

**European Alcohol and Health Forum:  
List of commitments by Forum members  
(as of 23 april 2009 )**

*This list is designed to give interested persons a quick overview of all the commitments made by Forum members. It does not contain the full commitment information, nor does it include the reports made by commitment owners on the implementation of their activities. These can be consulted in the commitments data base, accessible at the following web site:*

*<http://ec.europa.eu/eahf/index.jsp>*

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>1</b>	<b>Advertising Information Group AIG (representing ZAW and WKÖ)</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Strengthening advertising self-regulatory effectiveness</b>            Provision of advice and training for advertising industry on the voluntary self-regulatory codes in the area of alcohol advertising. Two voluntary regulations will be in the focus of the training: Firstly the various obligations to prevent commercial communication for alcoholic beverages from being misconstrued as promoting alcohol abuse or harmful consumption of alcoholic beverages. Secondly the regulations that prohibit commercial communication for alcoholic beverages from being misconstrued as being addressed at minors. The training covers the scope of the self-regulatory provisions in practice and their significance for a responsible behaviour when promoting alcoholic beverages.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b>            - Advertising industry</p> <p><b>Measures/tools:</b>            - Training of staff/professionals            - self-regulation</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>2</b>	<b>Ahold N.V.</b>	
	- Enforce age limits for selling and serving of alcoholic beverages	<p><b>Onder de 16 is fris de boodschap (Under 16 a soft drink is the message)</b>            To ensure that appropriate measures are taken in our shops to ensure that no alcohol can be sold to those under 16. This is done through: - In-store customer information - Education of staff - The 'Till alert', a signal to remind all cashiers to verify the age of the buyer, when a product containing alcohol is sold.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b>            - Young people (&lt;25)  <b>Measures/tools:</b>            - Training of staff/professionals            - Information on point of sales</p>
	<b>Education</b>	<p><b>Target group:</b>            - Under age drinkers            - Young men (18 - 25)            - Young women (18 - 25)            - Staff / professionals/policy makers  <b>Measures/tools:</b>            - Education campaigns            - Information leaflets</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>3</b>	<b>Alcohol Action Ireland</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> </ul>	<p><b>A New Alcohol Action Ireland Website</b>  Alcohol Action Ireland intends to create a new website, as part of the development of a communications strategy to increase the impact and visibility of the organisation. This website will provide access to a comprehensive set of resources around alcohol and alcohol policy measures. This will extend from evidence base to policy briefings and from press releases to advocacy tools/resources. The purpose is to become a trusted source of information for those who have questions around alcohol. In order to achieve this, the organisation aims to develop a well-structured web-based presence, through which users can access information on alcohol related issues.</p>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Radio</li> <li>- TV</li> <li>- Newspapers</li> </ul>
	<b>Other activities</b>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- It is proposed that the design and development of a website will be a resource for Alcohol Action Ireland to inform external stakeholders and the public of evidence based alcohol policy and organisational activity.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>4</b>	<b>Alcohol Policy Youth Network - APYN</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Promote effective behavioural change among children and adolescents</li> <li>- Develop a strategy aimed at curbing under-age drinking</li> </ul>	<p><b>Youth Empowerment for a better life!</b>  Create a network of youth organisations across Europe that work or are willing to work in the field of Alcohol Policy. The network will be a capacity building network aiming at empowering young people and youth organisations to become actors in the definition, promotion, implementation and evaluation of alcohol policies and programmes at the national and European levels. APYN will mainly organise training courses, advocacy schools, training for trainers, seminars and conferences, while developing materials and resources for use by young people and youth organisations during their own projects and actions.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> <li>- Staff / professionals/policy makers</li> <li>- leaders of youth organisations between 18 and 35 years of age</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Information leaflets</li> <li>- Relevant policy documents (i.e. 2001 WHO declaration and EU Strategy of 2006), Alcohol in Europe report - Anderson&amp;Baumberg 2006</li> </ul>
	<b>Youth Involvement</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> <li>- National and International Youth Organisations</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Education</li> <li>- Empowerment</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
5	<b>Anheuser-Busch, Inc.</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Social Norms Forum</b>  Anheuser-Busch will begin planning for a Social Norms Forum in 2008 with the forum itself set to occur Tuesday 31 March 2009. Social norms is an evidence-based, data-driven process, and a cost-effective method of achieving large-scale positive results in reducing high-risk drinking, as well as other risky behaviors. The forum will feature presentations by the leading experts in social norms implementation, best practice presentations by those who have implemented programs, and other relevant contributors. Participants will receive access to an online social norms handbook/toolkit that will provide them with extensive background on this proven approach, as well as information on how to successfully develop and implement this effective method of addressing high-risk drinking among populations at risk. The anticipated audience is a variety of European Union stakeholders, including local and national officials, community leaders, health care professionals, law enforcement officials and others.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- Local community leaders and stakeholders; health, law enforcement</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Information leaflets</li> <li>- Educational seminar</li> </ul>

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<b>6</b>	<b>A.N.P.A.A</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Enforcement of the LOI EVIN</b>  An alcohol policy law (loi Evin) was voted in France in 1991 in order to control advertisement and commercial communication for alcohol. Since the publication of the law, ANPAA monitored the existing advertisements mainly in the press, in magazines and on billboards suing when illegal . ANPAA will continue this work and develop it, monitoring more media in order to bring the illegal ads and commercial communication to court, as no other public or private agency is doing it in France.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b>  - Professionnals of commercial communication</p> <p><b>Measures/tools:</b>  - enforced regulation</p>
	<b>Media Activities</b>	<p><b>Target group:</b>  - Staff / professionals/policy makers  - general public</p> <p><b>Measures/tools:</b>  - TV  - Newspapers  - magazines</p>

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<b>7</b>	<b>Association des Industries des Cidres et Vins de Fruit de l U.E. (AICV)</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Appreciating Cider, Perry and Fruit Wine Responsibly</b>            To encourage the responsible consumption of cider, perry and fruit wines, by communicating more widely on the need to drink responsibly and what is meant by responsible drinking and what is risky drinking behaviour. To create a tool kit for member companies to use to assist them with their social responsibility outreach.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b>            - No target group specified  <b>Measures/tools:</b>            - Mix of tools/measures</p>



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<b>8</b>	<b>Association of European Cancer Leagues</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Collaborative Recommendations on Alcohol Consumption and Cancer Control</b></p> <p>European citizens look to their national cancer leagues for reliable advice on cancer control, especially information on prevention and treatment. While some leagues have developed educational information on alcohol and cancer for their populations, many have not. This commitment aims to provide a platform for European cancer leagues to discuss and agree on general information and advice for Europeans regarding alcohol use and risks for cancer, in order to develop a set of recommendations which can be adapted by the cancer leagues. Alcohol and its link to cancer has been a neglected area of work in many leagues, although alcohol consumption is a primary risk factor for cancer in high-income countries, and a leading risk factor in low- and middle-income countries. (World Health Organization, 7/08)</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> <li>- Risk groups in general</li> <li>- Staff / professionals/policy makers</li> <li>- parents/families</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Information leaflets</li> </ul>

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<b>9</b>	<b>Association of small und independent breweries in Europe</b>	
	- Enforce age limits for selling and serving of alcoholic beverages	<p><b>Beer - Beverage of moderation</b></p> <p>The Association of small and independent breweries commits itself to product responsibility for the beers produced and marketed by its members. Beer is a moderately alcoholic beverage, which has been brewed and drunk by mankind for thousands of years. Beer is a culture beverage and part especially of the European drinking culture and history. Rightly, it is also called “the beverage of moderation” in the Anglo Saxon usage. The Association of Small and independent breweries in Europe and its members, however, are also aware of the fact that an excessive consumption of the product beer may impair or even damage one's health. Thus, a responsible consumption of the moderately alcoholic beverage beer is called for, in which the pleasure must be to the fore. The Association of Small and independent breweries considers it to be its duty to achieve such a responsible handling. As part of its involvement in the forum Alcohol and Health, the Association of small and independent breweries in Europe focuses its activities on the following subjects: • Safeguarding and keeping of the regulations for the protection of children and young people as regards the sale of beer in shops and catering trade in the individual S.I.B member states. • Commitment against so-called “flat rate parties” (= all-you-can-drink parties) with alcoholic beverages in the catering trade and on the occasion of party events. • Educational campaigns on the occasion of brewery tours and big brewery events informing about the responsible use of beer.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young people (&lt;25)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- Information on point of sales</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Education campaigns</li> </ul>
	<b>Youth Involvement</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Networking campaign</li> <li>- Education</li> </ul>

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<b>10</b>	<b>Bacardi-Martini B.V.</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Bacardi Limited Marketing Principles</b>  Development of internal tools to ensure our commercial marketing is conducted in a responsible manner and does not encourage or condone excessive consumption, misuse of alcohol or target underage drinkers. Marketing communications training and development of compliance tools to ensure adherence to local market regulatory codes and local legislation. Training and compliance tools will cover the following areas; Broadcast Advertising, Print Advertising, Websites &amp; New Media, On &amp; Off Trade Promotions, POS Materials, Sponsorships, Commercial PR and Sampling. Tools to be developed 1. Development of processes and guidelines to enhance the interpretation and consistency behind the Bacardi Marketing Principles. 2. Workshops and training sessions in every subsidiary for marketers and key agencies. 3. On-line creative distribution system &amp; compliance tool.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b>  - Employees, agency's and suppliers  <b>Measures/tools:</b>  - Training of staff/professionals</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>11</b>	<b>Bacardi-Martini B.V.</b>	
	- Develop efficient common approaches to provide adequate consumer information	<p><b>Bacardi-Martini Limited Consumer Information Website</b></p> <p>The development and creation of an on-line consumer tool to raise awareness about the responsible consumption of alcohol and to also give consumers factual information regarding Bacardi-Martini products. 1. Information and guidance on drinking 2. Information on the harmful effect of alcohol misuse 3. Information on product related ingredients and nutritional information on Bacardi's key brands</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Bacardi-Martini product purchasers &amp; consumers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Project specific communication plan</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>12</b>	<b>Bacardi-Martini B.V.</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>International Bartender Association Server Training</b></p> <p>To provide partnership and resources to the International Bar Tender Association for the development of training tools for IBA Members in responsible serving and social responsibility. The exclusive initiative consists of Bacardi working closely with the IBA to produce the following: The IBA Server Training Book, Training Module and Training Course and following through the company's own distribution resource.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- Bartenders</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- The International Bartender server training book and server training modules</li> </ul>

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<b>13</b>	<b>British Beer and Pub Association</b>	
	- Develop a strategy aimed at curbing under-age drinking	<p><b>Enforcement of Age limits for selling and serving alcoholic drinks</b>            The BBPA is committed to promoting good practice to its members in seeking proof of age to prevent the sale of alcoholic drinks through the use of the 'Challenge 21' programme, and is an active member of the PASS board which provides accreditation to national and local proof of age card schemes. The Association provides posters, information and web resources to its members and enforcement agencies and also seeks to promulgate its programme to non-members in the licensed trade.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b>            - Young people (&lt;25)  <b>Measures/tools:</b>            - Training of staff/professionals            - Information on point of sales</p>
	<b>Education</b>	<p><b>Target group:</b>            - Staff / professionals/policy makers  <b>Measures/tools:</b>            - web sites            - DVD distribution/sales</p>
	<b>Media Activities</b>	<p><b>Target group:</b>            - Staff / professionals/policy makers  <b>Measures/tools:</b>            - Newspapers            - Conferences and seminars.</p>

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<b>14</b>	<b>British Retail Consortium</b>	
	- Develop efficient common approaches to provide adequate consumer information	<p><b>Reinforcing responsible drinking messages</b></p> <p>During summer 2007, following an extensive consultation process with stakeholders at national level as well as the launch of the Alcohol&amp;Health Forum at EU-level, all the major retailers in the UK decided to endorse the alcohol health labelling scheme recommended by the UK Department of Health. The proposed scheme - which alcohol industry is expected to implement on a voluntary basis - brings together the following elements: unit measurement for glass and bottle; the recommended maximum daily intake of alcohol units for men (3-4) and women (2-3); a health warning addressed to pregnant women ('Avoid alcohol if pregnant or trying to conceive'); and finally the link to the alcohol education organization, the Drinkaware trust website (<a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a>). Within BRC membership ASDA, Tesco, Sainsbury's, Co-op, Waitrose and Marks&amp;Spencer have announced they will be supporting the approach suggested by Department of Health (DH) with a view to reinforcing and supplementing their in-store communication on sensible drinking. Against this background and in the context of the European Alcohol Forum, BRC is committed to monitoring the implementation of DH recommended label by its members who are supporting it across their own-brand alcohol lines. Today these lines amount to nearly 1,750 products, which include beers, wines and spirits. Data referring to 2006 show that retail own-brand alcohol accounts for 9% of market share in the UK, one of the highest market share across the retail industry. The implementation of DH labelling scheme will require to make changes to existing labels. Changes will take place over a period of two years and a half (June 2007 - December 2009). Also, BRC members will be feeding back their progress to DH at the end of 2008.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Labelling</li> </ul>

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<b>15</b>	<b>Brown-Forman</b>	
	<ul style="list-style-type: none"> <li>- Develop a strategy aimed at curbing under-age drinking</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> <li>- Enforce age limits for selling and serving of alcoholic beverages</li> <li>- Better cooperation / actions on responsible commercial communication and sales</li> </ul>	<p><b>Best Bar None</b>  Explore opportunities with the National Union of Students (NUS), local authorities and police to extend the UK "Best Bar None" programme to other UK regions and /or other EU Member States. This programme aims at encouraging premises to display a responsible attitude towards the sale of alcohol and rewarding that effort. It operates in partnership with local police forces and councils.</p>
	<b>Other activities</b>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Reward to bar owners, operators and staff for implementation of (socially) responsible operating policies.</li> </ul>



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<b>16</b>	<b>Brown-Forman</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Better cooperation / actions on responsible commercial communication and sales</li> <li>- Develop efficient common approaches to provide adequate consumer information</li> </ul>	<p><b>Corporate Social Responsibility Code</b>            To develop a global corporate code of responsibility, which will include restatement and update on the current BF marketing and promotions code and other business principles, ethics and behaviors as appropriate.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Code book and various materials</li> </ul>

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<b>17</b>	<b>Brown-Forman</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Enforce age limits for selling and serving of alcoholic beverages</li> </ul>	<p><b>Server Training Module</b> To design and implement a bartender education programme on responsible service.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Bar owners and staff</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Information leaflets</li> <li>- Various tools as appropriate</li> </ul>

