EUROPEAN COMMISSION
HEALTH & CONSUMER PROTECTION DIRECTORATE-GENERAL

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

EUROPEAN ALCOHOL AND HEALTH FORUM

1st Plenary Meeting

BRUSSELS, 17 October 2007

Plenary Report

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

1. Welcome

- Mr. Madelin welcomed all participants (*cf. List in **Annex 1***), reminding them of the importance of this first working Plenary meeting of the European Alcohol and Health Forum and stressing the importance of their strong involvement in the process towards meaningful commitments. All participants – and the Commission - are putting much effort into the Forum, and there is a great expectation towards its outcome.
- A colour version of the Forum Charter was distributed.
- The agenda was approved without any modification.

2. Timetable and format for commitments – discussion on electronic submission form

- Following an introduction by the Chair, who stressed that the electronic submission form is a crucial tool for the entire Forum process as it structures the commitments, feeds into the database, creating the link to the public, and lays the basis for monitoring and evaluation, M. Hübel briefly summarised the main modifications resulting from the suggestions received from members. A first version of the form was circulated to Forum members and observers on 24 September, followed by another version incorporating most suggestions received, circulated on 11 October 2007. The use of the form was then demonstrated on screen.
- During the discussion some participants asked for some details and/or modifications to be implemented in the final version. In particular, it was agreed to add a free text section on the background to a commitment, a

possibility (box) to report on commitments implemented across the European Union, and to enable commitments to start without a defined end point (with clear reporting obligations, indicators and targets defined).

- In response to points made by several members, the Chair made it clear that by asking for information on input criteria (investment, staff input, etc), there was no intention to discriminate against or stigmatise smaller actors. Indeed, the free text field in this area enables members to be clear about how the investment into a commitment relates to the overall resources and capacity of the organisation. This point will be clarified in a guidance document which will also give overall information and support on how to fill in the form.
- As far as the timing for Commitments is concerned, the form should be on line by the end of the October and it was agreed that deadline for returning the Commitments filled in will be the end of November. In principle, the expectation is that the implementation of commitments starts in January 2008.

3. Establishment of Task Forces on Marketing Communication and on Youth-Specific aspects of Alcohol - membership (call for expressions of interest) and timetable

- Forum members received on 4 October a questionnaire asking for nominations for members of the Task Forces. It was agreed that nominations would remain open until 19 October, close of business, and that the Commission would be mandated to propose balanced lists of members for both Task Forces.
- Observers will also be eligible to take part in Task Force on top of the overall maximum of 20 participants.
- The Chair then invited participants to express their opinions about the proposed timetable. It was agreed that while the first meetings of task forces will take place as announced, the dates for the second meetings will be reviewed at the first meetings.
- Some organisations called for a new Task Force on consumer education to be established. It was agreed however to return to the issue in the light of experience with the two existing Task Forces which might also take up issues related to consumer education in their activities.

4. Establishment of the Science Group - discussion on broad content of open call for expressions of interest and timetable

- A draft call document was circulated to Forum members and observers on 11 October, which was drafted on the basis of Annex 3 of the Forum Charter *(Mandate of Science Group)* and followed the procedures used for the other SANCO scientific committees. Applicants will have to fill in a Declaration of Interest form, in line with the Guidance Document on Declarations of Interest

established in connection with DG SANCO's Stakeholder Dialogue Group in the areas of Public Health and Consumer protection.

- It was agreed that the final version of the Call will broaden the fields of expertise originally taken into account (e.g. Criminology, Anthropology, Economics, Social Sciences…) and that efforts will be made to have a balanced representation of all its members. The Call will also include provision for criteria to be used for allowing members' rotation.
- While efforts will be made to ensure productive interactions between the Science Group and the Task Forces, the science group is linked and will report to the Forum Plenary.
- As far as the timetable is concerned, the Call (together with application forms and the declarations of interest) will be published by mid November on the SANCO website and time will be given for check to Forum members until 15 January 2008.

