



BEST PRACTICES TO PROMOTE RESPONSIBLE DRINKING

HIGHLIGHTS OF RELEVANT PROJECTS & ACTIVITIES BY EUROPE'S SPIRITS SECTOR IN 2021



Pride in our past, responsible for our future



Our sector takes legitimate pride in the products we make; they reflect century-year-old wisdom and skills, and are part of our European culture and heritage and thus ‘the European way of life’. We are pleased that so many people can and do enjoy these products in convivial and social settings. At the same time, we are aware and concerned about individuals who drink when they should not, or who drink to excess or in inappropriate ways. And we are concerned about the negative impact this behaviour can have on them, their families and on society. For many years, the spirits sector has been part of the

solution by carrying out a broad array of projects and activities to combat alcohol-related harm. These activities are carried out at local level, in partnership with relevant public and private stakeholders. We want to shape a social environment that supports balanced and healthy lifestyles, and we are firmly committed to do so through relevant initiatives such as improved consumer information (including via digital labelling schemes), highest sectorial standards for marketing communications, or in raising awareness about the do’s and don’ts of moderate consumption.

It is extremely encouraging to see that, in recent years, heavy episodic drinking, drink-driving, and underage drinking have been declining across Europe. This shows that targeted harm reduction efforts can and do work. This is both an inspiration and motivation for us to continue and refine our efforts with local partners.

Efforts to promote moderate consumption and tackle underage drinking are gaining renewed political attention and are part of relevant EU policy initiatives such as the Farm to Fork Strategy.

Under the Strategy, a number of self-regulatory initiatives (such as the European Code of Conduct for Responsible Food Business and Marketing Practices signed by spiritsEUROPE in June 2021) and legislative proposals (promoting the sustainability of Geographical Indications, CSR reporting) are being rolled out.

The direction of these policy initiatives confirms that we are on the right track with the harm reduction approaches that we have implemented and reported on annually since 2007. We want to help and empower our customers with meaningful and evidence-based guidance and advice that allows them to adopt a balanced lifestyle which may include the moderate consumption of alcoholic beverages.

We call on them to stay safe, stay moderate!

Manu Giró
President of spiritsEUROPE

— “ —
It is extremely encouraging to register declining trends across Europe related to heavy episodic drinking, drink-driving and underage drinking.
” —

It's about moderation, stupid!

Responsible drinking as part of a balanced lifestyle



We believe that alcoholic beverages have a legitimate place in society, and that for adults in many cultures, enjoying a glass or two of spirits, wine or beer is an important part of their social lives. For adults, light to moderate alcohol consumption can be part of a balanced lifestyle that includes a healthy diet and exercise. In fact, various health bodies and scientific studies state that moderate

consumption may be associated with certain health benefits for some adults, including protective effects against cardiovascular disease or diabetes.

On the other hand, all alcoholic drinks can be abused. Excessive consumption can cause harm to individuals and society at large. Studies have found that heavy drinking has been associated with several illnesses, including liver disease, high blood pressure, and increased risk of certain types of cancer.

For adults who choose to drink, it is therefore important to drink in moderation, never drive while intoxicated, and never drink during pregnancy. Those who are underage should never drink at all. The spirit sector is committed to playing its part in promoting responsible consumption [1] and in fighting abuse and misuse in partnership with local stakeholders. Helping to reduce risky drinking patterns with targeted prevention programmes has already brought positive results with declining trends in heavy episodic drinking, underage drinking, and drink-driving in Europe. Let's continue and accelerate these trends in the years ahead.

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— ” —

Alcohol is Alcohol



All alcoholic drinks contain ethanol (or ethyl alcohol). This type of alcohol is produced by the fermentation of yeast, sugars, and starches.

One “unit / standard serving size” of beer, wine or spirit contains roughly 10 grams of ethanol.

Ethanol has the same effect on the body regardless of the type of alcoholic beverage consumed. This means that ethanol's effect on your body is determined by how much and how quickly you drink, not what you drink! This important message is common to most of our campaigns across Europe to help consumers monitor their consumption and to encourage them to stay moderate.