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18	<b>CEEV - Comité Européen des Entreprises Vins</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on responsible patterns of consumption</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Better cooperation / actions on responsible commercial communication and sales</li> </ul>	<p><b>"Wine in Moderation - Art de vivre" Programme</b></p> <p>Wine is integral to European life and culture and enjoyed by millions around Europe and the world. However, while for the majority of consumers wine products represent a pleasurable beverage enjoyed in moderation and healthy lifestyle compatible, a minority misuse alcoholic beverages in ways that are damaging to themselves and that can harm others around them. To contribute tackling this problem, the European wine sector has developed its pan-European "Wine in Moderation- Art de Vivre" programme. The Programme works to promote responsibility and moderation in the consumption as a cultural / social norm, with a view to preventing and reducing alcohol abuse and related harm. Our goal is to ed...</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- Information on point of sales</li> <li>- Mix of tools/measures</li> </ul>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- self-regulation</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Risk groups in general</li> <li>- Staff / professionals/policy makers</li> <li>- parents/families</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Education campaigns</li> <li>- Information leaflets</li> </ul>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Drinking patterns/consumption</li> <li>- Alcohol related harm</li> </ul>
	<b>Other activities</b>	<p><b>Other:</b></p> <p>- The Co-Owners have adopted common shared messages or "policy statements" where they engage in taking an active part in the Alcohol and Health forum. These have been unanimously adopted by the Member organisations they represent. Together with the associated partner, as EU umbrella organisations, they will, in the framework of their joint commitment, pursue a top/down approach in stimulating the implementation of the Commitment, and in disseminating the common message /policy statement as well as the results of the present co-owned commitment. To this end they will, among others : - develop a consistent and regular communication with all it's Members via intra net; - provide the members with communication tools relating to the "wine in moderation" project in 5 EU languages (French, English, Spanish, Italian and German) - encourage their respective organisations to develop joint actions at a national level in the implementation of the "Wine in Moderation -Arts de Vivre" Programme.</p>

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<b>19</b>	<b>CPME</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Mobilising the medical profession</b></p> <p>The Standing Committee of European Doctors (CPME) strongly believes that increased promotion of public health and political activity are needed. CPME represents all medical doctors in the EU (approximately 2 million physicians) and will ensure the active participation of its membership in combating alcohol-related harm. To achieve this, CPME Alcohol WG will present in March 2008 to CPME Preventive medicine and environment subcommittee meeting and to the Board suggestions for detailed commitments to be endorsed and then fed into the database: The WG is thinking of the following (not exhaustive) suggestions: - actions towards "Drinking and driving do not mix" - CPME members to carry out information and awareness raising campaigns among doctors in primary care and emergency room settings - articles on alcohol on their websites or their respective newsletters - At the policy level, consider activity (awareness raising, workshop) around the topic of labeling</p>
	<b>Other activities</b>	<p><b>Other:</b></p> <p>- CPME will ask its members during its March 2008 subcommittee and Board meeting for a mandate to work along the lines that will have been defined during the event. CPME Alcohol WG will be presenting more focused possible commitments such as: - actions towards "Drinking and driving do not mix" - CPME members to carry out information and awareness raising campaigns among doctors in primary care and emergency room settings - articles on alcohol in their respective newsletters or on their websites - At the policy level, consider activity (awareness raising, workshop) around the topic of labeling</p>

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<b>20</b>	<b>Delhaize Group</b>	
	- Enforce age limits for selling and serving of alcoholic beverages	<p><b>Education of the cashiers to sell only alcohol products to people above 18 years</b></p> <p>Delhaize Belgium sets up, as from January 2008, a sensitisation campaign for cashiers to sell only alcohol products to people above 18 years. The training for the cashiers will give the tools to detect minors and to ask identity card in case of doubt on the age of the buyer of alcohol. A formal training module will be developed and installed for this purpose.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Education campaigns</li> </ul>

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<b>21</b>	<b>Delhaize Group</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Prevention, education and management of alcohol problems in the workplace</b></p> <p>Delhaize Belgium sets up, as from January 2008, a sensitisation campaign on alcohol problems in the workplace. 16.000 employees in Belgium will be educated in responsible alcohol consumption. Brochures and posters will be distributed amongst all the employees; a code of conduct will be attached to the employees' contract. The hierarchy will be trained to detect alcohol problems amongst the staff and how to address these problems.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Education campaigns</li> <li>- Information leaflets</li> </ul>
	<b>Counselling</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- People at risk</li> <li>- staff members</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Brief intervention</li> <li>- Counselling "programmes"</li> </ul>
	<b>Treatment</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- People at risk</li> </ul>

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<b>22</b>	<b>Deutsche Hauptstelle für Suchtfragen, DHS</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Support capacity and competence building</b></p> <p>The commitment "Support capacity and competence building" refers to the Commissions priority theme "Inform, educate and raise awareness on the impact of harmful and hazardous alcohol consumption". By publishing a Fact Sheet Series on alcohol related problems and effective interventions to solve them, DHS will contribute to building capacity and competence among professionals in the fields of addiction, youth and health promotion, and to inform the general public and the target group of young people.</p>
	<b>Other activities</b>	<p><b>Other:</b></p> <p>- DHS will prepare and publish a Fact Sheet Series on: - Alcohol and Young People - Binge Drinking - Alcohol and Advertising - Fetal Alcohol Spectrum Disorder The fact sheets are directed primarily to professionals working in health promotion, alcohol and drug prevention and youth work. Furthermore they are intended to inform the general public, particularly young people. Different interventions to meet the problems will be described. The fact sheets will be disseminated via the DHS website. An attached feed</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>23</b>	<b>Diageo plc</b>	
	- Develop information and education programmes on responsible patterns of consumption	<b>Attitudes to Alcohol Programme</b> Consumer Attitudes to Alcohol (A2A) is a key element of Diageo's responsible drinking strategy, seeking to positively influence consumers' attitudes to alcohol.



	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>24</b>	<b>Diageo plc</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Choices Germany</b> The Choices campaign in Germany is a part of Diageo's Consumer Attitudes to Alcohol (A2A) responsible drinking strategy, seeking to positively influence consumers' attitudes to alcohol.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b> - Adults 18-25 years of age <b>Measures/tools:</b> - Mix of tools/measures</p>
	<b>Media Activities</b>	<p><b>Target group:</b> - Young men (18 - 25) - Young women (18 - 25) <b>Measures/tools:</b> - Newspapers - cinema</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
25	<b>Diageo plc</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>DRINKiQ</b></p> <p>For Diageo, responsible drinking is at the heart of our business. The DRINKiQ programme sets out to engage our 23,000 employees in 180 markets worldwide about the choices they make about drinking or not drinking, and equip them with the tools and confidence to 'be the best' ambassadors for responsible enjoyment of alcohol. The sessions are fun and stimulating, involving groups of around 20-30 people (typically) in two hours of discussion and information sharing, led by facilitators who encourage the conversation and don't 'tell' people how to behave. For us, responsible drinking is about personal knowledge and choice, not being prescriptive. The contents of the session cover the role alcohol plays in society, why people drink and what factors influence our drinking choices, how alcohol is processed in the body and its short and long term effects. It discusses practical tips for responsible drinking and hosting and what is meant by a standard drink. When the conversation is really happening, it engages our employees in thinking about things in a different way and what the choices might be for them around their drinking or not drinking. The conversation spreads wider to friends, families, colleagues and communities and is true to the objectives of DRINKiQ which is raising our collective drink intelligence. In tandem with the programme, Diageo has also launched DRINKiQ.com - a global online resource designed to help combat alcohol misuse and promote responsible drinking through the sharing of best practice tools, information and initiatives from around the world for everyone concerned with drinking from parents concerned about their teenage children, to teachers, the police, campaigning organisations and policy makers. There are many resources and initiatives and DRINKiQ.com is the place that brings them all together. It contains resources and facts on responsible drinking as well as case studies from around the world. DRINKiQ.com was launched with our employees under a campaign aimed at reaching a million people with our responsible drinking messages - 'the power of a million voices'.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- The aim of the programme is also to have our employees pass on the information to their friends, family, etc. In this regard, the target group is wider than staff and professionals.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Information leaflets</li> <li>- interactive sessions engaging employees</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
26	<b>Diageo plc</b>	
	- Enforce age limits for selling and serving of alcoholic beverages	<p><b>Initiative 18+</b></p> <p>The Initiative 18+ is a joint programme between Diageo and Real,- in Germany. It is the first joint initiative between a trade partner and a beverage alcohol company in Germany. The main purpose of the programme is to support better Legal Purchase Age (LPA) law enforcement in the trade, by strengthening the sales people through information and education. The project targets some 14 thousand sales people in 350 stores nationwide, with two different sets of activities: training of sales people and introduction of an LPA warning system at the check-out. The objective of the e-learning is to educate the target group about existing legal guidelines on alcohol sales and engaging target group behind the fact that minors should not consume alcohol. The e-learning also contains case studies at the cashier and argumentation guidelines for cashiers in unpleasant situations. It is a web-based training tool developed in cooperation with psychologists, Diageo, and advanced training experts from real,- and is a tailor-made concept for target group and their requirements. The duration of the e-learning is about 20 minutes, including a learning success test at the end. The results of the test are centrally and anonymously collected. The e-learning will also be obligatory for all new employees that work at the cashiers, while those who have already completed the training, will have to do a refresher course. The LPA-warning system at check-out has an objective of reminding employees to request an age verification when alcohol is purchased, and, by extension, discouraging minors wanting to buy alcoholic beverages. It has been developed by real,-'s IT-department. The system accounts for different LPA's, 16 years for beer and wine, and 18 years for spirits. The system is based on a visual pointer not an audible warning, and works for all age-restricted products. The sustainability of the initiative will be safeguarded by an independent and scientifically based evaluation by the Psychological Institute of the University Bonn. The German federal drugs' commissioner publicly endorsed the "Initiative 18+" e-learning and cashier warning system saying, that "this initiative strengthens the LPA enforcement through an intelligent combination of training and the check out warning system".</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>27</b>	<b>Egta, association of television and radio sales houses</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Compendium of regulations, self-regulatory standards and industry codes of conducts on audiovisual advertising of alcoholic beverages</b></p> <p>Broadcast advertising for alcoholic beverages is already submitted to various regulatory limitations and must comply with many different self-regulatory standards and industry codes of conducts. These various safeguards complement each others at national level to ensure the highest level of responsibility on all broadcast advertising. On the basis of the ACT compendium and egta's six-year old database that list all these safeguards, both ACT and egta commit to put their resources together and update all the available information. In the meantime, the content of the compendium will be enriched to cover all industry codes of conducts and the scope of European countries covered will be extended thanks to the ACT- egta partnership. In turn, this exercise must provide advertising professionals with a comprehensive compendium of all existing safeguards across Europe and thus contribute to the sharing of best practices among broadcast advertising professionals.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Broadcast advertising executives</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Collecting information via egta and ACT networks</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>28</b>	<b>ESIP/European Social Insurance Platform</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Fight against alcohol-related harm: the role of social insurers</b></p> <p>The aim of this commitment is to underline the role played by Social Security Organizations in the fight against alcohol-related harm. In fact social insurers are not only payers, they are as well involved in prevention regarding different topics such as alcoholism. For example, the French Social Health Insurance Organization (CNAMTS) will launch from April 2008 a campaign targeted to pregnant women and treating doctors regarding health determinants and more particularly alcohol. Several actions: by financing national campaign, local actions and patient associations on alcohol prevention, and by informing treating doctors about specialized structures. Thanks to the contact of ESIP, we will gather information about those different actions done by European health insurers and establish a map of contact points in the different organizations. This mapping exercise is a necessary basis to encourage a stronger cooperation between social security organizations in the field of prevention. To realize this mapping exercise, we will send a questionnaire to target contact in different Social Health Insurance Organization and to know the actions on this topic.</p>
	<b>Other activities</b>	<p><b>Other:</b></p> <p>- This commitment won't directly address to citizens, it can't be describe as a traditional activity in the area of fighting against alcoholism. The main activity will be a mapping exercise as a basis to develop the actions and reinforce the exchange of best practices between social health insurers.</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>29</b>	<b>Estonian Temperance Union</b>	
	- Develop a strategy aimed at curbing under-age drinking	<p><b>Alcohol free Cafe in Tallinn</b>  Estonian Temperance Union is opening a fist alcohol-free Cafe in Estonia. Goal is to create a youth-friendly environment that is 100% alcohol and smoke free. As the WHO European Alcohol Charter states every young person and child has a right to grow up in an environment that is free from negative results of alcohol. It also encourages to create places where young people can spend their time without the pressure of alcohol. Project is based on youth to youth principle. Most of the team-members are high school students. Everything is done and decided by or with them. We hope that the cafe with its activities is creating an alternative youth culture where alcohol has no place. This is a pilot project and additional teams are already developed in other Estonian towns. We hope to see at least 5 youth cafes in 2010.</p>
	<b>Youth Involvement</b>	<p><b>Target group:</b>  - Our main target group is 13-25</p> <p><b>Measures/tools:</b>  - Empowerment</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>30</b>	<b>Eurocare</b>	
	- Promote effective behavioural change among children and adolescents	<p><b>Alcohol Policy Youth Network (APYN)</b>  The Alcohol Policy Youth Network – APYN is a direct outcome of the work developed by the European Youth Forum in partnership with EURO CARE during the years of 2005 and 2006. This project aims at finding a solution and develops a set of tools to assist the European Youth Forum Member Organisations in tackling the weaknesses and needs they have identified throughout the work developed in both the Working Group on Alcohol Policy and the Advocacy School on Alcohol Policy. The idea is to set up a capacity building network, providing training courses, advocacy schools, seminars and training for trainers, all specifically designed around alcohol policy, in order to empower youth organisations allowing them to be active and valid actors in this field and by thus being relevant in the definition, implementation and evaluation of alcohol policies and programmes at the local, national, European and International levels.</p>
	<b>Youth Involvement</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Networking campaign</li> <li>- Education</li> <li>- Empowerment</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
31	<b>Eurocare</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Awareness raising of Foetal Alcohol Spectrum Disorders (FASD)</b> Eurocare wishes, through its partnerships with member organizations, The EU Forum on alcohol and health, governments, health authorities and health professionals, to increase the awareness of dangers related to drinking alcohol during pregnancy. Fetal Alcohol Spectrum Disorders (FASD) is one of the most common forms of preventable brain damage. The foetus' brain and nervous system continue to develop throughout pregnancy, and these organs can be harmed at any point by the mother's drinking. The evidence suggests that there is no safe time or safe amount to drink alcohol during pregnancy. Some children with FASD have physical disabilities, but many of the effects are not visible and may include problems with learning, memory, attention, problem solving, behaviour, vision and hearing. They may not understand social situations and their behaviour is often interpreted as problematic, rather than a symptom of an underlying condition. Mothers and their partners can make healthy choices before, during and after pregnancy. Families, friends and communities can all help. Supporting all women of childbearing years to make healthy choices in pregnancy, including a focus on prenatal alcohol use, provides a foundation for preventing Fetal Alcohol Spectrum Disorder (FASD).</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young women (18 - 25)</li> <li>- Staff / professionals/policy makers</li> <li>- parents/families</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Information leaflets</li> <li>- Seminar</li> </ul>



