

Second year report - November 2014

# EUROPEAN BEER PLEDGE

A package of responsibility initiatives from Europe's Brewers



The Brewers of Europe



Second year report - November 2014

# EUROPEAN BEER PLEDGE

A package of responsibility initiatives from Europe's Brewers

ISBN 978-2-9601382-4-5  
EAN 9782960138245



The Brewers of Europe





## About this report

---

Launched in 2012, the European Beer Pledge should be reported on annually, to allow for a regular monitoring of progress but also further opportunities to identify, evaluate and expand best practice activities.

This report constitutes the second interim report on the European Beer Pledge's implementation. Focusing on activities supported by members of The Brewers of Europe between March 2013 and May 2014, this interim report represents a snapshot of initiatives carried out by brewers, through associations, companies and broad coalitions, in line with and contributing to, the implementation of the three pillars of the European Beer Pledge.

As such, this report is not an exhaustive catalogue of all those activities supported by brewers since the launch of the Beer Pledge in 2012, but focuses on some of the new activities in which the brewers have been engaged over the latest fifteen month period. The report is also built solely on the basis of the information and supporting evidence at the disposal of The Brewers of Europe in the drafting period from June to October 2014. Some activities thus may not be included either as they are a continuation of existing initiatives that were already ongoing, or due to insufficient supporting information.

Readers have the opportunity to see, pillar by pillar, country by country, the reported activities, through short descriptions and key outcomes where available and verified through the external, independent assurance process. Whilst some activities may cross borders and many others may be applicable to more than one of the three pillars, effort has been made in the main report text to categorise the initiatives clearly and thus also avoid any duplication of reporting.

New to this year's report, when compared to the 2013 report, is the addition of an overview table in the Executive Summary that seeks to capture, country by country, (sub-)pillar by (sub-)pillar, the new activities undertaken, classifying them according to whether they are activities supported by the national brewers association or by individual brewing companies, either as single entities, or together with other companies. In this table activities may be marked in more than one box, so as to avoid any misperception, purely on the basis of its categorisation, that a certain activity is not being run under a certain pillar.

The report also seeks to update the reader on the roll-out of any of the activities mentioned in the first interim report as potentially forthcoming over the following fifteen months. The third report will seek to capture all activities carried out over the duration of the entire Beer Pledge reporting timeframe.

The report has been compiled principally, though not exclusively, on the basis of reports to be found on the Global Social Responsibility Initiatives database of the Worldwide Brewing Alliance, of which The Brewers of Europe is a member. Furthermore, some activities were also filed as commitments to the EU Alcohol and Health Forum and thus subject to scrutiny through the monitoring process that forms part of the European Commission's compulsory requirements for all parties filing Forum commitments. Additionally, some company activities have also been included based on information provided in the 2013 Progress Report on the Global CEO Commitments made by 13 of the world's largest drinks companies, including major brewing companies operating in the European Union. It is however to be noted for this latter report that, due to a different reporting period and scope, data may not necessarily be comparable between the two reports.

An essential element of the European Beer Pledge reporting process is the involvement of a third party assurer. As in 2013, The Brewers of Europe invited KPMG Sustainability to provide limited assurance on the second interim report. This process was conducted against an updated Definitions and Criteria document, which is published alongside this report. The result of this thorough process is that this report has received independent limited assurance from KPMG Sustainability. KPMG's assurance report can be found at the end of this interim report.



# Table of contents



## Table of contents

---

About this report.....	1
Table of Contents .....	3
Introduction by Demetrio Carceller, President of The Brewers of Europe .....	6
Executive Summary .....	9
The European Beer Pledge.....	13
1. Increase consumer knowledge of beer and its responsible consumption .....	16
2. Ensure responsible advertising and marketing .....	26
3. Address alcohol misuse.....	31
Drink driving .....	31
Underage drinking .....	39
Binge drinking .....	47
Alcohol and pregnancy.....	55
Methodology and structure.....	59
KPMG Sustainability's Independent Assurance Report to The Brewers of Europe.....	61



# Introduction



## Introduction by Demetrio Carceller President of The Brewers of Europe

---

Over the past year The Brewers of Europe has perseveringly continued to play a leading role in the European Alcohol and Health Forum, through the submission, implementation and reporting of commitments to action, and through our contribution to the lively discussions that have taken place in the Forum meetings.

The European Commission's ongoing support for the current EU Strategy and its EU-level structures such as the Forum has acted as further encouragement to The Brewers of Europe to continue stepping up with concrete actions in support of the Strategy. These actions can also make an important contribution to the implementation of the 2014-2016 Action Plan on Youth Drinking and on Heavy Episodic Drinking that was endorsed by the Committee on National Alcohol Policy and Action (CNAPA) in September 2014.

What this report shows is that The Brewers of Europe, its member associations and brewing companies at large have remained committed to the roll-out of the European Beer Pledge. As I stated in last year's report, helping to address alcohol misuse is a responsibility we take very seriously and share with other stakeholders. This report contains details of initiatives that have been rolled out in partnership with governments, doctors' groups, road safety authorities, parents, educators, the police, non-governmental organisations, consumer groups, indeed many parts of our society.

Last year I announced a 3-year partnership between the European Transport Safety Council (ETSC) and The Brewers of Europe. This partnership was subsequently presented by ETSC to the Forum at its Plenary meeting in April 2013 and submitted as a joint Forum commitment that was launched in the European Parliament in November 2013. The roll-out continued in 2014 with the first national workshop in Italy in April 2014, further details of which are to be found in this report. A case study on alco-gates in Sweden was published in July 2014 and a further national workshop took place in Spain in September 2014. The Brewers of Europe will continue to report on the implementation of the SMART (Sober Mobility Across Road Transport) project throughout the duration of the Beer Pledge.

There are other areas where The Brewers of Europe activities have been less publicly visible at EU level in the second year of the Beer Pledge. However, The Brewers of Europe remains fully committed both to further increasing consumer knowledge of beer and its responsible consumption and to continuing to strengthen the mechanisms that ensure responsible beer advertising. On



**Demetrio Carceller**  
*President*  
*The Brewers of Europe*



the former, intense work has been going on internally as we believe there is great potential for the brewing sector to step up in providing information to consumers. This point is very high on the agenda of The Brewers of Europe's Board. On marketing self-regulation The Brewers of Europe is actively involved, as an associated partner, in the Responsible Marketing Pact managed by the World Federation of Advertisers.

With the arrival of a new European Commission in November 2014 our strong wish at The Brewers of Europe is for the EU to continue its Strategy of tackling alcohol related harm by targeting alcohol misuse and focusing on those most vulnerable. In turn the Commission can depend on the relentless support of Europe's brewers, at EU and local level, through targeted actions, conducted in partnership with other key stakeholders. The Brewers of Europe will also step up further in 2015 and beyond with campaigns that actively promote moderate beer consumption and its place within a balanced lifestyle.

I look forward to reporting next year both on the new activities that brewers have undertaken in support of the Beer Pledge and on The Brewers of Europe's overall achievements since the Pledge's launch in 2012: a long-term commitment demonstrating the persistent efforts by Europe's brewers to being part of the solution.





# Executive Summary

## Executive Summary

Since its launch in the European Parliament in 2012 Europe's brewers have continued to step up with activities in line with the European Beer Pledge. Doing so, the brewing sector is contributing to the implementation not just of the EU Strategy to support Member States in reducing alcohol-related harm, but the 2014-2016 CNAPA Action Plan, the WHO Global Strategy, the WHO Euro Action Plan and national alcohol plans across the EU. With the further commitments made over the last fifteen months, brewers are now responsible for the roll-out of over 100 commitments made under the EU Alcohol and Health Forum, a figure that continues to represent one third of all the commitments made by Forum members.

This report covers activities carried out in the period March 2013 to May 2014 and, whilst not capturing every brewer-supported activity, seeks to provide a picture of the extent of brewer activity in support of the Pledge. The report has also been scrutinised by the independent third party KPMG Sustainability, which requires all claims within the report to be backed up by evidence through a process that encourages rigour in monitoring outputs and outcomes of the initiatives undertaken.

### Overview of New activities supported by Brewers over the reporting period March 2013 to May 2014

Countries	Consumer Information	Commercial Communications	Alcohol Misuse Initiatives			
			Drink Driving	Underage Drinking	Binge Drinking	Alcohol & Pregnancy
Austria	C	C	C	C		
Belgium	C	A C	A C	C	C	C
Bulgaria	C	C	C	A		
Croatia	C	C		A C		
Cyprus	C	C	A			
Czech Republic	C	C	A	A C	C	
Denmark	A C	A C			C	
Estonia	C	C				
Finland	A C	C				
France	A C	C	C	C	C	
Germany	C	C	A C	C	A	
Greece	C	C	C			
Hungary	C	C				C
Ireland	A C	C		A	A C	
Italy	C	C	A	A	C	
Latvia	C	C	C			
Lithuania	C	C	A			
Luxembourg	C	C				
Malta	C	C				
Netherlands	A C	A C	A	C	A C	C
Poland	C	C	C			A C
Portugal	C	C	A			
Romania	C	C	A C		C	C
Slovakia	C	C			C	C
Spain	C	A C	A		A	A
Sweden	C	C	C			
United Kingdom	A C	C		C	A C	

A = Association-supported activities      C = Company-supported activities

\* Activities may be marked in more than one box, so as to avoid any misperception, solely on the basis of categorisation, that an activity is not being run under a certain pillar.

\*\* Note: Slovenia not included in the above table since no feedback received on activities conducted over reporting period.



What this report shows is that the brewing sector has continued to step up its activities, numerically, geographically and in scope. With hundreds of initiatives having already been supported by brewers over the years, what was important was to build on the numerous best practises, including those available in the four toolkits produced during the first year of the Pledge and reported upon in the first interim report. The growing use of new media, which was reported in the first interim report, to increase consumer knowledge and address alcohol misuse, has continued, with digital activations now at the heart of many new initiatives.

We also continue to see the patchwork recorded in the first interim report of activities being conducted by both brewers' associations and brewing companies. With regard to company-driven activities, in some cases these are initiatives driven by individual brewers, whilst in other cases it is a coalition of brewers coming together in support of one initiative. What is clear is that there is no one-size-fits-all model of engagement for all markets or for all initiatives. In some cases the activity can be best implemented by an individual company, whilst in other cases it is more logical to implement as part of a coalition, including through the brewers' association.

Equally, partnerships and wide coalitions should be encouraged but are not the panacea for all activities. A key facet of many of the best practices – partnership building – has been taken on board, with governments, driving schools, local government, doctors' groups and police authorities continuing to be important partners. However, issues of product development, especially around lower alcohol or zero alcohol alternatives, may be better addressed by individual companies.

At EU level, this report covers the ongoing implementation of The Brewers of Europe's partnership with the European Transport Safety Council, with roll-out of the first European and national events and preparations both for the first case study and for the second national event. This major partnership, supporting the SMART programme over a 3-year period, will continue to dominate the EU-level activity of The Brewers of Europe up until 2016.

Whilst the first year interim report stated that work over the next twelve months would intensify on the strengthening of self-regulatory mechanisms around digital and social media, this preparatory work has largely fallen within the Responsible Marketing Pact and next year's Beer Pledge report should look at how some of that work is being rolled out in the codes and systems in place at local and company level.

The last fifteen months have also primarily been a period of preparing the groundwork for future EU activities in the field of consumer information, although there has been a continued step up of activity by companies (e.g. further responsible drinking guidance on packaging) and local associations (e.g. the launch in May 2014 of a new Dutch website that was forecast in the first interim report).

Finally, the reporting process itself has again put a spotlight on the fact that not all initiatives are able to provide the same wealth of measurement indicators, thus highlighting the importance of having measurable key indicators and collating results on the implementation and impact of the various initiatives. Further improvements will be needed for next year's report on the Beer Pledge and a group will be set up to study in detail, on the basis of good practices, the indicators needed to guarantee an accurate picture of the roll-out of the Beer Pledge.





