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ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

1. Introduction

The ELSA project (Enforcement of national Laws and Self-regulation on advertising and marketing of Alcohol), coordinated by STAP (National Foundation for Alcohol Prevention in the Netherlands) includes representatives from 24 European countries. The main objective of the two year project has been to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in EU-Member States, applicant countries and Norway.

The ELSA project has aimed to inform the development of regulation on commercial communications in Europe through its five main objectives:

1. To report on the evidence of the impact of advertising and marketing on the use of alcohol and the harm done by alcohol;
2. To prepare a guidance manual to monitor the existing laws, structures and regulation and self-regulation mechanisms on the advertising and marketing of alcoholic beverages, and their adherence, and to document those beverages and marketing practices that are appealing to young people;
3. To summarize the existing laws, structures and regulation and self-regulation mechanisms at the Member State level on the advertising and marketing of alcoholic beverages;
4. To report on the adherence to the existing laws, structures and regulation and self-regulation mechanisms at the Member States level on the advertising and marketing of alcoholic beverages; and
5. To describe those beverages and marketing practices that are appealing to young people.

In order to realize these objectives, the ELSA team has successfully undertaken several activities in the period January 2005 to June 2007.

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2. Detailed description of all activities

2.1 Technical coordination and administration

Lead Partner: STAP

Partner involved: All

Foreseen number of person-days: 610

Actual number of person-days: 698

Starting date: 01/01/05

Foreseen ending date: 31/12/06

Actual ending date: 31/06/07

Foreseen Description of work:

To oversee the day to day coordination and administration of the project; to manage all financial matters; to prepare the administrative matters for the network meetings; to deal with all correspondence; to manage the construction and the running of the website, to be responsible for ensuring that the project is managed according to the timetable and that all deadlines are met; to prepare meeting reports and annual and final reports for the commission.

Deliverables:

Annual and final reports for the Commission.

Actual Description of Work:

STAP was responsible for the coordination and administration of the project. STAP succeeded in finishing all reports within the foreseen time. STAP structured the ELSA website (www.elsa-europe.org) during the spring of 2005. The website was further developed during the course of 2006. In addition, STAP has written an interim report with a financial and technical evaluation in the first year of the project. This final evaluation report is written by STAP as well.

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2.2 International coordination

Lead Partner: Anderson

Partner involved: All

Foreseen number of person-days: 48

Actual number of person-days: 34

Starting date: 01/01/05

Foreseen ending date: 31/12/06

Actual ending date: 31/06/07

Description of work:

Responsible for resolving all difficulties regarding cultural difficulties between the participating countries; functions as a bridge between the different countries in order to maintain the standard principles of the project relating to the quality of the work that has to be done at the country level; serves as an international help-desk; is responsible for the presentation of the results during the project and at the end.

Deliverables:

Annual and final reports for the Commission.

Actual Description of Work:

The actual time of person-days is smaller than the foreseen number of person-days since no serious cultural differences between participating organisations have occurred. There was agreement between the partners on the importance of the objectives of the project.

The results of the project will be disseminated in August 2007.

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2.3 Creation of expert network

Lead Partner: STAP
Partner involved: All
Foreseen number of person-days: 20
Actual number of person-days: 34
Starting date: 01/01/05
Foreseen ending date: 01/04/05
Actual ending date: 01/04/05

Description of work:

To bring the partners together into an expert network. The partners will have the responsibilities of: Being an active member of the network and sharing experience with other network members. Attending the three meetings of the network. Receiving the training on assessing national laws and self-regulation for the marketing of alcoholic beverages. Preparing a country report on existing laws and structures for regulating the marketing of alcoholic beverages. Undertaking a review and preparing a report on adherence to self-regulatory codes and to the regulatory systems. Giving advice to all other products of the project. Making plans for sustainability of the work at the end of the project.

Results to be achieved:

Convening an expert network across 28 European countries.

Description of the actual work:

The ELSA network has been set up with representation in 23 European Member States, and Norway. Representatives are drawn from governmental and non-governmental organizations and professional and scientific bodies.

Although the number of participants was moderately large, the ELSA team at STAP was able to communicate regularly with the partners. Besides frequent correspondence by email, the three meetings were most helpful in strengthening ties with partners. Consequently, a large majority was very motivated to participate in the project and to deliver useful data to the ELSA team. Unfortunately, a small minority of the partners lost their enthusiasm during the project. Five partners did not collect documents on the adherence and effectiveness of the existing regulations.

The project website (www.elsa-europe.org) has been structured during the spring of 2005 and is accessible only for ELSA partners from the beginning of March 2006. The site is further developed during the course of 2006. ELSA partners used the website in order to read completed reports of the ELSA project. Nevertheless, the participation on the website was not as lively as we hoped for. Most of the experiences of the partners concerning participation in the ELSA project were communicated directly to the ELSA team at STAP. The forum of the website not used intensively.

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2.4 Training manual and guidance to assess laws and structures

Lead Partner: STAP

Partner involved: All

Foreseen number of person-days: 50

Actual number of person-days: 61

Starting date: 01/01/05

Foreseen ending date: 31/04/05

Actual ending date: 31/06/07

Description of the work:

A training and assessment manual will be completed to provide training and guidance at the country level on how to report on existing laws and structures for the regulation and self regulation of the marketing of alcoholic beverages and how to monitor and report on adherence to self regulatory codes, and to the regulatory systems, The manual will be base don the experience and existing content materials produces by STAP in the Netherlands to fulfil its national function of monitoring adherence top self-regulatory codes in the Netherlands. The text of the manual will be peer reviewed by a panel of six international experts. The manual will be used to provide training to the members of the expert network from the 28 countries, and will provide the format and structure of preparing the country based reports. 100 copies of the manual will be printed and it will be disseminated to relevant governmental and non-governmental organizations and scientific bodies and placed on the internet.

Results to be achieved

Preparation of a training programme and guidance on assessing national laws and self regulation on the advertising and marketing of alcoholic beverages

Deliverables

Training manual and guidance on assessing existing laws and self regulatory structures.

Description Actual work:

In 2005 STAP wrote a training manual which guided the partners through their tasks for the ELSA project. In this manual all methods and procedures for the activities of the ELSA network are described. The manual is written by STAP and reviewed by six experts involved in the ELSA project before it was spread among the partners for use during the project. The Training Manual was published electronically on the ELSA website (www.elsa-europe.org).