	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>32</b>	<b>Eurocare</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>New Eurocare website</b> Eurocare intends to build a consistent strategy for web-based communication, in order to maximise coherence, outreach and impact for all those seeking information on, and analysis of EU political developments in areas of relevance to alcohol policy. The web site will serve as a crucial tool to improve the visibility of the organisation, by allowing Eurocare to showcase its policy and advocacy work, disseminate relevant information (scientific research, briefing and position papers), promote involvement in European projects and networks, as well as advertise events. The new website will be built around a more interactive and user-friendly interface, with a strong focus on news, both from EU institutions and Member States. It will feature a wide range of cross sector policy topics relevant to Eurocare's work, such as the EU Alcohol Strategy, the Alcohol and Health Forum, Labeling, Drink Driving, Workplace, Young People, etc. Information should be relevant and useful to policy makers, NGO's, journalists, students, and public at large and reflect the multifaceted nature of the alcohol issue.</p>
	<b>Other activities</b>	<p><b>Other:</b> - Enhancing Web based communication: The web site is expected to be used extensive for communicating/informing and promoting on issues related to reduce alcohol related harm to member organisations and public at large.</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>33</b>	<b>EUROCARE ITALIA</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Translation and Dissemination of 'Alcohol in Europe' Short Report</b></p> <p>The edited version of the Alcohol in Europe report (short version), published by the Institute of Alcohol Studies and commissioned by DG Sanco represents an easy-to-read and comprehensive tool covering the economic, health and social impact of alcohol across Europe. To reach a wider audience, it is still crucial to make the report available in Italian and customise it into the national cultural context. The translation and dissemination aim at ° raising awareness of the current status of alcohol related harm in Europe, reaching a wider audience; ° promoting existing research, raise awareness of best practice as well as policy recommendations; ° allowing the organisation, at national level, to disseminate information about alcohol to non specific alcohol NGO's and to governmental institutions at national, regional and local level; ° enabling coalition building</p>
	<b>Other activities</b>	<p><b>Other:</b></p> <p>- Translation and dissemination of the short report at national, regional and local level</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>34</b>	<b>EuroCommerce</b>	
	<ul style="list-style-type: none"> <li>- Enforce age limits for selling and serving of alcoholic beverages</li> <li>- Develop efficient common approaches to provide adequate consumer information</li> <li>- Better cooperation / actions on responsible commercial communication and sales</li> </ul>	<p><b>Raising awareness of Retailers to carry out actions against abuse of alcohol</b></p> <p>EuroCommerce is committed to encourage its member companies and member federations to take actions in view of reducing alcohol related harm. This will be carried out through the dissemination of information on the work of the EU Forum on Alcohol and Health and by encouraging members to develop their activities in relation to the objectives of the Charter establishing the Forum. EuroCommerce will invite its members to make commitments within the framework of the Alcohol Forum and will also facilitate the dialogue and cooperation between its members and other members of the Forum.</p>
	<b>Counselling</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- The retail sector: staff of national trade federations, shop staff</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Brief intervention</li> <li>- Meetings, communications in writing, website, recommendations, position papers</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>35</b>	<b>European Association of Communications Agencies</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Training seminars on Responsible Commercial Communications</b></p> <p>Our objective is to run a series of seminars to familiarise advertising agencies with the latest marketing communications codes issued by the alcohol producers and self-regulatory best practices agreed by the European Advertising Standards Alliance (EASA). These seminars will be aimed primarily at the agency members of our national associations and will target creative and client handling personnel. Due to resource limitations, we intend to run seminars in 6 locations during 2008, inviting attendance from neighbouring countries. The seminars will be devised and run by EACA in close co-operation with EASA the drinks industry bodies, EFRD (European Forum for Responsible Drinking) and the Brewers of Europe. We will use the seminars to publicize the web training tool created by the EFRD and base part of the seminars on the content of this tool.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Education campaigns</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
36	<b>European Federation of Magazine Publishers (FAEP)</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Educational Contribution of Editorial Content</b></p> <p>FAEP is the European-level association of national associations of the periodical press. FAEP also counts many of Europe's leading publishing houses as associate members. FAEP represents thousands of information and content providers who reach hundreds of millions of Europeans on a regular and consistent basis. The media is a fundamental vector of independent information creation and provision, nurturing and sustaining the democratic debate on societal concerns. It is in this context that the media plays a vital role in raising awareness and empowering the public at large. This is done in the mainstream consumer magazines as well as in a vast array of special interest publications (healthy living, exercise and fitness, parenting, youth etc.) that reach hundreds of millions of citizens on a regular basis. Magazines, both on paper and online, are full of editorial content which informs about alcohol and its dangers and enhance people to fight its misuse: the press and other media are among the most important contributors to the fight against alcohol abuse. But this contribution has to be - and can only be - made in the free editorial of each of the thousands of magazines. This freedom is fundamental to any free and democratic society. Therefore, the Charter establishing the alcohol forum clearly recognizes: "It is understood that each participant's commitments will reflect and respect their specific and essential values, such as [...] media editorial independence". In light of this, FAEP commits itself to provide the Forum, when and where possible, with data on the amount of editorial coverage devoted to healthy living/alcohol abuse issues in magazines, but cannot of course commit itself to actually producing such editorial coverage. The information will include, where possible, the amount/duration of editorial, circulation/viewing figures for the medium used (print or online), demographic make-up of the media-users. The completeness of such data will invariably differ from publishing house to publishing house and from country to country, as there is no uniform method in place to measure editorial output. As part of our commitments, FAEP will also continue its moral and financial support for the development and improvement of effective advertising self-regulation across the EU. Through membership of the European Advertising Standards Alliance (EASA) and through activating local media players at national level, FAEP will play its role in this process.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Readers of the periodical press</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Indication of amount of editorial content in different publications, addressing different demographic groups, on alcohol abuse issues</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Readers of the periodical press</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Indication of number of articles devoted to the issue, readers' reactions (letters, blogs, research)</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Readers of the periodical press</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Magazines</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>37</b>	<b>European Forum for Responsible Drinking</b>	
	- Develop efficient common approaches to provide adequate consumer information	<p><b>Programme to provide information to consumers in Europe</b>  EFRD commits to establishing a Programme (open to any company or organisation engaged in the production, marketing, distribution or sale of alcoholic beverages) the purpose of which will be to "raise and maintain a high level of consumer awareness of the risk of alcohol-related harm associated with drink driving; drinking during pregnancy; under-age drinking; and with the excessive consumption of alcohol." EFRD member companies are co-owners of this commitment and will be founding signatories to the Scheme. Under the Programme signatories will: Step 1: Design Consumer Research in consultation with other Forum members to: a) Establish the baseline level of awareness and knowledge regarding alcohol related harm among consumers generally and in particular target/vulnerable groups of consumers (by August 2008). b) Identify the most effective way to communicate with consumers so as to raise awareness and understanding of the risks of alcohol-related harm (by September 2008). Step 2: Undertake the Consumer Research (Research will not be undertaken directly vis-a-vis under-age people, but may address the issue indirectly with relevant adult stakeholders) (by September 2008). Step 3: Design a communication programme based on the findings of the research undertaken (by end of 2008). Step 4: Implement the communication programme, setting targets and KPIs relative to the baseline and measuring performance against these targets and KPIs at regular intervals: to commence in 2009. Regarding the content of the programme, elements under consideration include communication by means of websites and messages in advertising, point of sale materials and "on pack" information. The final elements of the programme will be determined by the consumer research.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b>  - Young people (&lt;25)  - Women (pregnancy)  - The general population / "at risk" drivers</p> <p><b>Measures/tools:</b>  - Mix of tools/measures</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>38</b>	<b>European Forum for Responsible Drinking</b>	
	<ul style="list-style-type: none"> <li>- Enforce age limits for selling and serving of alcoholic beverages</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> </ul>	<p><b>Training Guides for Responsible Service of Alcohol</b></p> <p>The European Forum for Responsible Drinking and the International Center for Alcohol Policies teamed up to commission the development of a Training Guides to be disseminated at national level as a support in training scheme for responsible service of alcohol of relevant hospitality staff in both the on- and off-licence trade. The milestones of the commitment are as follows:</p> <ul style="list-style-type: none"> <li>- Launch a call for tender to identify a competent body to develop the training tools that could be then translated and adapted to local context for community prevention strategies.</li> <li>- Peer-review of the training books by reviewers from three different countries.</li> <li>- Pilot test of the training material in one EU country (Hungary).</li> <li>- Measurement and evaluating of the pilot in order to amend the draft Training Guides.</li> <li>- Dissemination of the Training Guides through EFRD and ICAP web sites and communication leaflet.</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training Manual for on- and off-trade staff to be used in training sessions.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>39</b>	<b>European Forum for Responsible Drinking</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Training on Responsible Alcohol Marketing</b></p> <p>To design and implement an on-line training toolbox to present and teach EFRD's Common Standards (CS) to marketing personnel as well as alcoholic drinks industry associations and self-regulatory bodies. In addition to an Overview Presentation of the Common Standards, three tools will be available: 1) a diagnostic tool for users to help users checking if their planned marketing activity is in line with the EFRD CS; 2) self-test quiz to get familiar with the interpretation of the CS and to enable consistent and coherent implementation of the rules; and 3) a library with TV and print ads that can be used to prepared tailored training. The access to the web training tool will be free of charge upon registration. The site will be updated on a yearly basis following an evaluation with users. EASA and EACA will support EFRD with the dissemination of the training toolbox among the target audience.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> </ul>



	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>40</b>	<b>European Midwives Association</b>	
	- Develop efficient common approaches to provide adequate consumer information	<p><b>To ascertain the education and practices of midwives in member states on reducing alcohol related harm preconception and during pregnancy</b></p> <p>1. The EMA commits to establishing the following baseline information a. establishing if alcohol related harm is included in the core content of the pre registration midwifery education curricula of member states b. ascertaining the common practices of midwives in member states in discussing alcohol related harm with woman and their partners preconception and during pregnancy This information will be sought from midwives in member states and will inform the Forum of the current practices in relation to alcohol related harm education preconception and during pregnancy 2. The EMA will ask midwives in member states to liaise with other medical and health professionals and organizations and a. provide the EMA with a synopsis of any current national research initiatives in relation to alcohol related harm preconception and during pregnancy The availability of such information has the potential to provide the Forum with contemporaneous research and trends on alcohol related harm preconception and during pregnancy in member states 3. The EMA will produce and present a report of this information to the European Alcohol and Health Forum</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- Young student professionals</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Questionnaire</li> </ul>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Drinking patterns/consumption</li> <li>- Alcohol related harm</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>41</b>	<b>European Mutual help Network for Alcohol related problems (E.M.N.A.)</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Promote effective behavioural change among children and adolescents</li> </ul>	<p><b>Improve communication tools to help raise awareness of, and spread information about the work of the mutual help groups for alcohol related problems in Europe</b></p> <p>The effectiveness of the mutual help groups in reducing alcohol related harm in our communities has been already proved by several scientific researches; our aim is to disseminate knowledge and information about such groups and their effectiveness, in order to raise awareness in our communities that something can be done to reduce and to prevent alcohol related problems.</p>
	<b>Treatment</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>42</b>	<b>European Public Health Alliance (EPHA)</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Building Capacity for Action on alcohol related health policy</b>            EPHA will commit to organise a parallel session on the European Alcohol Policy conference in Barcelona, 3-5 April 2008. EPHA commits to organise a parallel session on the European Alcohol Policy conference in Barcelona, 3-5 April 2008. The main goal will be to build capacity of participants to develop key evidence messages that can be used to build public awareness of different aspects of alcohol policy. Participants will learn how to address alcohol policy at local, regional, national or European level. This workshop will attempt to build capacity among scientists, policy makers, policy advisors, health promoters and prevention planners working in governmental and non governmental organisations. This workshop will present pragmatic ways of tackling problems that are encountered by participants.</p>
	<b>Education</b>	<p><b>Target group:</b>            - Staff / professionals/policy makers</p> <p><b>Measures/tools:</b>            - work shop</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>43</b>	<b>European Public Health Alliance (EPHA)</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Develop efficient common approaches to provide adequate consumer information</li> </ul>	<p><b>dissemination of updated alcohol information to relevant stakeholders</b>  EPHA will monitor the EU Alcohol policy within the EU institutions and maximising the flow of information between EPHA members through EPHA's alcohol working group, monthly policy coordination meetings, EPHA's newsletter and email alerts among EU alcohol policy. In the European Parliament, EPHA provides secretarial assistance to the Intergroup on Health. This is a fruitful forum for discussion between health NGOs and MEPs with a special interest in health issues. When the political agenda provides a discussion on the alcohol issues such as labelling, EPHA will organise on Intergroup in 2008 to give an expert opinion to the MEP's.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b>  - members of the European Parliament</p> <p><b>Measures/tools:</b>  - Labelling</p>
	<b>Education</b>	<p><b>Target group:</b>  - Staff / professionals/policy makers</p> <p><b>Measures/tools:</b>  - web sites  - email alerts and EPHA Alcohol working group</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>44</b>	<b>European Publishers Council</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Study regarding the role of SR practices and commercial influences (i.e. marketing advertising techniques of alcoholic drinks etc) within the new media landscape</b></p> <p>There is a need for clarity regarding the role of SR practices and commercial influences (i.e. marketing advertising techniques of alcoholic drinks etc) within the new media landscape. The implications for the protection of minors of these new forms of advertising have resulted in additional concerns which deserve attention. New methods for reaching the young through the new media beyond what is recognisable as paid-for advertising in the form e.g. of product placement, advergaming only further reinforce the need for working out the best approach for guidelines and principles in new landscape</p>
	<b>Research</b>	<p><b>Area:</b></p> <p>- Commercial communication/media</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>45</b>	<b>European Transport Safety Council (ETSC)</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Safe and Sober</b>  ETSC within its Safe and Sober Programme will raise awareness amongst policy makers, the private sector as well as key opinion leaders for a systemic approach to reduce alcohol misuse in road transport. Specifically ETSC will organise 8 "Talks" bringing together stakeholders to discuss tackling Drink Driving. The "Talk" will integrate a practical demonstration of an alcohol interlock.</p>
	<b>Other activities</b>	<p><b>Other:</b>  - None of the above mentioned categories includes policy, the actual focus of our activity. The "Talks" will also include media work: press releases, press conferences.</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
46	<b>FEANTSA(European Federation of National Organisations Working with People who are Homeless)</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Resource tool on alcohol addiction and homelessness</b></p> <p>FEANTSA will work to bring together a strong information resource on alcoholism and homelessness and approaches to treating the many problems experienced by people in this situation. To do this, FEANTSA will draw together the experience and expertise of its members across the EU working with alcohol addiction and dual diagnosis and make them available to the homeless sector across Europe, to policy-makers and to other interested actors. It will do this by building up an online resource, coordinated by the secretariat, based on input from FEANTSA's expert group on health and social protection, FEANTSA's members more generally and the researchers of FEANTSA's research observatory. The work will be brought together and coordinated by the secretariat of FEANTSA. The online Alcoholism and Homelessness Resource will offer: - An overview of the scope and nature of the problem and the different approaches to it; - A targeted body of papers, research reports, briefings etc. dealing with the different themes and issues identified in the overview (eg: dual diagnosis, alcohol related illness in people who are homeless, harm reduction approaches, residential treatments, etc.) brought together in an accessible and user-friendly way; - It will also provide a "toolkit" drawn up by FEANTSA's expert group on the basis of the input received, offering an overview of the good practice identified in the area and the policy and practice principles that have proved effective. The resource as a whole will be disseminated widely through the email briefings of FEANTSA, EPHA and Eurocare (and possibly others to be identified) in order to reach a broad range of interested actors. The "toolkit" will become the baseline position for FEANTSA's lobbying and policy work in this area and will be part of its work on health and homelessness going forward. This will mean that FEANTSA will also be available to present this work in discussion forums on alcoholism and related issues.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
47	<b>Finnish Hospitality Association (FHA)</b>	
	- Enforce age limits for selling and serving of alcoholic beverages	<p><b>Enforce age limits for serving and selling alcoholic beverages</b>  FHA will enforce age limits for serving and selling alcoholic beverages. FHA will make guidelines to member companies as an important part of member's self-control for the purpose of not to serving and selling alcohol to people under 18 years of age. FHA is working to renew its self-control plan for serving alcoholic beverages which will be sent to member companies later this year. FHA will also inform this issue in Vitriini magazine which circulation is 10.500 copies. FHA will educate its members by emphasizing the importance of serving and selling alcohol in responsible way.</p>
	<b>Education</b>	<p><b>Target group:</b>  - Hospitality industry: executives and staff of member companies  <b>Measures/tools:</b>  - Seminar / Article in Vitriini magazine / Website</p>
	<b>Media Activities</b>	<p><b>Target group:</b>  - Executives and staff of member companies  <b>Measures/tools:</b>  - Article in Vitriini magazine / Press conference</p>
	<b>Counselling</b>	<p><b>Target group:</b>  - Executives and staff of member companies  <b>Measures/tools:</b>  - Personal counselling and counselling by phone / Article in Vitriini magazine / Education / Instruction</p>
	<b>Other activities</b>	<p><b>Other:</b>  - Raising awareness and information of members by FHA's website, press conference, article in Vitriini magazine and self-control plan for serving and selling alcoholic beverages.</p>



