



EUROPEAN COMMISSION
HEALTH & CONSUMER PROTECTION DIRECTORATE-GENERAL

Directorate C - Public Health and Risk Assessment
Unit C4 – Health Determinants

EUROPEAN ALCOHOL AND HEALTH FORUM

2nd Plenary Meeting

BRUSSELS, 16 April 2008

Plenary Report

The meeting was chaired by Robert Madelin, Director General, DG Health and Consumers.

1. Welcome

- Mr Madelin welcomed all participants (*cf. List in Annex 1*), stating that there is reason for being content with the progress made under the Forum: several organisations have requested for membership of the Forum, current members have tabled 79 commitments etc.
- Releaf's request for giving a short presentation under agenda item 3 (Reporting from the Task Force on Youth-specific aspects of Alcohol) was agreed upon.
- The agenda was approved with a slight modification: starting with agenda item 8 (Membership requests).

2. Membership requests

- Michael Hübel, Head of Unit SANCO/C4, introduced this agenda item and the note on the topic, prepared by the Commission services. As of 13 April six applications for membership had been received.
- The Forum decided to accept the following new members: Finnish Hospitality Association (MaRa), Swedish Hotel and Restaurant Association (SHR), The Nordic Alcohol and Drug Policy Network (NordAN), Alcohol Policy Youth Network (APYN) and the Alcohol Beverage Federation of Ireland (ABFI).
- As a result the total number of Forum members is now 59.

3. Reporting from the Task Force on Marketing Communication

- As Chair of this Task Force Mr Madelin reported on the progress made by this Task Force so far, using a PowerPoint presentation. Among other things he highlighted the discrepancy between the percentage of population below 18 years in EU-27 (22%) and the corresponding percentages in most self

regulatory code (30%), the link between marketing and price and the role for the Science Group to look in more depth at the diverging points of view on the relationship between marketing and volume of consumption (especially by young persons).

- The Chair concluded that, as there is still controversy regarding certain issues, the Task Force will continue (at least for one more meeting). The TF will also deal with social marketing. New media and independent monitoring also require special attention.
- The Commission services will consult TF members on the mandate for the Science Group on the relationship between marketing and the volume of consumption. It will also update the information on 'SR situation in Member States'.
- On a separate point, the Chair concluded that in order to better prepare decisions and conclusions on points on the agenda, the Commission services will clearly indicate expected outcomes in the agenda.
- Ms Catherine van Reeth (The Brewers of Europe) gave a presentation on 'Self-Regulation along the Value Chain. From Brewer to Consumer'. She described the various chains between producers and consumers, paying attention to the four P's of marketing (product, promotion, place and price). The Chair concluded that there is much common ground between the marketing and price and retail issues, that this is also a matter on which Member States can develop policies. The compatibility between (EU) competition law and public health policies to address discounting of alcoholic beverages (sales below cost, happy hours etc.) needs further study.

4. Reporting from the Task Force on Youth-specific aspects of Alcohol

- Using a PowerPoint presentation Mr Hübel (Chair of this Task Force) reported on the work done by this Task Force so far, followed by a presentation by ReLeaf on 'Peer to Peer'.
- Mr. Madelin concluded that there is agreement in the Forum on the need for a new meeting of this Task Force, that 'trends and drivers for young people to drink' as well as harm to others are important neglected areas, and that the Task Force on Marketing Communication should also focus on young people's behaviour.

5. Welcome by Androulla Vassiliou, Commissioner for Health

- After her presentation to the press, the Commissioner addressed the members of the Forum. She stressed the importance of the work undertaken by the members of the Forum and said considerable progress was made since the Forum had been created (79 commitments, 5 new members). However, she said, it is too early to say something about the results (outcomes) of the commitments. Furthermore she stressed the necessity of involving young people.

6. Exchange of information regarding the commitments

- Mr Hübel presented the main conclusions of the Summary Report 'Commitments made by the members of the European Alcohol and Health Forum', drafted by the Commission services. He explained there will be some corrections needed, partly because of technical limitations of the search engine (e.g. co-ownership of commitments). The final version of the document will be published on the website of DG SANCO.
- Three items are important for moving forward properly: filling gaps (areas that so far have not been covered enough by the commitments), actions across sectors (e.g. economic operators and public health NGOs working together on the same issues) and monitoring/evaluation.
- It was decided that current members can either update (refine) commitments already tabled or table new commitments until 30 June. That date is also the deadline for tabling commitments by the new members. The new and updated commitments will then be published on the website of DG SANCO in September, and a revised version of the analysis document will be prepared.
- After demonstrating the search engine to the data base of commitments, Kathia Weissenbacher (an external consultant working for the Commission services) announced that the search engine will be available by the end of May.
- It was asked if it is possible put attachments to the commitments. The answer was no (for technical reasons), but that it is possible to insert links to relevant documents, referred to in the commitments.
- Mr. Madelin remarked that both politicians and journalists are primarily interested in results. This implies the importance of monitoring and evaluation. As this seems one of the less developed areas of most commitments, he said it is important that members pay much attention to this issue. He invited the members to decide which person within their organization will be nominated as expert for this specific part and report the names of these persons to the Commission services by 30 April. The Commission services will then create a mailing list and organise a meeting to exchange views and experiences.