[1] SpiritsEUROPE Stay Safe, Stay Moderate [video](#)

Need for targeted approaches to reduce alcohol-related harm



Alcohol-related harm is a complex societal issue without simple solutions or a one-size-fits-all approach. Reducing harmful drinking requires a holistic, multicomponent approach involving a broad range of stakeholders. The primary focus needs to be on reducing harm rather than on consumption per se. If reducing the number of hazardous and harmful drinkers results in a reduction of per capita consumption this does not mean that per capita consumption on its own is a particularly useful indicator of harmful consumption. Even the

World Health Organisation (WHO), in its latest draft Global Alcohol Action Plan (GAAP) is set to move away from per capita consumption reduction as prime indicator for success and focuses on reductions in alcohol-related harm instead.

Analysis of long-term data across several European countries[2] shows that targeted harm-reduction measures focused on at-risk groups will likely be more effective and efficient than broad, untargeted policy approaches affecting the entire population such as price policy measures. Today, alcohol-related harm indicators are declining across the EU irrespective of the level and trend in per capita alcohol consumption. Other factors than affordability, availability or advertising may better explain the decline in alcohol-related harm indicators.



Cocktail of success

We **engage with society at large** to positively influence culture and behaviour

We **work with consumers** to ensure our products are enjoyed responsibly

We **join forces with the value chain** to appreciate how to serve and sale our products

[2] spiritsEUROPE report: [The missing link: per capita alcohol consumption & alcohol-related harm \(2022\)](#).

LOOKING BACK AT 2021

We are engaged in funding, supporting and evaluating a broad range of Responsible Drinking Initiatives (RDIs) across Europe to promote moderate consumption and help reduce alcohol-related harm. They are delivered in a variety of formats and tools, including online via websites or apps and through dedicated campaigns.

2021 in figures

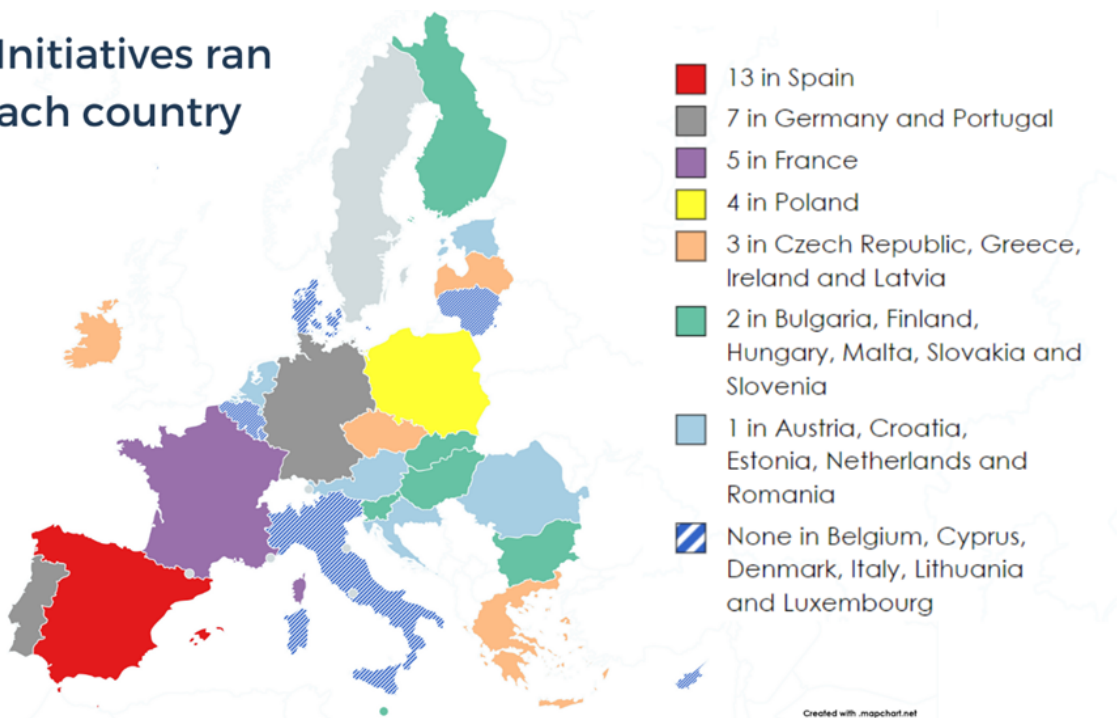


2021 number of initiatives per focus area*



*Initiatives can have more than one focus area

2021 Initiatives ran in each country



LEADING BY EXAMPLE



More than 500 RDIs have been implemented during the past two decades with the ultimate goal of achieving long-term behavioural change of at-risk populations. Such a significant change requires time, actions need to be repeated with new generations and cannot be accomplished by us alone. However, our initiatives can help contribute to the probability of behaviour change. Long-term sustained prevention campaigns by our sector testify to our firm commitment and unique contribution in addressing alcohol-related harm. These approaches are working and contributing to positive change: in Europe,