# The European Beer Pledge





## The European Beer Pledge

---

Launched in the European Parliament on 28 February 2012 the European Beer Pledge is a voluntary initiative by brewers across Europe to support EU Member States in reducing alcohol related harm. The Brewers of Europe and its members committed to taking concerted and measurable action to improve consumer information, ensure responsible advertising and address alcohol misuse in line with the expectations of citizens and EU policymakers.

Europe's brewers committed to building on decades of action against alcohol misuse and their position as the leading contributors of voluntary commitments to the European Alcohol and Health Forum. Europe's brewers committed to ensuring increased and improved coverage of the EU with best practice activities to implement the EU Strategy to support Member States in reducing alcohol related harm.

- **Pillar 1: Increase consumer knowledge of beer and its responsible consumption**
- **Pillar 2: Ensure responsible advertising and marketing**
- **Pillar 3: Address alcohol misuse**

Pillar 3 is also split into four further sub-pillars: (i) Drink driving; (ii) Underage drinking; (iii) Binge drinking; and (iv) Alcohol and Pregnancy. Transcending all three pillars of the Pledge, the multi-stakeholder approach remains vital to developing and implementing approaches that can be successfully implemented at national level and in line with local expectations and customs. The binge drinking sub-pillar has also been expanded to encapsulate other activities promoting responsible consumption, such as initiatives towards people suffering from alcoholism and workplace-related activities.

Developing a framework to drive future responsibility activities by brewers, the Pledge is underpinned by national brewers' associations and companies representing and producing beer across the EU, who take responsibility for its implementation. The Brewers of Europe, uniting national brewers' associations from across the EU, committed to publishing EU toolkits to guide and stimulate the spread of good practices.

The Pledge was launched with a commitment to take actions in 2012 and beyond, with the anticipation that Pledge implementation could also provide input that could feed into not only the evaluation of the ongoing EU Strategy and development of any future EU Strategy, but also into strategies at the national, regional and global levels.

The meetings of the Alcohol and Health Forum Plenary provide opportunities to report on progress, including through specific examples of activities undertaken to support the Pledge's practical implementation.

Europe's brewers also committed that the Pledge be evaluated annually to allow for ongoing measurement of activities, improvements and expansion in line with best practices. What follows is thus the second interim report on new activities launched and carried out in the period March 2013 to May 2014. It should not be considered an exhaustive analysis but an overview, featuring highlights, on which future Pledge activities and interim reports will be built.

Whilst some activities are carried out at national level and supported through the national brewers' associations, others are company activities, conducted either at the national or the global level across a number of the company's country operations.

# Pillar 1:

Increase consumer knowledge of beer and its responsible consumption

## Consumer Information

The last fifteen months have witnessed intense work within the working structures of **The Brewers of Europe** to come forward with solutions whereby consumers will be better empowered with the facts to make informed decisions about their drinking and the role that beer may play in their lifestyle. In particular this work has looked at the issue of ingredients and nutrition information where, currently, there is an exemption in EU law for alcoholic beverages to provide such information but where brewers feel consumers have a right to know more information. There is an opportunity through voluntary actions under the Beer Pledge to further empower consumers, including through the increasing use of online media. Consumer information is high on the agenda of **The Brewers of Europe**, featuring prominently on internal agendas right up to Board level. A Consumer Information Expert Group has also both worked on, and commissioned, a number of documents that will help the brewing sector to take concrete and substantial actions in 2015. The third interim report will go into unprecedented detail on this topic also at an EU level whilst the below activities present the new activities undertaken by companies and associations over the last year or so.

### Danish Brewers

- 🇩🇰 “Er du klar?” (“Are You Ready?”) is a social responsibly concept by the Danish Brewers association **Bryggeriforeningen** which aims to promote the consumption of alcohol in moderation in order to reduce, and work against, misuse and drinking and driving. The campaign uses information and education about the concept. It targets young people, their parents and other near-peers.

In addition the Danish Partnership for a responsible alcohol culture is an ambitious initiative started in 2014 to establish a partnership to promote a responsible alcohol culture in Denmark. Partners include the associations behind both the wine and spirits industry, as well as the on/off trade sectors. The goal of the partnership is to work towards the health goals to reduce harmful alcohol intake set out by the Danish health authorities.



### British Brewers

- 🇬🇧 In the UK beer companies are committed to providing funding for The Drinkaware Trust, the independent UK alcohol awareness charity, which aims to positively change the UK drinking culture to help reduce alcohol misuse and minimise alcohol related harm. Its social marketing campaigns, resources and expert information help create awareness around alcohol units, alcohol related issues and the government’s drinking guidelines. They also provide consumers with the facts about alcohol and its effects on their lives and lifestyles, allowing them to make informed decisions about their drinking.

Companies have pledged under the UK Public Health Responsibility Deal, the voluntary partnership with Government, to continue to fund Drinkaware’s work and have provided funding in 2013 and 2014. The funds in 2013 supported a major marketing drive that saw the ‘Why Let Good Times Go Bad?’ campaign message communicated to customers in many different ways.





## Irish Brewers

- The Festival survival guide produced by MEAS (the Social Aspects Organisation supported by the Irish producers) is a campaign designed to offer practical advice about how to enjoy a festival safely. It is undertaken in partnership with: An Gardaí Síochána; Phantom 105.2; Cherry Cool Promotions; The Star newspaper; Pigsback.com (commercial website); Hotpress (music magazine); MCD Promotions and POD Event Promotions. It is promoted through outdoor, radio, press and internet advertising, and since 2011 via the Hotpress and Pigsback websites as well as the drinkaware website. The guides, which are aimed at music fans attending summer festivals in Ireland, offer practical advice such as using public transport to and from festivals where possible or designating a non-drinking driver. The guide also contains festival and music gig ticket giveaways.

In partnership with Hotpress Magazine MEAS delivered a 'virtual' presence at 8 Festivals in summer 2013. This partnership covered a broad range of activity - onsite, online and in print. The central activity was the Hotpress/drinkaware.ie 'Be on the Cover' competition: this involved festival goers having their photo taken with a drinkaware.ie branded cover. Engagement was very positive and has resulted in 5,274 on site person to person engagements and 45,148 viewers of the 'Be on the Cover' gallery.

Those serving at festivals were encouraged to undertake training in responsible serving via the RSA or ServeAware programme, depending on their role as server. 1500 users have registered to ServeAware to date.



## AB InBev Europe

- Be(er) responsible day is a company-wide initiative held annually, on the same day around the world, where each zone celebrates the company's alcohol responsibility initiatives by inviting the employees into the market to remind retailers about the importance of checking I.D.s to prevent underage drinking, to promote responsible drinking, and to advocate the use of designated-drivers. It also provides an opportunity for the company to coordinate efforts amongst its employees and partners, including distributors, bars, retailers, law enforcement, and community groups, to engage with local communities to share **AB InBev's** responsible drinking philosophy. This global day in the trade focuses worldwide attention on this vital issue and provides an important rallying point on the company's responsible drinking efforts, which continue all year, around the world.





## Carlsberg UK

- 🇬🇧 In December 2013, in conjunction with DrinkAware, **Carlsberg** launched its internal poster campaign to encourage responsible drinking during the holiday season. The campaign looked at the excesses of the Christmas season and gave practical tips for staying safe. The posters presented the responsible drinking message in a fun and festive manner. There were six poster designs in total.



## Heineken Netherlands

- 🇳🇱 Building on the concept of the ‘Know the Signs’ responsible consumption campaign, the “Blèf Jezelluf”, (Stay yourself”) initiative was conducted in the municipality of The Hague. **Heineken** works together with two NGOs in the fields of health and addiction to raise awareness and promote responsible consumption.

At events and in nightclubs “peer teams” engage young adults in a discussion about their alcohol consumption patterns and the consequences of alcohol abuse. Members of the target group are asked to pick a card from a deck displaying typical characters who have consumed alcohol. They talk about whether or not they recognise themselves or their friends in the character on the card, when they drink too much. When it is clear which character they become after drinking too much, a picture will be taken which fits their character. On the card they can find the link to the website where they can find their photo and information about alcohol and responsible consumption.



## Heineken Global

- 🌐 In 2014 **Heineken** had its first “Enjoy Responsibly Day”, a day dedicated to enhancing **Heineken** employees’ awareness about all aspects of alcohol, with the long term aim of making employees long term, credible advocates and ambassadors in promoting the responsible consumption of company products and of alcohol in general.

A series of initiatives take place on the day to educate, inform and build advocacy towards a culture of responsible consumption.





## Simonds Farsons Cisk Malta

■ **Simonds Farsons** continued to support in 2013 and 2014 The Sense Group, which is the Maltese SAO that aims to promote moderate, sensible and responsible drinking. TSG is autonomous from its members who include the major producers and importers of alcohol beverages in Malta. The organisation hopes to cultivate a better understanding of alcohol-related issues in Malta, as well as conducting awareness campaigns.

Other functions of the group include assisting local authorities to prevent alcohol misuse, encouraging ethical responsibility in serving alcohol beverages, establishing and maintaining contacts with international institutions, and informing the general public about developments regarding the consumption of alcohol.



## French Brewers

■ In 2013 and 2014 leading French beer producing companies, along with wine and spirits companies, continued to support *Entreprise & Prévention*, the French Social Aspects Organisation. Its principal objectives are to:

- contribute to the fight against excessive alcohol consumption and its social consequences;
- promote self-regulation while applying the existing legislation responsibly;
- ensure dialogue with public authorities and partners; and
- address prevention-related matters with public authorities.

The April 2014 Barometer of consumption habits showed, from a survey conducted by Ifop of up to 1000 French adults over 18 years of age, that one in ten people drink daily, 34% weekly, 25% monthly and 19% are abstinent.

In July 2013 the Organisation also communicated on the [alcooletparents.com](http://alcooletparents.com) web tool developed by Professor David Bailly.



## Dutch Brewers

■ STIVA is the Dutch Social Aspects Organisation (SAO) supported throughout 2013 and 2014 by the three main drinks trade associations, including the Dutch brewers association **Nederlandse Brouwers**. Its objective is to reduce alcohol misuse and to encourage the responsible consumption of alcohol beverages through:

- self-regulation of advertising, where STIVA manages the system for alcohol advertising, provides advice and monitors advertising;
- information, including awareness campaigns in a variety of fields such as youth, transport (e.g. the BOB designated driver campaign organised in a partnership between STIVA and the Dutch Ministry of Transport), the workplace and sports; and
- research.



## Irish Brewers

■ In 2013 and 2014 beer producers, together with Irish spirits companies, continued to support the SAO Mature Enjoyment of Alcohol in Society Limited (MEAS). The organisation works in partnership with Government and other appropriate bodies to promote:

- social responsibility among producers, marketers, distributors and retailers of alcohol in Ireland; and
- mature enjoyment of alcohol amongst consumers.

MEAS also supports drinkaware.ie, a consumer focused initiative, supported by a website of the same name, aimed at reducing the culture of excessive drinking. The website provides information on standard drinks, the effects of alcohol on the body, information relating to different life stages and contexts, as well as useful hints and tips. In addition, it provides consumers with the facility to: compare their drinking patterns with the Irish Government's drinking guidelines; maintain an online personal drinks diary; and participate in an online quiz.

The website was updated with new content throughout the last 12 months. Visitor numbers to the site in 2013 represent a 30% increase on unique visitor numbers to the site in 2012. March 2014 has the 3rd highest recorded month for traffic to [drinkaware.ie](http://drinkaware.ie).

MEAS, through drinkaware.ie has also teamed up with Microsoft Networks (MSN) and developed a mini-site that provides information on things to do that cost nothing at all as well as exclusive, attractively priced deals on events, activities and facilities around Ireland, that will help you to 'Reclaim Your Weekend!'.

The Reclaim Your Weekend Campaign and Website aims to motivate and empower consumers to adopt a slower pace of drinking on a weekend occasion, because they have an activity planned for the following day. Designed in partnership with MSN the website highlights free events, low priced activity deals and pacing tips. The site won the 2013 Digital Media Award for Best Charity website. It also won Gold in the Best Research Initiative category and Silver in the Best use of Interactive / Digital Media category at the 2013 Irish Media Awards. Site visits are currently 25% above projected figures.