The Training Manual composed in the first year of the project is updated, designed, and published in the in the second year of the project. The first version of the Training Manual was adequate to be used as a guide for the ELSA partners. The second version of the manual provides an instruction for systematically monitoring current European regulations on alcohol marketing while taking into account differences in national contexts. The method described in this manual is used in the ELSA project but is rewritten to be used in follow-up studies as well. The revised Training Manual is published on the ELSA website and 100 copies will be published in August 2007.

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2.5 First Network Meeting

Lead Partner: STAP

Partner involved: All

Foreseen number of person-days: 80

Actual number of person-days: 103

Starting date: 01/04/05

Foreseen ending date: 31/04/05

Actual ending date: 31/04/05

Description of work

The first meeting of the network will take place in Amsterdam in the Netherlands during April 2005. It will be a 3 day meeting with the following objectives:

To introduce members of the network to each other. To share country experiences. To discuss the aims and objectives and products of the project in detail. To provide detailed training in reporting on existing laws and structures and in assessing adherence to self-regulatory codes, and to the regulatory systems.

Results to be achieved:

To inform all the partners and in particular to train the partners in assessing national laws and self regulatory structures.

Description of the actual work:

The ELSA network held its first meeting in Amsterdam, April 7th to 9th 2005. During the meeting, the Network was briefed about the project, its aims and objectives. Partners were divided into four subgroups and were prepared for their contributions to the project. More information on the program of this first meeting and the contribution of the various partners can be found on the CD-ROM of the first conference.

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2.6 Report on evidence of impact

Lead Partner: Anderson
Partner involved: All
Foreseen number of person-days: 38
Actual number of person-days: 52
Starting date: 01/01/05
Foreseen ending date: 30/09/05
Actual ending date: 30/04/07

Description of work:

The report will be based on a review of the evidence of the impact of advertising, marketing and sponsorship on the use of alcohol and the harm done by alcohol. Evidence will be collected from existing reviews and systematic reviews as well as published papers identified through literature searches in electronic databases. The review will consider all forms of commercial communication, recommendation or action with the aim, effect or likely effect of promoting an alcoholic product or alcohol use either directly or indirectly. The review will be no more than 30 pages in length and will be peer reviewed by a panel of six international experts. 100 copies of the review will be printed and it will be disseminated to relevant governmental and non-governmental and scientific organizations with responsibility for alcohol policy and alcohol marketing.

Results to be achieved:

To prepare a report of the impact of advertising and marketing on the use of alcohol and the harm done by alcohol.

Deliverables:

Report on the evidence of the impact of advertising, marketing and sponsorship on the use of alcoholic beverages and on the harm done by alcohol.

Description actual work:

This extensive overview of existing scientific literature on the effect of alcohol marketing on the use of alcohol by young people. The draft report is presented during the network meeting in Barcelona, November 2005.

This report is written by Peter Anderson on behalf of STAP. This report provides an extensive overview of existing scientific literature on the effect of alcohol marketing on the use of alcohol by children and adolescents. The conclusions of this reports show the importance of regulating alcohol marketing. The report is more extensive than expected and covers 80 pages including title page and list of reference. Consequently, P. Anderson invested little more time than foreseen in writing this extensive overview. This report is reviewed by the six experts and distributed to the partners. The report is published on the website and 100 copies will be distributed in August 2007.

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

2.7 Report on Structures

Lead Partner: STAP
Partner involved: All
Foreseen number of person-days: 165
Actual number of person-days: 105 by STAP
Starting date: 01/01/05
Foreseen ending date: 30/10/05
Actual ending date: 30/10/05

Description of work

The training and guidance manual will provide a methodology, format and structure for the country partners to prepare a report on the existing national laws, structures and regulation and self regulation mechanisms on the advertising and marketing of alcoholic beverages. Following the first meeting of the network, the partners will complete the country reports in 5 days work. The report will include 28 country chapters, each of 5-10 pages in length, edited by STAP, with a summary chapter of 20 pages prepared by STAP bringing all the evidence together. STAP will spend 50 days in this work. The report will be peer reviewed by a panel of six international experts. 100 copies of the review will be printed and it will be disseminated to relevant governmental and non-governmental and scientific organizations with responsibility for alcohol policy and alcohol marketing.

Results to be achieved

To prepare a report on the existing national laws, structures and regulation and self regulation mechanisms on the advertising and marketing of alcoholic beverages

Deliverables

Report on the existing national laws, structures and regulation and self regulation mechanisms on the advertising marketing of alcoholic beverages.

Description of the actual work

This report is written by STAP in 2005 and presented during the second network meeting in Barcelona, November 2005. To compose this report all ELSA partners inventorised the existing statutory and non-statutory alcohol marketing regulations in the European member states and Norway. The existing regulations are compared to the Council Recommendation on the drinking of alcohol by young people, to find out which elements of the recommendation are implemented in national regulation, and how. The result is an unique report offering an elaborate overview of alcohol marketing regulations in European countries. Composing this report and categorizing the data took more effort than expected. STAP spent twice the number of person-days than foreseen. This report is reviewed by the six experts and distributed to the partners. The report is published on the website and 100 copies will be distributed in August 2007.

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2.8 Second network Meeting

Lead Partner: DHSS Catalonia

Partner involved: All

Foreseen number of person-days: 66

Actual number of person-days: 55

Starting date: 01/11/05

Foreseen ending date: 31/11/05

Actual ending date: 55

Description of work:

The second meeting of the network will take place in Barcelona hosted by the Ministry of Health of Catalonia during November 2005. It will be a 2 day meeting with the following objectives:

To review, comment on and endorse the report on the impact of advertising and marketing on the use of alcohol and the harm done by alcohol. To review, comment on and endorse the report on the existing national laws, structures and regulation and self regulation mechanisms on the advertising and marketing of alcoholic beverages. To share country experiences. To plan the completion of the review and report on the adherence to self regulatory codes and regulatory systems.

Results to be achieved

The final versions of the national reports on the impact of advertising and marketing on the use of alcohol and harm done by alcohol and on the existing national laws, structures and regulation and self regulation mechanisms on the advertising and marketing of alcoholic beverages will be discussed.

Deliverables

23 National the reports on the impact of advertising and marketing on the use of alcohol and the harm done by alcohol and on the existing national laws, structures and regulation and self regulation mechanisms on the advertising and marketing of alcoholic beverages.

Description of actual work

The second meeting was held in Barcelona, November 17th – 19th 2005. During this meeting the first results of the report on existing laws and structures were presented and discussed. Plans for the report on adherence to alcohol marketing regulations and the optional rating panel research were made and discussed. More information on the program of this first meeting and the contribution of the various partners can be found on the CD-ROM of the second conference.

