

## **Commitments made by members of the European Alcohol and Health Forum**

### **Summary Report** (updated 20/04/2009)

*(presented at the 2<sup>nd</sup> 'Open Forum' of the  
European Alcohol and Health Forum on 30 April 2009)*

*This document provides an initial analysis of the commitments made by members of the European Alcohol and Health Forum, as of 20 April 2009. Over time, individual commitments will develop and new ones will be added; the Forum website ([http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/Forum/alcohol\\_forum\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/alcohol_forum_en.htm)) contains detailed information on all commitments, as well as on the Forum process in general. The commitments data base at <http://ec.europa.eu/eahf/index.jsp> also contains information on the monitoring of each commitment.*

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## I. Introduction

Harmful and hazardous alcohol consumption is a key health determinant and one of the main causes of premature death and avoidable disease. Against this background, the Commission adopted in October 2006 the Communication "An EU strategy to support Member States in reducing alcohol related harm"<sup>1</sup>, which addresses the adverse health effects related to harmful and hazardous alcohol consumption, as well as the related social and economic consequences. As one cornerstone for the implementation of this Strategy, the Commission established a European Alcohol and Health Forum in June 2007. The Forum members include health and consumer NGOs, family and youth organisations, medical associations, producers, wholesalers and retailers of alcoholic beverages, the catering and hospitality sector, the advertising industry, the media, road safety organisations and social insurers.

Within the Forum, all these stakeholders are to develop concrete actions at all levels, from the European to the local level, aimed at protecting European citizens from the harmful use of alcohol. The members of the Forum have signed, at the Forum launch of 7 June 2007, the Charter<sup>2</sup> establishing the European Alcohol and Health Forum to this effect. The Charter foresees that Forum members will step up actions relevant to reducing alcohol-related harm in a number of priority areas, and provide detailed information on the commitments they make towards reducing alcohol-related harm in the form of an action plan; the commitments are to include measurable objectives, the resources allocated to each commitment, a timetable for the implementation, and the dissemination approach, and should describe how the proposed action would contribute to reducing alcohol-related harm. The Charter also underlines that the commitments will reflect and respect the specific and essential values of the Forum members, such as the pursuit of public health improvement, media editorial independence, or the cultural contexts of producer traditions.

The present report on the commitments made under the Forum process analyses the situation as on 20 April 2009. By this date, 108 commitments for concrete action have been made within the Forum process by the members of the European Alcohol and Health Forum<sup>3</sup>. In this document the commitments will be analysed according to the following criteria:

- Origin of the commitments
- Priority areas targeted
- Type of planned activities within the commitment
- Geographical coverage of the commitments

Where relevant, comparisons are made to the results presented in the first Summary Report of April 2008.

This summary report gives a broad quantitative overview of the commitments. A more in-depth analysis is to be conducted in the course of 2009 (*cf section III.e*).

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<sup>1</sup> [http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/alcohol\\_com\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/alcohol_com_en.htm)

<sup>2</sup> [http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/documents/Alcohol\\_charter2007.pdf](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/documents/Alcohol_charter2007.pdf)

<sup>3</sup> the full content of all commitments made can be consulted at <http://ec.europa.eu/eahf/index.jsp>

## II. Statistical Overview of Commitments

### a) Forum membership update

The European Alcohol and Health Forum currently has 60 members. It was established in June 2007 with 50 founding members, and counted 54 members at the time of the April 2008 summary report. Since then, the following new members have joined the Forum:

- Alcohol Beverage Federation of Ireland (ABFI)
- Alcohol Policy Youth Network (APYN)
- European Cider and Fruit Wine Association (AICV)
- European Confederation of Youth Clubs (ECYC)
- Finnish Hospitality Association (FHA)
- Swedish Hotel and Restaurant Organisation (SHR)
- The Nordic Alcohol and Drug Policy Network (NordAN)

It is to be noted that

- Alcohol Concern (UK) has applied to join the Forum (under the Eurocare umbrella); the formal decision on membership will be taken by the Forum plenary meeting of 12 November 2009;
- Forum members Anheuser-Busch and InBev have merged to become Anheuser-Busch InBev (ABI).

### b) Origin of the commitments

By 20 April 2009, 59 of the 60 members of the Forum have registered at least one owned or co-owned commitment into the commitments data base<sup>4</sup>; a total of 108 commitments were received by that date (*co-owned commitments are counted as one commitment*):

Forum member	number of commitments
	owned (co-owned)
Advertising Information Group (Zentralverband der deutschen Werbewirtschaft and Fachverband Werbung und Marktkommunikation Österreich)	1
Alcohol Beverage Federation of Ireland (ABFI)	1
Alcohol Policy Youth Network (APYN)	1
Association of European Cancer Leagues (ECL)	1
Association of small and independent breweries in Europe (SIB)	1
Association of Television and Radio Sales Houses (Egta)	1
Comité Européen des Entreprises Vins (CEEV)	1
Committee of Professional Agricultural Organisations in the EU -	0 (1) <sup>5</sup>

<sup>4</sup> the Forum's most recent member, the European Confederation of Youth Clubs, has already established a commitment; however, this was not yet registered in the data base at the cut-off date for this report

<sup>5</sup> co-owner of commitment from Comité Européen des Entreprises Vins

<b>Forum member</b>	<b>number of commitments</b>
General Confederation of Agricultural Cooperatives in the EU (COPA-COGECA)	
EUROCARE including as owners of specific commitments:	3
◦ Alcohol Action Ireland	1
◦ Association Nationale de Prévention en Alcoologie et Addictologie (ANPAA)	1
◦ EUROCARE Italia	1 (1) <sup>6</sup>
◦ Estonian Temperance Union	1
◦ German Centre for Addiction Issues (DHS)	1
◦ Institute of Alcohol Studies (IAS)	2
◦ IOGT-NTO	0 (1) <sup>7</sup>
◦ National Foundation for Alcohol Prevention (STAP)	1
◦ The Nordic Alcohol and Drug Policy Network (NordAN)	1
EUROCOMMERCE including as owners of specific commitments:	1
◦ British Retail Consortium	1
◦ Delhaize Group	2
◦ Royal Ahold	1
European Association of Communication Agencies (EACA)	1
European Cider and Fruit Wine Association (AICV)	1
European Confederation of Youth Clubs (ECYC) <sup>8</sup> ( <i>new member since March 2009</i> )	0
European Federation of Associations of Beer and Beverages Wholesalers (CEGROBB)	0 (1) <sup>9</sup>
European Federation of Magazine Publishers (FAEP)	1
European Federation of National Organisations Working with the Homeless (FEANTSA)	1
European Forum for Responsible Drinking (EFRD)	3
European Midwives Association (EMA)	1
European Mutual Help Network for Alcohol-related problems (EMNA)	1
European Public Health Alliance including as owners of specific commitments:	2
◦ Royal College of Physicians London	1
European Publishers Council (EPC)	1

<sup>6</sup> one commitment co-owned with National Foundation for Alcohol Prevention (STAP) and IOGT-NTO

<sup>7</sup> co-owner of commitment from National Foundation for Alcohol Prevention (STAP)

<sup>8</sup> the ECYC has already established a commitment; however, this was not yet registered in the data base at the cut-off date for this report

<sup>9</sup> co-owner of commitment from The Brewers of Europe

<b>Forum member</b>	<b>number of commitments</b>
European Social Insurance Platform (ESIP)	1
European Sponsorship Association (ESA)	1
European Transport Safety Council (ETSC)	1
European Youth Forum including as owners of specific commitments:	0 (1) <sup>10</sup>
◦ National Youth Council of Ireland	1
Hotels, Restaurants and Cafés in Europe (HOTREC) including as owners of specific commitments:	1
◦ British Beer and Pub Association (BBPA)	1
◦ Finnish Hospitality Association (FHA)	1
◦ Swedish Hotel and Restaurant Organisation (SHR)	1
Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB)	2
International Center for Alcohol Policies (ICAP)	3
ReLeaf (European Young Persons' Network for Drug and Alcohol Health Promotion)	1
Standing Committee of European Doctors (CPME)	1
The Brewers of Europe including as owners of specific commitments:	25
◦ Anheuser-Busch InBev (ABI)	3 (1) <sup>11</sup>
◦ Heineken (International)	3
◦ SABMiller	5
The European Spirits Organisation (CEPS) including as owners of specific commitments:	3
◦ Bacardi Martini	3
◦ Brown-Forman	3
◦ Diageo	4
◦ Moët Hennessy	2
◦ Pernod Ricard S.A.	2 (1) <sup>12</sup>
◦ The Scotch Whisky Association	2
◦ V&S Group	1
World Federation of Advertisers (WFA)	0 (1) <sup>13</sup>

<sup>10</sup> co-owner of commitment from Eurocare

<sup>11</sup> co-owner of commitment from The Brewers of Europe

<sup>12</sup> co-owner of commitment from EFRD

<sup>13</sup> co-owner of commitments from The Brewers of Europe and Anheuser-Busch InBev (ABI)

Since the first Summary Report of April 2008, 29 new commitments were introduced.