people are drinking better, but not necessarily more. As underlined by recent WHO Europe reports, there have been significant reductions in heavy-episodic drinking, alcohol-related mortality, and alcohol-attributable deaths in the last few years.[3] This has been coupled with similar reductions in harmful practices such as underage drinking[4] or drink-driving[5]. The positive trends in these areas encourage our work and motivate us to do more.



The provision of consumer information and education in its broadest sense are key tools to promote responsible consumption. Consumers should be given consistent and persistent delivery of relevant and meaningful messages that allow them to make informed choices about their drinking. The information provided on websites and in campaigns aims to provide our adult consumers with a reliable base knowledge with which informed decisions regarding alcohol can be made: information on our products, when not to drink, and how much is too much. A wide range of actions can be found depending on the target group, setting or tools used to convey the message.

Need for targeted approaches to reduce alcohol-related harm

It is important to note that spiritsEUROPE signed the EU Code of Conduct on Responsible Food Business and Marketing Practices[6] on behalf of our members in June 2021. As one of the founding signatories we have pledged to coordinate and support the set up and monitoring of Responsible Drinking Initiatives (RDIs) in each Member State of the European Union[7].

There are currently responsible drinking websites in 21 out of 27 EU Member States. For the list of these websites, please use the QR code. There is also the EU umbrella portal responsibledrinking.eu which functions both as a relay to national websites and also as a resource for responsible drinking information.



[3] WHO Europe [Status report on alcohol consumption, harm and policy responses in 30 European countries 2019](#). For Heavy Episodic Drinking see also the IARD Trends Report: [Heavy Episodic Drinking](#)

[4] Positive trend towards reducing underage drinking: European School Survey Project on Alcohol and Other Drugs (ESPAD) [Report 2019](#). Health Behaviour in School-Aged children (HBSC) [2017/2018 Report](#). IARD Trends Report: [Underage Drinking](#)

[5] IARD Trends Report: [Drink Driving](#)

[6] The [EU Code of Conduct on Responsible Food Business and Marketing Practices](#) is one of the first deliverables of the [EU Farm to Fork Strategy](#).

[7] [spiritsEUROPE pledges](#) on the European Commission website.

GREECE | Hellenic Association of Drinks Distributors (E.N.E.A.P.) /
Greek Federation of Spirits Producers (SEAOP)
“Responsibility Alliance Talks” One Voice



E.N.E.A.P. / SEAOP as part of the Responsible Alliance chose Ilenia Williams, popular social media influencer, to be their “voice” (ambassador) in addressing young adults through a series of thematic videos. Run in 2021, each of the 6

videos discuss a different topic and feature a celebrity guest who shares their thoughts, experience, and tips on alcohol. Topics include “What do you know about alcohol?” “Alcohol & Fitness”, “Drinking & Driving” and “Myths & Facts about Alcohol”.

New videos were aired between mid-July and the end of November reaching over 3.9 million people with over 14,000 clicks. 45 press clippings reached 1.2 million and 129 social media posts and stories reached 220,000 with 111 shares and 173,000 engagements

3.9
million
People reached

POLAND | Polski Przemysł Spirytusowy (ZP PPS)
Alcohol. Always responsibly



The “Alcohol. Always Responsibility” campaign was launched in 2016 to tackle misconceptions around the different types of alcohol and to promote responsible alcohol consumption. It informs consumers on the different alcoholic beverages, showing that a serving of each contains the same amount of pure alcohol. It also emphasises that ethyl alcohol, regardless of the beverage, has the same effect on the body. All beverages should therefore be handled responsibly. In 2021 the message was refreshed with new visuals, landing page and communication plan.

The campaign reached more than 1.5 million people in 2021. CAWI research was carried out with 1,000 respondents in October 2020. Results show that: 58% agree that beer, wine and vodka contain the same alcohol (ethanol). Most agree that alcohol should not be drunk by drivers, regardless of the type of drink. This awareness correlates with official statistics which show that the number of road accidents with users under the influence of alcohol is systematically dropping year after year. Also, around 70% of quiz takers gave the correct answers the quizzes about the amount of alcohol in particular beverages and the rules of drinking responsibly.