7. Establishment of the Science Group

- Mr Madelin and Mr Vettorazzi, SANCO/C4, briefly summarized the process leading to the current proposal from the Chair of the Forum for nominating the (20) members of the Science Group. Discussion developed on the question whether a member of the Science Group can be at the same time representative of one of the members of the Forum. In the end it was concluded that is an incompatibility. As a consequence, ICAP announced that it will change its representative in the Forum plenary.

8. Price and retail issues

- Mr Madelin introduced this issue by giving some striking examples of 'give away prices' (sales below cost, 'buy one get one free' etc.). He remarked that price is not the same as affordability and that the price of alcoholic beverages is only in part determined by excise tax. Tax policy is to a large extent national

competence. Especially at the European level it is quite complicated to raise the excise tax on alcohol. The different price levels between Member States, partly due to diverging levels of excise tax, contribute to the problem of 'leakage'.

- Mr Madelin announced a study of these issues and invited all members of the Forum to submit information that may be relevant. Before being discussed in the Forum, the (draft) study will be on the agenda of the Member States Committee.
- Several Forum members welcomed this initiative. It was mentioned that in some Member States interesting developments on these issues are taking place. WHO is studying 'price and retail issues' at global level, but said that it was not easy to get relevant data from economic operators.

9. Forum timeline, next meetings

- The next meeting of the Forum will take place on 13 November 2008.
- The dates of meetings of the Task Forces, the Science Group, and the Committee on Data Collection, Indicators and Definitions will be communicated as soon as possible.

10. Any other business

- No further points were raised.

11. Concluding remarks

- Mr Madelin closed the meeting.

Annex 1 – List of participants

ORGANISATION	SURNAME	FIRST NAME
Advertising Information Group (Zentralverband der deutschen Werbewirtschaft and Fachverband Werbung und Marktkommunikation Österreich)	BUSSE	Julia
Alcohol Beverage Federation of Ireland (ABFI)	GARTH	Rosemary
Alcohol Policy Youth Network (APYN)	SALVIANO	João
Association of European Cancer Leagues (ECL)	TSE YARED	Wendy
Association of small and independent breweries in Europe (SIB)		
Association of Television and Radio Sales Houses (Egta)	CAZES SBOARINA	Bertrand Laura
Comité Européen des Entreprises Vin (CEEV)	SANDEMAN FERNANDEZ	George José Ramon
COPA-COGECA	CORRAL	Eva
EUROCARE	RAPLEY SKAR ULSTEIN	Emilie Mariann Anders
<ul style="list-style-type: none"> ▪ Alcohol Action Ireland 	RACKARD	Marion
<ul style="list-style-type: none"> ▪ Association Nationale de Prévention en Alcoolologie et Addictologie (ANPAA) 	CRAPLET RIVIÈRE	Michel Claude
<ul style="list-style-type: none"> ▪ EUROCARE Italia 	CODENOTTI	Tiziana
<ul style="list-style-type: none"> ▪ Estonian Temperance Union 	BEEKMANN	Lauri
<ul style="list-style-type: none"> ▪ German Centre for Addiction Issues (DHS) 	BARTSCH HÜLLINGHORST	Gabriele Rolf
<ul style="list-style-type: none"> ▪ Institute of Alcohol Studies (IAS) 	OWEN	Aneurin
<ul style="list-style-type: none"> ▪ IOGT-NTO 	CARLSSON	Sven-Olov
<ul style="list-style-type: none"> ▪ National Foundation for Alcohol Prevention (STAP) 	VAN DALEN	Wim
<ul style="list-style-type: none"> ▪ Nordic Alcohol and Dug Policy Network (NordAN) 		
EUROCOMMERCE	VONTHRON	Noëlle
<ul style="list-style-type: none"> ▪ British Retail Consortium 	MONTANARI	Francesco
<ul style="list-style-type: none"> ▪ Delhaize Group 	BORGERHOFF	Katja
<ul style="list-style-type: none"> ▪ Royal Ahold 	BYRNES	Hugo
European Association of Communication Agencies	LYLE	Dominic