Most of the 59 Forum members who submitted commitments tabled one single commitment; this is the case of 40 members. Seven members submitted two commitments each, and seven members made three commitments each. One member organisation (Diageo) filed four commitments, another five (SABMiller), while The Brewers of Europe submitted 25 commitments (with eleven more from their affiliates).

For the purpose of a more detailed analysis, the members of the Forum have been broken down to the following categories:

– **alcohol-related NGOs:**

Alcohol Policy Youth Network (APYN); EUROCARE; Alcohol Action Ireland; Association Nationale de Prévention en Alcoologie et Addictologie (ANPAA); EUROCARE Italia; Estonian Temperance Union; German Centre for Addiction Issues (DHS); Institute of Alcohol Studies (IAS); IOGT-NTO; National Foundation for Alcohol Prevention (STAP); European Mutual Help Network for Alcohol-related problems (EMNA); ReLeaf (European Young Persons' Network for Drug and Alcohol Health Promotion); The Nordic Alcohol and Drug Policy Network (NordAN)

– **broader NGOs:**

Association of European Cancer Leagues (ECL); European Public Health Alliance; Royal College of Physicians; European Federation of National Organisations Working with the Homeless (FEANTSA); European Youth Forum; National Youth Council of Ireland; European Confederation of Youth Clubs (ECYC)

– **health professionals:**

European Midwives Association (EMA); Standing Committee of European Doctors (CPME)

– **producers of alcoholic beverages:**

Alcohol Beverage Federation of Ireland (ABFI); Comité Européen des Entreprises Vins (CEEV); Association of small and independent breweries in Europe (SIB); European Cider and Fruit Wine Association (AICV); The Brewers of Europe; Anheuser-Busch InBev (ABI); Heineken (International); SABMiller; The European Spirits Organisation (CEPS); Bacardi Martini; Brown-Forman; Diageo; Moët Hennessy; Pernod Ricard S.A.; The Scotch Whisky Association; V&S Group; European Forum for Responsible Drinking (EFRD)

– **advertising, marketing and sponsorship:**

Advertising Information Group; Association of Television and Radio Sales Houses (Egta); European Association of Communication Agencies; European Sponsorship Association (ESA); Word Federation of Advertisers (WFA)

– **media:**

European Federation of Magazine Publishers (FAEP); European Publishers Council (EPC);

– **Retailers, wholesalers and caterers:**

EuroCommerce; British Retail Consortium; Delhaize Group; Royal Ahold; European Federation of Associations of Beer and Beverages Wholesalers (CEGROBB); Hotels, Restaurants and Cafés in Europe (HOTREC); British Beer and Pub Association

(BBPA); Finnish Hospitality Association (FHA); Swedish Hotel and Restaurant Organisation (SHR)

– **Research Institutes:**

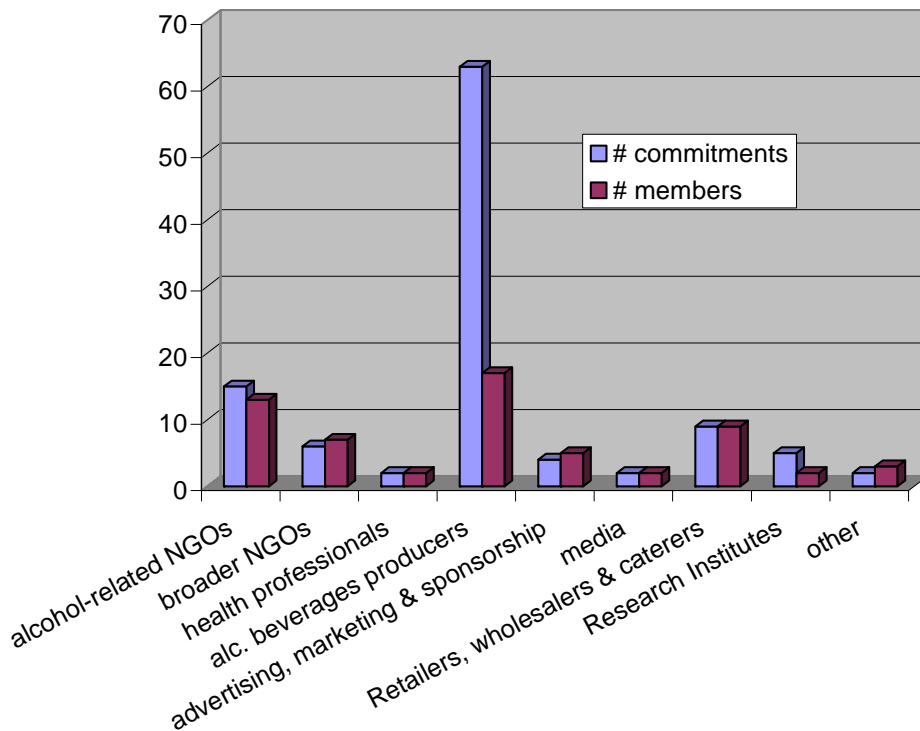
Institut de Recherches Scientifiques sur les boissons alcoolisées (IREB); International Center for Alcohol Policies (ICAP);

– **other:**

Committee of Professional Agricultural Organisations in the EU - General Confederation of Agricultural Cooperatives in the EU (COPA-COGECA); European Transport Safety Council (ETSC); European Social Insurance Platform (ESIP)

A breakdown of the commitments by category of Forum members gives the following results:

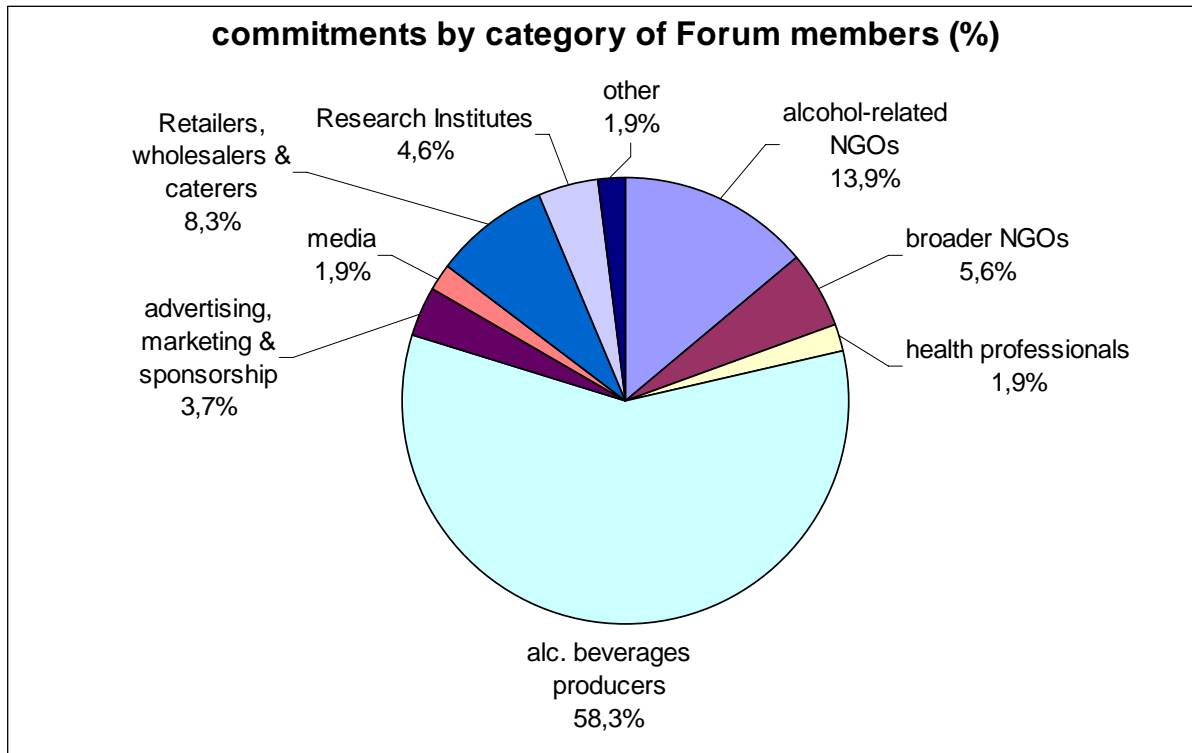
**Commitments by category of Forum members**



The alcoholic beverages producers have generated the highest number of commitments (63 out of 108, corresponding to 58%); this is in part due to the fact that with 17 Forum members, this stakeholder group is the biggest of the nine categories.

