be effective for the prevention of alcohol and drug misuse in the United States.</li> </ul>



<p>Diageo GB, National Union of Students Services Ltd (NUSSL)</p>	<p><b>“What’s in it?”</b></p> <ul style="list-style-type: none"> <li>• To address the irresponsible consumption of alcohol among students and to equip them with the government’s sensible drinking guidelines (unit measures).</li> <li>• To promote responsible drinking.</li> <li>• Piloted in February-March 2005.</li> <li>• National campaign launched in November 2005.</li> </ul>	<ul style="list-style-type: none"> <li>• The campaign delivers unit guidance and responsible drinking tips in creative ways throughout the university environment. This includes places where it could directly impact on students’ drinking choices, like washroom mirror stickers, glassware stickers, bottle collars and drip mats in Student Union bars.</li> <li>• Posing the question “What’s in it?”, every execution featured a drink, its unit equivalent and a safe drinking tip (such as “Have soft drinks ‘spacers’ to pace your evening” or “Drink water to stay refreshed” etc).</li> <li>• All communication also referred to the <a href="http://Drinkaware.co.uk">Drinkaware.co.uk</a> website.</li> </ul>	<ul style="list-style-type: none"> <li>• Post campaign evaluation shows that students’ awareness and retention of unit information was significantly increased.</li> </ul>
<p>SWA, National Health Service (NHS) Trust Association</p>	<p><b>“NHS Guide to Healthy Living”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible drinking and the UK Sensible Drinking Message to consumers and members of the healthcare profession.</li> <li>• 2006.</li> </ul>	<ul style="list-style-type: none"> <li>• The NHS Trust Association produces a publication on healthy living.</li> <li>• The 2006 edition will be entitled ‘The New NHS Guide to Healthy Living’ which provides guidance on a range of health issues, including sensible drinking.</li> <li>• The SWA submitted a full page advertisement endorsing the UK Government’s sensible drinking message, plus an article on responsible drinking to drive awareness and uptake of the publication.</li> </ul>	<ul style="list-style-type: none"> <li>• The publication is available online and is distributed in hard copy to all GP surgeries and medical centres throughout the UK.</li> <li>• Estimated readership is in excess of 500,000.</li> </ul>
<p>Drinkaware Trust, TPG.</p>	<p><a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a></p> <ul style="list-style-type: none"> <li>• To raise consumer awareness of the potential dangers of excessive consumption.</li> <li>• To promote the responsible consumption message.</li> <li>• November 2004, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• The site, supported in its initial development work by Diageo, gives UK consumers comprehensive information on responsible drinking, and the chance to see how their own drinking patterns and levels compare to the government’s recommended guidelines on responsible drinking. Through the Social Responsibility Charter, the website is supported by all the drinks and hospitality sectors.</li> <li>• The initiative was begun by TPG.</li> <li>• The Drinkaware Trust is now independent of TPG.</li> </ul>	<ul style="list-style-type: none"> <li>• The address will feature on approximately 3 billion drinks containers during 2006, complementing the unit labelling that many companies are already using.</li> <li>• It has also been used in some drinks advertising and in consumer information generated by drinks retailers and supermarkets.</li> <li>• The site currently receives around 50,000 hits per day.</li> </ul>
<p>TPG, The Drinkaware Trust</p>	<p><b>“Drink Diary”</b></p> <ul style="list-style-type: none"> <li>• To provide information about safe levels of alcohol consumption and encourage young women to consider how much they drink.</li> <li>• Sept 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• A booklet containing information about units and calories with useful hints and tips for young drinkers.</li> <li>• The diary section allows users to monitor their alcohol intake over a week.</li> <li>• An online drink diary can be found on the website <a href="http://Drinkaware.co.uk">Drinkaware.co.uk</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Approximately 5,000 diaries are distributed on demand each month.</li> </ul>