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2.9 Report on implementation of self regulation

Lead Partner: STAP
Partner involved: All
Foreseen number of person-days: 510
Actual number of person-days: STAP: 232
Starting date: 01/10/05
Foreseen ending date: 31/09/06
Actual ending date: 31/04/07

Description of work:

The training and guidance manual will provide a methodology, format and structure for the country partners to prepare a report of the extent of national adherence to codes of national adherence to codes of self regulation, where they are in place (as indicated already before, we will also have a similar assessment of the regulatory systems). Following the second meeting of the network, the partners will complete the review and country report in 20 days work. The report will include 28 country chapters, each 5-10 pages in length, edited by STAP, with a summary chapter of 20 pages prepared by STAP bringing all the evidence together. STAP will spend 50 days on this work. The report will be peer reviewed by a panel of six international experts. 100 copies of the review will be printed and it will be disseminated to relevant governmental and non-governmental and scientific organizations with responsibility for alcohol policy and alcohol marketing.

Results to be achieved

To prepare a report of the extent of national adherence to regulatory systems and codes of self regulation, where they are in place

Deliverables

To prepare a report of the extent of national adherence to regulatory systems and codes of self-regulation, where they are in place.

Description of actual work:

To compose this report, ELSA partners inventorised all existing scientific and juridical evaluation reports of their national alcohol marketing regulations, written from the year 2000 onwards. Since not many documents on the adherence and effectiveness of regulations were available in most countries, partners had serious problems collecting documents.

Although partners were asked to objectively describe the collected documents by filling in standard questionnaires, the data STAP received was not totally unbiased. Besides the provided information on the collected documents, some organizations gave their personal opinion on the adherence of alcohol marketing regulations in their country.

According to the review of the six experts, the first draft of the report written by STAP was not convincing. We had to refer clearly to the original documents. Therefore, we had to rewrite the report twice. The personal opinions of ELSA partners were excluded with care from the analysis by STAP. According to the six experts, this resulted in a better and more scientific report. This report is completed and published during the second year of the project. The serious problems concerning the data collection by the partners and composing the report, resulted in a much higher amount of invested person-days than expected.

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2.10 Report on recommendations

Lead Partner: Anderson
Partner involved: All
Foreseen number of person-days: 34
Actual number of person-days: 49
Starting date: 01/10/06
Foreseen ending date: 31/11/06
Actual ending date: 31/05/07

Description of work

The recommendations will be based on the previous reports of the project. The recommendations will consider all forms of commercial communication, recommendation or action with the aim, effect or likely effect of promoting an alcoholic product or alcohol use either directly or indirectly. The recommendations will consider the impact of any modifications to Article 15 of the Television Without Frontiers Directive (89/552/EEC); the impact of proposals concerning sales promotions in the internal market; and the impact of proposals for a directive on services in the internal market. The report will be no more than 30 pages in length and will be peer reviewed by a panel of six international experts. 100 copies of the review will be printed and it will be disseminated to relevant governmental and non-governmental and scientific organizations with responsibility for alcohol policy and alcohol marketing.

Results to be achieved

To prepare a report on how the advertising and marketing of alcoholic beverages can best be regulated at Community and Member State level.

Deliverables

Report on how the advertising and marketing of alcoholic beverages can best be regulated at Community and Member State level.

Description of actual work

This paper lists the main conclusions and recommendations that arise from the outcomes of the five main directives of the ELSA project. A preliminary draft for this report is discussed among the partners during the third ELSA meeting in Dublin, November 2006. The final report is written at the end of the second year of the project by STAP. Before publishing on the website and on paper, this report has been sent to all partners and the six experts. Their comments are integrated in the final report.

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2.11 Third network Meeting

Lead Partner: Dublin
Partner involved: All
Foreseen number of person-days: 88
Actual number of person-days: 46
Starting date: 01/10/06
Foreseen ending date: 31/10/06
Actual ending date: 31/10/06

Description of work:

The third and final meeting of the network will take place in Dublin during October 2006. It will be a 2 day meeting with the following objectives:

To review, comment on and endorse the report on the extent national adherence to codes of self regulation, where they are in place. To review, comment on and endorse the report on how the advertising and marketing of alcoholic beverages can best be regulated at Community and Member State level. To share country experiences. To plan the sustainability and continuation of the work after the end of the project.

Results to be achieved

In particular the reports on the extent of national adherence to codes of self regulation, where they are in place and on how the advertising and marketing of alcoholic beverages can best be regulated at Community and Member State level.

Deliverables

In particular the reports on the extent of national adherence to codes of self regulation, where they are in place and on how the advertising and marketing of alcoholic beverages can best be regulated at Community and Member State level.

Description of actual work

A third and final meeting of the ELSA network is held in Dublin, October 18th – 20th 2006. During this final meeting preliminary results of the project were presented and discussed. First ideas for the final report on conclusions drawn from findings in the ELSA project are discussed. More information on the program of this first meeting and the contribution of the various partners can be found on the CD-ROM of the third conference.

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2.12 Dissemination of results

Lead Partner: STAP
Partner involved: All
Foreseen number of person-days: 30
Actual number of person-days: 31
Starting date: 01/09/06
Foreseen ending date: 31/12/06
Actual ending date: 30/08/07

Description of work

Throughout the project, the reports one prepared will placed on the Internet and 100 printed copies will be mailed to relevant governmental and non-governmental organization at the country and European levels. Where possible, scientific publications will be prepared and will be submitted for publication in international peer revised journals. Press releases will be prepared when the publications are launched. Country partners will be encouraged to translate the reports into local languages and disseminate the reports at the country level.

Results to be achieved

Widespread dissemination of the results to policymakers, scientists and researchers and non-governmental organizations through the Internet, published reports and scientific publications.

Deliverables

Awareness and understanding of the results of the project amongst relevant governmental and non-governmental personnel and scientists at local, country and European levels.

Description of actual work

After the end of the ELSA project the website will be publicly accessible for professionals and interested parties. It will be used for the continuing of the ELSA project, providing guidelines to update the ELSA data. ELSA findings will be disseminated through the website.

After the end of the ELSA project the website will be publicly accessible for professionals and interested parties. It will be used for the continuing of the ELSA project, providing guidelines to update the ELSA data. ELSA findings will be disseminated through the website.

In addition, 100 copies of the review will be printed by STAP and it will be disseminated to relevant governmental and non-governmental and scientific organizations with responsibility for alcohol policy and alcohol marketing in August 2007.