	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>48</b>	<b>Heineken International</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Evaluation of the Heineken rules on alcohol and work</b> Ensure that our employees understand the implications, responsibilities and expectations involved in a working in a beer business.</p>
	<b>Education</b>	<p><b>Target group:</b> - All our employees in the EU</p> <p><b>Measures/tools:</b> - Survey, gap-analysis, workshop</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>49</b>	<b>Heineken International</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Help educate and remind consumers about the consequences of not drinking responsibly</b></p> <p>By increasing the presence, visibility and appeal of the 'Enjoy Heineken Responsibly' campaign, help to educate and remind consumers about the consequences of not drinking responsibly</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- our consumers in the EU in the indicated markets</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- website information, invitation to visit the website on labels, tv-ads</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>50</b>	<b>Heineken International</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<b>Training on internal code on commercial communication</b> Ensure that our marketing employees understand and implement the requirements demanded by the Heineken code on responsible commercial communication
	<b>Commercial Communication</b>	<b>Target group:</b> - Heineken marketing employees in the EU <b>Measures/tools:</b> - Training of staff/professionals

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>51</b>	<b>HOTREC</b>	
	<ul style="list-style-type: none"> <li>- Enforce age limits for selling and serving of alcoholic beverages</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> </ul>	<p><b>Raising awareness of National Associations / Call for actions</b>  HOTREC will inform regularly its National Member Associations on the activities of the Alcohol Forum. HOTREC will encourage National Associations to develop their activities in relation to the objectives of the Charter establishing the Alcohol Forum in view of reducing alcohol-abuse related harms, as well as to develop their activities in relation to the objectives of similar fora possibly established at national level. The following priority areas should be emphasised: - Develop information and education programmes on responsible patterns of consumption; - Enforce age limits for serving and selling alcoholic beverages. HOTREC will invite its National Associations to make commitments within the framework of the Alcohol Forum. HOTREC will organise the exchange of information between National Associations on activities related to the Alcohol Forum and similar fora. HOTREC will facilitate the dialogue and cooperation between its Member Associations and other Members of the Alcohol Forum.</p>
	<b>Counselling</b>	<p><b>Target group:</b>  - Hospitality industry: executives and staff of National Member Associations</p> <p><b>Measures/tools:</b>  - Seminar / Meeting / Article / Newsletter / Website / Recommendation / Position Paper</p>
	<b>Other activities</b>	<p><b>Other:</b>  - HOTREC will hold at least two meetings per year to exchange information on good practices in relation to the issues and priorities areas identified by the Charter establishing the Alcohol Forum. In particular, with regard to the following priority areas: - Develop information and education programmes on responsible patterns of consumption; - Enforce age limits for serving and selling alcoholic beverages.</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
52	InBev nv/sa	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> </ul>	<p><b>Employee Responsible Drinking Program</b>  Building on the expertise and successful experience of some of our local responsible drinking projects, we will aim to internalize this responsible drinking message. We will reach out to our employees as a first audience, but will use our employees in a later stage to reach out into the communities around them, be this through private channels (family, friends) or professional channels (sales contacts, competitors,...) to strengthen the message that it is important to enjoy our products in a responsible manner.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- parents/families</li> <li>- Through our employees (main target) we also educate those around them</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Education campaigns</li> <li>- Information leaflets</li> <li>- InBev HR Toolkit Policy Development, InBev Training Tools, InBev Measurement Tools</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
53	<b>InBev nv/sa</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Improving compliance with Code of Commercial Communications</b>  Building on the work that was done in 2005 when InBev's Code of Commercial Communications was launched, our commitment is to raise the implementation level of the Code and increase the belief within the company that it is important not only to work by the Code, but also to respect all local self-regulation rules. Over the course of 2008, InBev will reinforce the importance of complying with the global Code of Commercial Communications, in all EU markets and 8 other key markets around the world. We will improve the existing training tools, send regular reminders about the importance of the Code, integrate sessions on the importance of self-regulation into senior internal meetings. All this to take ownership with the marketing and sales functions to a higher level and to ensure an even higher level of compliance. The results will be measured both on awareness with staff, but also compliance of commercial communications with the Code through an audit of our advertising material.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- agencies which our marketing and sales staff work with</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- internal company presentations both at senior and operational level / awareness raising tools (e.g. through internal communications tools)</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>54</b>	<b>Institute of Alcohol Studies</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> </ul>	<p><b>European Alcohol Data Map</b></p> <p>The 'European Data Map' is designed as an interactive web tool for researchers wishing to carry out secondary analysis of alcohol data. The aim is to encourage further alcohol research, with a view to developing a more robust evidence base at EU level. The aims of the Data Map will be to identify existing sources of EU wide quantitative data, and data sets relevant to strategies to reduce alcohol related harm. This will also help identify existing gaps in the data, and hopefully generate coordinate, cross cultural and comparative research. The project will also help to ensure that future data collection on alcohol consumption and harm complements existing data sets rather than duplicating them. It is envisaged that the project will be complementary to, and, it is hoped, a contribution towards, the ECHIM programme.</p>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Drinking patterns/consumption</li> <li>- Alcohol related harm</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>55</b>	<b>Institute of Alcohol Studies</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> </ul>	<p><b>European Alcohol Data Map</b></p> <p>A compilation of English language and trans-European surveys which include questions on alcohol consumption and related matters. The Data Map is intended as a resource for researchers interested in alcohol issues at EU level. It is hoped that the Data Map will also encourage further secondary analysis of available data.</p>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Drinking patterns/consumption</li> <li>- Alcohol related harm</li> </ul>



	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>56</b>	<b>International Center for Alcohol Policies (ICAP)</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>ICAP Blue Book: Practical Guides for Alcohol Policy and Targeted Interventions</b></p> <p>The ICAP Blue Book sets out a new approach to assist with the development of sustainable alcohol policies that recognize the role of alcohol in different societies, are practical and relevant to the lives of those they target, and applicable to both populations and individuals across a range of cultures. Three elements are key to the outlined approach: - drinking patterns and their outcomes as a sound scientific basis for policy development; - targeted interventions that address specific "at-risk" populations, potentially harmful contexts and drinking patterns; - partnerships that allow the inclusion of the public and private sectors, the community, and civil society all working toward a common goal. The guide offers an overview of the needed regulatory framework for alcohol policies as well as a menu of interventions that may be appropriate within particular contexts to address a range of individual issues. Included are also examples of activities and initiatives that already exist in countries around the world that can be used as templates for those wishing to set up interventions of their own.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- Mix of tools/measures</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>57</b>	<b>International Center for Alcohol Policies (ICAP)</b>	
	- Develop efficient common approaches to provide adequate consumer information	<p><b>Periodic review of drinking and culture</b></p> <p>To help give greater exposure to research not currently published or widely available in English a new online publication will present English translations of abstracts of key articles appearing in French, German, Italian, Portuguese, Spanish, and other languages. The first review will appear in the autumn of 2008. The emphasis will be on the relationship between drinking culture, drinking patterns and outcomes, both psychosocial and relating to health. The objective is to broaden the evidence base used in the crafting of policy and prevention and provide a more culturally balanced view of alcohol and its role in society. Identification and selection of key articles will be carried out by an Editorial Group consisting of scientists from different countries, following common criteria and procedures to be developed. ICAP will disseminate each new issue of the publication electronically through its website and tailored e-alerts.</p>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Drinking patterns/consumption</li> <li>- Alcohol related harm</li> <li>- Commercial communication/media</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>58</b>	<b>International Center for Alcohol Policies (ICAP)</b>	
	<ul style="list-style-type: none"> <li>- Promote effective behavioural change among children and adolescents</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> </ul>	<p><b>The culture of extreme drinking</b></p> <p>Using a comparative survey conducted in focus groups in a range of countries with disparate drinking patterns, extreme drinking was examined among young people. Among the facets examined were motivations underlying extreme drinking, contexts, its possible social role, as well as various risk and protective factors. The results of the focus groups have been contextualized within a broader discussion of history, the culture of youth, and implications for policy and prevention. Results of the surveys and broader analysis have been compiled into a book titled "Swimming with Crocodiles. The culture of extreme drinking," edited by Dr. Marjana Martinic (ICAP) and Dr. Fiona Measham (Lancaster University). The book is intended to broaden general understanding of the phenomenon of extreme drinking, focusing particularly on the motivations underlying it and its health and social outcomes. Insight into commonalities and differences across countries and cultures can also help improve approaches to prevention and interventions.</p>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Drinking patterns/consumption</li> <li>- Alcohol related harm</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>59</b>	<b>IREB</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on responsible patterns of consumption</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Promote effective behavioural change among children and adolescents</li> </ul>	<p><b>Attitudes and behaviour of young people towards alcohol</b></p> <p>Further to former surveys, Ireb conducts a new epidemiological survey among 1800 young people aged 13-24 in order to study their attitudes and behaviour towards alcohol. Some comparisons with international studies will be made and so with the former Ireb's surveys. Many details on alcohol consumption will be given and also on their lifestyle.</p>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Drinking patterns/consumption</li> <li>- Alcohol related harm</li> <li>- questions on other addictive products</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>60</b>	<b>IREB</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on responsible patterns of consumption</li> <li>- Promote effective behavioural change among children and adolescents</li> <li>- Develop efficient common approaches to provide adequate consumer information</li> </ul>	<p><b>Call for tenders 2008</b></p> <p>In order to provide grants to researchers working in the alcoholic field, Ireb proposes an annual call for tenders, (budget 185 000 euros), available on line on the Ireb's website <a href="http://www.ireb.com">www.ireb.com</a>.</p>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Drinking patterns/consumption</li> <li>- Alcohol related harm</li> <li>- research in all fields concerning alcohol</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>61</b>	<b>MOET HENNESSY</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Training programme on Responsible Consumption directed to General Practitioners</b></p> <p>Development of a 3rd and last Interactive Medical Video (Vidéo Médicale Interactive VMI) the aim of which is to help the target (French General Practitioners) to thoroughly and as often as possible raise the issue of responsible consumption with all their patients, the youth in particular, and offer them avenues to change their behaviour. It will contain practical examples, dialogues and role play. It is the natural and expected complement of the 2008 AHF commitment about the creation and putting on-line of tools (2 VMI) raising GP awareness on alcohol issues, drinking recommendations, risks associated with excessive consumption etc...</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- Directly: Health professionals (doctors) Indirectly: the whole population</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Interactive video (10 mins) /internet based</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>62</b>	<b>Moët Hennessy</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Promotion of responsible consumption towards French General Practitioners (GP's)</b></p> <p>° Develop an Interactive Medical Video (Video Médicale Interactive/ VMi) concerning the significance of the concept of Responsible Alcohol Consumption. ° To spread the video amongst 35.000 French GP's equipped with internet on the TV broadcast Pratis.com (access reserved to Doctors thanks to a password) . ° To train and engage as many GP's as possible to address the issue of alcohol consumption with each patient , including youngsters and to help them assess to which extent their consumption is without risk or excessive . GP's should namely insist about the notion of responsible consumption .</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- French General Practitioners</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Information leaflets</li> <li>- Interactive video (10 mins) /internet based ; information leaflets to be downloaded</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>63</b>	<b>National Foundation for Alcohol Prevention (STAP)</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Overview European Alcohol Marketing Regulations &amp; Overview Research on Effects Alcohol Marketing</b></p> <p>STAP together with IOGT-NTO, Eurocare Italia, NAD, Landsraadet, AV.OG.TIL and Actis have initiated in July 2007 a pilot project named European Centre for Monitoring Alcohol Marketing (EUCAM). EUCAM is set up to collect, exchange and to promote knowledge and experience about alcohol marketing throughout Europe. EUCAM has two main objectives, namely: 1. Promote Monitoring of Alcohol Marketing: EUCAM aims to create opportunities and to promote monitoring of alcohol marketing in Europe in order to gather reliable information about the volume and content of alcohol marketing and about the functioning of the existing procedures related to the regulation of alcohol marketing. 2. Promote and disseminate impact research: EUCAM aims to be an easy accessible source of current information and knowledge about the impact of alcohol marketing in European countries. With the above mentioned objectives as a basis, EUCAM plans to deliver the following concrete products as a commitment in the Alcohol and Health Forum: 1. Providing an overview of marketing regulations in Europe. The knowledge partly results from the ELSA project* which brought together NGOs and governmental officials in order to evaluate the existing regulations regarding alcohol marketing. This knowledge will be updated and extended by including information on alcohol marketing regulations in more countries and will be presented on a web site (<a href="http://www.eucam.info">www.eucam.info</a>). 2. Providing an overview of research findings related to the impact of alcohol advertisement and alcohol sponsorship. Information on findings will be presented on a web site (<a href="http://www.eucam.info">www.eucam.info</a>) and will provide summaries of recent scientific articles on effects of alcohol marketing. * The ELSA project (Enforcement of national Laws and Self-regulation on advertising and marketing of Alcohol) co-financed by the European Commission, was coordinated by STAP and included 23 Member States and Norway.</p>
	<b>Other activities</b>	<p><b>Other:</b></p> <p>- Easy accessible information will be provided on existing national alcohol marketing regulations in European countries and on findings of scientific studies on effects of alcohol marketing to interested professionals of GOs and NGOs.</p>