While minor's access to alcoholic beverages must be restricted, this only goes some way towards preventing underage drinking because a change in attitudes is also necessary. Therefore, we support actions that educate parents and teachers who in turn help minors to understand the effects of alcohol and the reasons why they should not be drinking. Other actions are aimed at raising knowledge and skills of staff working in bars and shops so as not to serve or sell to underage people.

EU | Diageo Smashed



Diageo has been the sponsor of the Smashed Project since its inception in 2004 when it was launched in the UK. It has since been extended to other countries in Europe and around the world. It was developed by Collingwood Learning who have executed it independently ever since. The theatre-in-education programme aims to break the culture of underage drinking and reduce alcohol-related harm among young people. In 2020, the programme was extended online and is called "Smashed Online". Smashed Online is free to access and teachers can simply share the Smashed Online link with students, who can sign up individually.

Smashed is now live in the UK and Northern Ireland, Spain, Italy, Greece, and Hungary. Smashed Online will launch in Portugal and Poland this year.

The programme has educated 60,000 young people this academic year alone, with Smashed Live delivered in 221 schools and Smashed Online in hundreds more. Worldwide, Smashed has reached 337,000 young people this academic year in 32 countries, and the goal is to reach 500,000 young people by June 2022.

**After experiencing Smashed
94% of students feel equipped
to make the right choices about
alcohol**

After experiencing Smashed:

- 94% of students feel equipped to make the right choices about alcohol
- 95% of students know where to get help, if they or someone they know are having problems with alcohol
- 81% of students are less likely to drink alcohol as a result of Smashed

SPAIN | Fundación Alcohol y Sociedad (FAS) Minors not a single drop educational programme

The Alcohol and Society Foundation launched the initiative in 2001. It comprises a programme for secondary schools, a dedicated website and Family workshops. For the 2020-2021 school year 54,644 students from 415 schools took part the programme. 527 families attended the 28 workshops for parents and 7 teachers used the website programme. Since 2001 over 2,612,926 students from 16,072 schools have taken part.



70% of minors stopped drinking

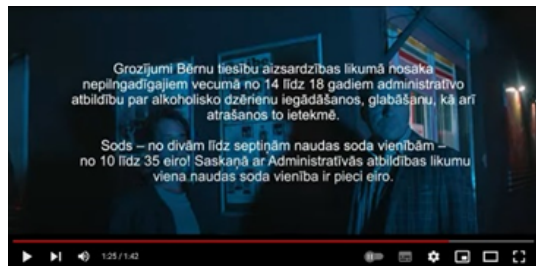
The impact of the programme, longitudinally audited by the Deusto Drug Addiction Institute, shows that after these interventions 7 out of 10 minors stop drinking and consumption does not progress among the minors in the schools where the programme is taught.

LATVIA | Latvian Alcohol Industry Association (LANA) Would you sell alcohol to your child?



The aim of the campaign is to inform sales staff about the Law which states that a person under the age of 25 must show an identity document (ID) when purchasing alcohol. The seller is encouraged to imagine what it would be like to sell alcohol to their own child and what the consequences would be, thus appealing for them to think twice before selling alcohol to young people without checking their age.

In 2021, an educational video was created which shows an undercover police officer catching a minor trying to buy alcohol and highlights the legal consequences of trying to buy alcohol whilst underage. The video was placed on Instagram, Facebook, YouTube and on the responsible drinking website (atbildigi.lv). On Instagram it reached over 1,500, had over 1,700 impressions and was liked 27 times. On Facebook it reached over 26,700, had over 1,400 engagements, 18 likes and 14 shares.





These actions aim to discourage harmful drinking among young adults. They aim to empower them with the knowledge and skills to adopt responsible drinking behaviour in specific settings such as clubs, students' parties, or holidays abroad. As part of these actions, we partner with bars, shops, and night premises to train staff so as not to serve intoxicated people.

EU | Pernod Ricard: Responsible Party Drink More...Water



Pernod Ricard launched the international digital campaign through its Responsible Party initiative in July 2021 and is run in partnership with the Erasmus Student Network (ESN). The video campaign is based on the Responsible Party Programme's main drivers: to persuade young adults that there is no fun in excessive drinking and to empower them to make the right choices for themselves. It connects with the audience by adopting their own mindset and a simple and universal message – asking them to “Drink More Water”. It features snapshots of what can happen when people binge drink while encouraging them

to “Drink More”, which appears contradictory. The true message finally becomes clear at the end of the video as “Drink More...Water”

By the end of 2021 campaign had been implemented in 25 countries, reaching more than 54 million people online and continues to be extended to more countries and on the ground activations during 2022. Responsible Party has reached over 450,000 students in 33 countries since its launch in 2009.