ORGANISATION	SURNAME	FIRST NAME
European Federation of Associations of Beers and Beverages Wholesaler (CEGROBB)	HERREBOSCH	Walter
European Federation of Magazine Publishers (FAEP)	MAHON	David
European Federation of National Organisations Working with the Homeless (FEANTSA)	DELZOTTO	Stefania
European Forum for Responsible Drinking (EFRD)	BRIGAUDEAU	Carole
European Midwives Association (EMA)	RIJNINKS-VAN DRIEL	Greta
European Mutual Help Network for individuals and families with Alcohol-Related Problems (EMNA)	PALMESINO HULSHOFF	Ennio Adri
European Public Health Alliance	BOLLARS	Caroline
<ul style="list-style-type: none"> ▪ Royal College of Physicians, London 	SHERON	Nick
European Publishers Council (EPC)	CHRYSOPOULOU MILLS WADE	Sophia Angela
European Social Insurance Platform (ESIP)	WADOUX	Julia
European Sponsorship Association (ESA)		
European Transport Safety Council (ETSC)		
European Youth Forum	TENG	Julie
<ul style="list-style-type: none"> ▪ National Youth Council of Ireland 		
HOTREC	SEQUARIS VALLINI	Marguerite Marco
<ul style="list-style-type: none"> ▪ British Beer and Pub Association (BBPA) 	LONG	David
<ul style="list-style-type: none"> ▪ Finnish Hospitality Organisation (MaRa) 	HÄMÄLÄINEN	Sami
<ul style="list-style-type: none"> ▪ Swedish Hotel and Restaurant Association (SHR) 		
Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	LEYMARIE	Nicole
International Center for Alcohol Policies (ICAP)	MARTINIC	Marjana
ReLeaf (European Young Persons' Network for Drug and Alcohol Health Promotion)	HOLVOVA	Natalia
Standing Committee of European Doctors (CPME)	LE DEVIC WILKS	Nelly Michael
The Brewers of Europe	BERGERON	Pierre-Olivier
<ul style="list-style-type: none"> ▪ Anheuser Busch 	GIANINO	Amie

ORGANISATION	SURNAME	FIRST NAME
▪ Heineken (International)	GOETHART	Rutger
▪ INBEV	VAN REETH	Catherine
▪ SAB Miller	GARAMSZEGI	Gabor
The European Spirits Organisation (CEPS)	FORTESCUE	Jamie
▪ Bacardi Martini	SEARLE	Chris
▪ Brown-Forman	CROSSICK WALLWORH	Elizabeth Tim
▪ Diageo	LUPPINO SCOTT-WILSON	Joseph Chris
▪ Moët Hennessy	DE GUITAUT NAVARRE	Guillaume Christophe
▪ Pernod-Ricard S.A.	CONNOR	Rick
▪ The Scotch Whisky Association	HEWITT	Gavin
▪ V&S Group	LUKSEP	Peter
World Federation of Advertisers (WFA)	LOERKE LOHAN	Stephan Malte

OBSERVERS (MEMBER STATES)	SURNAME	FIRST NAME
Austria - Bundesministerium für Gesundheit, Familie und Jugend	KOHL	Doris
Germany - Bundesministerium für Gesundheit und Soziale Sicherung	HOLZER	Tilmann
Latvia - Department of Health	TAUBE	Maris
Poland – State Agency of Alcohol Related Problems	BRZOZKA	Krzysztof
Portugal – Institute on Drugs and Drug Addiction	CARDOSO	Manuel
Sweden - Ministry of Health and Social Affairs	NILSSON KELLY	Karin
Switzerland – Federal Office for Migration	BUHLER	Evelyn
United Kingdom - Department of Health	NICOL	Jean

OBSERVERS	SURNAME	FIRST NAME
European Economic and Social Committee	JANSON	Thomas
International Organisation of Vine and Wine (OIV)	RUF	Jean-Claude
WHO	RENSTROM	Maria
Austrian Professional Restaurant Association (APRA)	LISKA	Gernot
Deutsche Weinakademie	FRADERA	Ursula
University of Stirling	HASTINGS	Gerard

EUROPEAN COMMISSION	SURNAME	FIRST NAME
DG SANCO	MADELIN	Robert
DG SANCO 02	IGLESIA GOMEZ	Maria
DG SANCO C4	HÜBEL	Michael
DG SANCO C4	DE CONINCK	Pieter
DG SANCO C4	VETTORAZZI	Stefano
DG SANCO C4	WONNER	Josepha