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2.13 Most appealing alcoholic beverages and marketing practices

Lead Partner: STAP

Partner involved: All

Foreseen number of person-days: none

Actual number of person-days: 80

Starting date: none

Foreseen ending date: none

Actual ending date: 30/05/07

This extra report written by STAP provides an overview of the most appealing alcohol products and alcohol marketing practices selected by young people. This extra report was not planned, but is very helpful in demonstrating the kind of alcoholic beverages and alcohol marketing practices young people find appealing. A majority of the ELSA partners collected voluntarily the ten most favourite alcoholic drinks and alcohol advertisements of over a 100 under age students within each country. An overview of the ten most popular alcoholic drinks within each country is published in a report together with examples of the most popular alcohol advertisements. These examples were evaluated in the light of the European Council Recommendation of 2001.

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3. Manpower for the execution of the activities

3.1 List of ELSA participants

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ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

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Public Health Division
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Prof. Dr. Jerzy Mellibruda
The State Agency for Prevention
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Portuguese Alcoholology Society
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Slovenia

Mr. Sergej Godec
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Slovakia

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Spain

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Sweden

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United Kingdom

Mr. Ben Baumberg
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Additional Country Partners

Denmark

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The National Board of Health
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Estonia

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Estonian Public Service Academy
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Germany

Ms. Sonja Haustein
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Universitätsstrasse 142
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Italy

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Norway

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Romania

Dr. Cristina Petcu
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Spain

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Program on Substance Abuse
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Experts

Prof. Thomas Babor

University of Connecticut Health Center
Dept. of Community Medicine and Health Care
263 Farmington Avenue
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USA

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Dr. Joan Colom Farran

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Spain

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Prof. Gerard Hastings

Director of the Institute of Social Marketing
and Centre for Tobacco Control Research
University of Stirling and the Open University
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Scotland, UK

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Dr. Ann Hope

National Alcohol Policy Advisor
Department of Health and Children
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Dublin 2
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Dr. Bas van den Putte

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Mr. Anders Ulstein

ACTIS – Norwegian Policy Network
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Torggata 1
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Observers of Meetings

Mr. Robert Reynolds

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Mr. Dag Revke

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Mr. Bernt Bull

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Coordinator

The Netherlands

STAP – National Foundation for
Alcohol Prevention

Tel: +31 30 656 5041
Fax: + 31 30 656 5043

Project coordinator: Mr. MSc. Wim van Dalen

Email: wvandalen@stap.nl

Project assistant (from March 2007):

Mrs. MSc. Avalon de Bruijn

Email: adebruijn@stap.nl

Project assistant (until May 2007):

Monique Kuunders

Secretary (until January 2007):

Mrs. MSc. Karin Hommen

Ravellaan 88
3533 JP Utrecht

Subcontractor

Dr. Peter Anderson

International Public Health Consultant
Sint Annastraat 286
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The Netherlands

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The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

3.2 Partners who have contributed to the deliverables

The contribution of the lead partner of the various activities (STAP or Peter Anderson) is described in detail in annex 3.

3.2.1. Manual to Monitor Regulations on Alcohol Marketing in Europe

Prof. Thomas Babor (University of Connecticut Health Center Dept. of Community Medicine and Health Care)

The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days. The expert has invested 2 days with a daily rate of € 600 adding up to a total of €1200,-

Dr. Joan Colom Farran (Institut d'Investigacions Biomèdiques August Pi i Sunyer)

The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days. The expert has invested 2 days with a daily rate of € 388,17 adding up to a total of €776,34,-

Prof. Gerard Hastings (Director of the Institute of Social Marketing and Centre for Tobacco Control Research University of Stirling and the Open University)

The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days. The expert has invested 2 days with a daily rate of € 600 adding up to a total of €1200,-

Dr. Ann Hope (National Alcohol Policy Advisor Department of Health and Children)

The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days. The expert has invested 2 days with a daily rate of € 600 adding up to a total of €1200,-

Dr. Bas van den Putte (The Amsterdam School of Communication Research)

The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days. The expert has invested 2 days with a daily rate of € 600 adding up to a total of €1200,-

Mr. Anders Ulstein (ACTIS – Norwegian Policy Network on Alcohol and Drugs)

The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days. The expert has invested 2 days with a daily rate of € 600 adding up to a total of €1200,-

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

3.2.2. Regulation of Alcohol Marketing in Europe

and 2+ Appendix: Regulations of Alcohol Marketing in 24 European Countries

Dr. Alfred Uhl (Ludwig-Boltzmann Institute)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 328.90, adding up to a total of €1644,50.

Mrs. Else de Donder (Vereniging voor Alcohol- en andere Drugsproblemen)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 253 adding up to a total of € 1265,- .

Dr. Daniela Alexieva ("Horizonti 21" Foundation)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 300, - adding up to a total of € 1500,- .

Mrs. Hana Sovinova (National Institute of Public Health)

The participant has invested 17 days to complete the country report on existing laws and structures with a daily rate of € 80.20, - adding up to a total of € 163,40 .

Mr. Johan Damgaard Jensen (Alkoholpolitisk Landsråd – Danish Alcohol Policy Network)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of €384.80 adding up to a total of €1924,- .

Dr. Tiiu Pohl (Estonian Public Service Academy)

The participant has invested 35 days to complete the country report on existing laws and structures with a daily rate of € 110,- adding up to a total of € 3850,- .

Penntti Karhu (Product Control Agency for Welfare and Health)

The participant has invested 2 days to complete the country report on existing laws and structures with a daily rate of € 300, adding up to a total of €600,-

Vertti Kiukas (Elämäntapaliitto Finnish Association for Healthy Lifestyles)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 264.22 adding up to a total of € 1321,10 .

Mr. Claude Riviere (Association Nationale de Prévention de l'Alcoolisme)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 320 adding up to a total of € 1600,- .

Mr. Dirk Schreckenber (ZEUS GmbH, Centre for Applied Psychology, Environmental and Social Research)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 660 adding up to a total of € 3300,- .

Mrs. Veronika Farkas (National Institute for Health Development)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 80,- adding up to a total of € 400,- .

Mrs. Marion Rackard (Irish National Alliance for Action on Alcohol)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 200 adding up to a total of € 1000,- .

Mr. Emanuele Scafato (Laboratorio di Epidemiologia e Biostatistica Istituto Superiore di Sanita)

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The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 465, adding up to a total of €2325,- .

Mrs. Franca Beccaria (Eclectica Snc)

The participant has invested 5 days to complete the country report on existing laws and structures.