Forum members belonging to the categories "alcohol-related NGOs", "broader NGOs", "health professionals", "advertising, marketing and sponsorship", "media" and "Retailers, wholesalers and caterers" have on average submitted one commitment each. Forum members falling under "producers of alcoholic beverages" have on average submitted more than 3.5 commitments each, and the "research institutes" 2.5 commitments each.





Compared against the first analysis made in April 2008 on the basis of 79 commitments, the percentage of commitments owned by producers of alcoholic beverages has further increased (from 52% to 58%); changes in all other categories are in the order of 1% or less.

Out of the 29 supplementary commitments received since the April 2008 analysis, 21 have come from the alcoholic beverages producers (Brewers of Europe: 11<sup>14</sup>; SABMiller: 4; Diageo: 3; Moët Hennessy: 1; AICV:1; ABFI: 1), three from 'Retailers, wholesalers and caterers', three from alcohol-related NGOs and two from the broader NGOs; no new commitments were received from Forum members belonging to the other categories.

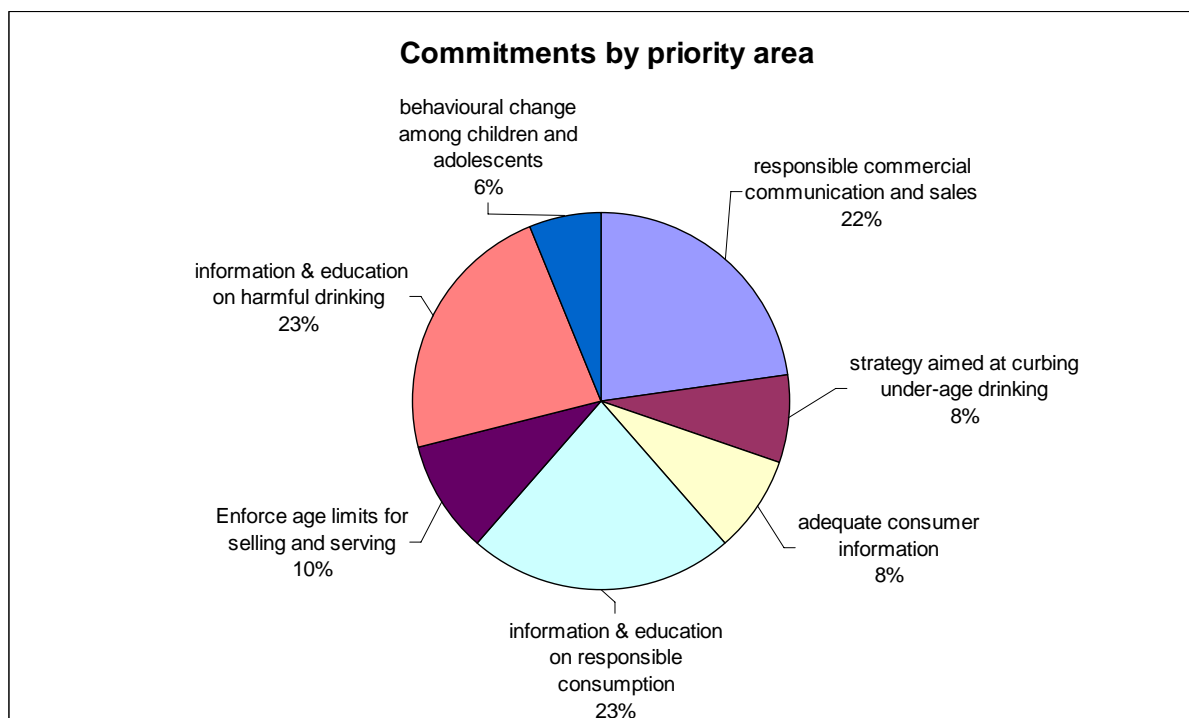
### c) Priority areas targeted

The form by which Forum members submit their commitments foresees seven different priority areas for action, based on the areas identified in the Forum Charter:

- Better cooperation / actions on responsible commercial communication and sales
- Develop a strategy aimed at curbing under-age drinking
- Develop efficient common approaches to provide adequate consumer information
- Develop information and education programmes on responsible patterns of consumption
- Enforce age limits for selling and serving of alcoholic beverages
- Develop information and education programmes on the effect of harmful drinking
- Promote effective behavioural change among children and adolescents

<sup>14</sup> four of these commitments relate to self-regulation in the Polish brewing industry

These seven priority areas are covered as follows by the commitments:



The vast majority of commitments relate to information and education programmes: 46% of all commitments received are in the two areas 'Develop information and education programmes on responsible patterns of consumption' and 'Develop information and education programmes on the effect of harmful drinking' taken together. Second comes 'Cooperation and actions on responsible commercial communication and sales' (22% of commitments).

The area covered by the smallest percentage of commitments is 'Promotion of effective behavioural change among children and adolescents' (6% of commitments), followed by 'Develop strategies aimed at curbing under-age drinking'<sup>15</sup> and 'Develop efficient common approaches to provide adequate consumer information' (both at 8% of commitments).

Compared against the first analysis made in April 2008 on the basis of 79 commitments, the distribution of the current 108 commitments over the seven priority areas has not changed significantly. It is however to be noted that more than half of the 29 new commitments give 'Develop information and education programmes on responsible patterns of consumption' as a priority area.

The detailed analysis by priority area is as follows<sup>16</sup>:

### **1) Better cooperation / actions on responsible commercial communication and sales**

22% of commitments refer to this priority area. All but two of the 33 commitments in this area are from economic operators (the two non-industry commitments are from Association Nationale de Prévention en Alcoologie et Addictologie and the National Foundation for Alcohol Prevention – STAP); 25 of the 31 industry commitments are from producers of alcoholic beverages (and more than half of these from The Brewers

<sup>15</sup> several actions under 'Develop information and education programmes on responsible patterns of consumption' and 'Develop information and education programmes on the effect of harmful drinking' also address this issue

<sup>16</sup> a single commitment can relate to more than one priority area

of Europe), three are from the advertising, marketing and sponsorship industries, two are from the media and one is from retail.

Typical examples of commitments by economic operators in this area are<sup>17</sup>:

- Provision of advice and training for advertising industry on the voluntary self-regulatory codes in the area of alcohol advertising (Advertising Information Group)
- Translate into national brewers' association action plans the conclusions of the 2006 advertising roundtable (The Brewers of Europe)
- Four commitments relate to self-regulation in the Polish brewing industry (part 1: Increase compliance with the commercial communication code; part 2: Introduction of impartial judgments within the system; part 3: Public awareness of complaints procedure within the system; part 4: Increase the coverage of the commercial communications code) (The Brewers of Europe);
- Development of internal tools to ensure commercial marketing is conducted in a responsible manner and does not encourage or condone excessive consumption (Bacardi-Martini B.V.)
- Development of a global corporate code of responsibility (Brown-Forman)
- 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 (European Association of Communications Agencies)
- Development of a pan-European "Wine in Moderation- Art de Vivre" programme, 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 (CEEV - Comité Européen des Entreprises Vins)
- Design and implement an on-line training toolbox to present and teach the European Forum for Responsible Drinking Common Standards to marketing personnel as well as alcoholic drinks industry associations and self-regulatory bodies (European Forum for Responsible Drinking - EFRD)
- Study the role of Self Regulation practices and commercial influences (i.e. marketing advertising techniques of alcoholic drinks etc) within the new media landscape (European Publishers Council)
- Ensure that marketing employees understand and implement the requirements demanded by the company code on responsible commercial communication (Heineken International)
- Commitment to include the French pregnancy logo on the back label of all of spirits and wine brands sold in the EU-27 countries (Pernod Ricard).