5. Applications for Forum membership

- A list of organizations who had requested Forum membership after the Forum launch was distributed. The list included four organisations recommended for membership (HOTREC, British Beer and Pub Association, Anheuser Busch – all three of which have already been invited to the current meeting – and the European Cider and Fruit Wine Association, who were not represented at the meeting). One organisation (North West Alcohol Forum - NWAF) has been informed that as a regional player it can only become a Forum member if it affiliates with a European-level organisation active in this area. In addition, one application for observer status has been (informally) received by the European Social Insurance Platform (ESIP).
- It was agreed to accept HOTREC with the British Beer and Pub Association as associated member, Anheuser Busch as associated member to The Brewers of Europe, and ESIP as members of the Forum, provided their requirements in presenting commitments have been fulfilled. The Chair called upon the public health NGOs represented in the Forum top see whether they could provide an 'umbrella' for NWAF.
- An updated list of members will be published on the Forum website.

6. Forum timeline, next meetings

- The next meeting of the Forum will take place on 16 April, followed by the Open Forum on 17 April 2008. The next Plenary will review a first summary of commitments, discuss the science group, look at Task Force reports and review the way forward on consumer education.
- The Open Forum could – on the one hand – demonstrate how the alcohol strategy is implemented at different levels – WHO, EU, Member States, and

regional/local -, and could also showcase commitments and good practice, with an active contribution from observers. Participants agreed to provide practical suggestions on the Open Forum to the Commission by the end of November, which will in turn develop a document on the Open Forum which would be circulated for further comments.

7. Any other business

- No further points were raised.

8. Concluding remarks

- Mr Madelin closed the meeting, reminding participants again about the high expectations in the general public, across the health community and within EU Institutions regarding the commitments and the overall success of the Forum.

Annex 1 – List of participants

ORGANISATION	SURNAME	FIRST NAME	COUNTRY
Advertising Information Group (Zentralverband der deutschen Werbewirtschaft and Fachverband Werbung und Marktkommunikation Österreich)	BUSSE	Julia	Germany
Association of European Cancer Leagues (ECL)	TSE YARED	Wendy	Belgium
Association of Television and Radio Sales Houses (Egta)	MCLOUGHLIN	Sheena	Belgium
Comité Européen des Entreprises Vin (CEEV)	ABAD	Aurora	Belgium
Comité Européen des Entreprises Vin (CEEV)	FERNANDEZ	José Ramon	Belgium
COPA-COGECA	CORRAL	Eva	Belgium
EUROCARE	CRAPLET	Michel	France
EUROCARE	RAPLEY	Emilie	United Kingdom
EUROCARE	SKAR	Mariann	Belgium
▪ Alcohol Action Ireland	RACKARD	Marion	Ireland
▪ EUROCARE Italia	CODENOTTI	Tiziana	Italy
▪ Estonian Temperance Union	BEEKMANN	Lauri	Estonia
▪ German Centre for Addiction Issues (DHS)	BARTSCH	Gabriele	Germany
▪ IOGT-NTO	CARLSSON	Sven-Olov	Sweden
▪ National Foundation for Alcohol Prevention (STAP)	VAN DALEN	Wim	Netherland
EUROCOMMERCE	DURIEU	Xavier	Belgium
EUROCOMMERCE	SAHIN	Fatma	Belgium
▪ British Retail Consortium	MONTANARI	Francesco	
▪ Delhaize Group	BORGERHOFF	Katja	
▪ Royal Ahold	BYRNES	Hugo	
European Association of Communication Agencies	LYLE	Dominic	Belgium
European Federation of Magazine Publishers (FAEP)	MAHON	David	Belgium
European Forum for Responsible Drinking (EFRD)	BRIGAUDEAU	Carole	Belgium