In total, the participant has invested 34,5 days with a daily rate of € 300 adding up to a total of €

Dr. Astrida Stirna (The State Addiction Agency)

The participant has invested 17 days to complete the country report on existing laws and structures with a daily rate of € 50, adding up to a total of € 850,- .

Mrs. Gelena Kriveliene (Ministry of Health of the Republic of Lithuania Public Health Division)

The participant has invested 17 days to complete the country report on existing laws and structures with a daily rate of € 44, adding up to a total of € 748,- .

Mrs. Trine Stensen Lunde & Mrs. Bente Birkeland (Alkokutt) have days invested to complete the report on adherence to self regulation and regulatory systems but have not declared these days.

Mrs. Magdalena Pietruszka (Institute of Health Psychology)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 300 adding up to a total of € 1500,- .

Dr. João Breda (Portuguese Alcoholology Society)

The participant has invested 48 days to complete the country report on existing laws and structures with a daily rate of € 75 adding up to a total of € 3600,- .

Mrs. Cristina Petcu (LSOSA IMS)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 175 adding up to a total of €875,- .

Mr. Stefan Matula (Prevenca V & P)

The participant has invested 17 days to complete the country report on existing laws and structures with a daily rate of € 155,- adding up to a total of €2635,- .

Mr. Sergej Godec (Department of social and health care Student Organisation of University Ljubljana)

The participant has invested 38 days to complete the country report on existing laws and structures with a daily rate of € 50,- adding up to a total of € 1900,- .

Mr. Antoni Gual (Institut d'Investigacions Biomèdiques August Pi I Sunyer)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 249,43 adding up to a total of €1247,15 .

Mr. Sven-Olov Carlsson (IOGT-NTO)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 445 adding up to a total of € 2225,-

Mr. Ben Baumberg (Alliance House Foundation)

The participant has invested 5 days to complete the country report on existing laws and structures with a daily rate of € 260 adding up to a total of € 1300,-

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ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

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EXPERTS

Prof. Thomas Babor (University of Connecticut Health Center Dept. of Community Medicine and Health Care)

The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

Dr. Joan Colom Farran (Institut d'Investigacions Biomèdiques)

Prof. Thomas Babor (University of Connecticut Health Center Dept. of Community Medicine and Health Care)

The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 4 days with a daily rate of € 388,17 adding up to a total of € 1552,68 .

Prof. Gerard Hastings (Director of the Institute of Social Marketing and Centre for Tobacco Control Research University of Stirling and the Open University)

The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

Dr. Ann Hope (National Alcohol Policy Advisor Department of Health and Children)

The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

Dr. Bas van den Putte (The Amsterdam School of Communication Research)

The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

Mr. Anders Ulstein (ACTIS – Norwegian Policy Network on Alcohol and Drugs)

The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

3.2.3. Report on Adherence to Alcohol Marketing Regulations

Dr. Alfred Uhl (Ludwig-Boltzmann Institute)

The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 328.90, adding up to a total of € 7400,25 .

Else de Donder (Vereniging voor Alcohol- en andere Drugsproblemen)

The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 253 adding up to a total of € 5692,50 .

Dr. Daniela Alexieva (“Horizonti 21” Foundation)

The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 300, - adding up to a total of € 6750,- .

Mrs. Hana Sovinova (National Institute of Public Health)

The participant has invested 48.4 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 80.20, - adding up to a total of € 3881,68 .

Mr. Johan Damgaard Jensen (Alkoholpolitisk Landsråd – Danish Alcohol Policy Network)

The participant has invested 22.4 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of €384.80 adding up to a total of € 8619,52 .

Dr. Tiiu Pohl (Estonian Public Service Academy)

The participant has invested no days to complete the report on adherence to self regulation and regulatory systems.

Vertti Kiukas (Elämäntapaliitto Finnish Association for Healthy Lifestyles)

The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 264.22 adding up to a total of € 5944,95 .

Mr. Claude Riviere (Association Nationale de Prévention de l’Alcoolisme)

The participant has invested 22,5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 320 adding up to a total of € 7200,- .

Mr. Dirk Schreckenber (ZEUS GmbH, Centre for Applied Psychology, Environmental and Social Research)

The participant has invested 20 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 660,- adding up to a total of € 13200,-

Mrs. Veronika Farkas (National Institute for Health Development)

The participant has invested 23 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 80,- adding up to a total of € 1840,-

Mrs. Marion Rackard (Irish National Alliance for Action on Alcohol)

The participant has invested 20 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 200 adding up to a total of € 4000,-

Mrs. Franca Beccaria (Eclectica Snc)

The participant has invested 22,5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 300 adding up to a total of € 6750,-

Dr. Astrida Stirna (The State Addiction Agency)

The participant has invested 40 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 50, adding up to a total of € 2000,-

Mrs. Trine Stensen Lunde & Mrs. Bente Birkeland (Alkokutt) have no days invested to complete the report on adherence to self regulation and regulatory systems.

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Mrs. Magdalena Pietruszka (Institute of Health Psychology)

The participant has invested 22,5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 300 adding up to a total of € 6750,-

Dr. João Breda (Portuguese Alcoholology Society)

The participant has invested no days to complete the report on adherence to self regulation and regulatory systems.

Mrs. Cristina Petcu (LSOSAIMS)

The participant has invested 22.5 days to complete the report on adherence to selfregulation and regulatory systems with a daily rate of € 175 adding up to a total of € 3937,50 .

Mr. Stefan Matula (Prevenca V & P)

The participant has invested 44.8 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 155,- adding up to a total of € 6944,-

Mr. Sergej Godec (Department of social and health care Student Organisation of University Ljubljana)

The participant has invested no days to complete the report on adherence to selfregulation and regulatory systems.

Mr. Antoni Gual (Institut d'Investigacions Biomèdiques August Pi i Sunyer)

The participant has invested 20 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 249,43 adding up to a total of €4988,60 .

Mr. Sven-Olov Carlsson (IOGT-NTO)

The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 445 adding up to a total of € 10012,50

Mr. Ben Baumberg (Alliance House Foundation)

The participant has invested 22,5 days to complete the report on adherence to self regulation and regulatory systems with a daily rate of € 260 adding up to a total of € 5950,-

EXPERTS

Prof. Thomas Babor (University of Connecticut Health Center Dept. of Community Medicine and Health Care)

The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-.

Dr. Joan Colom Farran (Institut d'Investigacions Biomèdiques August Pi i Sunyer)

The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 5 days with a daily rate of € 388,17 adding up to a total of € 1940,85,-.