The two commitments from non-industry members focus on monitoring compliance with existing advertising and marketing regulations (both legal and self-regulatory):

- Monitor advertisements mainly in the press, in magazines and on billboards as well as in other media for compliance with national legislation (French 'Loi

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<sup>17</sup> examples are given here to illustrate the scope and diversity of the commitments made; the full content of all commitments made can be consulted at <http://ec.europa.eu/eahf/index.jsp>

Evain'), and take legal action where required (Association Nationale de Prevention en Alcoologie et Addictologie)

- Set up a European Centre for Monitoring Alcohol Marketing which is to collect, exchange and to promote knowledge and experience about alcohol marketing throughout Europe (National Foundation for Alcohol Prevention – STAP, together with Forum members IOGT-NTO and Eurocare Italia)

## **2) Develop a strategy aimed at curbing under-age drinking**

Eleven commitments cover this area. On the economic operators' side, four commitments from The Brewers of Europe relate to national brewers' associations (from Germany, Poland, Belgium and Romania), two are from spirits producers (V&S Group and Brown-Forman), and one is from the British Beer and Pub Association. Three commitments are from alcohol-related NGOs (Estonian Temperance Union, Alcohol Policy Youth Network (APYN) and The Nordic Alcohol and Drug Policy Network (NordAN), one is from the National Youth Council of Ireland.

The commitments by The Brewers of Europe relate to:

- a project to equip the German brewers and their representative associations with tools that can be used as a concrete contribution to public awareness raising as well as to the enforcement of the youth protection law;
- a programme to reduce minors' access to alcohol by the Polish brewers;
- is a campaign in Belgium to increase awareness concerning the restrictions for serving and selling alcohol to minors ("Respect 16");
- a campaign addressing underage drinking by the brewers of Romania, in collaboration with the Ministry of Education, Research and Youth of Romania and the General Inspectorate of the Romanian Police.

The commitments by the spirits producers relate to:

- exploring opportunities with the UK 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 (Brown-Forman);
- promoting alcohol abstinence among underage youth (V&S Group).

The commitment by the British Beer and Pub Association is about promoting good practice to its members in seeking proof of age to prevent the sale of alcoholic drinks to persons under the legal age. It will provide posters, information and web resources to its members and enforcement agencies and also seeks to promulgate the programme to non-members in the licensed trade.

The commitments of the alcohol-related NGOs in this area cover the following activities:

- Opening the first alcohol-free Cafe in Estonia, with the objective to create a youth-friendly environment that is entirely alcohol and smoke free (Estonian Temperance Union);
- Building a network supporting evidence-based alcohol policies in the Baltic states (Nordic Alcohol and Drug Policy Network – NordAN);

- Create 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 (Alcohol Policy Youth Network – APYN).

The commitment by the National Youth Council of Ireland is to work to achieve statutory codes to regulate advertising and marketing of alcoholic products to children and young people.

### **3) Develop efficient common approaches to provide adequate consumer information**

Twelve commitments cover this area: six are from producers of alcoholic beverages, two by research institutes (IREB and ICAP), two by retailers (EuroCommerce and British Retail Consortium), and one each by health professionals (European Midwives Association) and public health NGOs (European Public Health Alliance). These commitments relate to the:

- Development and creation of an on-line consumer tool to raise awareness about the responsible consumption of alcohol, and to give consumers factual information regarding products (Bacardi-Martini B.V.);
- Development of a global corporate code of responsibility, which will include restatement and update on the current marketing and promotions code and other business principles, ethics and behaviours (Brown-Forman);
- Encouraging more effectively the responsible consumption of spirit drinks, by communicating more widely on the need to drink responsibly and what is meant by responsible drinking and by risky drinking behaviour (The European Spirits Organisation - CEPS);
- Demonstrating that commitments made by The European Spirits Organisation in its Charter on Responsible Alcohol Consumption are effectively implemented. This will be achieved by publishing an annual progress report on the Charter, the content of which will be independently verified (The European Spirits Organisation - CEPS).
- Establishment of a Programme 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 (European Forum for Responsible Drinking - EFRD);
- Translation of a company website ("TalkingAlcohol.com") into five languages, making information available to other markets in order to assist consumers to make informed choices about alcohol (SABMiller);
- Reinforcement of responsible drinking messages, by endorsing the alcohol health labelling scheme recommended by the UK Department of Health (British Retail Consortium);
- Raising awareness of retailers to carry out actions against abuse of alcohol: dissemination of information on the work of the Alcohol Forum, encouraging members to develop activities in relation to the objectives of the Charter establishing the Forum (EuroCommerce);

- Providing grants to researchers working in the field of alcohol (Institut de Recherches Scientifiques sur les boissons alcoolisées - IREB);
- Giving greater exposure to research not currently published or not available in English by establishing a new online publication with English translations of abstracts of key articles appearing in French, German, Italian, Portuguese, Spanish, and other languages (International Center for Alcohol Policies - ICAP);
- Ascertainment of the education and practices of midwives in Member States on reducing alcohol related-harm pre-conception and during pregnancy (European Midwives Association);
- Dissemination of updated alcohol information to relevant stakeholders, by monitoring the EU alcohol policy within the EU institutions (European Public Health Alliance).

#### **4) Develop information and education programmes on responsible patterns of consumption**

26 of the 33 commitments covering this area are submitted by producers of alcoholic beverages, four are from research institutes (IREB and ICAP), and three from alcohol-related NGOs (Alcohol Action Ireland, Institute of Alcohol Studies and ReLeaf). The actions include<sup>18</sup>:

- Provide access, by means of a new website, to a comprehensive set of resources around alcohol and alcohol policy measures, extending from evidence base to policy briefings and from press releases to advocacy tools/resources (Alcohol Action Ireland);
- Self-help trainings for young people across Europe on healthy lifestyles, with a particular focus on alcohol (ReLeaf);
- European Alcohol Data Map: a compilation of English language and trans-European surveys which include questions on alcohol consumption and related matters (Institute of Alcohol Studies);
- Further investigate into attitudes and behaviour of young people towards alcohol, building on former surveys and using a new epidemiological survey carried out by IREB (Institut de Recherches Scientifiques sur les boissons alcoolisées - IREB);
- Help those wishing to set up interventions by advising the use of the ICAP Blue Book as a template for setting out a new approach to assist with the development of sustainable alcohol policies that recognize the role of alcohol in different societies (International Center for Alcohol Policies - ICAP);
- Becoming 'drinkaware': developing a set of online and printed tools that promote positive attitudes and behaviours towards alcohol, whilst challenging established drinking beliefs and myths (Alcohol Beverage Federation of Ireland - ABFI);

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<sup>18</sup> examples are given here to illustrate the scope and diversity of the commitments made; the full content of all commitments made can be consulted at <http://ec.europa.eu/eahf/index.jsp>

- Promote responsibility and moderation in the consumption of wine as a cultural and social norm, with a view to preventing and reducing alcohol abuse and related harm, by using the Europe-wide "Wine in Moderation / Art de Vivre" programme developed by the European wine sector (Comité Européen des Entreprises Vins - CEEV);
- Encouraging the responsible consumption of cider, perry and fruit wines, by communicating more widely on the need to drink responsibly, and creating a tool kit to assist member companies with their social responsibility outreach (European Cider and Fruit Wine Association - AICV);
- Planning for a Social Norms Forum in early 2009, with presentations by leading experts in social norms implementation. Participants will be given a social norms handbook/toolkit that will provide them with extensive background on this approach, as well as information on how to successfully develop and implement this method of addressing high-risk drinking among populations at risk (Anheuser-Busch);
- Explore opportunities with the United Kingdom's 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 and it operates in partnership with local police forces and councils (Brown-Forman);
- Influence consumer attitudes to alcohol by building on the recognition that consumers need to be approached from two directions in terms of attitudes to alcohol: the fear of social erosion on the one hand and the encouragement of a more positive attitude on the other. This will be done by means of an innovative integrated campaign (Diageo);
- Ensure that Heineken's employees understand the implications, responsibilities and expectations involved in working in a beer business (Heineken International);
- Help educate and remind consumers about the consequences of not drinking responsibly 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 (Heineken International);
- Campaign targeting obstetricians and gynaecologists in Italy: mailing of information kits on foetal alcohol spectrum disorders (FASD) to 5,000 obstetricians and gynaecologists of the Italian Society of Gynaecology (The Brewers of Europe);
- Organise third-party monitoring and evaluation of the activities performed by STIVA, the Dutch Social Aspect Organisation (The Brewers of Europe);
- Helping professionals to be better informed about the Dutch Health Council's guidelines on responsible drinking (The Brewers of Europe);
- Developing a program based on SMS application which allows mobile phone users in Poland to determine 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 can drive after having consumed the submitted amount of alcohol. The information will be for orientation only (SABMiller);