ORGANISATION	SURNAME	FIRST NAME	COUNTRY
European Midwives Association	RIJNINKS-VAN DRIEL	Greta	Ireland
European Mutual Help Network for individuals and families with Alcohol-Related Problems (EMNA)	MAC-AN-LEISDEIR	John	France
European Mutual Help Network for individuals and families with Alcohol-Related Problems (EMNA)	HULSHOFF	Adri	The Netherlands
European Public Health Alliance	BOLLARS	Caroline	
▪ Royal College of Physicians, London	SHERON	Nick	United Kingdom
European Publishers Council (EPC)	CHRYSOPOULOU	Sophia	Belgium
European Publishers Council (EPC)	MILLS	Angela	
European Sponsorship Association (ESA)	DAY	Helen	United Kingdom
European Transport Safety Council (ETSC)	JANITZEK	Timmo	
Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	LEYMARIE	Nicole	France
International Center for Alcohol Policies (ICAP)	MARTINIC	Marjana	USA
ReLeaf (European Young Persons' Network for Drug and Alcohol Health Promotion)	HOLVOVA	Natalie	United Kingdom
ReLeaf (European Young Persons' Network for Drug and Alcohol Health Promotion)	WELSH	Emma-Jane	
Standing Committee of European Doctors (CPME)	LE DEVIC	Nelly	Belgium
Standing Committee of European Doctors (CPME)	WILKS	Michael	Belgium
The Brewers of Europe	BERGERON	Pierre-Olivier	Belgium
The Brewers of Europe	HEDEAGER NIELSEN	Knud	Belgium
▪ Heineken (International)	GOETHART	Rutger	The Netherlands
▪ INBEV	VAN REETH	Catherine	Belgium
▪ SAB Miller	GARAMSZEGI	Gabor	
The European Spirits Organisation (CEPS)	AUDREN	Marie	Belgium
The European Spirits Organisation (CEPS)	FORTESCUE	Jamie	Belgium
▪ Bacardi Martini	FRESI	Stefano	Belgium
▪ Brown-Forman	CROSSICK	Elizabeth	United Kingdom

ORGANISATION	SURNAME	FIRST NAME	COUNTRY
▪ Diageo	DOYLE	Jean	United Kingdom
▪ Diageo	SCOTT-WILSON	Chris	United Kingdom
▪ Moët Hennessy	DE GUITAUT	Guillaume	Belgium
▪ Moët Hennessy	NAVARRE	Christophe	Belgium
▪ Pernod-Ricard S.A.	CONNOR	Rick	France
▪ The Scotch Whisky Association	EVANS	Campbell	United Kingdom
▪ V&S Group	LUKSEP	Peeter	Sweden
World Federation of Advertisers (WFA)	LOERKE	Stephan	Belgium
World Federation of Advertisers (WFA)	LOHAN	Malte	Belgium

OBSERVERS (MEMBER STATES)	SURNAME	FIRST NAME
Austria - Bundesministerium für Gesundheit, Familie und Jugend	KOHL	Doris
Cyprus - Ministry of Health	CONSTANTINOU	Costas
Czech Republic - Ministry of Health	GOTTVALDOVA	Eva
Finland - Ministry of Health	TUOMINEN	Ismo
Germany - Bundesministerium für Gesundheit und Soziale Sicherung in Bonn	SCHOEPS	Martina
Latvia - Department of Health	TAUBE	Maris
Malta	MANGANI	Manuel
The Netherlands - Ministry of Health	VAN DER VELDEN	Karin
Portugal	RODRIGUES	Ana
Romania - Bucarest National Public Health Institute	STOLICA	Constantin Bogdan
Sweden - Ministry of Health and Social Affairs	NILSSON	Karin
United Kingdom - Department of Health	NICOL	Jean

OBSERVERS	SURNAME	FIRST NAME	COUNTRY
Anheuser-Busch	GIANINO	Amie	USA
Anheuser-Busch (Burson Marsteller)	MACK	Robert	Belgium
British Beer and Pub Association	RAWLINGS	Martin	United Kingdom
European Social Insurance Platform (ESIP)	WADOUX	Julia	Belgium
HOTREC	SEQUARIS	Marguerite	Belgium
HOTREC	VALLINI	Marco	Belgium
International Organisation of Vine and Wine (OIV)	RUF	Jean-Claude	France
WHO	RENSTROM	Maria	Switzerland

EUROPEAN COMMISSION	SURNAME	FIRST NAME
DG SANCO	MADELIN	Robert
DG SANCO 02	CADOVA	Petra
DG SANCO 02	IGLESIA GOMEZ	Maria
DG SANCO C4	HÜBEL	Michael
DG SANCO C4	BAER	Walter
DG SANCO C4	STREY	Monika
DG SANCO C4	VETTORAZZI	Stefano
DG EAC D1	LE CLAIRE	Anne Marie
DG ENTR F4	BOUTHORS	Louis