	Priority Area / types of activity	Details / target group(s) / measures & tools
64	<b>National Youth Council of Ireland</b>	
	- Develop a strategy aimed at curbing under-age drinking	<p><b>Statutory Codes for Alcohol Advertising in Ireland</b></p> <p>In line with the European Alcohol and Health Forum objective "to curb under-age drinking" NYCI will work to achieve statutory codes to regulate advertising and marketing of alcoholic products to children and young people. International organisations such as the WHO have stated that "exposure to and enjoyment of alcohol advertising predicts heavier and more frequent drinking among young people". This is backed up by international and national research. Research commissioned by the Department of Health and Children (The impact of Alcohol Advertising on Teenagers in Ireland 2001, Dring and Hope) found that "during adolescence, young people want to enjoy life while they develop their social networks, build relationships and explore their own identity. The findings of this study suggest that alcohol advertising has a strong attraction for Irish teenagers as it portrays lifestyles and images which are part of their social setting." Exposure of young people to alcohol advertising changes their beliefs and expectations about drinking and increases the likelihood of heavier drinking. Young people are particularly drawn to elements of music, characters, story and humour. Websites for promoting alcohol have also elements attractive to young people such as the possibility to play games and competitions, download sound/music items and photo-galleries. Alcohol sports sponsorship links masculinity, alcohol and sport and embeds alcohol products into the everyday life of the consumer. It reaches the target audience – young males who are the keenest sports fans and heaviest drinkers. In a 2007 EU Barometer poll 74% of Irish people were found to be in favour of a ban on alcohol advertising directed at young people. In 2004 the Oireachtas (Parliamentary) Committee on Health and Children recommended a complete ban on alcohol advertising. The Government is committed to replacing the existing "voluntary" codes with statutory codes if the voluntary codes do not work. The Government has recently introduced legislation to regulate the advertising and marketing of junk food to children, so we believe the movement towards effective statutory regulation is gaining momentum. NYCI will undertake research into the impact of alcohol advertising on young people. NYCI will undertake studies into how the existing "voluntary codes" are implemented and monitored. NYCI will raise this issue with the Government and Oireachtas (Parliament).</p>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Government/politicians/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Radio</li> <li>- TV</li> <li>- Newspapers</li> </ul>
	<b>Research</b>	<p><b>Area:</b></p> <ul style="list-style-type: none"> <li>- Commercial communication/media</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>65</b>	<b>NordAN - the Nordic Alcohol and Drug Policy Network</b>	
	- Develop a strategy aimed at curbing under-age drinking	<p><b>Building a network supporting evidence based alcohol policies in the Baltic states</b></p> <p>The commitment includes three steps: 1. Expanding the NordAN membership in Estonia, Latvia and Lithuania by recruiting more NGOs to become members and support evidence based alcohol policies 2. Informing decision makers at national, regional and local levels about evidence based alcohol policies 3. Trying to strengthen public opinion in the Baltic states in favour of evidence based alcohol policies</p>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- parents/families</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Radio</li> <li>- TV</li> <li>- Newspapers</li> <li>- the internet</li> </ul>
	<b>Other activities</b>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Personal contacts with people in different NGOs and with decision makers at all levels</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
66	<b>Pernod Ricard S.A.</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on responsible patterns of consumption</li> <li>- Better cooperation / actions on responsible commercial communication and sales</li> </ul>	<p><b>Placement of a responsible drinking message on all of Pernod Ricard's advertising in the EU-27 countries.</b></p> <p>Pernod Ricard commits to including a responsible drinking message on the advertising for all of its brands of spirits and wines sold in the EU-27 countries (where permissible). This responsible drinking message will appear on all print, poster, outdoor, television and internet marketing activities. This commitment means that each advertising execution will include a responsible drinking message in the language most easily understood by the consumers in each market. For those countries which already require a responsible drinking message (e.g., France) or in which the industry has already agreed on the test of an industry responsible drinking message. Pernod Ricard will not add an additional responsible drinking message to the advertising execution.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Message on advertising</li> </ul>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- self-regulation</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>67</b>	<b>Pernod Ricard S.A.</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>The placement of the French pregnancy logo on the back label of all of Pernod Ricard's wine and spirit brands in the EU-27 countries.</b></p> <p>Pernod Ricard commits to including the French pregnancy logo on the back label of all of its spirits and wine brands sold in the EU-27 countries. The inclusion of this logo on our packaging is intended to raise consumer awareness to the dangers of alcohol consumption during pregnancy. This commitment also includes consumer research on the current consumer awareness of the risks of drinking during pregnancy and the impact of the logo on raising consumer awareness. Pernod Ricard will target three EU member states to assess consumer awareness on drinking during pregnancy.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Women (pregnancy)</li> <li>- and other consumers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Labelling</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>68</b>	<b>ReLeaf Europe</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on responsible patterns of consumption</li> <li>- Promote effective behavioural change among children and adolescents</li> </ul>	<p><b>Self-help trainings for young people around the Europe aimed at the alcohol prevention</b></p> <p>Organizing self-help based trainings on healthy lifestyle, with particular respect to alcohol, to young people. The target will be a total of 200 days of training, what will make 20 young persons for 10 days or 40 for 5days. This training will give enough space to young people for choosing their own way of life, create a place where everyone is accepted and loved and a voice of every single person matters. We would like to head young people on the direction they choose by themselves after considering all pros and cons. ReLeaf wants to listen to young people and help them to grow up into persons confident and valuable in every meaning. We are also planning to make our web side more active and interactive and provide creative place to different young people from all over Europe.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- self-help principles</li> </ul>
	<b>Youth Involvement</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Networking campaign</li> <li>- Education</li> <li>- Empowerment</li> <li>- self-help based trainings</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>69</b>	<b>Royal College of Physicians (RCP London)</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Promoting the understanding of alcohol related harm and effective health strategies</b></p> <p>AIM: To improve understanding and awareness of the nature and scale of alcohol related health issues and promote effective evidence based public health measures to tackle these problems AUDIENCES: - Public and media - Medical Community - Industry - Policy decision-makers</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> <li>- Risk groups in general</li> <li>- Staff / professionals/policy makers</li> <li>- parents/families</li> <li>- Media, general public, health professionals, industry and government.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Networking, conferences and meetings with policy-makers, medical community and industry.</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> <li>- Risk groups in general</li> <li>- Staff / professionals/policy makers</li> <li>- parents/families</li> <li>- see above</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Radio</li> <li>- TV</li> <li>- Newspapers</li> <li>- Professional publications</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
70	<b>SABMiller</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>contribute to consumer awareness of information service on blood alcohol content (BAC)</b></p> <p>Plzensky Prazdroj (subsidiary of SABMiller) will support Promile.INFO service as partner of the Sanamin Foundation in the Czech Republic. We will support Sanamin to increase the usage of the service and increase awareness among public and particular drivers about its existence and availability. The Promile Info service provides consumers with information on their actual level of blood alcohol content (BAC) and about the estimated time to reach 0 BAC with a scientifically verified methodology. Received information is approximate indication for drivers when they can approximately drive after drinking. The awareness and usage of the service will be supported by public relation and advertising campaign. The service will be also promoted by distribution of pamphlets during concerts and other events. Advertisements will be placed in magazines for drivers and on web pages of regional councils. Information about service will be placed on Czech transport servers.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- focus on drivers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- sms and web based information service</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- drivers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Newspapers</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
71	<b>SABMiller</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Enhanced staff training on compliance to SABMiller's Code of Commercial Communication</b></p> <p>The commitment is an essential part of SABMiller's self - regulatory policy on commercial communication. SABMiller will build on the current practice of staff training but will expand and further develop it. One working day (8 hours) training will be delivered to all employees of marketing, trade marketing departments who are involved in developing and implementing commercial communication as well as to those employees of advertising and PR agencies who develop marketing communication for the the below listed companies. Equally, the same training will be delivered to all employees of the Corporate Affairs and Legal departments and to the members of the Compliance Committees who are in charge of evaluating and judging commercial communication materials. Employees of the Sales and Distribution departments who are not involved in developing commercial communication but who contact distributors, the trade and consumers will receive a three hours training. Management team members of each of the listed SABMiller companies who are not directly involved in commercial communication will also receive a three hours training. A new set of training materials will be developed including workshop presentations, workshop handouts and an e-learning tool to ensure regular compulsory follow up on a half year basis for those receiving the full day training. The one day workshop will be interactive. It will include theory discussing the legal and self regulatory framework within the respective country and the operating principles of best practice self regulation. Compliance to regulation, company and industry code of commercial communication will be exercised via developing and assessing creative examples of commercial communication demonstrating code application within and beyond visual media. The last part of the workshop will review the exercises and conclude the learnings. The Sales and Distribution training will focus on implementation and responsible contact to distributors, trade and consumers. The senior management training for those who are not involved in commercial communication will focus on reenforcing the understanding of self regulation and responsible communication. The commitment is viewed in the context of the Brewers of Europe commitment to strengthen self regulation in EU Member States along the line of the best practice self regulation criteria as established by the EU Commission and the EASA.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Relevant staff of European SABMiller companies</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- self-regulation</li> </ul>



	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>72</b>	<b>SABMiller</b>	
	- Develop efficient common approaches to provide adequate consumer information	<p><b>Online dialogue: Encouraging people to make informed choices about alcohol</b></p> <p>Our commitment is to translate SABMiller's TalkingAlcohol.com website into five languages: Czech, Italian, Polish, Russian and Spanish. The translated websites will make the information on TalkingAlcohol.com available to other markets to assist consumers make informed choices about alcohol. Each translated website will be formally launched in the local market to maximise local traffic to the website. The PLC and subsidiary Corporate websites will provide links to the site and each market will prepare a communication plan that communicates the website through various forms of commercial and corporate communications.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Adult - above drinking age</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Mix of tools/measures</li> <li>- internet</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
73	<b>SABMiller</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Responsible drinking - SMS Program</b>  Developing a program based on SMS application which allows all mobile phone users to benefit from the information service which will help them in orientation about the time when they may safely drive after drinking alcohol. The text messages will contain the information about the sender's gender, weight, amount and type of alcohol consumed. A return text message will contain information when is the estimated, mean time allowing the sender to presume that he is allowed to drive after having consumed the submitted amount of alcohol. The information received will be only for orientation and will not serve as a firm advice. The money generated from the text messages will be donated to purchasing professional breathanalyzers for Polish pubs. Money collected through SMS service will be matched by the same amount of cash provided by Kompania Piwowarska, SABMiller's Polish subsidiary. The breathanalyzers will be wall-mounted in pubs participating in an activity promoting the project. The SMS service software solutions will be based on "Alcohol Calculator" generated by PARPA (The State Agency for Prevention of Alcohol-Related Problems), with PARPA's approval. All activities will be supported by consumer communication and education.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b>  - Consumers / potential drivers aged 18 - 35</p> <p><b>Measures/tools:</b>  - Mix of tools/measures  - Number of SMS sent and received; web traffic on the dedicated website</p>
	<b>Education</b>	<p><b>Target group:</b>  - Risk groups in general</p> <p><b>Measures/tools:</b>  - web sites  - Information leaflets</p>
	<b>Media Activities</b>	<p><b>Target group:</b>  - Risk groups in general</p> <p><b>Measures/tools:</b>  - media coverage (TV, press, radio, internet) monitored by an independent media monitoring company</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>74</b>	<b>SABMiller (subsidiary: Dreher Breweries)</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Campaign on responsible alcohol consumption</b></p> <p>Our commitment is to launch an awareness campaign on responsible alcohol consumption in order to raise consciousness and initiate a social dialogue about responsible behaviour including responsible alcohol consumption among Hungarian adults. The face of the campaign is Mr. Gábor Talmacsi, the Hungarian word champion motorcyclist. As part of the commitment we will develop a creative concept and create and implement a communications strategy including PR activities and media buying. The campaign will be formally launched at a press event in order to maximise the media effect and the outreach.</p>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Hungarian adults</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Tools: print advertisement in newspapers and magazines, online, posters, cards, press conference</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
75	<b>Swedish Hotel &amp; Restaurant Association, SHR</b>	
	- Enforce age limits for selling and serving of alcoholic beverages	<p><b>Actions for responsible service of alcohol</b></p> <p>1. SHR will continue it's participation together with authorities in projects like STAD (Stockholm Prevents Alcohol and Drug Problems) in Stockholm and RUS (Restaurants Development Co-operation) in Gothenburg with the purpose to through education and research reduce alcohol-related harm and in particular service to under-age and intoxicated people. 2. SHR will in advising members on matters concerning alcohol issues emphasize the importance of not serving under-age or intoxicated people. 3. The local governments on the municipal level - which are the authorities that issues permissions to serve alcohol - are supervising the establishments serving alcohol. SHR will carry out an inquiry among these authorities with the purpose to find out if - and in that case to which extension - the authorities have taken action against members in SHR due to the course of service to under-age or intoxicated people. 4. SHR will thru advertising make it clear that SHRs members - according to law and SHRs Ethic programme - does not serve alcohol to under-age or intoxicated people. 5. SHR will - in cooperation with authorities and other parties - arrange at least one larger meeting for establishments serving alcohol (including non-members of SHR) and inform of the importance of responsible service of alcohol and the importance of cooperating with the authorities concerning these questions. 6. SHR will market and sell the book "Responsible handling of alcohol". 7. According to the member-rules in SHRs Ethic programme the members of SHR has to serve alcohol in a responsible way. SHR will - through an information leaflet - remind it's members of the importance of this rule. 8. SHR will attend HOTREC and Alcohol Forum-meetings and inform it's members of questions discussed and decisions taken there. 9. SHR will during HOTRECs meetings related to alcohol issues contribute to the exchange of information between the national associations in HOTREC on questions concerning reduction of alcohol-related harm.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Information leaflets</li> </ul>
	<b>Counselling</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Affiliated members of SHR</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Counselling in direkt contact with members/ Newsletters/ Meetings</li> </ul>
	<b>Other activities</b>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Cooperation and participation in projects with the aim to reduce alcohol-related harm, such as STAD and RUS. In cooperation with authorities and other parties arrange at least one larger meeting for establishments serving alcohol (including non-members of SHR) and inform of the importance of responsible service of alcohol and the importance of cooperating with the authorities concerning these questions. Marketing of the book "Responsible handling of alcohol". SHR will thru advertising make it clear that SHRs members - according to law and SHRs Ethic programme - does not serve alcohol to under-age or intoxicated people. An inquiry among the authorities issuing permissions to serve alcohol with the purpose to find out if - and in that case to which extension - the authorities have taken action against members in SHR due to the course of service to under-age or intoxicated people.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>76</b>	<b>The Alcohol Beverage Federation of Ireland (ABFI)</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Becoming drinkaware - the Practical Promotion of Positive Drinking Behaviours</b></p> <p>Develop a practical and dynamic set of online and printed tools that promote positive attitudes and behaviours towards alcohol, whilst challenging established drinking beliefs and myths. These tools will provide useful and beneficial information for the consumer relevant to their contemporary lifestyle.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Risk groups in general</li> <li>- 18 - 29 years olds (bullseye 22)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Education campaigns</li> <li>- Information leaflets</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
77	<b>The Brewers of Europe</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on responsible patterns of consumption</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> </ul>	<p><b>AssoBirra (Italian Brewers and Malsters Trade Association) - "If you're expecting a child, alcohol can wait"</b></p> <p>The campaign "Se aspetti un bambino l'alcol può attendere" ["If you're expecting a child, alcohol can wait"], developed in a collaboration with SIGO, the leading professional association of Italian obstetricians and gynecologists, and the Associazione degli Industriali della Birra e del Malto (Italian Brewers and Malsters Trade Association) hereafter AssoBirra. The initiative aims to inform and sensitize the public about fetal alcohol spectrum disorders (especially FAS- Fetal Alcohol Syndrome) and how to prevent them. The campaign targets obstetricians and gynecologists, the primary and most authoritative source of health-related information on this issue for women, and women of child-bearing age, especially those who are planning a pregnancy or who have just become pregnant. An information kit published by AssoBirra under the direction and supervision of experts from SIGO will be mailed to 5,000 obstetricians and gynecologists of SIGO. The kit will include an informational booklet and a CD-ROM with the most recent scientific literature on the subject, both targeting doctors, and an educational poster targeting women, to be displayed in doctors' surgeries, hospitals and medical schools. Also planned is a minisite, <a href="http://www.seaspettiunbambino.it">www.seaspettiunbambino.it</a> [if you are expecting a child], with sections dedicated both to doctors and to women, and accessible also via the SIGO, AssoBirra and Beer Information Center websites. The campaign will also be supported by the scientific journal of SIGO, "Gynaecology &amp; Obstetrics," through the publication of an in-depth article on the problem of fetal alcohol-related pathologies.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young women (18 - 25)</li> <li>- Risk groups in general</li> <li>- Staff / professionals/policy makers</li> <li>- Women of fertile age: 18 •• 45 years / Doctors specialized in gynecology/obstetricians</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Education campaigns</li> <li>- Information leaflets</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young women (18 - 25)</li> <li>- Risk groups in general</li> <li>- parents/families</li> <li>- journalists</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Radio</li> <li>- TV</li> <li>- Newspapers</li> <li>- On-line media</li> </ul>
	<b>Counselling</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- People at risk</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Brief intervention</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>78</b>	<b>The Brewers of Europe</b>	
	<ul style="list-style-type: none"> <li>- Develop a strategy aimed at curbing underage drinking</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Promote effective behavioural change among children and adolescents</li> </ul>	<p><b>Brewers of Romania</b> - "<b>Alcohol does not make you big</b>" <b>underage drinking campaign</b></p> <p>"Alcohol does not make you big" is a campaign addressing underage drinking. Designed and initiated by "Brewers of Romania" Association in collaboration through written protocols with the Ministry of Education, Research and Youth of Romania and the General Inspectorate of the Romanian Police, the campaign will build up on the activities conducted in 2007 e.g. the Caravan conducted by the well-known Romanian doctor Cristian Andrei who will visit further important high schools from different cities throughout the country. As part of this commitment, additional activities for the year 2008 will focus on two new elements:- supporting training of trainers (teachers, police officers and pupils); - developing and editing an educational guide for parents.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Manual based school/parents/teachers programmes</li> <li>- web sites</li> <li>- Education campaigns</li> <li>- Information leaflets</li> </ul>
	<b>Youth Involvement</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Education</li> <li>- Empowerment</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>79</b>	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>"Brewers of Romania" Association - "Self-Regulation/independent jury"</b></p> <p>The "Brewers of Romania" Association's self regulation commitment is part of The Brewers of Europe's strategy of establishing further accountable self-regulation systems for commercial communication of beer. Therefore, "Brewers of Romania" Association's aim is to develop a national action plan for implementing the recommended operational standards: full code coverage, increased code compliance, impartial judgements, fast procedure, effective sanctions, consumer awareness and own initiative compliance monitoring (until April, 2010). "Brewers of Romania" is now a member of the Romanian Advertising Council (RAC) but the modification of the RAC code with the beer code will be voted by the General Assembly of RAC during December 2007.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- National Brewers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- self-regulation</li> </ul>