- Building on the expertise and experience of local InBev responsible drinking projects, try to internalize responsible drinking messages. InBev's employees will be the first targeted audience (InBev);
- Promote responsible consumption towards French General Practitioners (Moët Hennessy);
- Placement of a responsible drinking message on all of Pernod Ricard's advertising in the EU-27 countries (Pernod Ricard SA);
- 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 (The European Spirits Organisation - CEPS);
- Share with Forum members the impact and learning gained from delivering Scotland's first ever Alcohol Awareness Week (The Scotch Whisky Association).

#### **5) Enforce age limits for selling and serving of alcoholic beverages**

All 14 commitments in this area are submitted by economic operators (8 by alcoholic beverages producers, 3 by retailers and 3 by caterers/hospitality industry):

- Ensuring that no alcohol can be sold to those under 16 in shops in the Netherlands, through in-store customer information, education of staff, and the 'Till alert' (a signal to remind all cashiers to verify the age of the buyer when a product containing alcohol is sold) (Ahold N.V.);
- Awareness-raising campaign for cashiers in Belgium to sell alcohol products only to people above 18 years. The training for the cashiers will provide tools to detect minors and to ask identity card in case of doubt on the age of the buyer of alcohol (Delhaize Group);
- Raising awareness of retailers to carry out actions against abuse of alcohol: dissemination of information on the work of the Alcohol Forum, encouraging members to develop activities in relation to the objectives of the Charter establishing the Forum (EuroCommerce);
- HOTREC will encourage their national member associations to develop activities in relation to the objectives of the Forum Charter. HOTREC will invite the national member associations to make commitments within the framework of the Forum, and will organise the exchange of information between these associations on activities related to the Forum and similar bodies (HOTREC);
- Establish guidelines for member companies aimed at ensuring the enforcement of age limits for serving and selling alcoholic beverages in Finland (Finnish Hospitality Association – FHA);



- Actions aimed at enforcing age limits for serving and selling alcoholic beverages in Sweden, and at preventing sales to intoxicated customers (Swedish Hotel & Restaurant Association – SHR);
- Development of a Training Guide to be disseminated at national level as a support in training schemes for responsible service of alcohol of hospitality staff in both the on- and off-licence trade (European Forum for Responsible Drinking – EFRD);
- "Initiative 18+": a joint programme between Diageo and a German retailer to support better enforcement of Legal Purchase Age law in the trade (Diageo);
- Explore opportunities with the National Union of Students, local authorities and police to extend the UK "Best Bar None" programme to other UK regions and /or other EU Member States. The programme aims at encouraging premises in the UK to display a responsible attitude towards the sale of alcohol and rewarding that effort (Brown-Forman);
- Design and implement a bartender education programme on responsible service in the UK (Brown-Forman and Bacardi);
- Safeguarding the regulations for the protection of children and young people as regards the sale of beer in the individual member states; commitment against parties with "flat rates" for alcoholic beverages ("all-you-can-drink"); educational campaigns and events on the responsible use of beer (Association of small and independent breweries in Europe);
- Empower German breweries to contribute to enforcing the Youth Protection Act, with particular reference to selling and serving beer (German Brewers Association - The Brewers of Europe);
- Increasing public awareness in Poland about underage-drinking: encouraging retailers to act responsibly, educating shop assistants how to refuse alcohol to minors, raising social awareness and sensitivity to the problem, increasing adults' understanding that they have an impact on youth access to alcohol, reducing social acceptance of youth alcohol consumption (The Brewers of Europe);
- Campaign to increase awareness concerning the restrictions for serving and selling alcohol to minors in Belgium ("Respect 16"). The campaign is aimed at engaging key players in the value chain and eventually educating direct distributors of beer (The Brewers of Europe – co-owners: InBev Belgium, CEGROBB).

## **6) Develop information and education programmes on the effect of harmful drinking**

33 commitments (23% of all) relate to this area<sup>19</sup>, submitted by alcoholic beverages producers (12), alcohol-related NGOs (9), broader NGOs (5), retailers and caterers (2), health professionals (1), media (1) and research institutes (1); one commitment each was also received from the European Transport Safety Council (ETSC) and from the European Social Insurance Platform (ESIP).

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<sup>19</sup> a single commitment can refer to more than one priority area

Examples of the commitments in this area are<sup>20</sup>:

- Mobilising the medical profession to carry out information and awareness-raising campaigns, and to publish articles on alcohol on websites and in newsletters; at policy level, focus on activities around labelling (The Standing Committee of European Doctors - CPME);
- Improving understanding and awareness of the nature and scale of alcohol related health issues, and promoting effective evidence-based public health measures to tackle these problems (Royal College of Physicians - RCP);
- Building an information resource on alcoholism and homelessness, and on approaches to treating the problems experienced by people in this situation. Experience and expertise will be drawn together and made available to the homeless sector across Europe, to policy-makers and other interested actors (European Federation of National Organisations Working with People who are Homeless - FEANTSA);
- Building Capacity for Action on alcohol related health policy. The main goal is to develop key evidence messages that can be used to build public awareness of different aspects of alcohol policy, and address alcohol policy at local, regional, national and European level (European Public Health Alliance - EPHA);
- Providing a platform for European cancer leagues to discuss and agree on general information and advice regarding alcohol use and risks for cancer, in order to develop a set of recommendations which can be adapted by cancer leagues across Europe (Association of European Cancer Leagues);
- Publishing a Fact Sheet Series on alcohol related problems and effective interventions, contributing 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 (Deutsche Hauptstelle für Suchtfragen – DHS);
- Awareness raising of Foetal Alcohol Spectrum Disorders: Supporting women of childbearing age to make healthy choices in pregnancy, including a focus on prenatal alcohol use (Eurocare);
- Design of 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 (Institute of Alcohol Studies - IAS);
- Provide the Forum with data on the amount of editorial coverage devoted to healthy living/alcohol abuse issues in magazines. Continue moral and financial support for the development and improvement of effective advertising self-regulation across the EU (European Federation of Magazine Publishers – FAEP);
- Underline the role played by Social Security Organizations in the fight against alcohol-related harm: the French Social Health Insurance Organization

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<sup>20</sup> examples are given here to illustrate the scope and diversity of the commitments made; the full content of all commitments made can be consulted at <http://ec.europa.eu/eahf/index.jsp>

(CNAMTS) will run a campaign targeted to pregnant women and doctors with a particular focus on alcohol (European Social Insurance Platform – ESIP);

- 'Safe and Sober Programme': 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 (European Transport Safety Council - ETSC);
- Setting up an awareness raising campaign on alcohol problems in the workplace; distribution of brochures and posters amongst employees; integrating a code of conduct into employees' contracts (Delhaize Group);
- Funding and supporting road safety campaigns in Spain, using the internet as an additional tool to convey messages against drinking and driving ("La Carretera Te Pide Sin" – The Brewers of Europe);
- Education campaign by the Finnish Federation of the Brewing Industry, in co-operation with some of the leading media, restaurants, digital medial companies and academic researchers, aiming at challenging individuals to think about their drinking habits. The aim is also to spark off a more general debate on Finland's binge drinking culture (The Brewers of Europe);
- Internalizing responsible drinking messages: reaching out to employees, and using employees to reach out into the communities around them, through private channels (family, friends) or professional channels (sales contacts, competitors,...) (InBev).