## Finnish Brewers

🇫🇮 In 2013 and 2014 the Finnish brewers association **Panimoliitto** continued their responsibility work through the website “Kohtuullisesti.fi” where 18-30 year olds can define their own alcohol consumption. “Kohtuullisesti” is loosely translated as “moderately” or “responsibly”. Its aim is to make people think and provide tools for them to estimate what is moderate consumption and what is not.



## French Brewers

🇫🇷 In 2013 and 2014 the French brewers association **Brasseurs de France** continued to support [www.reperes-alcool.com](http://www.reperes-alcool.com), the first website made by beer producers to inform people about the World Health Organisation’s (WHO) recommendations on responsible consumption of alcohol beverages: no more than 2 units for women daily, 3 for men and none in a few instances (pregnancy, childhood, etc). An alcohol unit is defined here as 10g of alcohol. The website was launched in the national daily press with an advertising campaign to publicise the site and to remind people to enjoy beer with responsibility. This website links to [www.2340.fr](http://www.2340.fr), the website set up by Entreprise & Prevention.



## Dutch Brewers










🇳🇱 The Dutch brewers association **Nederlandse Brouwers** made a commitment to the government and stakeholders to provide consumers with information about nutrients and ingredients by Q4 2014. All members of the Association were encouraged to provide consumers with the information. This can be done in various ways, but when the label allows placement, this method is preferred. Furthermore, members were recommended to display the pregnancy logo on the label.

A website (“Nuchter Over Bier” - “Sober about beer”) was also developed by the **Nederlandse Brouwers** to provide information about responsible beer consumption. It is supported by independent stakeholders and aimed at consumers with the main target group being parents and young adults. The site helps parents to talk about alcohol with their children. The website was launched in May 2014.





## SABMiller Czech Republic, Spain, Italy, Hungary, Netherlands, Poland and Romania

-  **SABMiller** is committed to discouraging irresponsible drinking - one of its top sustainable development priorities,
-  believing people should make informed decisions about drinking alcohol based on accurate, balanced information.
-  The website [www.TalkingAlcohol.com](http://www.TalkingAlcohol.com) was created to provide such information.
- 
- 
-  The site provides information about the risks and benefits of alcohol consumption and links to other valuable
-  resources. It also provides some of the latest news and views on alcohol. The information comes from a wide range
-  of reputable sources following consultation with experts in epidemiology, toxicology and medicine. It is aimed at
-  adult consumers of alcohol and is available in 8 languages (English, Czech, Hungarian, Italian, Polish, Spanish, Romanian and Dutch).


The website presents:

- an interactive trip through the human body to see how it processes alcohol;
- information about what causes a hangover, or about more serious conditions such as cancer, diabetes and liver disease;
- experts who will periodically explore issues relating to health, parenting, binge drinking, drinking and driving and policy approaches;
- what beer is, how it is made and where the alcohol in beer comes from; and
- the alcohol content, calories, cereal grains and carbohydrates in over 200 of the company's beer brands.

**SAB Miller** continued to promote use of this website in 2013 and 2014, including through its mention on packaging and commercial materials.




## AB InBev Europe

-  **AB InBev** continued roll-out in 2013 and 2014 of pictograms of a pregnant woman and a car combined with a clear "forbidden" sign placed on primary packaging in order to increase awareness and to inform consumers about situations where the consumption of alcohol products is not appropriate. This is a centrally guided project by **AB InBev** for all Western European markets. Timing of inclusion of the pictograms can be aligned to a planned change in packaging. After this change, it can take up to a maximum of 6 months until the product actually arrives in the market place due to production, storage and distribution of the product.





## Heineken UK

 **Heineken** is committed to ensure that units are available for on and off trade customers through unit labelling on cans and bottles and producing branded unit-labelled glasses for the on trade. The company now provides clear unit labelling on over 99% of all cans or bottles in the UK. This exceeds the UK government responsibility deal target of 80%.


In 2011, the company made a number of pledges as part of the Government responsibility deal to promote healthier lifestyles:

- By the end of 2013, the company had provided almost 20 million unit labelled glasses to the UK market;
- By the end of March 2014, 155.7 million units had been removed from the market.

To promote and grow the lower strength beer category, offering consumers a moderate alternative, the 2% ABV Foster's Radler was launched in March 2013.



## Carlsberg Europe

 By the end of 2013, almost 50% of **Carlsberg's** packaging in Europe carried health messages to consumers, with the ambition to further increase this percentage over 2014 - real progress towards the company commitment to have health messages on all packaging. The messages remind consumers about the risks to their health of excessive or inappropriate drinking.








# Pillar 2:

Ensure responsible  
advertising and  
marketing

## Commercial Communications


**The Brewers of Europe** is a partner on the Responsible Marketing Pact managed by the World Federation of Advertisers, contributing to the work to strengthen the consistency and mechanisms governing advertising of alcoholic beverages in Europe. Whilst this preparatory work has taken longer than expected, this work is key to guaranteeing the internal processes be put in place to ensure self-regulation mechanisms keep up to speed with the realities of the market. Now the preparatory work is almost done, **The Brewers of Europe** will work in 2015 with its members to identify the areas where national self-regulatory systems governing beer advertising can be further strengthened and roll-out updated codes and systems as appropriate. In particular digital advertising needs to be adequately covered by the systems, ensuring that self-regulation keep pace with the developments in marketing. Over the reporting period, companies and associations have however, still moved forward, the 7 Operational Standards remaining a useful reference point for ensuring self-regulatory systems governing beer advertising be fit for purpose.

### Belgian Brewers

 An auto-disciplinary code for advertising beer, “The Code of Conduct of the Arnoldus Group”, was adopted by the **Belgian Brewers** in 1992. In 2005, it became applicable to other alcohol beverages and the **Belgian Brewers**, the Belgian Wine and Spirits Confederation, the Federation of the wholesalers (Comeos) and all Hotel and Catering Federations signed the “Covenant on practice and advertising for alcohol beverages”, together with the Minister of Health, the Advertising Ethics Committee and the consumer organisations, Crioc and Test Achats. In 2013, a second revision of the Covenant was done together and co-signed with the Minister of Health and came into force in May 2013.



### Dutch Brewers

 From 1 January 2014 the new legal drinking age was 18 years. The brewers communicate this new age with the slogan ‘Geen 18, geen alcohol’ (‘Under 18, no alcohol’) on all their commercial communication. Next to the slogan ‘Geen 18, geen alcohol’ they also use ‘Met trots voor u gebrouwen’ (‘Brewed with pride for you’). The criteria for the use of the slogans are written in the Alcohol advertising self-regulatory code.





## Carlsberg Europe

- A “Responsible Drinking Policy” with accompanying guidelines was developed by **Carlsberg** in 2013 for use in all markets round the world. The existing “Marketing Communication Policy” was also reviewed and strengthened at the same time to ensure that all internal rules and self-regulation support the company ambition and efforts for future growth in the responsible enjoyment of beer.



## Heineken UK

- In June 2013, an updated Responsible Marketing Policy was launched to further ensure that responsibility is embedded into everything the company does. The Policy sets out clear guidelines for all **Heineken’s** marketing activity - from its social media presence to its sponsored events - to ensure consistency and clarity across the entire brand portfolio. It applies to all its brands’ commercial communication in the UK, which is defined as all marketing activity including brand advertising, promotions, PR and sponsorship, regardless of channel. It incorporates guidelines from all relevant external bodies including the Portman Group, Drinkaware, CAP and **Heineken N.V** and was developed in consultation with both the Portman Group and Drinkaware. Efforts were made to make the Policy as simple and user-friendly as possible both for colleagues and external agencies working on branded material.



## Danish Brewers

- An update supported by the Danish brewers association, **Bryggeriforeningen** was conducted in 2013 of the Alcohol Advertising Board website ([www.alkoholreklameraevnet.dk](http://www.alkoholreklameraevnet.dk)) following the revision of the Code of Practice for marketing of alcoholic beverages. All publications from the Board have been made easily accessible and the way the Code of Practice is presented has been changed. In addition to presenting the Code in terms of stating the guidelines there are multiple guides as to how to interpret the guidelines. The Board has also outlined a checklist for companies, highlighting the different focal points that a company need to be aware of when outlining a marketing scheme. This checklist was made by the Board members on the basis of the case material presented to them since its inception. Consumers and companies alike are also presented with the legal background to the Board’s Code of Practice with a description of why and how the Code goes beyond the national laws.



Furthermore, since 2013, lectures on good marketing practices and especially the interpretation of the Code of Practice for Alcoholic Beverages for companies, consumer organisations, higher learning institutions, marketing networks and other interested parties have been organised by the Alcohol Advertising Board. The lectures are free of charge for all participants, and the idea is to give all interested parties a chance to receive further information on the interpretation and actual use of the Code. The lectures are tailored to the needs of the audience. If for instance the seminar is addressed to the industry, the lectures will emphasise which areas of a marketing scheme requires alertness. And if the lecture is addressed to a legal course at university level, the emphasis will be on the legality of the Board and the interpretation of the Code of practice.





## Spanish Brewers

 The Spanish Brewers, **Cerveceros de España** has a code operated in co-operation with two Consumers Organizations (CECU and UCE) and Autocontrol (Self-Regulation Advertising Organization). An annual report on monitoring the Self-Regulation Code, in cooperation with UCE, CECU and Autocontrol, is published and compiles the complaints on beer commercial communications. This document is made public through **Cerveceros de España's** website and was sent to 115 authorities in Spain.

To keep awareness of the importance of the Self-regulation Code, during 2013 **Cerveceros de España** conducted two seminars, attended by 77 people, with communications and advertising agencies, plus legal and marketing departments, as participants.



## AB InBev Europe and Belgium

 In 2013 **AB InBev** committed to strive to train 100% of its sales and marketing employees on the **AB InBev**  Commercial Communications Code and continue to celebrate Global Be(er) Responsible Day annually to promote the importance of responsible drinking among its employees, retail customers and consumers. In 2013 **AB InBev's** internal target was to train 80% of sales, marketing and Corporate Affairs people at Western Europe Zone level. For 2014 the target is 95%. For the training there are 2 possibilities: live and email (or E-learning) trainings. In 2013 in Belgium, out of the 144 relevant people, 104 were trained.





## Heineken Brau Union Austria

- In 2013 activities about responsible consumption in brand marketing initiatives were extended to include:
- Sponsorship banners and other media of the brands Goesser / Zipfer/Heineken / Puntigamer showing responsible consumption messages
  - At the biggest **Heineken** event (Electric Love Festival in Salzburg) the “Dance More, Drink slow” campaign was activated.







A close-up photograph of a glass of beer. The beer is golden and has a thick white head of foam. The glass is condensation-covered. In the background, a red sports car is reflected in the glass. The text 'Pillar 3: Address alcohol misuse' is overlaid on the image.

# Pillar 3:

Address alcohol  
misuse

## Drink Driving

In the first year of the Pledge **The Brewers of Europe** finalised its drink driving toolkit which laid out the background to drink driving and the elements to consider when developing drink drive campaigns. On the basis of existing good practices, the toolkit also described the different options for action, emphasising in particular the importance of working with the right partners to help maximise the outcomes of initiatives to reduce drink driving and thereby help to cut the numbers of road accidents, injuries and fatalities provoked by drink driving.

As announced in the first year report, **The Brewers of Europe** also agreed a 3-year partnership with the premier EU-wide NGO on road safety, the European Transport Safety Council, a member of the EU Alcohol and Health Forum alongside **The Brewers of Europe**. Launched in the European Parliament in September 2013 with an event looking at workplace initiatives to address drink driving, the SMART project continued with its first national event in Rome on 3 April 2014, in a partnership with ANIA, the Italian member of ETSC, with logistical support from **Assobirra**, the Italian member of **The Brewers of Europe**. The event gathered experts both locally and from across the EU to raise awareness on effective measures to curb drink driving.