	Priority Area / types of activity	Details / target group(s) / measures & tools
80	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Brewers of Sweden - Enhancing public awareness of the self-regulation system</b></p> <p>Brewers of Sweden is committing to further enhancing public awareness of the below described self-regulatory system by designing and launching, by March 2008, a website in Swedish and English. This commitment is a step towards the implementation of The Brewers of Europe's commitment entitled "Commercial communication for beer: The Brewers of Europe's 7 operational standards". The basic principles for all marketing of alcoholic beverages in Sweden are regulated in the Alcohol Act. The Alcohol Act states that particular moderation shall be observed when marketing alcoholic beverages to consumers. Advertising or other marketing measures that are obtrusive or can be considered a form of solicitation or that encourage the consumption of alcohol may not be undertaken. Moreover, marketing may not be aimed particularly towards or depict children or young people under the age of 25. Since the Alcohol Act does not give specific guidelines, except for advertising in periodicals, a Recommendation on advertising for alcohol beverages and low-alcohol beverages was jointly adopted by the Brewers of Sweden, the Association of Swedish Advertisers and Swedish Spirits and Wine Suppliers on 17 February 2006. For areas of marketing not specifically covered in the Alcohol Act, such as online and outdoor advertising, the recommendation provides guidance on what can be done and what should be avoided in a marketing activity. Training in the interpretation of the Alcohol Act and the recommendation was carried out in 2006 and 2007 and more than 160 persons in the industry and advertising agencies have been educated during this period. The self-regulation system includes a Scrutineer who independently ensures the associations' member companies observe the Alcohol Act and the shared recommendation in their information, marketing and market conduct. The scrutineer does this by monitoring the market and assessing individual cases. Market monitoring entails continuously observing member companies' marketing and information activities. Case assessment includes drafting, considering and making decisions on issues raised in connection with market monitoring or after an application from an authority, company or individual.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- self-regulation</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
81	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Commercial communications for beer: The Brewers of Europe's 7 operational standards</b></p> <p>Building up on its experience in assisting its Membership in further establishing accountable self-regulatory systems for commercial communications for beer, The Brewers of Europe will support Members in further optimising the effectiveness of their self-regulatory systems. The commitment of The Brewers of Europe is:- - providing national brewing associations with details for a set of recommended operational standards for national self-regulatory action plans. These are a translation for the brewing sector of the basic components for a best practice self-regulatory model on advertising, as outlined in the DG SANCO report of July 2006 on Self-Regulation in the EU Advertising Sector ("Advertising Roundtable"). The Brewers of Europe 7 recommended operational standards are: 1. Full code coverage; 2. Increased code compliance; 3. Impartial judgements; 4. Fast procedure; 5. Effective sanctions; 6. Consumer awareness; 7. Own-initiative compliance monitoring; - assisting national brewing associations in benchmarking their current systems against the recommended operational standards; - guiding national brewing associations in developing national action plans for implementing the recommended operational standards; - facilitating the implementation of the national action plans e.g. through exchange of best practice on how to meet the recommended operational standards; - collating inputs with a view to reporting back to the Forum on progress. Sharing their expertise, the World Federation of Advertisers (WFA) and the European Advertising Standards Alliance (EASA) will support The Brewers of Europe in the implementation of this commitment. The role of the WFA and EASA will be to facilitate the process of making the Brewers' 7 standards operational at national level in the framework of the conclusions of the Advertising Roundtable. In relation to the implementation of this European commitment from The Brewers of Europe, national brewing associations will be making national commitments to the European Alcohol and Health Forum.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- National brewing associations.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- The Brewers of Europe's 7 detailed Recommended Operational Standards for national self-regulatory action plans</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
82	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>"Czech Beer and Malt Association (CBMA)" - "Upgrade self-regulation system for beer commercial communications"</b></p> <p>This commitment is a step towards implementation of The Brewers of Europe's European commitment entitled "Commercial communications for beer: The Brewers of Europe's 7 operational standards" by upgrading the self-regulatory system for Czech beer advertising through: - Full code coverage (all brewers- all practitioners) - Fast procedure (quick jury decision) - Consumer awareness (awareness of the self-regulatory system)</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Consumer protection organisations</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Information conveyed through the RPR</li> </ul>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- National Brewers and RPR</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- self-regulation</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- General public and decision makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Press conferences</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
83	<b>The Brewers of Europe</b>	
	<ul style="list-style-type: none"> <li>- Better cooperation / actions on responsible commercial communication and sales</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> <li>- Develop information and education programmes on the effect of harmful drinking</li> </ul>	<p><b>Dutch Brewers Association (CBK) - Assurance on Self-regulation report.</b></p> <p>This commitment pertains to the third-party monitoring and evaluation of all the activities performed by STIVA, the Dutch Social Aspect Organisation, of which the Centraal Brouwerij Kantoor (CBK) is a founding Member. Since its inception, STIVA (a) has been responsible for the self-regulation of the commercial communications of the Dutch producers and importers of beverages containing alcohol. STIVA is also tasked by its Members with developing comprehensive schemes pertaining to information and awareness campaigns in a variety of fields including drink-driving (b), drinking during pregnancy (c), underage drinking (d) and responsible drinking patterns (e). In October 2007, KPMG Sustainability B.V. issued the first edition of a series of two-year independent assurance reports on the above mentioned activities, in accordance with the ISAE (International Standard on Assurance Engagements) 3000 Standard. Expanding on the implementation of The Brewers of Europe's commitment entitled: "Commercial Communications for beer: The Brewers of Europe's 7 operational standards", this commitment aims to:-</p> <ul style="list-style-type: none"> <li>- draw lessons from the above-mentioned first Assurance Report with particular reference to self-regulation of commercial communications;</li> <li>- report back to the EU Alcohol and Health Forum on the actions taken as a result.</li> </ul> <p>Links to further information relating to the commitment include:-</p> <ul style="list-style-type: none"> <li>- The Dutch Brewers Association - Centraal Brouwerij Kantoor (CBK): <a href="http://www.cbk.nl">www.cbk.nl</a> - (a) <a href="http://www.stiva.nl">www.stiva.nl</a> - (b): <a href="http://www.jebenttopbob.nl">www.jebenttopbob.nl</a> - (c): <a href="http://www.genietmaardrinkmetmate.nl">www.genietmaardrinkmetmate.nl</a> - (d.1): <a href="http://www.alcoholonderde16nogevenniet.nl">www.alcoholonderde16nogevenniet.nl</a> - (d.2): <a href="http://www.pratenoveralcohol.nl">www.pratenoveralcohol.nl</a> - (e): <a href="http://www.genietmaardrinkmetmate.nl">www.genietmaardrinkmetmate.nl</a></li> </ul>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Internal and external stakeholders (See page 8)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Two-year reports.</li> </ul>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Internal and external stakeholders (See page 8)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Two-year reports.</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Internal and external stakeholders (See page 8)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Two-year reports.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>84</b>	<b>The Brewers of Europe</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>Dutch Brewers Organisation (CBK) - Information material on responsible drinking patterns</b></p> <p>The Dutch brewers (via CBK) wish to play a role in helping professionals to be better informed about the Dutch Gezondheidsraad's (Health Council's) guidelines on responsible drinking (Richtlijnen Goede Voeding 2006). First activity in this field: material for dieticians, published in November 2007. After positive evaluation we wish to continue with other (health) professionals.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- All first tier dieticians</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Education campaigns</li> <li>- Information brochures and memo pads (available on request)</li> </ul>
	<b>Counselling</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Patients of all first tier dieticians</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Brief intervention</li> <li>- Memo pads and information brochures (available on request for Forum members)</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
85	<b>The Brewers of Europe</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>Finnish Federation of the Brewing Industry - "Drunk, You're a fool!" education campaign</b></p> <p>The "Drunk, you're a fool!" education campaign initiative will be carried out nationwide in Finland starting during the autumn 2007. The organiser of the campaign is the Finnish Federation of the Brewing Industry in co-operation with some of the leading media corporations, restaurants, digital medial companies and external academic researchers. The campaign aims at challenging individuals to think personally about their drinking habits. The aim is also spark off debate on Finland's binge drinking culture. The campaign is targeted primarily at 18-30-year-old adults and is a pilot for a whole new style of alcohol education schemes. Instead of traditional health-focused education it focuses on the theme of social acceptance, a hot topic for young adults. The bulk of the campaign is focused strongly on the Internet. Shocking website will be ad-vertised with ads in other media channels. The primary criterion in relation to output is to reach 102.000 website visitors between the end of August 2007 and December 2007. After the active media campaigning, the website will remain as a tool for further alcohol misuse education. An essential part of this initiative will be the evaluation of the bulk of theCam-paign will by a set of highly reputed, independent academic researchers.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> <li>- Adults 18-30</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> <li>- Adults 18-30</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- TV</li> <li>- Newspapers</li> <li>- Outdoor media, magazines, restaurant visibility and website banners.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>86</b>	<b>The Brewers of Europe</b>	
	- Develop information and education programmes on the effect of harmful drinking	<p><b>La Carretera te pide SIN</b>            Since 2000 the Spanish Brewers have been funding and supporting, in partnership with many different stakeholders, the "La Carretera te pide SIN" road safety campaign. Every summer a media campaign is run to reinforce the message of this campaign. Following the launch of the Alcohol and Health Forum in June 2007, a new cinema spot was brought into the campaign. Building on the success of using different media, the Spanish Brewers will also broaden the scope further in 2008 and investigate utilising the internet as an additional tool to convey the messages against drinking and driving, as it is considered one of the most important media vehicles nowadays to reach people. "La Carretera te pide SIN", which also relies on the support of 8 parties working on the area of road safety in Spain, helps to raise awareness of drivers and pupils of the driving-schools on the message that drinking and driving are totally incompatible.</p>
	<b>Education</b>	<p><b>Target group:</b>            - Young men (18 - 25)            - Young women (18 - 25)</p> <p><b>Measures/tools:</b>            - web sites</p>
	<b>Other activities</b>	<p><b>Other:</b>            - Meetings with the provider in order to explore how best to extend the scope of the campaign e.g. through the internet.</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
87	<b>The Brewers of Europe</b>	
	<ul style="list-style-type: none"> <li>- Develop information and education programmes on the effect of harmful drinking</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> </ul>	<p><b>Polish Brewers - Drink Driving in Poland Beer Industry Program</b></p> <p>Creating the Responsible Driver Club based on an on-line platform. - In the first stage – year 2008 - recruitment for the Club will be carried out mainly through an educational program delivered in 3 to 4 cities in Poland, in selected pubs and clubs (HoReCa) - pilot phase of the campaign in Lublin city on 20/04/2008, with lessons learnt to be incorporated into campaigns in Gdansk and Sopot starting on 08/08/2008. The program in HoReCa called "Driving – Not Drinking" is based on interactive animations with young adult customers (and drivers), using educational materials and props like alco-goggles and alco-tests and teaching customers the idea of a designated driver – the one who doesn't drink brings the friends home safely. During the educational activities in HoReCa, program animators will be recruiting members for the Responsible Driver Club. The recruitment for the Club will be carried out during face-to-face interactive animations in HoReCa points where customers can get to know the idea of the educational program and philosophy of the designated driver mechanism. Those who commit to never drive after drinking and to play a role of a designated sober driver to assure a safe return home for their friends, can become members of the Responsible Driver's Club. - In the second, "online" stage – year 2009 - the recruitment will be done mainly through different "play and learn" activities, encouraging members to invite their friends to participate (knowledge contests, members-recruit-members mechanism etc.).</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Consumers / potential drivers aged 18 - 35.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Mix of tools/measures</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Consumers / potential drivers aged 18 - 35.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Education campaigns</li> <li>- Information leaflets</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> <li>- Consumers / potential drivers aged 18 - 35.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Media coverage (TV, press, radio, internet) monitored through independent media monitoring company</li> </ul>