## **7) Promote effective behavioural change among children and adolescents**

Only 9 commitments (6% of all) relate to this area (four from alcohol-related NGOs, three from research institutes, two from alcoholic beverages producers):

- Establishing a dedicated network on alcohol policy and young people, in order to develop a set of tools to assist the European Youth Forum Member Organisations in tackling the weaknesses and needs they have identified throughout the work within the Working Group on Alcohol Policy and the Advocacy School on Alcohol Policy (Eurocare);
- Running and managing 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 to contribute to the definition, implementation and evaluation of alcohol policies and programmes at the local, national, European and International levels (Alcohol Policy Youth Network);
- Improve communication tools to help raise awareness of, and spread information about, the work of mutual help groups for alcohol related problems in Europe (European Mutual Help Network for Alcohol related problems - EMNA);
- Organizing self-help based trainings, peer approach to young people, summer camps, trainings and conferences on healthy lifestyle, with particular respect to alcohol, for young people (ReLeaf Europe);
- Conduct a new epidemiological survey among 1,800 young people aged 13-24 in order to study their attitudes and behaviour towards alcohol. Comparisons

with international studies and former IREB surveys will be made (Institut de Recherches Scientifiques sur les boissons alcoolisées - IREB);

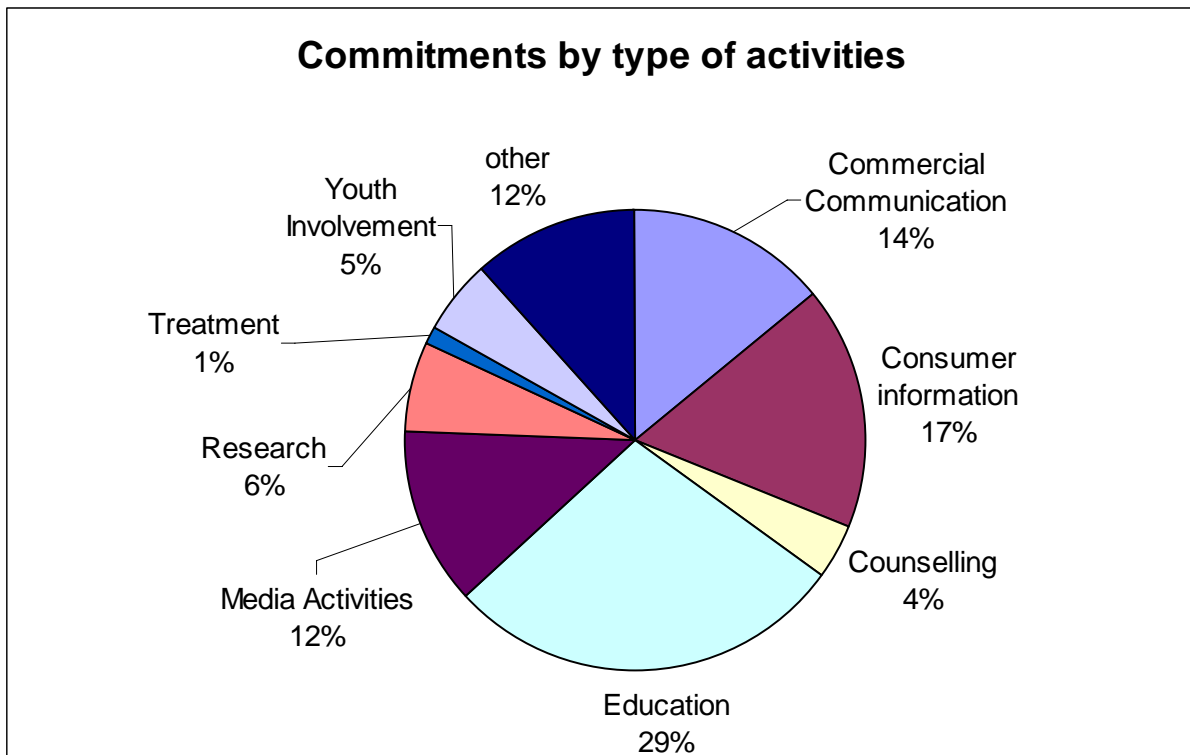
- Providing grants to researchers working in the alcoholic field (Institut de Recherches Scientifiques sur les boissons alcoolisées - IREB);
- Using a comparative survey conducted in focus groups in a range of countries with differing drinking patterns, extreme drinking was examined among young people. Among the facets examined were motivations underlying extreme drinking, contexts, its possible social role, as well as various risk and protective factors (International Center for Alcohol Policies - ICAP);
- Campaign addressing underage drinking in Romania: in collaboration with Government bodies and the police, the campaign will visit high schools throughout the country. Additional activities will focus on supporting training of trainers (teachers, police officers and pupils), and developing and editing an educational guide for parents (The Brewers of Europe);
- Launch of the social responsibility concept "Er du klar?" (Are You Ready?) and the websites [www.erduklar.com](http://www.erduklar.com) and [www.klarsnak.com](http://www.klarsnak.com) by the Danish Brewers' Association, accompanied by media and dissemination activities (The Brewers of Europe).

#### d) Type of planned activities within the commitment

The form by which Forum members submit their commitments foresees nine different types of planned activities within the commitment:

- Commercial Communication
- Consumer information
- Counselling
- Education
- Media Activities
- Research
- Treatment
- Youth Involvement
- other

These are distributed as follows over the 108 commitments:



Compared against the first analysis made in April 2008 on the basis of 79 commitments, the distribution of the current 108 commitments over the nine "type of activity" fields has not changed significantly. The biggest change occurs for "media activities" (up from 9% to 12%); changes in the other "type of activity" fields are 2% or less.

### e) Member State coverage

The European Union's Member States are covered as follows by the 102 commitments made:

Country	commitments implemented in this MS	Country	commitments implemented in this MS
Austria	47	Latvia	45
Belgium	52	Lithuania	44
Bulgaria	50	Luxembourg	47
Czech Republic	54	Malta	44
Cyprus	43	Netherlands	54
Denmark	50	Poland	60
Estonia	46	Portugal	47
Finland	48	Romania	53
France	56	Slovak Republic	45
Germany	58	Slovenia	45
Greece	48	Spain	53
Hungary	51	Sweden	52
Ireland	51	United Kingdom	62
Italy	54	<i>pm: all Member States</i>	38

On the basis of this quantitative analysis there are no Member States which are not covered by action deriving from the Forum process. The above numbers include the 38 commitments which according to the commitment owners are implemented Europe-wide<sup>21</sup>.

There is a slight difference between 'bigger' and 'smaller' Member States, with most of the bigger countries being covered by more commitments than the smaller ones. There are no marked differences between North and South, or between 'new' and 'old' Member States. The United Kingdom (62), Poland (60)<sup>22</sup>, Germany (58) and France (56) are covered by the highest numbers of commitments; the Czech Republic, Italy and the Netherlands come next with 54 commitments each, followed by Spain and Romania with 53 each. While there is a cluster of 'new' Member States at the bottom end (Cyprus: 43; Lithuania and Malta: 44; Latvia, Slovak Republic and Slovenia: 45; Estonia: 46), some 'older' Member States are in the same order of magnitude (Austria, Luxembourg and Portugal: 47; Greece and Finland: 48).