Prof. Gerard Hastings (Director of the Institute of Social Marketing and Centre for Tobacco Control Research University of Stirling and the Open University)

The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-.

Dr. Ann Hope (National Alcohol Policy Advisor Department of Health and Children)

The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-.

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The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

Dr. Bas van den Putte (The Amsterdam School of Communication Research)

The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-.

Mr. Anders Ulstein (ACTIS – Norwegian Policy Network on Alcohol and Drugs)

The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-.

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

3.2.4 The Impact of Alcohol Advertising

Prof. Thomas Babor (University of Connecticut Health Center Dept. of Community Medicine and Health Care)

The expert has reviewed the report on impact. The time investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

Dr. Joan Colom Farran (Institut d'Investigacions Biomèdiques)

The expert has reviewed the report on impact. The time investment in time is 4 days with a daily rate of € 388,17 adding up to a total of € 1552,68 .

Prof. Gerard Hastings (Director of the Institute of Social Marketing and Centre for Tobacco Control)

The expert has reviewed the report on impact. The time investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

Dr. Ann Hope (National Alcohol Policy Advisor Department of Health and Children)

The expert has reviewed the report on impact. The time investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

Dr. Bas van den Putte (The Amsterdam School of Communication Research)

The expert has reviewed the report on impact. The time investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

Mr. Anders Ulstein (ACTIS – Norwegian Policy Network on Alcohol and Drugs)

The expert has reviewed the report on impact. The time investment in time is 2 days with a daily rate of € 600 adding up to a total of € 1200,-

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The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

3.2.5 Appealing Alcohol Beverages and Marketing Practices in Europe

A majority of the partners have participated voluntarily in composing this report. They have not declared any invested days for this.

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

3.2.6 Alcohol Marketing in Europe: Strengthening Regulation to Protect Young People

EXPERTS

Prof. Thomas Babor (University of Connecticut Health Center Dept. of Community Medicine and Health Care)

The expert has reviewed the final report on recommendations. The time investment is 4 days with a daily rate of € 600 adding up to a total of € 2400,- .

Dr. Joan Colom Farran (Institut d'Investigacions Biomèdiques)

The expert has reviewed the final report on recommendations. The time investment is 5 days with a daily rate of € 388,17 adding up to a total of € 1940,85 .

Prof. Gerard Hastings (Director of the Institute of Social Marketing and Centre for Tobacco Control Research University of Stirling and the Open University)

The expert has reviewed the final report on recommendations. The time investment is 4 days with a daily rate of € 600 adding up to a total of € 2400,- .

Dr. Ann Hope (National Alcohol Policy Advisor Department of Health and Children)

The expert has reviewed the final report on recommendations. The time investment is 4 days with a daily rate of € 600 adding up to a total of € 2400,- .

Dr. Bas van den Putte (The Amsterdam School of Communication Research)

The expert has reviewed the final report on recommendations. The time investment is 4 days with a daily rate of € 600 adding up to a total of € 2400,- .

Mr. Anders Ulstein (ACTIS – Norwegian Policy Network on Alcohol and Drugs)

The expert has reviewed the final report on recommendations. The time investment is 4 days with a daily rate of € 600 adding up to a total of € 2400,- .

3.2.7. ELSA Network: Meetings

Dr. Alfred Uhl (Ludwig-Boltzmann Institute)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 328.90, adding up to a total of € 11,347.05.

Else de Donder (Vereniging voor Alcohol- en andere Drugsproblemen)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 253 adding up to a total of € 8,728.50

Dr. Daniela Alexieva ("Horizonti 21" Foundation)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 300, - adding up to a total of € 10,350.00.

Mrs. Hana Sovinova (National Institute of Public Health)

The participant has visited the three meetings of the project. The investment in time is 4 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) with a daily rate of € 80.20, - adding up to a total of € 5,565.88.

Mr. Johan Damgaard Jensen (Alkoholpolitisk Landsråd – Danish Alcohol Policy Network)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of €384.80 adding up to a total of € 13237.12 .

Dr. Tiiu Pohl (Estonian Public Service Academy)

The participant has visited two meetings of the project. The investment in time is 4 days. The meetings took place in Amsterdam (April 2005) and Barcelona (November 2005) with a daily rate of € 110,- adding up to a total of € 4290,-

Penntti Karhu (Product Control Agency for Welfare and Health)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 300, adding up to a total of € 2700,-

Vertti Kiukas (Elämäntapaliitto Finnish Association for Healthy Lifestyles)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 264.22 adding up to a total of € 9115.59

Mr. Claude Riviere (Association Nationale de Prévention de l'Alcoolisme)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 320 adding up to a total of € 11.040,-

Mr. Dirk Schreckenber (ZEUS GmbH, Centre for Applied Psychology, Environmental and Social Research)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 660,- adding up to a total of € 4620,- .

Mrs. Veronika Farkas (National Institute for Health Development)

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

The participant has visited the three meetings of the project. The investment in time is 4 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) with a daily rate of € 80,- adding up to a total of € 2560,-

Mrs. Marion Rackard (Irish National Alliance for Action on Alcohol)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).

2. The participant has invested 40 days to organize the meeting in Dublin.

In total, the participant has invested 47 days in the Meetings with a daily rate of € 200 adding up to a total of € 14.400,-

Mr. Emanuele Scafato (Laboratorio di Epidemiologia e Biostatistica Istituto Superiore di Sanita)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 465, adding up to a total of € 5115,-

Mrs. Franca Beccaria (Eclectica Snc)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 300 adding up to a total of € 10.350,-

Dr. Astrida Stirna (The State Addiction Agency)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 50, adding up to a total of € 3.200,-

Mrs. Gelena Kriveliene (Ministry of Health of the Republic of Lithuania Public Health Division)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 44, adding up to a total of € 2816,-

Mrs. Trine Stensen Lunde & Mrs. Bente Birkeland (Alkokutt) have days invested to participate in the meetings, but did not declare these invested days.

Mrs. Magdalena Pietruszka (Institute of Health Psychology)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 300 adding up to a total of € 10.350,-

Dr. João Breda (Portuguese Alcoholology Society)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 75 adding up to a total of € 4125,-

Mrs. Cristina Petcu (LSOSAIMS)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 175 adding up to a total of € 6037.50

Mr. Stefan Matula (Prevenca V & P)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 155,- adding up to a total of € 10.664,-

Mr. Sergej Godec (Department of social and health care Student Organisation of University Ljubljana)

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

The participant has visited the three meetings of the project. The investment in time is 5 days. The meetings took place in Amsterdam (April 2005) and Barcelona (November 2005) with a daily rate of € 50,- adding up to a total of € 2150,-

Mr. Antoni Gual (Institut d'Investigacions Biomèdiques August Pi I Sunyer)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).