	Priority Area / types of activity	Details / target group(s) / measures & tools
88	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Polish Brewers - Self-regulation (part 1) - Increase compliance with the commercial communication code</b></p> <p>In order to increase the compliance with the Advertising Ethics Code of RADA REKLAMY (the Polish Advertising Council) and the special regulations chapter covering alcohol commercial communications we will conduct the following actions: (a) organize training workshops targeting 20 marketing practitioners in the Polish brewing sector and also asking them to hold similar trainings within their organisations for their respective teams. (b) In order to ensure the good quality performance of the Advertising Council in the area of complaints adjudication and also on-going relevance of the code provisions to important social issues, we will invite 5 external organizations concerned with social issues to participate in regular formal consultations. If the invitation is accepted (up to 3 organisations should accept), we will hold these consultations on an annual basis. (c) In order to reduce the number of non-compliance cases we will establish procedures and nominate experts to provide a free copy advice procedure available to all brewers. The detailed procedure will be prepared in cooperation with the Rada Reklamy and it will meet the following requirements: 1. the list of independent experts is available to all brewer signatories; 2. the copy advice is available free of charge and the potential cost will be borne by ZPPP Browary Polskie; 3. expert opinions are in writing and confidential (available only to the petitioner); 4. the maximum reaction time is 5–10 working days; 5. opinions are non-binding but serve only as an advice. This commitment is a step towards implementation of The Brewers of Europe's European commitment entitled "Commercial communications for beer: The Brewers of Europe's 7 operational standards".</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- self-regulation</li> </ul>
	<b>Other activities</b>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- The committed activities include: - trainings of 20 marketing practitioners; - inviting 5 external organisations for annual consultations and, if invitations are accepted (up to 3 should accept), holding the consultations; and - developing procedures and securing resources for a free copy advice service available to brewers in Poland.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>89</b>	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Polish Brewers - Self-regulation (part 2) - Introduction of impartial judgments within the system</b></p> <p>Through the upgrading and integration of the Code of Commercial Communication of the Polish Brewers into the Advertising Ethics Code of RADA REKLAMY (The Polish Advertising Council) and thanks to a special regulations chapter covering alcohol commercial communications, we will:</p> <p>(1) Ensure that the jury composition will be wholly independent from the beer industry. The Advertising Council Terms of Reference provide for the exclusion of the participation of brewers' representatives from judgments regarding complaints against brewers commercial communications. The jury chair and members are completely independent from the beer industry in all cases where a complaint against a brewer is being reviewed. (2) Ensure a fast procedure for processing complaints thanks to the application of the Advertising Council Terms of Reference according to which (a) a brewer must respond to a notification of a complaint in writing within 5 days, (b) the Council then has to set up a jury within 4 days, and (c) judgment must be passed within 10 days. This commitment is a step towards implementation of The Brewers of Europe's European commitment entitled "Commercial communications for beer: The Brewers of Europe's 7 operational standards".</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- self-regulation</li> </ul>
	<b>Other activities</b>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- The committed activities include signing membership documents to become full members of the RADA REKLAMY (The Polish Advertising Council), participating in its statutory activities and thereby committing to abiding by its processes, decisions and judgements.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>90</b>	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Polish Brewers - Self-regulation (part 3) - Public awareness of complaints procedure within the system</b></p> <p>Polish brewers through joining RADA REKLAMY (The Polish Advertising Council) will open the complaint mechanism to all individuals and institutional or commercial bodies interested in filing a complaint. The public and relevant organisations will be informed about this significant change through: 1. A publicity campaign (information during a press conference, press release, media interviews). 2. All brewer signatories' consumer info-lines will be supported with relevant details. 3. Key consumer organisations will be informed officially about the complaint procedure. 4. All brewer signatories as well as ZPPP (the Union of Polish Brewers) will include a complaint-filing link on their brand and corporate websites. 5. Public awareness polls / research will be conducted twice (before and after the publicity campaign) regarding the knowledge of the accessibility of the self-regulation system. This commitment is a step towards implementation of The Brewers of Europe's European commitment entitled "Commercial communications for beer: The Brewers of Europe's 7 operational standards".</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- public awareness poll</li> </ul>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- self-regulation</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
91	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Polish Brewers - Self-regulation (part 4) - Increase the coverage of the commercial communications code</b></p> <p>The existing Code of Commercial Communication of the Polish Brewers will be upgraded by including communications that are not covered by the existing Code and by inviting those brewers, who at present are not practitioners of the self-regulation system, to sign up to the Code. More specifically, the increase in Code coverage will be achieved through the following measures: (a) Enhanced communication coverage The following kinds of communication will be introduced into the Code: packaging, promotions and sponsorships as well as comparative advertising. The upgraded Code will be introduced into the Advertising Ethics Code of RADA REKLAMY (The Polish Advertising Council) as a special regulations chapter covering alcohol commercial communications. Consequently, the brewing industry will be obliged to observe both the Advertising Ethics Code and the special regulations chapter covering alcohol communications. (b) Expanded participation coverage The Union of Polish Brewers, joining the RADA REKLAMY, which is the national cross-industrial body that manages the self-regulation system for advertising conducted by various industries, not just the brewing industry. Its members include advertising agencies and organizations, industry chambers, marketing associations, employers associations, print media publishers and others. All of them are now participants in the self-regulation system, which will be joined by brewers. Also we will send a letter to the Stowarzyszenie Regionalnych Browarów Polskich (the Polish Regional Breweries Association) representing ca. 25 brewers, who now do not participate in the self-regulation system, and subsequently contact them over mail and telephone, urging them to join in. Also we will invite television representatives to join RADA REKLAMY. This commitment is a step towards implementation of The Brewers of Europe's European commitment entitled "Commercial communications for beer: The Brewers of Europe's 7 operational standards".</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- self-regulation</li> </ul>
	<b>Other activities</b>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- The activities include: (a) upgrading the existing Code of Commercial Communication of the Polish Brewers through introducing into the code further types of communication (i.e. packaging, promotions and sponsorships as well as comparative advertising, direct marketing), which will then become an additional chapter of the Advertising Ethics Code relevant to alcohol; and (b) inviting further brewers and media to participate in the self-regulation system.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>92</b>	<b>The Brewers of Europe</b>	
	<ul style="list-style-type: none"> <li>- Develop a strategy aimed at curbing underage drinking</li> <li>- Enforce age limits for selling and serving of alcoholic beverages</li> </ul>	<p><b>Polish Brewers - Underage drinking</b></p> <p>This is a new extension to a program that aims to reduce minors' access to alcohol. Based on studies that show that adults do not understand the role they can play in reducing the sales of alcohol to minors, the aim is to increase public awareness, especially through the use of a documentary that highlights the legal purchasing age limit and the need for retailers and the hospitality sector to respect this law. The main idea of the program is to:-</p> <ul style="list-style-type: none"> <li>- encourage retailers to act responsibly;</li> <li>- educate shop assistants how to refuse alcohol to minors;</li> <li>- raise social awareness and sensitivity to the problem;</li> <li>- increase adults' understanding they have an impact on youth access to alcohol, and thus youth drinking;</li> <li>- recall the binding law (law age);</li> <li>and - reduce social acceptance of youth alcohol consumption.</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Shopkeepers; Witnesses of selling alcohol to minors; Adults buying alcohol for minors</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- TV documentary and other tools giving the same message</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Authorities; Shopkeepers; Adult buyers; Witnesses</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- TV</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>93</b>	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Portuguese Brewers (APCV) - Self-regulation beer code for commercial communication</b></p> <p>The Portuguese Brewers consider the responsible advertising, marketing and promotion of beer as one of their main priority areas for action. After a beer specific code was adopted in 2006, a fully-fledged compliance mechanism was introduced in 2007 involving ICAP, the Portuguese Self-Regulatory Organisation. Doing so, the Portuguese Brewers are signing up to developing a number of key elements for effective self-regulation including copy advice, an enhanced review mechanism for the beer code, and systematic monitoring. This commitment focuses on further establishing the above system, reporting on progress as well as enhancing Portuguese consumers' awareness of the system. It is a step towards the implementation of The Brewers of Europe's European commitment entitled "Commercial communications for beer: The Brewers of Europe's 7 operational standards".</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Portuguese Consumers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- self-regulation</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
94	<b>The Brewers of Europe</b>	
	<ul style="list-style-type: none"> <li>- Enforce age limits for selling and serving of alcoholic beverages</li> <li>- Develop a strategy aimed at curbing underage drinking</li> </ul>	<p><b>The Belgian Brewers - Curbing underage drinking: "Respect 16"</b></p> <p>"Respect 16" is a campaign to increase awareness concerning the restrictions for serving and selling alcohol to minors (&lt;16 years old). The objective of this campaign is to inform those people who are confronted with potential underage drinkers (e.g. bars, restaurants, retail, family) on how NOT to serve beer to minors. The campaign is aimed at engaging key players in the value chain and eventually educating direct distributors of beer. Main objectives: - Implement the campaign throughout the value chain of the Belgian Brewers and their members - Cooperate with FeBeD to engage the hospitality and retail sector - Cooperate and engage commercial point of sales: business to business (retail and event organizations)</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Sellers and servers of beer</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- Information on point of sales</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Information leaflets</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Press outreach and website <a href="http://respect16.be">http://respect16.be</a></li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
95	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>The Brewers of Spain's Self-Regulation Code: Expanded Self-Regulation.</b></p> <p>By 2010, Cerveceros de España will comply with the commitments of The Brewers of Europe's Recommended Operational Standards, based on a proposed extended code, as follows: No. 1. Full Code Coverage: The Code will cover digital communication (internet &amp; mobile phones). No. 2. Increased code compliance: Confidential Copy advice on TV commercials, in order to ensure that possibly offensive advertising does not reach the public sphere in the first place. Confidentiality is guaranteed through Autocontrol (Spanish SRO). No. 3. Impartial Judgements: A second independent consumer organisation (Unión de Consumidores de España -UCE) will be represented on the Jury giving their endorsement to the system. No. 4. Fast Procedure: The Code will provide for a quick complaint system: 15 day deadline for decision making; 10 days for removal/rectification. No. 6. Consumer Awareness "Publication of Jury decisions": The reasoning and conclusions of the Jury will be published on the websites of the two consumer organisations (UCE and CECU) and Cerveceros de España in order to ensure transparency. No. 7. Compliance Monitoring: Joint annual monitoring report by Cerveceros de España, CECU, UCE and Autocontrol. Other: 1. No advertising shall show main actors below 21 years old consuming beer or promoting the consumption. 2. Introduction of new measures of protection aimed at minors in digital communications (web/sms/chats). 3. Companies will reinforce the message of Cerveceros de España's Campaign "La Carretera te pide SIN" in their Commercial Communications.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Signed agreement with Unión de Consumidores y Usuarios (UCE)</li> </ul>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- self-regulation</li> </ul>