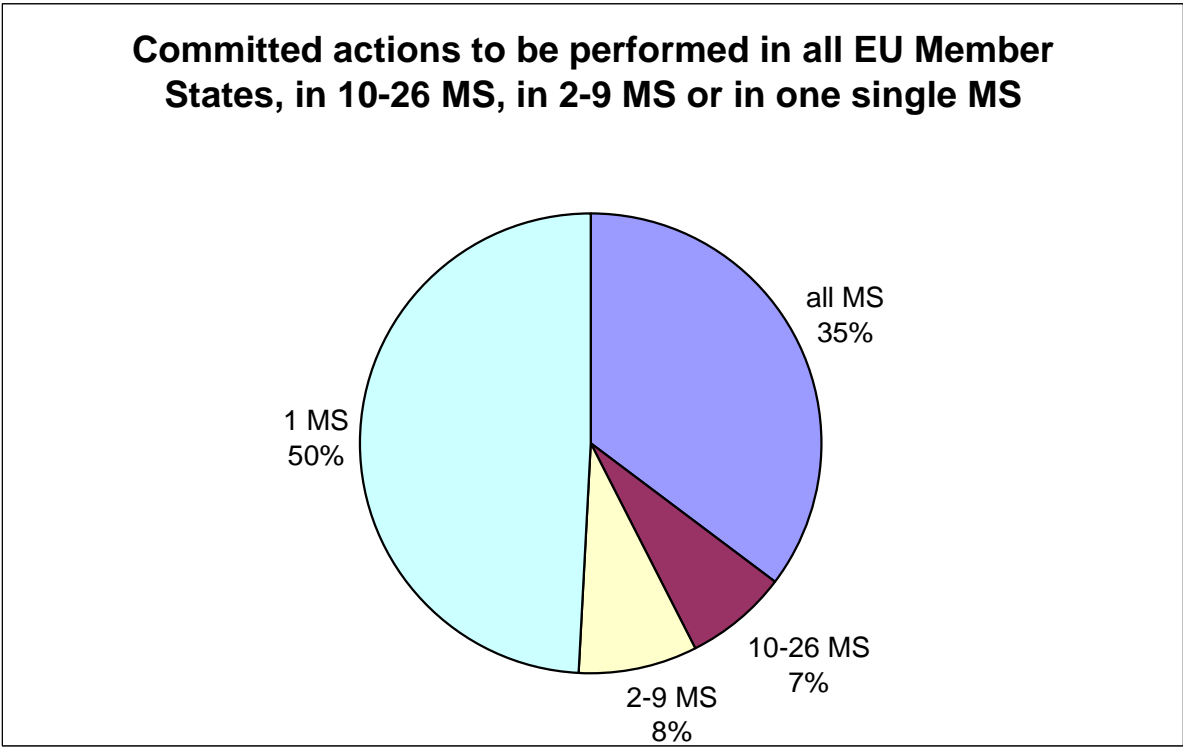
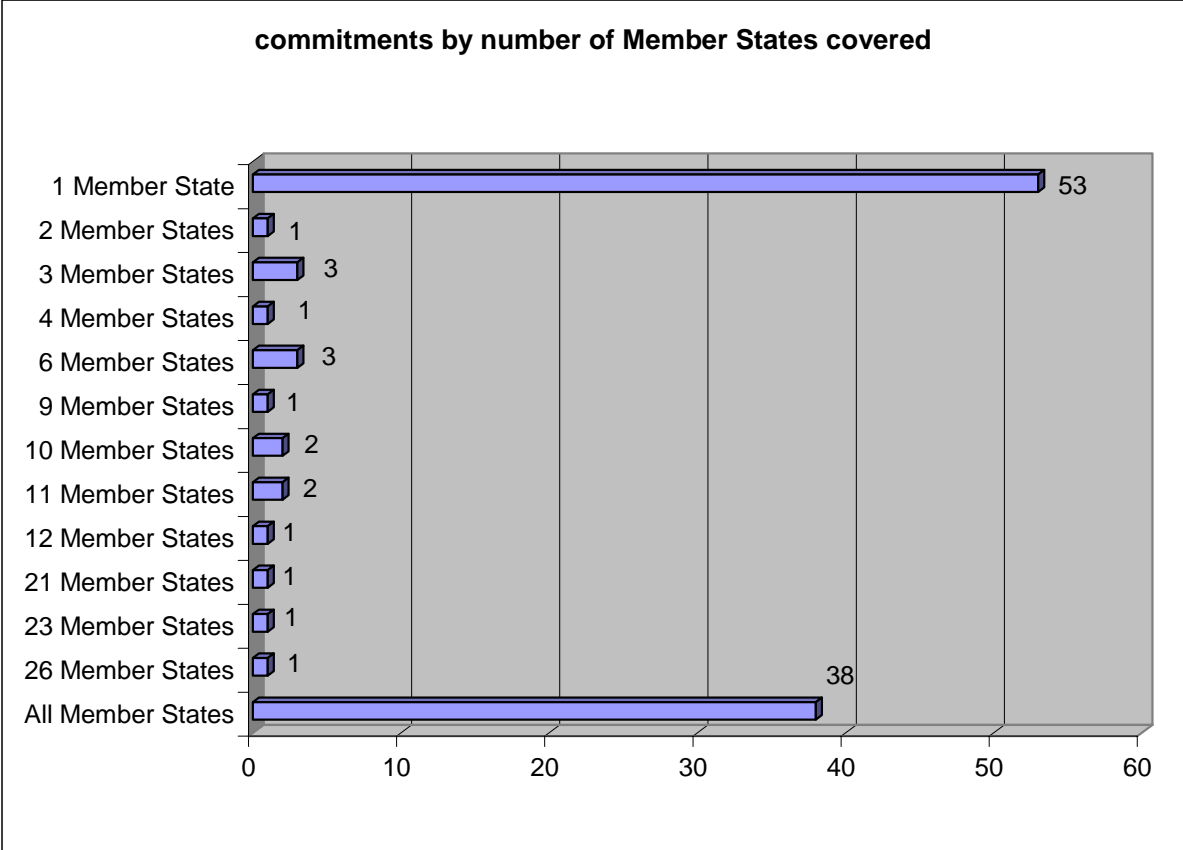
The first report on the implementation of the EU alcohol strategy adopted with the Commission's Communication of October 2006, which will include reporting by Member

<sup>21</sup> when searching the commitments data base for commitments at EU level, it will display 35 results; three commitments need to be added to these, where the commitment owners, instead of ticking 'EU level', have listed the 27 Member States.

<sup>22</sup> The comparatively high number of commitments implemented in Poland (54, making Poland the country with the 2<sup>nd</sup> highest commitment score) is partly explained by the six commitments by the Polish brewers under the Brewers of Europe umbrella.

States, may give an indication of the extent to which the various countries are benefiting from the actions implemented by Forum members.

38 out of the total of 108 commitments relate to all Member States, with the remaining 73 concerning between one and 26 Member States:



As stated above, 38 commitments concern all 27 Member States, while at the other end of the spectrum there are 53 commitments concerning only one Member State. The remaining 17 commitments apply to a number of Member States varying from 2 to 26, the majority (12) of these 17 commitments concerning 2-9 Member States; it is to be noted that 21 of the 29 new commitments received after the April 2008 analysis concern single Member States.

There are therefore two broad groups of commitments: those who are Europe-wide, and those who are implemented within a single Member State (which does not necessarily mean at national level, but can also be at regional or local level); more than 80% of commitments belong to one of these two groups.

This is in line with the Forum's philosophy, which intends to stimulate action at all levels, from the European down to the local level, and reflects the diversity of Forum membership: while the European umbrella organisations and trade associations in many cases commit to actions that are to be implemented throughout their European membership, there are affiliated members in the Forum whose mandate is limited to action at national level (e. g. Eurocare Italia, the Estonian Temperance Union, the British Retail Consortium...).

### **III. Conclusions and way forward**

#### **a) Origin of the commitments**

As shown above, 59 of the 60 members of the Forum have registered a total of 108 commitments by 20 April 2009.

With the exception of the alcoholic beverage producers, who have on average made more than 3.5 commitments per member, and the research institutes (2.5/member), most Forum members have submitted one commitment on average.

A more detailed analysis of the action generated by the Forum process, which is to be conducted later this year as part of a first report on the implementation of the EU alcohol strategy adopted with the Commission's Communication of October 2006, can be expected to give a clearer indication of the relevance and potential of the commitments made.

#### **b) Priority areas targeted**

As stated earlier, there is a numerical imbalance between

- on the one hand, the three areas 'Better cooperation / actions on responsible commercial communication and sales' (included in 33 commitments), 'Develop information and education programmes on the effect of harmful drinking' (33) and 'Develop information and education programmes on responsible patterns of consumption' (33);
- on the other hand, the four areas 'Develop a strategy aimed at curbing under-age drinking' (included in 11 commitments), 'Enforce age limits for selling and serving of alcoholic beverages' (14), 'Develop efficient common approaches to provide adequate consumer information' (12) and 'Promote effective behavioural change among children and adolescents' (9).

Particularly the area 'Promote effective behavioural change among children and adolescents' - given the potential it holds for curbing alcohol consumption in this important target group - may deserve more attention in future rounds of commitments in the Forum process (among the 29 new commitments received after the first analysis report of April 2008, only two address this priority area). The ongoing work of the Marketing Communication Task Force on the issue of social marketing, as well as the Clearing House scheme which the Forum will



establish as a result of the work of the Task Force on Youth-specific aspects of alcohol, should provide input for supplementary action in this area.