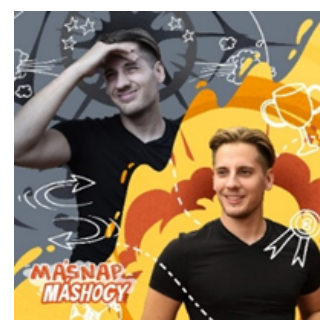


The campaign was awarded Gold at the first Health Communication Grand Prix held by French marketing magazine Stratégies.



HUNGARY | Hungarian Spirits Association The Next Day

The educational campaign was run during three months in 2021. It was designed to educate young adults to be more conscious of their alcohol consumption and thus reduce the risk of having a hangover and/or a blackout by drinking too much. Emphasis was placed on being able to enjoy the day after a night out. Informational content was posted onto the italmertek.hu website and on the related social media channels (Facebook and Instagram and YouTube).





Also, to encourage engagement in the campaign content, two quizzes and a photo competition were organised.

The campaign reached a total of 600,000 through the website and social media channels. More than 1,000 respondents completed the educational quizzes. During the campaign period, the italmertek.hu website generated nearly 15,000 visits. Also, three press releases were issued which were seen by over 7 million, close to a million and just under 4 million respectively.

SPAIN | Espirituosos España Responsibility on campus



For the past five years, the University Rey Juan Carlos in Madrid and Espirituosos España have been organising a creative competition among university students. Students first receive training on responsible consumption. Following this they work in groups over a six-month period to fully design a responsible drinking campaign targeting either young adults or minors. When finalised, the teams chosen by the university present their proposal to Espirituosos España. The winning team receives two prizes, a voucher and the pride of seeing their campaign launched!



In 2021, the winners developed a poster campaign to address underage drinking.

Series 1 “Temptations”: Plays with the idea of resisting temptation and shows animals calmly facing temptation. They encourage the observer to “Resist temptation dude. If you are a minor, zero alcohol!”

Series 2 “Data”: Provides a fact about the animal shown such as “a camel can go more than 10 days without water” then asks, “And are you in a hurry to drink alcohol?”



To date, more than 900 university students have taken part in the programme. Results of 2020-2021 pre-and-post training questionnaires shows that before taking part 92,3% believed that they drank alcohol responsibly and 43% said it was responsible “most of the time”. However, this dropped to 37% afterwards with 10% stating that the training made them rethink their consumption. Also, students learnt that mixing different types of alcoholic drinks doesn’t make them more drunk (24% pre vs 90% post). Moreover, 70% said they would apply what they had learnt about responsible drinking.



Perhaps some of the best known and most established alcohol harm reduction approaches are those that aim to prevent drink-driving. The success of these campaigns is based on the partnership approach at national and local levels, using a wide range of channels to reach the target group.

As members of the European Road Safety Charter, the sustained prevention campaigns carried out by our members over the years have strengthened road safety across Europe and helped to create behaviour change so that it is no longer socially acceptable to drink and drive.

FRANCE | Prévention et Modération Partnership with the Road Prevention Association

The Prévention Routière and Prévention et Modération associations signed a two-year partnership in early 2020 to carry out awareness activities aimed at reducing alcohol-related road accidents. The first action resulting from this partnership began in October 2020 with the “Prev&Go” awareness kit.



The kit was created to be flexible and therefore suitable for all audiences (young drivers, company employees, seniors, etc.) and for all occasions (evening outings, festivals, forums, companies, etc.). It has a set of awareness-raising material dedicated to the theme of alcohol and driving. So far, 40 kits are used by the 1,500 Prévention Routière volunteers when carrying out 700 actions reaching 75,000 people.



GERMANY | Working Group on Alcohol and Responsibility / Bundesverband der Deutschen Spirituosen-Industrie und - Importeure (BSI)

DON'T DRINK AND DRIVE



Launched in 1993, the “DON'T DRINK AND DRIVE” initiative is one of the longest-standing road safety initiatives in Germany. It is supported by the beer, wine, sparkling wine and spirits industry federations as a joint contribution to reducing alcohol-related accidents in Germany. In August 2008, the initiators of the DDAD initiative signed the European Road Safety Charter (ERSC). By signing the Charter, the federations committed to continuing the DDAD initiative.