<p>TPG, The Drinkaware Trust</p>	<p><b>Men's cinema advertisement</b></p> <ul style="list-style-type: none"> <li>To highlight to young male the consequences of drinking to excess.</li> <li>Launched 27 April 2006.</li> </ul>	<ul style="list-style-type: none"> <li>A 30 second advert to be shown in cinemas across the UK.</li> <li>The ad features a young man in his twenties binge drinking on a night out.</li> <li>He loses control and seriously injures an innocent bystander.</li> </ul>	<ul style="list-style-type: none"> <li>The ad will be shown at various cinemas throughout the UK from May 2006 with Mission Impossible 3.</li> </ul>
<p>TPG, The Drinkaware Trust, Eurostar</p>	<p><b>"Rose Postcard" Competition</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the <a href="http://Drinkaware.co.uk">Drinkaware.co.uk</a> website and improve understanding of alcohol units.</li> <li>6 March to 31st May 2006.</li> </ul>	<ul style="list-style-type: none"> <li>275,000 postcards bearing the <a href="http://Drinkaware.co.uk">Drinkaware.co.uk</a> website were distributed to around 800 bars in the UK.</li> <li>Entrants to the competition are required to visit the website to find out the number of units in a 125ml glass of champagne.</li> <li>The winner will receive a pair of return tickets on Eurostar.</li> </ul>	<ul style="list-style-type: none"> <li>As of 19 April 2006 over 500 entries have been received.</li> </ul>
<p>TPG</p>	<p><b>Responsible drinking leaflets (previously 2f3m4)</b></p> <ul style="list-style-type: none"> <li>To reinforce the UK sensible drinking message: two to three drinks per day for females; three to four drinks per day for males.</li> <li>1998, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>One of the main tools is a pocket sized unit calculator designed to explain how sensible drinking advice translates into actual drinks.</li> <li>An interactive unit calculator can be found on the website: <a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a>.</li> </ul>	<ul style="list-style-type: none"> <li>Since the campaign was launched in 1998 there has been a steady increase in unit awareness.</li> <li>This initiative and the introduction in 1999 of unit labelling on containers by several of the main UK drinks companies are the likely factors driving the steady increase in unit awareness.</li> <li>In 2005 over 550,000 unit calculators were distributed.</li> </ul>
<p>Bacardi-Martini UK</p>	<p><b>"Enjoy responsibly"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking message in advertising.</li> <li>2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Drink in moderation statements appear on all paper point-of-sale material.</li> </ul>	<ul style="list-style-type: none"> <li>100% of paper point-of-sale material now carries the "Enjoy Responsibly" message.</li> </ul>
<p>Bacardi-Martini UK</p>	<p><b>"Freshers' Fairs"</b></p> <ul style="list-style-type: none"> <li>To raise awareness among university students of responsible drinking behaviours.</li> <li>September 2003, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>Bacardi-Martini attends local university "Freshers' Fairs" (for new students) where packs are handed out containing responsible drinking information (Bacardi and TPG responsible drinking materials distributed).</li> </ul>	<ul style="list-style-type: none"> <li>Raised awareness about responsible consumption among university students in Southampton and surrounding areas.</li> <li>Feedback from students very positive when interviewed about the project.</li> <li>20,000 packs are distributed directly to students at Freshers Fairs every year in September.</li> <li>A further 200,000 packs are distributed to universities for later use.</li> </ul>