**c) Avoiding overlap, and encouraging partnerships**

A number of commitments relate to similar activities, carried out by different stakeholders, and sometimes with almost identical target populations (e. g. by alcoholic beverage producers in the area of enforcing age limits for selling and serving of alcoholic beverages). To avoid such overlaps, and to foster broader and well-coordinated commitments, partnerships should be encouraged at the design stage of future commitments.

Amongst the 108 current commitments, according to the information provided on the commitment form, the following partnerships exist *among Forum members* (either co-owned commitments, or commitments where the owner has associated other Forum members):

<b>Owner</b>	<b>Commitment title</b>	<b>associated Forum member(s)</b>	<b>co-owner(s)</b>
CEEV	Wine in Moderation - Art de vivre	EASA	COPA- COGECA
Brown Forman	Best Bar None	Bacardi	
Association of small and independent breweries in Europe (SIB)	Beer - Beverage of moderation	The Brewers of Europe	
APYN	Alcohol Policy Youth Network	- Eurocare - European Youth F.	
EFRD	Training Guides for Responsible Service of Alcohol	- The International Center for Alcohol Policies (ICAP) - CEPS	
EFRD	Training on Responsible Alcohol Marketing	European Association of Communications Agencies	
FEANTSA	Resource tool on alcohol addiction and homelessness	- European Public Health Alliance - Eurocare	
InBev	Improving compliance with Code of Commercial Communications	World Federation of Advertisers	
The Brewers of Europe	Commercial communications for beer: The Brewers of Europe's 7 operational standards	World Federation of Advertisers	
CEPS	Consumer Awareness	EFRD	
CEPS	Marketing Self-Regulation	EFRD	
CEPS	Independent Evaluation	EFRD	
The Scotch Whisky Association	Share with Forum members the impact and learning gained from delivering Scotland's first ever Alcohol Awareness Week	- Diageo - Inbev - Pernod Ricard - Bacardi	

EFRD	Programme to provide information to consumers in Europe		- Brown-Form. - Diageo - Moët-Henn. - Pernod Ricard - V&S Group - CEPS
National Foundation for Alcohol Prevention (STAP)	Overview European Alcohol Marketing Regulations & Overview Research on Effects Alcohol Marketing		- IOGT-NTO - EURO CARE Italia
The Brewers of Europe	The Belgian Brewers - Curbing underage drinking: "Respect 16"		- InBev Belgium - CEGROBB

The table shows that there are no partnerships between Forum members representing economic operators and those representing NGOs. Most partnerships are between members belonging to the same category of stakeholders, with only few exceptions (in particular, co-operations between producers of alcoholic beverages and Forum members belonging to the category 'advertising, marketing and sponsorship').

However, a number of Forum members have within their commitments established cross-sector multi-stakeholder partnerships at national level, as the following examples show:

<b>Owner</b>	<b>Commitment title</b>	<b>associated partner(s)</b>
Brown-Forman	Best Bar None	- Local police - Local authorities - National Union of Students
Diageo	Initiative 18+	major retailer in Germany (real,-)
Moët Hennessy	Promotion of responsible consumption towards French General Practitioners	GPs in France
The Brewers of Europe	"If you're expecting a child, alcohol can wait"	Italian Society of Gynaecologists and Obstetricians
The Brewers of Europe	Brewers of Romania - "Alcohol does not make you big"	- Ministry of Education, Research and Youth - General Inspectorate of the Romanian Police
The Brewers of Europe	Dutch Brewers (CBK) - Information material on responsible drinking patterns	- Dutch Association of Dieticians - Dieticians Cooperation Netherlands
The Brewers of Europe	Polish Brewers - Drink Driving in Poland Beer Industry Program	- National Road Safety Council - National Police Headquarters - Local Municipal Authorities - Media
The Brewers of Europe	Un dedo de espuma, dos dedos de frente	- Ministry of Agriculture of Spain - Unión de Consumidores y Usuarios - Confederación de Consumidores de España - Gobierno de Navarra - Instituto de la Juventud de Extremadura

#### **d) Commitment description: monitoring and output indicators**

Forum members submit their commitments by means of a standardised template ('commitment form'). These forms, by which the commitments are registered and fed into the data base, have a section on 'monitoring', with fields for 'objectives/relevance', 'input indicators', 'output indicators' and 'evaluation details'. An analysis shows that this is in general the least developed part of the commitments: many commitments give fairly little detail in this section, especially for the fields 'output indicators' and 'evaluation details'.

Since the monitoring provisions are a crucial part of the commitments, and essential for assessing whether the commitments will have the expected results, Forum members should pay more attention to this area, and to the guidelines which are set out in the document 'Monitoring Commitment' which is part of the Forum Charter (annex 2).

In order to make Forum members more aware of the need for paying due attention to the 'monitoring' section of the commitments form, a dedicated workshop was organised on 3 June 2008; 22 representatives of Forum members attended this workshop. The workshop underlined the need for building a monitoring approach into the commitments already at their design stage: monitoring cannot just be "added on" when the commitment is almost finished.

Some, though not consistent, improvement can be seen in the 29 new commitments, most of which were registered after the workshop. The issue of monitoring & evaluation, and the potential need for a 'scoring exercise' in this area - similar to the one carried out within the framework of the EU Platform for Action on Diet, Physical Activity and Health - was repeatedly discussed at Forum meetings. As a result, a decision has been taken for an external contractor to analyse the monitoring of commitments, and the reports on their implementation, done by the commitment owners (*see section 'e' below for further details*).

#### **e) Reporting on the implementation of commitments**

As of March 2009, a common template is in use through which Forum members have to report on the implementation and monitoring of their commitments. The form follows closely the guidelines which are set out in the document 'Monitoring Commitment' which is part of the Forum Charter. In the various sections of the reporting form, commitment owners need to describe i. a.

- in which way and to which extent the objectives set out in the original commitment form have been achieved in the reporting period;
- how the commitment contributed to achieving the overall aims of the Forum during the reporting period;
- the resources allocated to the commitment ("What was done to put the objectives into practice?");
- the output indicators ("What was achieved with the resources allocated to the commitment?");
- the outcome and impact indicators ("How successful has the commitment been during the reporting period in relation to the original objectives?");
- the evaluation details (tools and methods used, internal or external evaluators...);
- how the results of the commitment were disseminated.

At the cut-off date for this report (20 April 2009), monitoring reports have been submitted for 87 out of the 108 commitments. Given that a number of additional reports were at a draft stage on the cut-off date and can be expected to be registered into the data base soon, and that

a number of commitments are so new that there is no progress yet to report on, compliance with the reporting requirement is very good. 58 of the registered reports are intermediate reports for commitments which are still ongoing; 29 are final reports for completed commitments.

As mentioned above, these reports, together with the commitments to which they refer, will now be analysed by an external contractor, who – in line with a process implemented successfully in the framework of the EU Platform for Action on Diet, Physical Activity and Health – will give Forum Members feedback on the quality of the information they provide. Such comments will highlight to the Forum Members, where necessary, the ways in which the presentation and monitoring of their commitment (as displayed in the forms) is limited and how it could be improved. A score attributed to each individual report will help commitment owners situate the quality of their reporting against the average for all commitments.

Based on this analysis, and beyond the information given to individual Forum members, the Commission services will then publish the first Monitoring Progress Report for the Forum. This report will provide an objective overall assessment of how the commitments have been monitored by Forum Members.

#### **f) Web-based information**

Information on all aspects of the Forum process, including summary reports of Forum plenary, Task Force and Science Group meetings and the presentations made at these meetings, can be retrieved on the Commission's public health website:

[http://ec.europa.eu/health/ph\\_determinants/life\\_style/alcohol/Forum/alcohol\\_forum\\_en.htm](http://ec.europa.eu/health/ph_determinants/life_style/alcohol/Forum/alcohol_forum_en.htm)

This website also contains a link to the commitments data base:

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

This on-line data base is searchable, so that it is i. a. possible to display:

- all commitments made by a given Forum member;
- all commitments implemented in a given Member State;
- commitments made by all or single Forum members in a given priority area;
- commitments by type of activities;
- commitments by target group;
- types of activities foreseen in commitments from a given Forum member

Along with a summary or full description of each commitment, this data base also gives access to the monitoring reports on the implementation of the commitments.

Web-based information about the commitments will be further developed, and regularly updated.