DDAD is aimed primarily at young male drivers between the ages of 18 and 24 as they are disproportionately involved (17%) in alcohol-related car accidents. At the core of the campaign is the “DDAD Academy” events in vocational schools to promote the message to a young, car-oriented public who represent a credible multiplier of the message. The events include a driving simulator, VR glasses and “alcohol glasses” to show the effects that drinking can have on driving. The “DDAD Academy” team also addresses the legal consequences such as fines, explain the driving points system and responsible alcohol consumption. The campaign is also shared through a website, on the YouTube channel, on Instagram and on Facebook.



Until December 2021, the website has tallied a total of over 2.1 million users and over 5.1 million page views. The Facebook microsite has over 12,599 fans and has reached over 2.8 million and the initiative’s YouTube videos have been viewed over 40,000 times. There have also been 140 events.

PORTUGAL | Associação de Vinhos e Espirituosas de Portugal (ACIBEV)

If you drink, don't drive!



The campaign is part of ACIBEV’s commitment to implement the “Wine in Moderation” programme in Portugal and was launched in 2016. The objective is to promote responsible consumption as a cultural / social norm thus prevent and reduce alcohol-related abuse and harm. To this end, ACIBEV attends consumer wine fairs where they distribute leaflets and promotional materials (notepads, pens, key rings) and carry out breathalyser tests.



Following the joint collaborative agreement signed with the National Road Safety Authority (ANSR) in 2021 visitors can also use a driving simulator and see what it is like to drive impaired special glasses that replicate different BAC levels. ACIBEV reached over 3,200 people in 2021 and over 10,000 have been reached since 2016.

Over 10,000 have been reached since 2016



Harm associated with maternal drinking is preventable and can be successfully addressed through prevention, education and awareness building. This can be done in a variety of ways such as through dedicated awareness programmes. The aim is to raise awareness of the dangers of drinking during pregnancy among women of child-bearing age and in the general population and reduce the number of women consuming alcohol while pregnant.

FRANCE | Prévention et Modération “Zero alcohol” whilst pregnant



Prévention et Modération began a multi-year financial partnership with the SAF (FAS) France association in 2019 to support its mission which includes carrying out prevention and awareness raising activities and to provide training for professionals to recognise FASD. As part of its mission, SAF France runs the yearly month-long SAFTHON (FASTHON). The SAFTHON is a collective of events aimed at raising awareness of the risks of drinking during pregnancy and to remind women that it is better to not drink any alcohol at all when pregnant. As well as the financial partnership, Prévention et Modération mobilises its members (beer, wine and spirits sectors) to amplify the “Zero alcohol during pregnancy” message.

In 2021, 12 events in 12 regions took place in the presence of national and local policy and decision-makers. 266 actions were carried out and 103 clippings (TV/radio/national and regional press) reached 190 million contacts.

GERMANY | Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V. (BSI) Responsible from the Start!



The campaign was launched in 2009 to promote abstinence from alcohol during pregnancy and to reduce the number of children born with alcohol-related disabilities (Foetal Alcohol Syndrome - FAS). The initiative takes place through a women’s leaflet, a girl’s flyer, a Foetal Alcohol Syndrome leaflet, packs for gynaecological practices, posters, a website, an Instagram page, press and distribution

channels.

Until December 2021 over 5 million women’s leaflets and over 664,000 girls’ leaflets have been distributed in total. A total of 301,000 copies of the German version and 12,000 copies of the English version of the FAS leaflet have been distributed. Over 59,000 practice packs have been distributed. The website had over 107,000 users and over 244,000 page views.

91% of pregnant women who received the leaflet also went on to read it. Of these, 56% said they learned something new. 79% found out how alcohol affects the unborn child and 80% stated that they learnt about abstaining during pregnancy.



For more information visit:



<https://drinksinitiatives.eu>



<https://responsibledrinking.eu/>

Rue Belliard 12, bte 5 B-1040 Bruxelles
T. +32 2 779 24 23 / F. +32 2 772 98 20

E-mail info@spirits.eu

<https://spirits.eu/>



[@spiritsEUROPE](https://twitter.com/spiritsEUROPE)