Other national events will follow, plus case studies, over the remainder of the project, whilst below are examples of other activities conducted by companies and associations to address drink driving.

## Italian Brewers

🇮🇹 In 2013, the Movida Alternativa campaign supported by the Italian brewers association, **AssoBirra** was renamed “Take charge of your life. Either you drink or you drive Experience Tour 2013”. Aiming to raise young people’s awareness through a fun, experience-based approach, it provides a first-hand glimpse of the consequences of alcohol abuse and relaunches the message “If you’re drinking, don’t take the wheel. If you’ve had a drink, let someone else drive”.

“Take charge of your life. Either you drink or you drive Experience Tour 2013” spread its message on a nationwide tour of Italy that covered 1800 km; Two months (June, September); 7 events in the squares of 7 major Italian cities (Turin, Verona, Genoa, Rimini, Rome, Salerno and Lecce) and the sponsorship of host cities. A branded truck and a task force of 7 young people engaged visitors. An interactive experience consisted of ability tests with 3-D goggles and a safe driving simulator that provides a fun yet enlightening experience on the risks of driving under the influence of alcohol.

The campaign, chosen by the Ministry of Health among those worthy of using the logo of the Italian government’s interdepartmental “Gaining health” plan, was prepared in association with Media Friends (the nonprofit organization of R.T.I S.p.A., Mondadori S.p.A. and Medusa S.p.A.) which, in association with **AssoBirra**, decided to prepare a TV spot to contribute to promoting the Tour and to further spread the message.

The spot, starring Matteo Viviani, a famous TV personality who is very popular among young people, was aired for free on Mediaset channels during the campaign. The campaign’s message was also promoted by the ACI/SARA Safe Driving Center in Vallelunga, which provided a free package of safe driving courses for the tour’s participants.



## Cypriot Brewers

- As signatory to the European Road Safety Charter the **Cyprus Brewers Association** committed to undertaking the development of an awareness campaign to discourage drinking and driving. In 2013 the association supported the Cyprus roll-out of the European Night without Accidents initiative in partnership with the NGO Reaction Youth for the Prevention, with the cooperation of the Traffic Department and the Road Safety Council. At the entrance of the nightclubs volunteers encouraged each group to choose a “designated driver”, who agreed to make a promise: commit to be sober when behind the wheel of the vehicle. The volunteers asked the clubbers who wished to participate to wear a bracelet to be recognisable.

When the “designated drivers” left the nightclub, they underwent a breath test to check if they had honoured their commitment. If under the legal limit, the “designated drivers” were rewarded with small presents offered by the sponsors. If this was not the case, the person was encouraged to leave his/her car behind or to hand the keys to a friend who had not drunk any alcohol.



## Portuguese Brewers

- An initiative run in 2013 by the Portuguese Foundation of Youth, “Campanha Segurança Sobre Rodas” (“Safety on Wheels Campaign”) is supported by the Portuguese Brewers Association, **Associação Portuguesa dos Produtores de Cerveja**. Its objective is to promote road safety by raising the awareness of young people, from 16 to 18 years old, who travel on two wheels on the road, especially the ones driving motorcycles. This is achieved by teaching citizenship and prevention of risky behaviour, creating a culture of prevention. The ultimate aim is to avoid accidents and increase compliance with the traffic regulations. The target groups are pedestrians, cyclists, motorcyclists and passengers and the message is that it is possible to use the two wheels safely.



## Lithuanian Brewers

- “Grave of a drunk driver” was a nationwide “Do not drink and drive” campaign supported by **Lietuvos Aludariu Gildija** (Lithuanian Brewers Guild), executed in the biggest Lithuanian cities - Vilnius, Kaunas and Klaipeda - over the summer of 2013. The activity included the installation of artificial graves in the streets famous for night-life. The artificial graves in the middle of the street provided an area for a live-performance for the whole day and had wide spread coverage in Lithuanian media. The graves carried signs “I was drinking before driving”. The goals and ideas of the campaign were introduced in a press conference for national media, generating press coverage, whilst around a thousand people engaged with the campaign on Facebook by sharing or commenting on pictures of the campaign.



## Carlsberg Aldaris Latvia

- In the summer of 2013 **Aldaris** supported the drink drive campaign organized by the State Police, Road Traffic Safety Directorate of the Republic of Latvia, and Ministry of Transport: “About drunk drivers good or nothing...”. The aim of this campaign was to motivate every traffic participant to consider whether it is worth drinking and driving, as the penalty system provides huge fines and can leave unpleasant consequences for the rest of one’s life. During the campaign, drivers and other road users were approached through video clips and video advertisements, as well as a public funeral table for drunk drivers being laid in the centre of Riga.



## Kamenitza AD Bulgaria

- The ‘alcohol is a bad driver’ campaign supported by **Kamenitza AD** focuses on responsible alcohol consumption and responsible behaviour by drivers. Its main objectives are to inform about the risks of driving under the influence of alcohol, to generate public interest and engagement in the topic, to help create a new culture on the road and, thus, contribute to reducing fatalities due to alcohol consumption. Over the years the campaign has utilized a variety of communication channels to convey its messages to as wide an audience as possible across the country. It has also received support and patronage from the Deputy Prime Minister, Minister for Interior, the Embassy of the Kingdom of Belgium, non-government institutions, corporate and media partners, representatives of the Executive Agency “Automobile Administration”, the Union of Bulgarian Automobilists and other institutions.

In 2013, the inclusion of “alco-goggles” in the educational program for novice drivers was a major focus of the campaign. These goggles recreate the sensation of inebriation and help consumers to understand, whilst sober, the extent to which their vision is impaired when under the influence of alcohol.





## German Brewers

“Bier Bewusst Geniessen” (“Drink Beer Sensibly” or “Savour Beer Responsibly”) is an umbrella campaign of the German brewers association, the **Deutscher Brauer-Bund**, for prevention and information approaches with which the brewing sector commits itself to the responsible manufacture and sale of beer. It is targeted at consumers via brewers and vendors. Part of “Bier Bewusst Geniessen” is a campaign to deter drinking and driving, especially aimed at young people. Information is available on the website [www.ddad.de](http://www.ddad.de), which is especially relevant to new drivers. “Don’t Drink and Drive” supports the “European Road Safety Charter” (ERSC), in which many groups advocate the achievement of a long-term reduction of alcohol-related accidents. The campaign was renewed in May 2014 by addressing apprentices in professional schools who are being taught in so called DDAD Academy-Courses.

Die deutschen Brauer  
Deutscher Brauer-Bund e.V.



## SABMiller Kompania Piwowarska Poland

“Test Your BAC” is an initiative of **Kompania Piwowarska** designed to discourage drinking and driving and eliminate drunk drivers on the Polish roads, by promoting consumer awareness of the impact of alcohol on the human body and by giving people a chance to check their blood alcohol content.

A mobile phone application which measures expected BAC after having consumed various kinds of alcohol has been made available. It also has other useful functions: it enables a cab to be called from one of 300 taxi corporations across the whole of Poland; and includes databases with information about the legal blood alcohol limits in various European countries. The application was endorsed by Regional Road Traffic Police and Taxi Corporations.

In 2013 a new version of this application was developed for Windows Phones and existing applications for Androids and iPhones were updated.

KOMPANIA  
PIWOWARSKA



## SABMiller Ursus Breweries Romania

“ZeroLaMie” is a mobile phone / sms and web application of **Ursus** allowing consumers to measure the expected BAC after having consumed various kinds of alcohol. It promotes awareness of the amount of alcohol consumed and discourages consumers from driving when they have consumed alcohol. The tool has the support of the National Traffic Police and the National Institute of Legal Medicine.

In 2013, the application was further developed into a downloadable version, both for AppStore and Google Play platforms.



## Carlsberg Kronenbourg France

- **Kronenbourg** established partnerships with student organisations through which responsible drinking toolkits are distributed to young adults at music events and student parties as part of the company's overall program to raise awareness about responsible drinking. The toolkits contain a breathalyser, a bracelet to identify the "captain" (the person who does not drink during the party) and a flyer on responsible drinking. In addition the captain is offered unlimited soft drinks. In 2013, an event organiser charter (student parties) was launched. This defines rules and commitments that the organiser must sign and respect. This charter includes 11 commitments. The organiser must sign this charter to receive the toolkit.



## Heineken Athenian Brewery Greece

- 🇬🇷 **Athenian Brewery** used World Safety Day on April 28th as a major stepping stone for the 2013 activation of "Road Safety First!". The aim was to create awareness about the importance of road safety, engage all employees, trigger participation in the activities and create ownership, and make people experience for themselves the importance of road safety.

In total, the campaign consisted of 16 activities designed to give substance to the "Road Safety Experience", including: Branding across all premises, an internal competition, Road Safety interactive training, Driving Simulations, educational video games about drinking & driving, e-learning courses, weekly Tips on Road Safety, social media, press release distribution etc.



## Spanish Brewers

- 🇪🇸 "En la carretera, cerveza sin" is a national campaign of the Spanish brewers association, **Cerveceros de España**, that is run every year during the holiday periods. The message that drinking and driving are two activities that are not compatible is coupled with the message that people can drink non-alcohol beer if driving. This campaign runs in co-operation with the National Traffic Authority (DGT); and is funded and supported, in partnership with 16 different stakeholders (CNAE, AOP, RACC, Asociación Española de Carreteras, ADA, RACE, CEA, Stop Accidentes, Rotary International, Fesvial, FEHR, Aesleme, Aspaysm, Aevecar, Pons Fundación, FEMP).

The creativity of "La Carretera te pide SIN" is characterised by the use of a positive and educational language to transmit to the public opinion in general, and in particular to young adults, the message of the campaign, without using repression.

The Campaign is part of the European Road Safety Charter and was awarded the Road Safety Medal of Merit by the National Government because of its contribution to road safety awareness and education (road fatalities in



Spain have reduced to the level recorded in 1961).

In 2013, and after 13 years, the campaign logo was updated with a fresher image and with a more direct message: “On the road, non-alcoholic beer”. In 2013 and 2014, the institutional support was maintained with all the 16 alliances and the Parliamentary Commission. In 2013, the campaign had two parts: A Bus Roadshow and a Street Action.

**The Bus Roadshow:** During more than two months a “customised” bus toured some of the main cities of Spain in order to spread its message of awareness. This served as a traveling billboard and the interior was adapted and visitors could learn about the incompatibility of alcohol and driving, through educational materials, information panels, merchandising (freshener leaflet and non-alcoholic beer) and interactive media. The Spanish Brewers launched a digital media creativity competition where it was requested that people send a photo of something curious they have in their cars (link to the idea that inside the car you can have anything except alcohol). As a reward, 10 GPS Navigators and a non-alcoholic beer pack were offered.

The bus traveled over 5,500 km in 2013 and received over 8000 visits during the month of June and the first week of July 2013. The campaign was presented to the media with the support of local authorities and allies in five main Spanish cities (Seville, Zaragoza, Granada, Barcelona, La Coruna).

**Cerveceros de España** also supported the campaign with 317 radio spots during the month of August 2013: Barcelona (Catalunya Radio/Radio Barcelona/RAC); La Coruna (Radio Coruna/Onda Coruna); Madrid (COPE Madrid/Radio Madrid/Onda Madrid); Las Palmas (COPE Las Palmas/SER Las Palmas); Seville (Canal Sur Sevilla/Onda Sevilla/Radio Sevilla); Zaragoza (Onda Zaragoza/Radio Zaragoza).

**Street Action:** On 14<sup>th</sup> August 2013, the date the main roads are most crowded due to the start/end of holidays, an action aimed directly to consumers was run in petrol stations. With a closer tone in order to attract the attention of drivers and create an instant reminder, the action was based on an exchange of two non-alcoholic beers for any other object that consumers had in the cars and that they could live without.

The drink was offered to drivers together with some leaflets with awareness messages in 34 points in 7 cities in Spain (Madrid, Barcelona, Sevilla, Zaragoza, A Coruña, Sta. Cruz de Tenerife and Malaga). To bring the non-alcoholic beer consumption recommendation to the strategic points, 2000 direct messages were launched on the consumers’ smartphones in restaurants and service areas through the biggest social network, Foursquare. In 2013 the campaign was covered in 139 articles in offline, online and blog media, whilst there were 44 impacts across social media.