	Priority Area / types of activity	Details / target group(s) / measures & tools
96	<b>The Brewers of Europe</b>	
	<ul style="list-style-type: none"> <li>- Promote effective behavioural change among children and adolescents</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> </ul>	<p><b>The Danish Brewers' Association - Er du klar? (Are you ready?)</b>  On the 15th of July 2008 the social responsibility concept: Er du klar? (Are You Ready?) and the two websites <a href="http://www.erduklar.com">www.erduklar.com</a> and <a href="http://www.klarsnak.com">www.klarsnak.com</a> will be launched. On the 15th of July 2008 and in the days thereafter the following will take place: - The two websites <a href="http://www.erduklar.com">www.erduklar.com</a> and <a href="http://www.klarsnak.com">www.klarsnak.com</a> will formally be opened to the target group and public in general. - 2000 newsletters highlighting the concept and 2000 pamphlets will be sent out. Thus 500 stakeholders will receive a pamphlet and an email about the concept. An agreement with a newspaper has been made and they will bring the story exclusively. A press release will afterwards be sent to the news bureau Ritzau.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b>  - Young people (&lt;25)  <b>Measures/tools:</b>  - The website</p>
	<b>Education</b>	<p><b>Target group:</b>  - parents/families  <b>Measures/tools:</b>  - web sites</p>
	<b>Youth Involvement</b>	<p><b>Target group:</b>  - Under age drinkers  - Young men (18 - 25)  - Young women (18 - 25)  - Parents  <b>Measures/tools:</b>  - Websites (er du klar and klarsnak)</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
97	<b>The Brewers of Europe</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>The Danish Brewers' Association - Er du klar til at køre? (Are you ready to drive?)</b></p> <p>Campaign at Green Koncert From the 17th to the 27th of July 2008 we are campaigning at the Green Concerts in 8 cities all over in Denmark. 150.000 people will visit the music festival. At Green Concerts our youth team (10 persons) will 'Alco test' 2500 drivers and other interested between 18 and 25 years as a tool to raise awareness amongst teenagers on drunk driving. 3000 badges will be handed out to the target group. A mini-film on drunk driving will be shown 32 times and 70,000 people are expected to notice the movie. 5000 people will be directly reached through our Bluetooth application. The campaign will be highlighted at our youth homepage <a href="http://www.erduklar.com">www.erduklar.com</a> and on the parent homepage <a href="http://www.klarsnak.com">www.klarsnak.com</a> through a link to the Green Concert homepage. Night club Campaign On the 4th and 5th of October 2008 we are campaigning at nightclubs in 50 cities all over Denmark. Here 500 involved youth staffs at the nightclubs will wear campaign T-shirts, and are instructed to raise awareness among the 15,000 guests between 18 and 25 years. They will present to the guests alcohol goggles that symbolise drunkenness and through that raise awareness about the problem. 2000 badges will be handed out, and 1000 Alco tests will be done by the staff. To raise further attention on the campaign, 350 posters will be hanging at the entrances of the nightclubs and strategic spots inside the clubs. In the week up to the weekend banners at the 50 nightclubs' homepages and on night portals will inform about the campaign and link to our youth homepage <a href="http://www.erduklar.com">www.erduklar.com</a>. The campaign will also be highlighted at the parent homepage <a href="http://www.klarsnak.com">www.klarsnak.com</a>.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young people (&lt;25)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Mix of tools/measures</li> <li>- Green Concerts: Face-to-face communication, movie, bluetooth, campaign car, alcohol tests, badges and the websites / NOX: face-to-face comm, alcohol tests, posters, t-shirts, badges, goggles, movie, banners and websites (own, clubs, portal)</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Radio</li> <li>- TV</li> <li>- Newspapers</li> </ul>
	<b>Youth Involvement</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Education</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>98</b>	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>The Danish Brewers' Association - Self-regulation of commercial communication</b></p> <p>By mid-2008, a distinct, easily accessible website will be put in place with the aim to further enhance public awareness in Denmark of the existing rules and procedures that are part of the system of the Danish Common Standards for Commercial Communication for Alcoholic Beverages, including the use of a simplified name and access to a complaint submission form. This Bryggerforeningen (Danish Brewers Association) commitment is a step forward to implementation of The Brewers of Europe's European commitment entitled "Commercial communications for beer: The Brewers of Europe's 7 operational standards."</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- The consumers and the public at large.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Web traffic and newsletters</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
99	<b>The Brewers of Europe</b>	
	<ul style="list-style-type: none"> <li>- Enforce age limits for selling and serving of alcoholic beverages</li> <li>- Develop a strategy aimed at curbing under-age drinking</li> </ul>	<p><b>The German Brewers Association (DBB) - "Bier? Sorry. Erst ab 16"</b></p> <p>The Youth Protection Act (Gesetz zum Schutze der Jugend in der Öffentlichkeit) provides that beer should not be sold or served to individuals under 16. The commitment of the DBB is to empower German breweries and other parties in the German brewing chain to contribute to enforcing the Youth Protection Act, with particular reference to selling and serving beer. In light of the political and administrative structure of Germany and hence, the structure of the brewing sector in this country, the DBB intends to equip the many German brewers and their representative associations with tools that are adapted to that structure and that can be used as a concrete contribution to public awareness raising as well as law enforcement. The DBB has a long tradition of ownership and participation in schemes relating to raising awareness of the risks associated with the inappropriate consumption of beer. The DBB trusts this commitment is an important contribution to addressing underage drinking in Germany .</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young people (&lt;25)</li> <li>- adolescents, parents, peers etc.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- Information on point of sales</li> <li>- Mix of tools/measures</li> </ul>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- self-regulation</li> </ul>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Education campaigns</li> <li>- Information leaflets</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Risk groups in general</li> <li>- Staff / professionals/policy makers</li> <li>- parents/families</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Newspapers</li> <li>- Flyers, websites.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>100</b>	<b>The Brewers of Europe</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>"Un dedo de espuma, dos dedos de frente" ("An inch of foam, two miles of mind"/"A thick head on your beer but not on your shoulders")</b></p> <p>"Un dedo de espuma, dos dedos de frente" is a social awareness campaign which aims to prevent abusive beer consumption, and to educate about the importance of moderate and responsible consumption, especially by young adults (18- 30 years). The campaign is run in cooperation with the Ministry of Agriculture and two Consumer Organisations , with the support from Regional Governments. The campaign until now has only used more traditional means to communicate such as postcards and a basic (not too well-known) website. The objective for 2008 is to further enhance the effectiveness of the campaign's message by adding to these tools, through: - An upgraded, more interactive website (utilising it both for encouraging campaign participation and for communicating the campaign's message) - Interlinking the website with further digital communication platforms e.g. social networking sites (such as facebook and myspace), youtube, online advertising, segmented mail, blogging, banners, SMS, WAP, etc., thereby also helping to increase knowledge of the website - Developing additional partnerships and support, particularly with further Regional Governments in Spain.</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Young men (18 - 25)</li> <li>- Young women (18 - 25)</li> <li>- Young adults from 18-30 years</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- web sites</li> <li>- Education campaigns</li> <li>- links/presence on social network sites, blogs, WAP, SMS.</li> </ul>
	<b>Other activities</b>	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>- Outreach to develop partnerships, particularly with Regional Governments.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>101</b>	<b>The Brewers of Europe</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Union of Brewers in Bulgaria (UBB) Improved compliance mechanism for self-regulation</b></p> <p>Aligning with The Brewers of Europe's 7 recommended operational standards for national self-regulatory (SR) action plans and according to the letter and spirit of the UBB Code for responsible commercial communications for beer, the UBB will develop and put in place all necessary procedures to implement:</p> <ol style="list-style-type: none"> <li>1. Copy advice practice for all UBB members on TV, radio, press and billboard ads. This will be on a free, voluntary and confidential basis to reduce the risk of infringements of the Code rules. Copy advice will enable the UBB to offer a system through which offending advertisements do not reach consumers and public interest is protected. The procedure will be approved by all UBB beer producers via a Memorandum of Understanding;</li> <li>2. Prescription/recommendation for voluntary modification/withdrawal of any TV, radio, press and billboard ads in violation of the Code's principles since it is necessary to put in place an adequate sanction system. The procedure will be approved and endorsed by all UBB beer producers via a Memorandum of Understanding;</li> <li>3. Post-monitoring of TV, radio, press and billboard ads of UBB members. To achieve better code compliance post-monitoring will be on a binding and permanent basis for said UBB adverts. The monitoring surveys will be done by a 3-member Jury. The aim is to indicate areas where the Code may need to be strengthened or changed. Also post-monitoring will be connected with any possible consumer complaints, whereby the Jury will offer its expert advice. For better application and coordination of the procedure the UBB advertisers will be obliged to inform the UBB Self-regulation Council Chairman about the start date of any commercial communications campaign for beer. The post-monitoring mechanism will be a part of the said Memorandum of Understanding, signed by all UBB beer producers and/or relevant third parties. The initiatives and results of copy advice, prescription/recommendation for sanctions, and post-monitoring will be publicly announced at least yearly at UBB press conferences, website and General Assembly meetings. Meanwhile access to the results of implementing the procedures will be available by request of any third parties. In Bulgaria a national self-regulation organisation is not yet fully operational but UBB establishes and implements the self regulation guidelines and best practices of The Brewers of Europe and the European Advertising Standards Alliance (EASA).</li> </ol>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Beer companies staff, ad agencies, consumers org.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Training of staff/professionals</li> <li>- self-regulation</li> </ul>
	<b>Media Activities</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Staff / professionals/policy makers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Newspapers</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>102</b>	<b>The European Spirits Organisation - CEPS</b>	
	<ul style="list-style-type: none"> <li>- Develop efficient common approaches to provide adequate consumer information</li> <li>- Develop information and education programmes on responsible patterns of consumption</li> </ul>	<p><b>Consumer Awareness</b></p> <p>In order to encourage more effectively responsible consumption of spirit drinks, CEPS members will communicate more widely on the need to drink responsibly and better communicate what is meant by responsible drinking and what is risky drinking behaviour. By 2010, 75% of advertising (print, TV/Cinema and website) by CEPS members, where permitted under national law, will include a responsible drinking message. CEPS members will also better communicate what is meant by responsible drinking via various communication tools. These information campaigns will include both population based initiatives (e.g. consumer information websites, consumer leaflets) and initiatives targeting specific groups (parents, bar staff, young people, pregnant women) or risky drinking behaviour (drink driving, under-age drinking, binge drinking). The European Spirits Organisation - CEPS, with support from EFRD, will continue to develop, as needed, best practice tools/templates (these already exist for a consumer information website, a consumer information leaflet, a designated driver campaign and a targeted website for young people) which will be subsequently rolled out in Member States where such initiatives do not exist or can be improved. Where appropriate CEPS/EFRD will provide funding to national CEPS members or social aspects organisations to help kick start a new initiative.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Mix of tools/measures</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>103</b>	<b>The European Spirits Organisation - CEPS</b>	
	- Develop efficient common approaches to provide adequate consumer information	<p><b>Independent Evaluation</b></p> <p>In its Charter on Responsible Alcohol Consumption adopted in 2005, CEPS has made 6 specific commitments on responsible drinking messages, marketing codes, product development, underage drinking, drinking and driving and education. In order to demonstrate that these commitments are real, CEPS is also committing to publish an annual progress report on its Charter, the content of which will be independently verified by KPMG Sustainability.</p>
	<b>Other activities</b>	<p><b>Other:</b></p> <p>- The report includes information provided by CEPS members associations on the implementation of the Charter. The report is published on an annual basis. The information contained in the report receives independent assurance from KPMG Sustainability.</p>



	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>104</b>	<b>The European Spirits Organisation - CEPS</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Marketing Self-Regulation</b>  All members of the European Spirits Organisation - CEPS will ensure that no form of commercial communication about their products should encourage or condone the excessive consumption or misuse of spirit drinks or specifically target underage drinkers. All members fully adhere to the principles enshrined in the EFRD 'Common Standards on Commercial Communications'. These principles cover: Misuse, Underage Drinking, Drinking and Driving, Hazardous activities, Workplace and recreation, Health aspects, Pregnancy, Alcohol content, Performance, Social success, Sexual success. All national codes of conduct in all EU Member States should incorporate as a minimum, the principles laid down in these Common Standards by 2010, taking into account the specificities of existing self-regulation mechanisms. The principles applied to other forms of marketing will also apply to naming, packaging and labelling.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b>  - No target group specified</p> <p><b>Measures/tools:</b>  - self-regulation</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>105</b>	<b>The European Sponsorship Association</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>Self-Regulation Survey amongst Sponsorship Rightsholders</b></p> <p>An online survey will be developed for distribution to a range of sponsorship rights holders around Europe (sports governing bodies, major event/tournament organisers, cultural venues etc). The reason for undertaking this is that all sponsorships are a mutually agreed business arrangement between the sponsor and the rights holder, who jointly contract to be partners in the sponsorship. Whereas there is considerable knowledge regarding the views of and self-regulation by alcohol companies in relation to any sponsorship they undertake, there has been no central discussion with the rightsholders as to their views and attitudes to sponsorship by alcohol companies. Anecdotal evidence suggests that there may be some significant differences in particular rightsholders' positionings on this and also that many of them will have their own policies in place as to what activities they might or might not allow to be sponsored by alcohol brands, and what rights they might grant such a sponsor. The aim of the survey will be to gain better data as to the views, rules, policies, case histories, and /or contractual obligations that they might have relating to alcohol sponsorship. The purpose will then be to use this data in future to understand what variation of self-regulation already exists due to rightsholders imposing their own parameters on alcohol sponsors, and to analyse this data to draw out any key learnings and explore potential follow-up action. Distribution of the survey will be done online by sending a form for completion and return by email. It will be sent to pan-European bodies, as well as to various major national organisations, to give as wide a range of responses as possible. (No specific lists exist of the key sponsorship personnel within the bodies, so initial work is required in order to ensure the survey reaches the right people in as many organisations as possible). The rightsholders will primarily include sporting bodies, since these mostly have control over their sporting sponsorships, but it will also be sent to cultural and environmental bodies if possible, in order to gain their input. The survey will be undertaken by a professional market research company, Comperio, who will undertake the distribution, collation and analysis of the data on behalf of the European Sponsorship Association.</p>
	<b>Research</b>	<p><b>Area:</b></p> <p>- Commercial communication/media</p>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>106</b>	<b>The Scotch Whisky Association</b>	
	- Better cooperation / actions on responsible commercial communication and sales	<p><b>The Scotch Whisky Association (SWA) Code of Practice for the Responsible Marketing and Promotion of Scotch Whisky: Audit of Implementation and Code Development</b></p> <p>The SWA published its Code of Practice for Responsible Marketing and Promotion of Scotch Whisky in 2005. It was adopted by all its member companies. The Association has subsequently conducted an audit to assess implementation and compliance with its Code. The results of this will be published in a consolidated report. This will allow sharing of best practice across the Scotch Whisky industry and lead to further development and improvement of the Code's requirements. The establishment of this constant improvement process will allow the Code to be continually developed, improved, monitored and assessed ensuring the highest standards in the responsible promotion and marketing of Scotch Whisky brands.</p>
	<b>Commercial Communication</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- No target group specified</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- self-regulation</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>107</b>	<b>The Scotch Whisky Association</b>	
	- Develop information and education programmes on responsible patterns of consumption	<p><b>To share with Forum members the impact and learning gained from delivering Scotland's first ever Alcohol Awareness Week</b></p> <p>Scotland's first ever Alcohol Awareness Week took place on 21-27 October 2007. This initiative resulted from the Scottish Government/Alcohol Industry Partnership aimed at reducing alcohol misuse. Government, the alcohol industry, health groups and voluntary organisations worked together for the first time to deliver a common campaign. The theme of the Awareness Week was 'Does your drinking add up?' The objective was to encourage consumers to think about their alcohol consumption in terms of units of alcohol and how this compares with the Government's sensible drinking guidelines. The specific nature of this commitment is to (a) share with Forum members the process that was undertaken to deliver the Alcohol Awareness Week ;(b) to share with the Forum the evaluation of the week against the objectives that were set and (c) the evaluation of the process undertaken to deliver the week. The intention is to make Alcohol Awareness Week an annual event. Due to the success of Alcohol Awareness Week 2007 it was agreed by all the stakeholders to repeat the exercise in 2008. Alcohol Awareness Week 2008 will take place on 5- 11 October. The Association committed to share with the Forum the plans for the 2008 campaign once the theme and timescales had been agreed. Details are given in the section 'Information about the Commitment'.</p>
	<b>Consumer Information</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- The 2007 campaign was aimed at over 18s.</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- The following campaigns materials were developed for the 2007 Week: Website, toolkit, leaflets, posters, unit calculators, and credit card prompts.</li> </ul>

	Priority Area / types of activity	Details / target group(s) / measures & tools
<b>108</b>	<b>V&amp;S Group</b>	
	- Develop a strategy aimed at curbing under-age drinking	<p><b>Promotion of alcohol abstinence among underage youth</b>  As a producer of alcoholic drinks V&amp;S is committed to a moderate and sensible use of alcohol. This is based both on a general social perspective and corporate citizenship but also from the self-interest of retaining reasonable possibilities for our future business activity. Of the four major priority areas, the issue of under-age drinking is the one where results until now seem less encouraging in the Nordic region than for the other priorities. This is in spite of considerable efforts by public health bodies, NGOs and public opinion. Engagement from the industry side could provide a difference, sharing our marketing and communications knowhow to reach young people and also providing financing to activities undertaken by ourselves and by NGOs. Most importantly industry involvement would make it clear that the message "it is better not to drink when you are under-age" is shared not only by 'adult authorities' such as government and school, but also by the very providers of alcoholic drinks. V&amp;S, as the largest alcoholic drinks' operator in the Nordic region, is therefore committing staff time and financial support to: - increased funding of existing programmes promoting alcohol abstinence among underage youth, - development of new such programmes, and - enhancement of cross-border experience sharing and use of such programmes in the region</p>
	<b>Education</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- parents/families</li> <li>- Under-age non-drinkers, and Teachers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Manual based school/parents/teachers programmes</li> <li>- web sites</li> <li>- Education campaigns</li> </ul>
	<b>Youth Involvement</b>	<p><b>Target group:</b></p> <ul style="list-style-type: none"> <li>- Under age drinkers</li> <li>- Under-age non-drinkers</li> </ul> <p><b>Measures/tools:</b></p> <ul style="list-style-type: none"> <li>- Education</li> <li>- Empowerment</li> <li>- Websites</li> </ul>