<p>TPG, BBPA (British Beer &amp; Pub Association), Various pub holding companies, UK Department of Transport, LARSOA (Local Authority Road Safety Officers' Association), RAC (Royal Automobile Club), BSM (British School of Motoring), UK Youth (youth clubs), European Commission</p>	<p><b>"I'll Be Des"</b></p> <ul style="list-style-type: none"> <li>• To make young people aware of the dangers of drinking and driving.</li> <li>• To encourage the use of a designated driver as a normal behaviour.</li> <li>• 1997, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Drinking and driving don't mix. With 3,000 people killed or seriously injured annually, The Portman Group's anti drink-drive campaign is crucial in helping to tackle this serious problem. The UK's biggest ever DESignated driver campaign, "I'll be Des", is reaching millions of people with this simple message: always designate a non-drinking driver when you're out drinking.</li> <li>• Des is aimed particularly at 18-40 year old male drivers who are the group most at risk of being involved, injured or killed in a drink-drive accident. However, the campaign message is relevant to all people regardless of age or sex.</li> <li>• The Des resource pack is available to Road Safety and police officers right across the UK, with British Forces Overseas adopting the campaign to promote safe driving initiatives and practices. The BBPA's support ensures that pubs and clubs nationwide can get hold of a Pub Pack to encourage designated drivers in their premises.</li> </ul>	<ul style="list-style-type: none"> <li>• Since its launch, Des has gone from strength to strength, winning prestigious Prince Michael International Road Safety awards in 1997 and 2001 and enjoying wide support from road safety officers, the police, health promotion services, MPs, local government, pubs and clubs, and the drinks industry.</li> <li>• In October 2005, TPG gave Des a makeover to ensure that the campaign retained its freshness and appeal. With new-look materials to encourage even more motorists to become a designated driver, Des has the backing of both the Department of Transport and the British Beer and Pub Association (Packs distributed in 2005 at over 20,000 on-trade locations).</li> </ul>
<p>Bacardi-Martini UK</p>	<p><b>"Nightlink" (Southampton)</b></p> <ul style="list-style-type: none"> <li>• To promote alternative transport and reduce drinking and driving.</li> <li>• 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship (Radio and Poster) of Nightlink Bus Service during Christmas and New Year's Eve period.</li> <li>• Buses are free, the bus company charges Bacardi-Martini for each customer transported.</li> <li>• Open to everyone.</li> </ul>	<ul style="list-style-type: none"> <li>• 1,700 people used the bus service last new years eve between 12-3.30am.</li> </ul>
<p>Bacardi-Martini UK</p>	<p><b>Company own initiative Designated Driver campaign</b></p> <ul style="list-style-type: none"> <li>• To promote the designated driver concept to reduce drinking and driving specifically around the Formula1 racing at Silverstone.</li> <li>• 2006.</li> </ul>	<ul style="list-style-type: none"> <li>• Local campaign around the F1 Grand Prix in Silverstone.</li> <li>• Message promoted via billboards positioned around the race-track, from the airport to the track and on taxis promoting designated driver and alternative transportation schemes.</li> <li>• Additionally F1 drivers promoted the message at promotional events at the track.</li> </ul>	<ul style="list-style-type: none"> <li>• Between 160,000 and 200,000 people attend the F1 at Silverstone each year.</li> </ul>



<p>GVA, Bacardi-Martini UK, Anheuser-Busch, Diageo</p>	<p><b>“Best Bar None” (B-Bar)</b></p> <ul style="list-style-type: none"> <li>• To promote responsible licensed trade management and responsible drinking.</li> <li>• 2000, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• A voluntary scheme developed by Greater Manchester Police in 2000.</li> <li>• The scheme encourages pubs and bars to meet a series of key criteria towards trading responsibly.</li> <li>• To become accredited to the scheme venues must first undergo an assessment against set criteria, which includes reviewing their first aid and safety provisions, how a venue deals with customers and incidents of alcohol misuse and issues such as door staff/ security training.</li> <li>• The scheme is now running in over 50 towns and cities across the UK and is sponsored by a number of key industry players (Diageo, Bacardi and Anheuser-Busch).</li> </ul>	<ul style="list-style-type: none"> <li>• This programme has grown from an initial pilot programme in Manchester to include 50 towns and cities in the UK.</li> <li>• The programme is being replicated by the industry partners in different locations.</li> </ul>
<p>Bacardi-Martini UK</p>	<p><b>“Perfect Serve”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible serving of alcoholic beverages.</li> <li>• 2005, ongoing.</li> </ul>	<ul style="list-style-type: none"> <li>• Bar staff receive responsible server training as part of larger brand awareness programme.</li> <li>• Delivered by external trainers.</li> </ul>	<ul style="list-style-type: none"> <li>• 3,128 bar staff have been trained since the beginning of 2005 including MacDonald’s hotels teams and Mitchell &amp; Butler’s.</li> </ul>
<p>Bacardi Brown-Forman, Diageo, Heineken, Britvic, UK Home Office, Tesco, Beer &amp; Pub Association, ALMR (Association of Licensed Multiple Retailers), FWB, BRC (British Retail Association), Waitrose, Constellation Europe, The Pub Channel, TPG, WSTA (Wine &amp; Spirits Trade Association)</p>	<p><b>“Responsible Drinks Retailer Awards”</b></p> <ul style="list-style-type: none"> <li>• To identify and award excellent examples of good practice in the trade.</li> <li>• To highlight that 90% of the trade is socially responsible and to help improve this statistic.</li> <li>• 2005 - awards only.</li> <li>• 2006 launch of Responsible Drinks Retailers Scheme (RDRS) to support the awards and improve best practice.</li> </ul>	<p><b>RDR Awards</b></p> <ul style="list-style-type: none"> <li>• The awards recognise those businesses that do not just exist within the law, but are going out of their way to make sure that the products that they distribute are sold on in an appropriate, and responsible way - thus reducing the anti-social impact they can have in communities.</li> </ul> <p><b>RDR Scheme (RDRS)</b></p> <ul style="list-style-type: none"> <li>• A set of simple principles set by all of the partners behind RDR and fully endorsed and supported by the Home Office.</li> <li>• Outlets that sign up will be given door stickers and POS material to communicate to customers that they believe in responsible drinks retailing and everything this involves - for instance, not selling alcohol to under 18s, and asking people who look 21 or under to provide some form of ID.</li> <li>• For every outlet that signs up to the scheme, the organisers will contact the relevant local authority and/or police to inform them that the outlet is acting as a responsible drinks retailer.</li> </ul>	<ul style="list-style-type: none"> <li>• Initiative supported by 85% (40,000) of off-trade outlets and 60% of pubs (36,000).</li> <li>• Total of 48 entries received (10 more than the previous year).</li> </ul>