## Czech Brewers

The “As Long as I Drive – I Only Drink Non-alcohol Beer” campaign was developed by the Czech Beer and Malt association, **Cesky Svaz Pivovaru a Sladoven**, and the police, to improve traffic safety, with a specific focus on the area of drinking and driving. Initially it involved supporting the police in measuring the BAC across the Czech Republic and rewarding drivers with a BAC level of zero. It involves rewarding drivers who test negative during police checks with a non-alcoholic beer and a breath tester. Companies also promoted the campaign at events where they were sponsors. In 2013 the program was enlarged to summer festivals, where breath tests were provided to visitors before leaving the festivals.



## Belgian Brewers

 BOB is a designated driver campaign that was launched in 1995 and is today a partnership with the Belgian Road Safety Institute (BIW/IBSR), Assuralia, and the **Belgian Brewers**. The BOB campaign’s main message is to always have a designated driver. It has been replicated in 16 other European countries with support from the European Commission.

The campaign has been constantly updated over the years and is well represented on social networks, for example Twitter. In 2010 the **Belgian Brewers** signed the European Road Safety Charter and committed the Association to help improve the “BOB” designated-driver campaign and focus on specific target groups. It has also evolved from a campaign with high-lights in December-January to one with a second pillar in the summer. The next thing will be to cover more or less the whole year.

In 2014 the campaign built on the new verb “bobber”/“bobben” (“to BOB”), meaning ‘agreeing before you go out who will bring the rest home safely’, with celebrities fronting the campaign and the slogan “Drinking and driving. Not funny!”



## Dutch Brewers

- Signing the European Road Safety Charter committed the Dutch brewers association, **Nederlandse Brouwers** to improve road safety by contributing to the “BOB campaign” (to raise awareness of the dangers of driving while intoxicated and promote the designated-driver concept) of the Dutch Traffic Safety Association (VVN) by providing platforms to reach the target audience and by encouraging their members to support the campaign.

In 2013, **Nederlandse Brouwers** committed to support the BOB-campaign for another three years. In this period special attention was paid to sports clubs with SportBob and the brewers supported this with their alcohol free beers. In addition, the brewers introduced BOB in some major events over the summer.



## Romanian Brewers

- “Pass the Wheel When You Drink“ is a campaign of the Romanian brewers association, **Berarii Romaniei** recommending drivers not to drive after drinking alcohol. The development of the campaign was based on a widely accepted concept that has been running since 2008 in co-operation with the Road Traffic Police Authority within the General Police Inspectorate of Romania and the National Audiovisual Council.

In 2013, with the same partners, the campaign continued to raise awareness amongst Romanian drivers on the dangers of driving after consuming alcoholic beverages. Based on a media plan, both TV and social media were used to promote the campaign. The TV spot was a collage of activities from the previous years and received approval as a social campaign from the National Audiovisual Council. There were 1119 broadcasts on the main Romanian TV stations between December 2013 and January 2014.



## AB InBev Germany

- “Geklärt, wer fährt!“ is a designated-driver program of **AB Inbev** which encourages young drivers between 18 and 25 years old to commit to a 0.0% drink-driving limit and take on the role of a responsible driver. The campaign uses a peer education approach to address and train the target group by the same age young adults. The young drivers are trained by the German Automobile Association (ADAC).

In 2013, the company also integrated the message of “Geklärt, wer fährt!” into the brewery tours script, so every visitor is reminded not to drink and drive and also a new homepage was introduced.



## Heineken Brau Union Austria

- Since 2011, research into alcohol-free and alcohol-reduced alternatives has led to the introduction of alcohol-reduced shandies “Zipfer Limetten Radler” and Gösser Natur Radler Kräuter” and an alcohol-free brand of “Edelweiss”. In coming years the research share dedicated to this topic will be increased.

50% of Heineken **Brau Union** Austria's innovation budget is used to develop new alcohol-reduced or alcohol-free products. In 2013, the company launched three products; Gösser NaturGold (alc-free) and Zipfer Orangen-Radler (alc-reduced) and alcohol-reduced wheatbeer pear radler called “hoamataradler”. In 2014 the company launched “Gösser Kracherl”, an alcoholfree radler.

Furthermore, the company operates the **Heineken Cool@Work** program company alcohol policy in the following way: publishing information articles for employees in the company magazine “Prost”; providing help and information for employees via “HeiPort” (the intranet for internal communication among the Group's employees); including responsible consumption in internal communication activity, e.g. newcomer events, teambuilding talks, etc.; training executives; implementing guidelines for the correct handling of employees affected by alcohol misuse and operating strict compliance with drink drive laws. In May 2013, the alcohol policy, was revised with stricter rules, e.g. anyone who is convicted of drinking and driving (no matter if his or her driving was private or job-related) can face more serious consequences to the point of losing their job.



## AB InBev Belgium

- Since 2013 a responsible drinking campaign (“Drink 0.0 Blaas 0.0”) has been run to promote Hoegaarden alcoholfree beer. In summer of 2013, to stimulate and educate customers on the “don’t drink and drive” message **AB InBev** offered Hoegaarden 0.0% ABV beer at “after work” terraces. Hoegaarden Rosé 0.0 was promoted at cinema drive-ins during the summer.



## Carlsberg Sweden

- Carlsberg** organised an event in Malmö in July 2013 with a special focus on the company's wide range of non-alcoholic beers, including **Carlsberg** Non Alcoholic and non-alcoholic Erdinger wheat beer. Its aim was to provide information for both industry and consumers.




## Underage Drinking

The **Brewers of Europe** finalised an underage drinking toolkit during the first year of the Pledge, presenting the issue and good practices for tackling the various drivers of such behaviour. Due also to the particular sensitivities of this issue and communicating with underage youth, the toolkit stressed the importance of partnerships with those people who are best placed either to reach out to underage or to prevent sales to underage.

Underage drinking is a key part of the new 2014-2016 Action Plan on Youth Drinking and on Heavy Episodic Drinking endorsed at EU level by the CNAPA in September 2014, so will need to be a key focus area also for some Pledge activities over that same period. Here below just some of the activities supported by companies and associations over the duration of this second report on the implementation of the Beer Pledge.

### Bulgarian Brewers

 Running since 2012, the “Sports Is the Better Way for Children to Grow up - Parents, Talk to Your Child About Alcohol” education campaign targets parents/families with teenagers. The aim of this campaign supported by the **Union of Brewers in Bulgaria (UBB)** is to encourage parents to talk to their children about the harms of experimenting with alcohol and to educate adults about how to prevent underage drinking.


In 2013, the new partners of the campaign included Sofia Municipality, the Ministry of Labour and Social Policy, Bulgarian National Radio, plus sports federations and clubs. During 2013 over 1900 people participated in the following activities of the campaign:

- A press conference attended by representatives of all the partners, UBB Managing Board members and over 35 journalists;
- Free lessons for parents/children in volleyball, gymnastics, capoeira/kung-fu, basketball and zumba organised every week from May to November).
- A tournament for parents and children (format “mother, father and me”);
- Support for 4 public events organised by Sofia Municipality/other organisations to publicise the prevention campaign and educate on sports as a tool against underage drinking;
- Advice points for visitors/parents at all sports lessons and events. There the psychologists/social workers from partners’ organisations (skilled in prevention) provided expertise to the visitors and special brochures and educational leaflets were available;
- Donations to the Municipal Daily Centre and Solidarnost NGO to support their activities with minors and parents;
- Donations to Sofia Municipality to maintain sport facilities and to the Bulgarian National Basketball Federation to promote the campaign as an alternative to underage drinking;
- Two radio clips on the campaign were broadcasted by the Bulgarian National Radio (BNR);
- Over 80 media broadcasts were published and the audio clips (via the BNR) reached over 3 million Bulgarians;
- 10 000 leaflets and other materials were distributed.

In 2014 the campaign continued with the focus now spread to the sports activities and events in 5 towns countrywide; to diversify the sports events and to raise the public awareness of the campaign and communicated messages. A key new partner of the prevention campaign is the Directorate General of National Police (GDNP).



## Croatian Brewers

 “Razgovarajmo s mladima o opasnostima zloupotrebe alkohola” (“Let’s talk with minors about the dangers of alcohol abuse”) is a campaign of the **Croatian Chamber of Commerce Association of Beer, Malt and Hop Producers** to raise awareness, among all consumer groups, about the age limit for alcohol consumption permitted in accordance with Croatian law.


The campaign is composed of two parts:

- The first phase (first half of 2014) included putting up posters on Tisak kiosks and retail outlets, and sales staff wearing badges that communicate the message of prohibited sale of alcohol to minors.
- The second phase (second half of 2014), which will be reported upon in the next Beer Pledge report, included the design of a brochure in collaboration with experts from the Institute of Public Health. The booklet is intended as a tool for teachers when they teach about the abuse of excessive alcohol consumption. Additionally, a number of workshops and seminars for teachers are planned.

In February 2014, in the 7th Grand Prix competition of the Croatian Association for Public Affairs, the campaign entered the inner circle of finalists and received an award for corporate social responsibility.




## Italian Brewers

 In 2013 and 2014 the Italian brewers association **AssoBirra** continued to support the Osservatorio Permanente sui Giovani e l’Alcool (The Permanent Observatory on Youth and Alcohol), which was founded for the purpose of scientifically studying alcohol consumption and its related problems amongst Italy’s young people. Since its inception, the Observatory’s mission has been to promote research in a manner which will help it achieve global awareness and co-operation in combating alcohol-related problems amongst young people.

Since 2006, the Observatory has been a non-profit association, funded by a group of associate members, namely Assobirra, and the University of Perugia.



## SABMiller Plzensky Prazdroj Czech Republic

 Respect 18 is a two part program started in 2013 by **Plzensky Prazdroj** to discourage underage consumption - a communication campaign and an education campaign. The communication campaign is focussed on tackling the existing tolerance of underage drinking among adults. The education campaign targets on- and off-trade alcohol sellers and seeks to strengthen understanding, give advice and help on managing situations within their establishments.



Activities included:

- A press conference with the Mayor of Pilsen and the partners of the program in the last week of May;
- An out-door campaign with posters on 30 public transport stations, on 20 trams and 270 posters inside public transport;
- A new web page [www.respectuj18.cz](http://www.respectuj18.cz);
- Media communication including: 18 articles in printed and digital media, one piece of news in the local radio and one report on the regional TV.

The campaign was based on testimonials from three real people - a bartender, a shopkeeper and a family.

In August 2013 an exhibition was organised with the support of 8 well-known people. The exhibition shared the views of these well-known people on underage drinking.



## Heineken Czech Republic

“Na zdraví?” (“cheers?”) is a prevention program of **Heineken** which aims to raise awareness of alcohol-related risks among minors. The project features a unique format that is called forum theatre and allows interactive audience engagement. There are three alcohol- and youth-related stories played out by actors. The plots are based on a long-term research among senior primary school pupils, reflecting the most common risks with which they are faced. These include alcohol consumption prompted by peer pressure or because of their first love, drinking in the company of older friends and related drunk driving risks. After the performance, pupils choose the story that appealed most to them and may alter and change it as they please. The kids have the opportunity to take the role of actors or become their prompters. This brings the audience into the act, allowing them to steer the plot on the basis of their experience, opinions and beliefs. Each performance is unique, leaving it up to the kids to decide which situations they want to follow and which they think ended badly and need to be mended. The prevention centre believes the direct engagement method to be the most successful tool in prevention.

In 2013, around 1,500 pupils from primary schools, special schools, youth care facilities and diagnostic institutes attended the program. Preventive program participants received worksheets to follow up on the topic at school or in their free time. Also, steps were taken to have the program accredited by the Ministry of Education, Youth and Sports and to evaluate it.