2. The participant has invested 40 days to organize the meeting in Barcelona

In total, the participant has invested 47 days in the meetings with a daily rate of € 249,43 adding up to a total of € 11723,21 .

Mr. Sven-Olov Carlsson (IOGT-NTO)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 445 adding up to a total of € 15352.50

Mr. Ben Baumberg (Alliance House Foundation)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006) with a daily rate of € 260 adding up to a total of € 8970,-

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

3.3 Partners involved

Dr. Alfred Uhl (Ludwig-Boltzmann Institute)

The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).

1. The participant has invested 5 days to complete the country report on existing laws and structures.
2. The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 34.5 days with a daily rate of € 328.90, adding up to a total of € 11,347.05.

Else de Donder (Vereniging voor Alcohol- en andere Drugsproblemen)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 34.5 days with a daily rate of € 253 adding up to a total of € 8,728.50

Dr. Daniela Alexieva ("Horizonti 21" Foundation)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 34.5 days with a daily rate of € 300, - adding up to a total of € 10,350.00.

Mrs. Hana Sovinova (National Institute of Public Health)

1. The participant has visited the three meetings of the project. The investment in time is 4 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005).
2. The participant has invested 17 days to complete the country report on existing laws and structures.
3. The participant has invested 48.4 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 69.4 days with a daily rate of € 80.20, - adding up to a total of € 5,565.88.

Mr. Johan Damgaard Jensen (Alkoholpolitisk Landsråd – Danish Alcohol Policy Network)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22.4 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 34.4 days with a daily rate of €384.80 adding up to a total of € 13237.12 .

Dr. Tiiu Pohl (Estonian Public Service Academy)

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

1. The participant has visited two meetings of the project. The investment in time is 4 days. The meetings took place in Amsterdam (April 2005) and Barcelona (November 2005).
2. The participant has invested 35 days to complete the country report on existing laws and structures.
3. The participant has invested no days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 39 days with a daily rate of € 110,- adding up to a total of € 4290,-

GO Penntti Karhu (Product Control Agency for Welfare and Health)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 2 days to complete the country report on existing laws and structures.

In total, the participant have invested 9 days with a daily rate of € 300, adding up to a total of € 2700,-

Vertti Kiukas (Elämäntapaliitto Finnish Association for Healthy Lifestyles)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 34.5 days with a daily rate of € 264.22 adding up to a total of € 9115,59 .

Mr. Claude Riviere (Association Nationale de Prévention de l'Alcoolisme)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22, 5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 34,5 days with a daily rate of € 320 adding up to a total of € 11.040,-

Mr. Dirk Schreckenber (ZEUS GmbH, Centre for Applied Psychology, Environmental and Social Research)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 20 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 32 days with a daily rate of € 660 adding up to a total of € 11.040,-

GO Mrs. Veronika Farkas (National Institute for Health Development)

1. The participant has visited the three meetings of the project. The investment in time is 4 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005).
2. The participant has invested 5 days to complete the country report on existing laws and structures.

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

3. The participant has invested 23 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 32 days with a daily rate of € 80,- adding up to a total of € 2560,-

Mrs. Marion Rackard (Irish National Alliance for Action on Alcohol)

3. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
4. The participant has invested 5 days to complete the country report on existing laws and structures.
5. The participant has invested 20 days to complete the report on adherence to self regulation and regulatory systems.
6. The participant has invested 40 days to organize the meeting in Dublin.

In total, the participant has invested 72 days with a daily rate of € 200 adding up to a total of € 14.400,-

GO Mr. Emanuele Scafato (Laboratorio di Epidemiologia e Biostatistica Istituto Superiore di Sanita)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.

In total, the participant has invested 11 days with a daily rate of € 465, adding up to a total of € 5115,-

Mrs. Franca Beccaria (Eclectica Snc)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22, 5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 34,5 days with a daily rate of € 300 adding up to a total of € 10.350,-

Dr. Astrida Stirna (The State Addiction Agency)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 17 days to complete the country report on existing laws and structures.
3. The participant has invested 40 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 64 days with a daily rate of € 50, adding up to a total of € 3.200,-

GO Mrs. Gelena Kriveliene (Ministry of Health of the Republic of Lithuania Public Health Division)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 17 days to complete the country report on existing laws and structures. The participant has invested 40 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant has invested 64 days with a daily rate of € 44, adding up to a total of € 2816,-

Mrs. Trine Stensen Lunde & Mrs. Bente Birkeland (Alkokutt) have invested days in the ELSA project, but did not declare these days.

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

Mrs. Magdalena Pietruszka (Institute of Health Psychology)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22,5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 34,5 days with a daily rate of € 300 adding up to a total of € 10.350,-

Dr. João Breda (Portuguese Alcoholology Society)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 48 days to complete the country report on existing laws and structures.
3. The participant has invested no days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 55 days with a daily rate of € 75 adding up to a total of € 4125,-

Mrs. Cristina Petcu (LSOSAIMS)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22.5 days to complete the report on adherence to selfregulation and regulatory systems.

In total, the participant have invested 34.5 days with a daily rate of € 175 adding up to a total of € 6037.50

Mr. Stefan Matula (Prevenca V & P)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 17 days to complete the country report on existing laws and structures.
3. The participant has invested 44.8 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 68.8 days with a daily rate of € 155,- adding up to a total of € 10.664,-

Mr. Sergej Godec (Department of social and health care Student Organisation of University Ljubljana)

1. The participant has visited the three meetings of the project. The investment in time is 5 days. The meetings took place in Amsterdam (April 2005) and Barcelona (November 2005).
2. The participant has invested 38 days to complete the country report on existing laws and structures.
3. The participant has invested no days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 43 days with a daily rate of € 50,- adding up to a total of € 2150,-

Mr. Antoni Gual (Institut d'Investigacions Biomèdiques August Pi i Sunyer)

3. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

4. The participant has invested 5 days to complete the country report on existing laws and structures.
5. The participant has invested 20 days to complete the report on adherence to self regulation and regulatory systems.
6. The participant have invested 40 days to organize the meeting in Barcelona

In total, the participant have invested 72 days with a daily rate of € 249,43 adding up to a total of € 17958,96,- .