Underage drinking  
Drink-driving  
Consumer information  
Serving/Selling  
Workplace

Drinks  
Industry  
Initiatives  
2006



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

EU	European Spirits Organisation – CEPS	Jamie Fortescue	jamie.fortescue@europeanspirits.org <a href="http://www.europeanspirits.org">www.europeanspirits.org</a>
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<b>Member of the European Spirits Organisation:</b>			
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DE	BSI (Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V.)	Angelika Wiesgen-Pick Martin Kieffer	info@bsi-bonn.de <a href="http://www.spirituosen-verband.de">www.spirituosen-verband.de</a>
GR	SEAOP (Federation of Greek Distillates and Spirits)	Christos Loutzakis	christos.loutzakis@pernod-ricard-hellas.com
FIN	FFDIF (Finnish Food and Drink Industries' Federation) / FABIA (Finnish Alcoholic Beverages Industries' Association)	Irmeli Mustonen	irmeli.mustonen@etl.fi <a href="http://www.etl.fi">www.etl.fi</a>
P	ANEBE (Associação Nacional de Bebidas Espirituosas)	Mario Moniz Barreto	anebe@mail.telepac.pt <a href="http://www.100percentocool.pt">www.100percentocool.pt</a>
SP	FEBE (Federación Española de Bebidas Espirituosas)	Jaime Gil-Robles	jpgil-robles@febe.es <a href="http://www.febe.es">www.febe.es</a>
SWE	SSWS (The Swedish Spirits & Wine Suppliers)	Bertil Swartz	bertil.swartz@li.se <a href="http://www.spirits-wine.se">www.spirits-wine.se</a>
UK	SWA (The Scotch Whisky Association)	Campbell Evans	cevans@swa.org.uk <a href="http://www.scotch-whisky.org.uk">www.scotch-whisky.org.uk</a>
UK	GVA (The Gin and Vodka Association of Great Britain)	Edwin Atkinson	edwinatkinson@ginvodka.org.uk <a href="http://www.ginvodka.org">www.ginvodka.org</a>



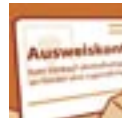
<b>Social Aspect Organisations</b>			
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DK	GODA (Gode Alkoholninger)	Anett Wiingaard	info@goda.dk <a href="http://www.goda.dk">www.goda.dk</a>
FR	E&P (Entreprise & Prévention)	Alexis Capitant	entprev@wanadoo.fr <a href="http://www.soifdevivre.com">www.soifdevivre.com</a>
HU	HAFRAC (Hungarian Association for Responsible Drinking)	Dr. Gábor Séllyei	gsellyei@axelero.hu
IRL	MEAS (The Mature Enjoyment of Alcohol in Society)	Fionnuala Sheehan	fsheehan@meas.ie <a href="http://www.meas.ie">www.meas.ie</a>
MLT	TSG (The Sense Group)	Joseph Farrugia	tsg@waldonet.net.mt <a href="http://www.thesensegroup.org">www.thesensegroup.org</a>
NL	STIVA (Stichting Verantwoord Alcoholgebruik)	Ingrid van Engelshoven	info@stiva.nl <a href="http://www.stiva.nl">www.stiva.nl</a>
PT	ANEBE (Associação Nacional de Bebidas Espirituosas)	Mario Moniz Barreto	anebe@mail.telepac.pt <a href="http://www.100percentocool.pt">www.100percentocool.pt</a>
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Under  
21



Hornu' ist  
tjejn bred  
egentschlig





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