## AB InBev UK

“Family Talk About Drinking UK” is a program running in the UK since 2011 which supports parents seeking to educate their children about responsible drinking. A new partnership between Family Talk UK – **AB InBev**’s online platform developed with the Mumsnet community where parents can share experiences and advice about discussing alcohol with their children – and the Alcohol Education Trust (AET) was launched in 2013. The partnership



combines Family Talk UK's online reach, with the AET's expertise and relationships with parents via secondary schools to reach 100,000 parents over three years as part of **AB InBev's** commitment to promoting responsible drinking. The partnership has also enabled the AET to appoint a new training co-ordinator to work with parents in the North East of England.



## Carlsberg UK

🇬🇧 The latest phase of the Parents' campaign, run by The Drinkaware Trust and supported by **Carlsberg**, went live in 2013. Parents are the single biggest influence on a child's attitude towards alcohol and this campaign encourages them to talk to their children about alcohol before they start drinking and supports them to maintain a dialogue. It also helps them understand the critical influence of their own drinking and attitudes towards alcohol on their children.

Drinking alcohol at too young an age puts children at risk. This might be poor educational performance, risky sexual behaviour, or engaging in criminal activity. Delaying the age at which children consume alcohol can have a significant impact and parents have a key role in shaping both their attitudes and behaviour. This campaign highlights the risks of children drinking underage and discourages parents from providing alcohol.

The campaign ran online, on local radio and on posters across the country and was supported heavily by industry stakeholders.



## Heineken Karlovačka pivovara Croatia

🇭🇷 "Za Odgovorno Odrastanje Mladih", ("For Responsible Youth") is an initiative of **Karlovačka pivovara** which aimed in 2013 at reducing underage drinking. This targeted the families of minors, mothers in particular, instead of directly targeting teenagers. This was based on the premise that family relations and family communication is a relevant factor in the future behaviour of youth. It was undertaken in partnership with the woman's portal žena.hr. The company launched a dedicated micro site positioned on the [zena.hr](http://zena.hr) web portal.

This provides information about underage drinking including: factors influencing teenage alcohol use; the role of a functional family; how to talk to your child when they are going out; how to establish borders; the responsibility of adults etc. Besides educational articles on the topics mentioned above, the micro site provides on-line counselling with experts providing advice for families having a real problem concerning alcohol. The project was supported by well-known TV host Mrs Daniela Trbović who is also a mother of a teenager.



In 2014, the second phase of the project involved the organisation of a round table and workshop for employees who are parents.



## Czech Brewers

“Stay Cool” (“Člověče nezlob se”) started in 2013 and is a programme of the Czech Beer and Malt Association, **Cesky Svaz Pivovaru a Sladoven**, run in cooperation with COOP and latterly Kaufland stores, with a clear objective to reduce the availability of alcohol to minors by providing training and practical help to staff in retail outlets.



## Irish Brewers

MEAS, the Social Aspects Organisation funded by Irish drinks producers, including brewers, supports a program to promote responsible serving and selling of alcohol beverages, organised in partnership with the National hospitality training body, Fáilte Ireland. It is delivered in the form of interactive workshops using “real situations” or case studies to help reinforce skills and encourage discussion among participants and has a strong emphasis on the skills necessary to handle situations such as how to: prevent alcohol sales to under 18s; refuse to serve alcohol to intoxicated customers; handle difficult people; and identify signs of increasing intoxication. It also includes information about: alcohol and its effects on the body; ways to prevent customers becoming intoxicated; alcohol and the law; and co-operation with the authorities, especially An Garda Síochána.

The [ServeAware.ie](http://ServeAware.ie) online responsible serving briefing tool was launched in May 2013. To date 1500 event bar staff completed training. Staff were trained in advance of major festivals including; Slane, Oxegen Festival and Galway Races.

716 people also completed the Responsible Serving of Alcohol programme in 2013. The programme is endorsed by Fáilte Ireland.






## AB InBev Europe, UK, Belgium, Germany, the Netherlands and France

-  An online responsible server training for servers and sellers of alcohol beverages was launched in September 2013,
-  on the business-to-business websites of **AB InBev** in the UK, Belgium, Germany, the Netherlands and France.
-  This training provides servers and sellers of alcohol beverages with information on subjects including Legal Drinking
-  Age, the effects of alcohol and how to act in challenging situations, and provides certificates after successful
-  completion. Since September 2013 a responsible serving module has also been included in **AB InBev**'s 'Perfect
-  Server' bar staff training schemes in Belgium. In 2013 the company announced a new partnership between Alcohol Education Trust and Family Talk UK. In 2013 during the Global Be(er) Responsible Day offline trainings were also given about responsible serving.

**AB InBev** also has a commitment since 2013 to address responsible marketing and sales through the distribution chain by including clauses in new/renewed contracts to promote the distribution of ID-checking education materials to sales outlets (on and off trade), distribute these materials through **AB InBev**'s own sales representatives across Europe and communicate an online responsible serving module on all B2B websites where on-trade and retail businesses purchase products.



## Heineken Karlovačka pivovara Croatia


-  "Ja sam 18+" ("I am 18+") was an awareness raising activity run in 2013 by **Karlovačka pivovara** to help HoReCa/ waiters avoid selling beer to minors on traditional beer festival Beer Days. Special arm bands which could not be removed were printed. They contained the messages "I am 18+" and "Enjoy Karlovcko Responsibly". These bracelets were given only to consumers who showed their identity card to hostesses and thus proved that they are of legal drinking age.

Bar owners who participate on Beer Days were also targeted. At a special meeting, the concepts of responsible consumption and communication were presented to them. They were asked to support this activity and to inform their waiters about the activity and the purpose of the arm bands. A partnership with the most influential local media (radio and on-line) ensured that the message was spread amongst the visitors of Beer Days.





## Heineken Netherlands

-  In 2014 **Heineken** provided “tapruiter” (Point of Sale material, mounted on beer taps) for use in sports canteens which are typically attended by a mix of customers both under and over the new legal drinking age (LDA). The LDA was raised from 16 to 18 starting January 1st 2014. It was developed in collaboration with the Netherlands Olympic Committee NOC\*NSF.

On the back of the “tapruiter” is a dial that can be adjusted by servers daily to show the minimum date of birth for customers. This was developed after independent research had indicated many volunteer serving staff had trouble with accurately calculating age from the date of birth on IDs.



## Binge Drinking

The **Brewers of Europe** finalised a toolkit on anti-binge drinking activities in the first year of the Beer Pledge reporting cycle. With the recent adoption of the CNAPA's Action Plan on Youth Drinking and on Heavy Episodic Drinking, it is clear that any successful activities to combat binge drinking will also help contribute to the implementation of this Action Plan.

Here below are just some of the activities carried out by brewing companies and associations over the reporting period to address the issue of binge drinking, in particular where this relates to young adults. As stated earlier in this report, the binge drinking sub-pillar has also been expanded to encapsulate other activities promoting responsible consumption, such as initiatives towards people suffering from alcoholism and workplace-related activities.

### Spanish Brewers

‘Un dedo de espuma dos dedos de frente’ is an annual social awareness campaign of the Spanish brewers association, **Cerveceros de España**, which aims to persuade young adults (18-30 years) to drink beer only in moderate quantities and enjoy the social occasion involved. The campaign is run in co-operation with the Ministry of Agriculture, Spanish Consumers and Users Confederation (CECU), the Union of Consumers (UCE-UCA), Regional Governments, the European Institute of Design (IED), and Club of Creatives (C de C).

When the campaign first started, established designers produced the materials but, since 2003, a competition for young students has provided the creativity for the campaign. In 2013 the image of the campaign was reviewed and utilised social media: graphic (pinterest and instagram), writing (twitter) and audiovisual (youtube).

Since 2012, the objective of this commitment has been to further enhance the effectiveness of the campaign's message by means of: an interactive youth poll to know the drivers of consumption; digital communication platforms (e.g. social networking sites, etc.); a micro-statement competition through Twitter, and; developing partnerships, particularly with regional governments. In 2013, **Cerveceros de España** renewed the agreement with Leon and Seville City Hall.

In 2013, the winning image was distributed with the campaign messages on 200,000 placemats and materials to university bars all around Spain.

In 2014, to promote the creative competition, a youtuber (Zorman) and instagramer (@Kainxs) with many followers, promoted the creative competition through a video on youtube and Instagram. Zorman's video had around 102,152 views and 3,885 likes, whilst 325 comments were made on the campaign platform. The video of @kainx, who has 126,000 followers, received more than 2,266 likes and 110 comments in the first two weeks.

Over the reporting period for this report, **Cerveceros de España** extended the agreements with the Ministry of Agriculture, IEC, CdC, and the Leon and Seville City Halls. Six thousand information materials were distributed in nearly 150 colleges and schools throughout the country. There have been 56 media impacts, with a further 3,383 in social media. The creative competition concluded with more than 1,200 proposals, a 10% increase in micro-statements when compared to the previous year and a high level of activity on Youtube (around 83,000 subscribers) in the audiovisual category.



## Irish Brewers

- ‘Rethinking our drinking’ is a campaign by MEAS (the Social Aspects Organisation supported by drinks producers in Ireland) to promote a change in people’s attitude to alcohol abuse, with a view to prompting a re-appraisal of some drinking behaviours and the damage they can cause to innocent third-parties. It builds on the successful “Had Enough” campaign.

Phase two of drinkaware.ie’s ‘Rethinking our Drinking’ cultural change campaign, the “Pacing” campaign encourages people to adopt a more moderate style of drinking by promoting the benefits of a slower pace. The campaign is communicated through TV, outdoor and digital media. Advertising bursts took place in March/April 2013 and June 2013 with the message sustained by outdoor and digital across the entire period.

There is a particular focus on the Morning After campaign over the Christmas period. The campaign was refreshed in December 2013 with a new radio advertisement and a greater focus on digital media.

- The Ultimate Christmas Guide: Produced in partnership with Hailo Taxi App, Coca Cola Designated Driver campaign and Unislim. The guide highlights tips for making the most of the festive season including; tips for pacing your drinking and fighting the festive bloat. In addition to digital downloads over 27,000 hard copies have been distributed since the guide launch in 2008.
- The 12 Tips of Christmas social media campaign asked Facebook users to answer a responsible drinking question for their chance to win one of 12 prizes. Answers to the previous day’s question were also posted to the Facebook wall. The page received 10,000+ likes over the course of the campaign with a large increase in engagement figures.

In March 2014 a partnership with Hailo Taxi App and drinkaware.ie promoted making the most of the St. Patrick’s festivities, while reminding people to pace themselves and ensure they got home safely. From 11 – 18 March, over 100 green vouchers were gifted to passengers in Hailo cabs throughout Dublin.


Drinkaware.ie is also an official partner of “St. Patrick’s Festival”. The drinkaware.ie logo is included on all festival materials, with text inclusion in festival newsletters and parade route branding. In 2014 drinkaware.ie also partnered with the “Paddy’s Day Unlocked” event in Limerick which highlighted Ireland’s creativity rather than focusing solely on alcohol.

Furthermore, MEAS’s Student Survival Guides offer students practical advice about drinking. They are undertaken in partnership with the Union of Students in Ireland and universities and colleges.

In March 2013, the campaign was supported by washroom advertising (300 display points) highlighting the ‘Pacing’ message, to coincide with college RAG weeks. A second burst of washroom advertising took place in November 2013 highlighting the Dare2BDrinkaware.ie competition deadline.



## Dutch Brewers


-  In 2013 a structural fund was set up for projects aimed at stimulating responsible beer consumption. Special target groups are young adults and parents. The objective is to stimulate projects on local level which are developed by the target group itself and have the potential to be copied in other regions.

In 2013 the Dutch brewers association, **Nederlandse Brouwers**, ran a campaign to publicise the wide range of beer available: with alcohol, with a little alcohol (Radler) and with no alcohol. The consumer can choose the beer which best fits in their daily life and the occasion. The objective is to increase alcohol free beer consumption, particularly in relation to beer containing alcohol on occasions when alcohol consumption may not be appropriate.

In the future, a round-table event with parents is planned. The objective is to get to know this target group and to find out what brewers can do to help them.