Mr. Sven-Olov Carlsson (IOGT-NTO)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22.5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 34.5 days with a daily rate of € 445 adding up to a total of € 15352.50

Mr. Ben Baumberg (Alliance House Foundation)

1. The participant has visited the three meetings of the project. The investment in time is 7 days. The meetings took place in Amsterdam (April 2005), Barcelona (November 2005) and Dublin (October 2006).
2. The participant has invested 5 days to complete the country report on existing laws and structures.
3. The participant has invested 22, 5 days to complete the report on adherence to self regulation and regulatory systems.

In total, the participant have invested 34,5 days with a daily rate of € 260 adding up to a total of € 8970,-

EXPERTS

Prof. Thomas Babor (University of Connecticut Health Center Dept. of Community Medicine and Health Care)

1. The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days.
 2. The expert has reviewed the report on impact. The time investment in time is 2 days.
 3. The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days.
 4. The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days.
 5. The expert has reviewed the final report on recommendations. The time investment is 4 days.
- In total, the expert has invested 12 days with a daily rate of € 600 adding up to a total of € 7200,-

Dr. Joan Colom Farran (Institut d'Investigacions Biomèdiques)

1. The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days.
 2. The expert has reviewed the report on impact. The time investment in time is 4 days.
 3. The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 4 days.
 4. The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 5 days.
 5. The expert has reviewed the final report on recommendations. The time investment is 5 days.
- In total, the expert has invested 18 days with a daily rate of € 388,17 adding up to a total of €6987,06 .

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

Prof. Gerard Hastings (Director of the Institute of Social Marketing and Centre for Tobacco Control Research University of Stirling and the Open University)

1. The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days.
 2. The expert has reviewed the report on impact. The time investment in time is 2 days.
 3. The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days.
 4. The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days.
 5. The expert has reviewed the final report on recommendations. The time investment is 4 days.
- In total, the expert has invested 12 days with a daily rate of € 600 adding up to a total of € 7200,-

Dr. Ann Hope (National Alcohol Policy Advisor Department of Health and Children)

1. The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days.
 2. The expert has reviewed the report on impact. The time investment in time is 2 days.
 3. The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days.
 4. The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days.
 5. The expert has reviewed the final report on recommendations. The time investment is 4 days.
- In total, the expert has invested 12 days with a daily rate of € 600 adding up to a total of € 7200,-

Dr. Bas van den Putte (The Amsterdam School of Communication Research)

1. The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days.
 2. The expert has reviewed the report on impact. The time investment in time is 2 days.
 3. The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days.
 4. The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days.
 5. The expert has reviewed the final report on recommendations. The time investment is 4 days.
- In total, the expert has invested 12 days with a daily rate of € 600 adding up to a total of € 7200,-

Mr. Anders Ulstein (ACTIS – Norwegian Policy Network on Alcohol and Drugs)

1. The expert has reviewed the training manual and has given guidance to assess laws and structures. The investment in time is 2 days.
 2. The expert has reviewed the report on impact. The time investment in time is 2 days.
 3. The expert has reviewed the report on existing national laws, structures and regulation and self-regulation mechanism on the advertising and marketing of alcoholic beverages. The investment in time is 2 days.
 4. The expert has reviewed the report on adherence of national regulations concerning alcohol marketing. The investment in time is 2 days.
 5. The expert has reviewed the final report on recommendations. The time investment is 4 days.
- In total, the expert has invested 12 days with a daily rate of € 600 adding up to a total of € 7200,-

ELSA

ENFORCEMENT OF NATIONAL LAWS AND SELF-REGULATION ON ADVERTISING AND MARKETING OF ALCOHOL

The objective of ELSA is to assess and report on the enforcement of national laws and self-regulation on the advertising and marketing of alcoholic beverages in the EU-Member States, Norway and Switzerland

4. Financial Report

There are a few deviations in the expenditures for the project.

E1: Staff

- Most of the partners have not been paid for their contribution to this project, yet. They will be paid after we have received the final payment of the EC. Portugal, Slovenia and Estonia have not participated in the report on adherence of existing regulations. Therefore, the participation costs of these partners are lower than expected. All partners have confirmed the invested days in the project except for partners in Estonia and Slovenia. Consequently, we were not able to include their participation costs in the financial overview of expenditures.
- The secretariat costs, are higher than foreseen. In the first year of the project, STAP has employed temporary staff to perform the research necessary for the Report on Regulations and the Report of Adherence, and to make notes of the first ELSA meeting in Amsterdam. These extra staff costs are mentioned under the heading of secretariat costs in the financial report. The coordinator and assistants of STAP have invested more days in the project than foreseen. Especially, the report on Adherence and the report on Regulations took more invested time than expected. See for more information the final implementation report. The staff costs, however, are only little higher than foreseen due to the lower than expected daily rate of the staff members of STAP.

E2: Travel and subsistence allowances

- The travel costs to the network meetings appeared to be somewhat lower than foreseen.
- The subsistence allowances, on the contrary, appeared somewhat higher. Mainly, the expenses for accommodation during the meetings were higher than we expected. We tried to find the cheapest possible accommodation close to the conference venue, but in cities as Amsterdam and Barcelona accommodation appeared to be expensive.

Because travel expenses and subsistence allowances are mentioned under one heading, the extra costs for accommodation are mostly compensated by the lower travel costs.

E3: Equipment

E4: Consumables and supplies

E5: Subcontracting

Any deviation between expenditure incurred and foreseen budget for these headings are dispatched in the overhead costs (see annex 2 for more details).

E6: Other costs

- The costs of the website are somewhat lower than foreseen due to lower costs of the website than expected and most importantly by the lower expenses of renting meeting rooms. The rent of the meeting rooms for the first two ELSA network meetings has been much cheaper than we expected. In both cases we were able to make an arrangement with the venue to get the meeting rooms (almost) for free, which causes the expenditures to be much lower than foreseen. The costs of publishing were lower than expected, since we decided to print 100 instead of 200 copies of each report.

E7: Overheads

The overhead costs are little higher than expected. The most important reason is contracting a temporary staff member who was responsible for the financial administration of ELSA.

Signature Ype Dijkstra (President of STAP, the National Foundation for Alcohol Prevention)

Done at:

This report was produced by a contractor for Health & Consumer Protection Directorate General and represents the views of the contractor or author. These views have not been adopted or in any way approved by the Commission and do not necessarily represent the view of the Commission or the Directorate General for Health and Consumer Protection. The European Commission does not guarantee the accuracy of the data included in this study, nor does it accept responsibility for any use made thereof.