## British Brewers

-  As part of the Government's "Responsibility Deal" the **British Beer & Pub Association (BBPA)** and other industry members signed up in 2012 to the pledge on alcohol unit reduction which seeks to help people drink within the recommended guidelines and foster a culture of responsible drinking by removing 1bn units of alcohol sold annually from the market by December 2015 principally through improving consumer choice of lower alcohol products.

**BBPA** is supporting this pledge by promoting the lower alcohol beer category to consumers, through the media, to help build this new category. Work on the implementation of the Deal has continued throughout 2013 and 2014. Amongst the association members of The Brewers of Europe, the **BBPA** is also in the unique situation of representing not just brewers but also pubs.



## SABMiller Ursus Breweries Romania

-  A communication platform was launched by **Ursus** in 2013 that addresses the "Control Generation", young people from Romania who want to have control on the things they do. It consists of a new area on the website in which "Despre Alcool", ("About Alcohol") contributors write articles about being in control. The new contributions include topics such as urban culture, healthy living, cooking, bartending, or parenting. All texts are related to beer culture and responsible drinking.

Partners included:

- In Control in traffic - Romanian Traffic Police;
- In Control when driving - Napoca Rally Academy - Safety Driving School;
- In Control of your health - Private Health Network (Regina Maria);



- In Control of your professional life - Coaching Area (Ursus Breweries HR);
- In Control of your Social Media presence - Kubis digital agency;
- In Control as an adult - Daniela Gheorghe psychologist;
- In Control of your distraction - Barmania - Non-Alcohol beer cocktails area; and
- In Control of your actions - eye tracker experience done by Cult Market Research.

In charge of content were: Cabral (Romanian TV presenter and blogger), Vlad Petreanu (journalist and blogger), Cristina Bazavan (journalist and blogger on culture), Viorel Copolovici (blogger on gastronomy), Daniela Gheorghe (psychologist), Bogdan Nicolae (bartender).



## Carlsberg and Heineken UK

- The 'Best Bar None' program is a joint venture between the British Institute of Innkeepers and drinks companies including **Carlsberg**, **Heineken** and **Molson Coors**. The program is designed to reduce alcohol-related crime and disorder in bars, pubs and clubs by working in partnership with those outlets.



## Heineken UK

- In 2013, all 1,200 lessees of the company's Star Pubs & Bars pub business were provided with a guide - "Leading a Vibrant Pub Industry Together: responsible retailing in your outlet" and "Challenge 25/ Challenge 21" posters to display in their outlets.

The guide included:

- A call to action for all lessees to think about how they might run a more responsible outlet;
- Practical hints and tips on how to promote moderate consumption (for example through smaller serve sizes and lower ABV products);
- Portman Group guidance on responsible promotions in the trade; and
- Information about how to combat underage drinking.

**Heineken** has also given longstanding support for Community Alcohol Partnerships (CAPS) whose aim is to reduce underage drinking by bringing together alcohol retailers and local stakeholders, such as Trading Standards, police, local authority licensing teams, schools and health networks. Interventions focus on: education of young people about the health and legal implications of underage consumption; training and mentoring for retailers in off- and on-licensed premises; enforcement through mystery shopping exercises and police and Trading Standards patrols; and working with local media to celebrate success.

In April 2013, a new website was launched including a number of new features with case studies and an evaluation "toolkit" for use by CAP areas.

By June 2014, there were over 55 operational CAP schemes across the UK. Future CAP development is being proactively encouraged in areas with high harms particularly in the North East and North West of England, Scotland and Wales. In February 2014 the UK Government announced the names of twenty areas across England & Wales which had been set up as Local Alcohol Action Areas (LAAAs) to tackle alcohol harms and/or promote diverse night time economies. The announcement of the LAAAs has given fresh impetus to new CAP development and discussions about development of CAPs in the LAAAs is progressing well.



## Carlsberg Kronenbourg France

- In 2013 **Kronenbourg** started a partnership with some of the largest music festivals in France to communicate know-how and encourage practical measures for safer, greener music festivals. Festivals included Francofolies de La Rochelle, Printemps de Bourges, Vieilles Charrues in Carhaix, Garorock in Marmande and Rock-en-Seine in Saint-Cloud. At the Festival Sonisphère in Amnéville, the company also provided a shuttle service which ran from midnight to 3am between the festival site and the railway station.



## Heineken Netherlands, Czech Republic, Slovakia, Italy and Alken-Maes Belgium

- “SmartConnection” was an activity run by **Heineken** in 2014 in the Netherlands to make young adults between the ages of 18 and 24 aware about responsible alcohol consumption. The campaign team can be seen in cafés, discos and festivals where youngsters are rewarded if they know how to party without drinking too much. After passing a breathalyser test they receive a gadget. It is carried out in collaboration with Tactus Verslavingszorg, an NGO.

“Pijte s mírou” (“Drink moderately/with Míra”) is an awareness-raising campaign in the Czech Republic which conveys the company’s responsibility message in a humorous way. The project started in 2010, urging consumers to exercise moderation when drinking beer. Since then, this familiar saying has become part of all packaging and commercial materials for the Krušovice, Zlatopramen, Starobrno, Březňák and Hostan brands. The information campaign also includes the [www.pijtesmrou.cz](http://www.pijtesmrou.cz) website and can be followed and supported on Facebook. In 2013, the innovation was that the project guide, Míra, had grown up, become more serious and thoughtful and now deals with a wider spectrum of issues. Not only does Míra promote responsible consumption of beer and alcohol, but he looks at the social responsibility of beer producers from a comprehensive perspective, including environmental. Míra shares information on responsibility projects run in cooperation with partners including the Helping Hands foundation.

In 2014 **Heineken** ran the first of a series of expert partner dialogues in Slovakia. Key partners are invited to a meeting with experts who work on the topic of a responsible attitude to alcohol and discouraging its excessive use. A wide group of stakeholders, comprising psychologists, psychiatrists, and representatives from government and international institutions shared their significant knowledge on this topic and provided their feedback on the company’s activities in the area of responsible consumption.





“Operazione Gratta la Risposta” (“Scratch the Answer”) in Italy is an initiative with the aim of emphasising the dangers connected with alcohol misuse / abuse and creating dialogue occasions to promote key messages on responsible consumption. The program partners with an NGO (Movimento Consumatori - Consumer Movement) and conforms with the wider range of activities carried out by **AssoBirra** (The Italian Brewers Association). The concept involves a quiz with questions about alcohol posed on a pack of scratch cards. Scratching the card reveals which of the possible answers is correct. Correctly answered questions are rewarded with a breathalyser. A team of 8 specialised “social workers” approach people at special events asking them to take a card and answer the question. Dialogue follows giving the team the opportunity to explain the “Heineken Responsible Consumption key messages” and direct people to the [beviresponsabile.it](http://beviresponsabile.it) website supported by **AssoBirra**. The event was organised in Sardinia in July 2013.

As part of the Belgian version of the **Heineken** “Know the Signs” campaign, in 2013 (June - September) teams visited festivals where beer was served to spread the “Drink moderately & Don’t drink and drive” messages to people aged 18 to 40. The campaign was organised by **Alken Maes** with the Province of Limburg and major festival promoters.



## Carlsberg Tuborg Denmark


🇩🇰 **Carlsberg** runs an annual campaign to promote responsible drinking on the day when the **Tuborg** Christmas Brew is first released - J Day. Police, parents and authorities had raised concerns about excessive drinking and disorder in the streets in relation to this day. The company provides “J-day” merchandise (hats and flyers) with the message “You are not nice when you are wasted” which are distributed by the Night Owls (an NGO of adult volunteers walking the streets to create a safe atmosphere for young people going out) who are sponsored by **Carlsberg** Denmark. In partnership with the national railroad service (DSB), free transport is offered (consumers send a text message and receive a ticket on their phone). DSB also promotes J-day with their own advertising to ensure maximum coverage.

In 2013, the active sponsorship of the Night Owls assisted in giving out J-day merchandise (hats and flyers) saying “Scan the QR Code and get 3 free Christmas tracks”. This helped NGOs open up a better dialogue. Additionally, the new moderation line “Tuborg - Drink with respect”, was implemented on all packaging and point of sale material. The trucks’ tailgates also provided a direct message for car drivers “Drink with respect – park the car”.






## German Brewers

-  In 2013 the German brewers association, the **Deutscher Brauer-Bund** produced a leaflet “Alkohol am Arbeitsplatz - Gemeinsame Handlungshilfe für die Umsetzung im betrieblichen Alltag” (“Alcohol in the workplace - Corporate tool for implementation in the daily routine”) describing how to prevent alcohol misuse in companies, to implement prevention programs, to detect alcohol dependence and giving hints for appropriate proceedings. The leaflet was disseminated amongst employees at the end of 2013.





## Heineken UK

-  In 2014, specific requirements for “Taste Testers” were included in **Heineken’s** Cool@Work employee alcohol policy to help ensure all products be of the highest quality. Tasters are highly trained and are an essential part of the production process. Although tasting was controlled according to sensory protocols, in practice a study found that these controls could be improved to provide a higher level of protection. The following changes were therefore implemented:

- The panel tasting procedures were modified to reduce and control the number of alcohol units permitted for consumption in a single day;
- Go/No-Go tasting protocols have been modified for those working with plant and machinery. Spittoons are now used and no alcohol is consumed in production areas; and
- An alcohol unit tracking tool has been developed to help taste testers understand their consumption and consider this in relation to any personal consumption, to ensure they remain within Government recommended unit guidelines.



## Heineken UK and Ireland

 **Heineken** UK has a partnership with Addaction, the UK's leading drug and alcohol treatment charity. Every year,  Addaction helps 50,000 people in England and Scotland to recover from substance misuse problems, rebuild relationships and go on to live fulfilling and meaningful lives. Working in partnership, **Heineken** supports new and innovative Addaction projects that encourage responsible alcohol consumption and reduces the harm caused by alcohol misuse. In the period 2013-2014 the company funded and supported projects, including:

- A specialist alcohol service for young adults in Brent (2011 – 2014);  
The project aims to reduce or stop young adults' alcohol use by addressing underlying problems, and increasing their knowledge and awareness of alcohol issues to help them make safer choices. It works in partnership with the police and probation services to proactively engage young adults into support whilst maintaining impartiality to encourage take up.
- Act for Addaction: Colleague fundraising and volunteering campaign (2014);  
The campaign, for the first time, actively involved **Heineken** colleagues from across the UK in the partnership with Addaction. Over 370 colleagues were involved in fundraising and volunteering activities across the summer - from refurbishing Addaction service buildings to pro-bono Marketing support. In addition, Act for Addaction delivered significant unrestricted funding for the charity, as well as increasing colleagues' understanding of alcohol misuse and the company's approach to advocating responsible consumption. In May 2014, to launch "Act for Addaction", the **Heineken** UK Management Team participated in a "Seeing is Believing" activity at Addaction's service in Brent, North London, meeting with service users in active recovery. The Prince's Trust "Seeing is Believing" was started in 1990 and engages senior business leaders on responsible leadership, to show them what actions they can take within their companies to improve their impact on society.

In Ireland, "The Alcohol Addiction Aftercare Pilot Programme" is a strategic high value targeted intervention program founded in 2012, by the Simon Communities of Ireland in Cork. It is the only program of its kind available to people experiencing homelessness in Cork. It provides aftercare support for people who have completed treatment for alcohol addiction issues and who would otherwise have to return to emergency homeless services or find themselves homeless post treatment. The program is providing a framework where the aftercare residents are participating in structured training and employment programs and consequently accelerating their progress reintegrating into the community.

2013 saw a 50% increase in the number of residents who have been referred into treatment compared to 2012.




## Alcohol & Pregnancy

**The Brewers of Europe** finalised in the first year of the Beer Pledge the toolkit to assist members with understanding the issue of drinking during pregnancy and the potential actions that could be considered by brewers to help address the problem.

Below is a selection of the activities being supported by both associations and companies to address the issue. Major brewer signatories to the Global CEO commitments have also made a global commitment to inform consumers of the message to avoid consuming alcohol during pregnancy.

### Spanish Brewers

 The Spanish brewers association, **Cerveceros de España**, have been funding and supporting a campaign and leaflet for pregnant women in partnership with the Spanish Society of Gynecology and Obstetrics (SEGO) and with the support of the Ministry of Health. The campaign has two targets: (i) pregnant and breast-feeding women, and (ii) gynaecologists and obstetricians.

The material helps to raise awareness about the message that drinking and pregnancy are totally incompatible. The leaflet was written by SEGO and launched in a presentation at the National SEGO Congress in Barcelona with an audience of 700 doctors. Posters depicting the message “Porque el bebe lo que tú bebes” (“Because they drink what you drink”) and leaflets were provided to hospitals and clinics. Since 2007, over 500,000 leaflets have been distributed to women in clinics and hospitals.

All members of SEGO (around 6300 national partners) have received information and materials on the properties of non-alcoholic beer as an alternative to traditional beer during pregnancy, emphasising the dangers of drinking in this period. Over 500,000 information brochures have also been distributed amongst pregnant women.


In 2012 the campaign was extended to discourage also drinking while breastfeeding. The message “Su alimentación depende de ti. Durante la lactancia, bebe SIN” (“His food depends on you. During lactation, drink non-alcoholic beer”) was sent out with the help of the Spanish Association of Midwives, with whom an agreement had been signed. Presentations have taken place in three congresses of the Spanish Association of Midwives and in several hospitals. These presentations are directed to pregnant and breast-feeding women and include a practical workshop about tips for healthy nutrition.

In 2013, a competition through Facebook was organised where pregnant women could win baby products and a pack of non-alcoholic beers. The campaign was also presented in 2013 at the 32nd National Congress of SEGO.

The materials of the campaign “Su alimentación depende de ti. Durante la lactancia, bebe SIN” were presented to society through media on 3 separate occasions in 2013, whilst presentations were also made to the 16<sup>th</sup> and 17<sup>th</sup> Congresses of the Spanish Association of Midwives, in 2013 and 2014. An Open House was also organised in 2014 at the Gomez Ulla hospital.



## Polish Brewers

 The Polish brewers association, **Browary Polskie** support an education program to promote awareness of Foetal Alcohol Syndrome and fundraise for the NGO “Fastryga”. Most activities are conducted online via social media but hard-copy educational materials are also provided to attendees of childbirth classes. The program was developed in association with the NGO-Fastryga, Doctors, FAS experts and midwives.

In 2013 activities included;

- A press briefing under the patronage of “The Parliamentary Women’s Group”, in partnership with the NGO Fastryga;
- Distribution of guides for parents with an educational bookmark bearing the pregnancy responsible drinking message (RDM);
- Placing the RDM on promotional packages;
- Internet initiatives – a special application on [www.wciazyniepije.pl](http://www.wciazyniepije.pl), posts on the Facebook profiles of brands and [abcalkoholu.pl](http://abcalkoholu.pl), and a subpage on the Polish version of talking alcohol.com to order educational materials (posters, leaflets).

In 2013 this program was further developed in cooperation with **Browary Polskie** and the packaging labelling rolled out for all members to use on primary and secondary packages. By April 2014 “Pregnant women should not drink alcohol” was included on about 85% of the Polish beer market.

In 2014, there were also plans to place the pregnancy responsible drinking message on materials dedicated to pregnant women and have these distributed to gynaecological surgeries and birthing classes (potential reach 30,000 pregnant women).



## SABMiller Pivovary Topvar Slovakia, Dreher Breweries Hungary and Ursus Breweries Romania

 In 2013 **Pivovary Topvar** set up ‘Pink Bazaar’ in Slovakia, a unique method to connect different target groups and  partners and create a special opportunity to address women and the public at large on the issue of Foetal Alcohol Syndrome (FAS). It consisted of a collection of celebrity vintage and designer clothes and sale at a reasonable price at a vintage market. From the beginning of the campaign it was made clear that all proceeds would be donated to the Peter Dvorsky Foundation, an NGO which deals with FAS syndrome prevention. The event was supported by a series of public speeches on the harmful effects of excessive drinking, addictions, FAS syndrome etc.

In 2013 **Dreher** in Hungary supported the setting up of the alcohol and pregnancy forum which aims to initiate meaningful discussion about pregnancy, maternity and alcohol with opinion-formers, practicing experts of NGOs, representatives of government institutions and media, in order to raise the consciousness of young people, and future parents about the importance of responsible drinking. It provided a good starting point for the organisations for future professional and technical exchange of thoughts and long-term co-operation in creating a culture of responsible alcohol consumption.

“Find Your Balance” was an awareness campaign of **Ursus** in 2013 in Romania to consolidate responsible behaviour concerning alcohol consumption during pregnancy. This was backed up by the “Despre Alcool”, “About Alcohol”

website and was timed to coincide with the occasion of the new labels on Redd's beer. The message was spread by presenting the negative effects of alcohol on the foetus through an integrated campaign online and offline, for Mass-Media & Consumers. It was endorsed by a healthcare specialist in obstetrics and gynaecology – Dr. Alina Ursuleanu. Elements of the program included:

- Partnership with Regina Maria clinics - one of the most important private clinics in Romania - to create a booklet for informed and responsible mothers. It was distributed at national level and available near all their gynaecology departments;
- A one month special project with [copilul.ro](http://copilul.ro) (baby.ro) to publish four branded articles (1/week) with tips & tricks for pregnant women, health recommendations and scientific arguments why alcohol should not be consumed during pregnancy;
- A contest for future mothers carried out in partnership with a big online community for pregnant women. It challenged them to test their level of knowledge regarding risks associated with alcohol during pregnancy. The most informed responses, helped by hints on the [DespreAlcool.ro](http://DespreAlcool.ro) website, were rewarded with vouchers for baby products;
- Participation in a future mothers seminar part of Supermoms for Superbabies event. Dr. Alina Ursuleanu presented the risks of drinking alcohol for the foetus and how they can be prevented. All participants received the booklet.



## Heineken Netherlands and Alken-Maes Belgium

Leef & Geniet”, (“Live & Enjoy”) is a magazine developed in a partnership between **Heineken** and Bouman GGZ on living and enjoying in a responsible way. Examples of topics in the magazine are: adolescents and alcohol (and how to handle this issue as a parent); and pregnancy and food. The magazine was distributed in waiting rooms of GP's and a hospital.

The edition published in early 2014 focused on the issue of alcohol and pregnancy. Prior research conducted by the partner had demonstrated that many women were insufficiently informed on the effects of alcohol consumption on the unborn child.

A pregnancy logo is now also visible on every bottle in Belgium to advise pregnant women not to consume any alcohol. This initiative is not obligatory in Belgium, but **Alken-Maes** does it proactively.





# Methodology and Structure

---

## Methodology and Structure

---

The report structure is based around the three pillars of the European Beer Pledge, with pillar three then further split according to the four sub-areas highlighted in the Pledge. Launching the Pledge it was stated clearly that it would have to be underpinned by activities from national brewers' associations and companies representing and producing beer across Europe.

Through the Beer Pledge all members of The Brewers of Europe committed to stepping up with activities in line with the Pledge, supporting the broad objectives of all three pillars. However, not all brewers or countries should be expected to carry out all identified activities under all three pillars, since this decision should be taken in light of the requirements and priorities on the ground, including the specific challenges to be faced, in addition to the capabilities of each organisation, also from a resourcing perspective.

The cultural differences also lead to differing approaches in terms of implementation, with this report therefore covering activities financed solely by brewers but also those supported by a broader coalition of stakeholders.

This report relates to activities started between 1 March 2013 and 31 May 2014. Included in this report are initiatives by associations and companies in the European Union.

The full definitions and criteria document can be found on the public website of The Brewers of Europe alongside this report. For reporting it was requested to indicate key dates, place of activity, objectives, target audiences, activities carried out, information on partners, and results, plus links and contact points for important further information. Reporting principles for ensuring report quality included accuracy, balance, completeness, timeliness and comparability.

Under the individual pillars, definitions and criteria were set by The Brewers of Europe according to which KPMG would also carry out the assurance process. These included:

- Under pillar one, outlining examples of the different information platforms, the means by which consumers may be directed to such sources and the definition of expansion, both geographically and technically;
- Under pillar two, clarifying that the 7 Operational Standards (see May 2010 report on responsible beer advertising through self-regulation) remain the reference point, outlining how partnerships with digital and social media providers may be expanded, and elaborating on the tools for implementing this pillar;
- Under pillar three, defining the scope of activities covered, outlining some criteria for defining good practice (e.g. partnerships, third party endorsement, measurable indicators, repetition and replication), as also covered in the four toolkits

An essential element of putting together this second year interim report was the involvement of KPMG Sustainability, who was requested to externally verify the report. To provide confidence that the information in the report is an accurate reflection of the state of play of activities, KPMG collected and reviewed documents from national brewing associations and individual brewing companies, the evidence for all the significant claims made in the report. Additional interviews were conducted with some national associations. The rigour of this process has resulted in the removal of some claims and statistics that could not at this stage be substantiated with evidence meeting the criteria set by KPMG.





# KPMG Sustainability's Independent Assurance Report to The Brewers of Europe



## KPMG Sustainability's Independent Assurance Report to The Brewers of Europe

---

### To the readers of the European Beer Pledge, Second year Report

We were engaged by the management of The Brewers of Europe to provide assurance on the European Beer Pledge, Second year Report (hereafter: The Report). The management of The Brewers of Europe is responsible for the preparation of The Report, including the identification of material issues. Our responsibility is to issue an assurance report based on the engagement outlined below.

### What was included in the scope of our assurance engagement?

Our assurance engagement was designed to provide limited assurance on whether The Report is presented, in material respects, in accordance with the reporting criteria. We do not provide any assurance on the achievability of the objectives, targets and expectations in relation to the Beer Pledge. Procedures performed to obtain a limited level of assurance are aimed at determining the plausibility of information and are less extensive than those for a reasonable level of assurance.

### Which reporting criteria and which assurance standard did we use?

The Brewers of Europe apply internally developed criteria that are based on the commitments as included in the European Beer Pledge launched on February 28th 2012 and are further described in the 'Methodology and structure' section of The Report. It is important to view the information in The Report in the context of these criteria. We believe these criteria are suitable in view of the purpose of our assurance engagement.

We conducted our engagement in accordance with the International Standard for Assurance Engagements (ISAE 3000): Assurance Engagements other than Audit or Reviews of Historical Financial Information, issued by the International Auditing and Assurance Standards Board. This standard requires, among others, that the assurance team possesses the specific knowledge, skills and professional competencies needed to provide assurance on sustainability information, and that they comply with the requirements of the Code of Ethics for Professional Accountants of the International Federation of Accountants to ensure their independence.

### What did we do to reach our conclusion?

Our procedures included the following:

- Assessing the suitability of the reporting criteria;
- Interviews with relevant staff at The Brewers of Europe Secretariat responsible for reporting and the implementation of The European Beer Pledge at European level;
- Evaluating internal and external documentation to determine whether the information in The Report is supported by sufficient evidence;
- Visits to two member organisations to review the source information and documentation provided by the member organisation in relation to the applicable information included in The Report.

During the assurance process, we discussed with The Brewers of Europe the necessary changes to The Report, and determined that these changes have been included in the final version.



## Conclusion

Based on the procedures performed, as described above, nothing has come to our attention to indicate that The Report is not presented, in all material aspects, in accordance with the reporting criteria.

Amsterdam, 25 November 2014

KPMG Sustainability,  
Part of KPMG Advisory N.V.

W.J. Bartels,  
Partner



The Brewers of Europe  
Rue Caroly 23-25  
B-1050 Brussels

T + 32 (0)2 551 18 10  
F + 32 (0)2 660 94 02

[www.brewersofeurope.org](http://www.brewersofeurope.org)  
[info@brewersofeurope.org](mailto:info@brewersofeurope.org)

© Published November 2014



The Brewers of Europe