



Third Report - 2012-2015

EUROPEAN BEER PLEDGE

A package of responsibility initiatives from Europe's Brewers



The Brewers of Europe

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The European Beer Pledge



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Launched in the European Parliament in 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, a founding member of the European Union's Alcohol and Health Forum, committed Europe's brewers to taking concerted and measurable action under three pillars of activity:

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

The commitment built on decades of brewer-supported actions against alcohol misuse and the beer sector's position as the leading contributor of voluntary commitments to the EU Alcohol and Health Forum. Taking and rolling out this commitment, the brewing sector has taken its responsibility in supporting the implementation of global, EU and national strategies to promote responsible consumption and address alcohol misuse.

Transcending the Pledge, the multi-stakeholder approach was considered vital to developing and implementing approaches that could be successfully implemented at national level and in line with local expectations and customs. At the EU level this approach was encapsulated through an industry-NGO partnership, established under the Forum and continuing to this day, between The Brewers of Europe and the European Transport Safety Council.

In 2015 the Pledge was also further strengthened at a pan-European level under the consumer information pillar, with a landmark commitment from brewers to voluntarily roll-out both ingredients listing and nutritional information for beer brands across the EU.

Rolling the Pledge out, the brewing sector is contributing to the implementation not just of the EU Strategy to support Member States in reducing alcohol related harm, but also of the Action Plan of the European Committee of National Alcohol Policy and Action, the WHO Global Strategy, the WHO Euro Action Plan and the many national action plans in place across the EU.

Whilst the Pledge framework is set at EU level, focus and resources allocation are typically decided at local and/or company level to address the key areas of concern at that level. The Pledge is therefore underpinned by national brewers' associations and companies representing and producing beer across the EU, who take responsibility for its implementation.

As such, there is not an expectation that all countries address each pillar to the same degree but rather that all activities be captured under the Pledge. Whilst some countries and companies have focused more on some areas, it therefore stands to reason that others have given greater focus to different parts of the Pledge. The Brewers of Europe, uniting national brewers' associations from across the EU, also committed to publishing EU toolkits to guide and stimulate the spread of good practices.



About this report



About This Report

This report constitutes the third review of the implementation of the Beer Pledge and looks back over the whole 2012-2015 period of the Pledge. It 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 – (i) consumer information, (ii) responsible advertising, and (iii) programs to tackle alcohol misuse.

Although 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. Readers of this report 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. Pillar 3 is also split into four further sub-pillars: (i) Drink driving; (ii) Underage drinking; (iii) Excessive consumption; and (iv) Alcohol and Pregnancy. Over the course of the Pledge's implementation, the binge drinking sub-pillar was expanded to encapsulate other activities promoting responsible consumption, such as initiatives towards people suffering from alcoholism and workplace-related activities.

An overview table in the Executive Summary seeks to capture, country by country, (sub-)pillar by (sub-)pillar, the 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 categorisation, that a certain activity is not being run under a certain pillar.

Information has primarily been collated via the Global Social Responsibility Initiatives (GSRI) database of the Worldwide Brewing Alliance (WBA), supplemented by information and supporting materials provided by, or via, national brewers' associations and individual companies. 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 Progress Reports on the Global CEO Commitments made by 12 of the world's largest drinks companies, including major brewing companies operating in the European Union. It is however to be noted that, due to different reporting periods and scope, data may not necessarily be comparable between the reports.

As in previous reports, KPMG Sustainability has reviewed the information provided and supporting materials in order to provide limited assurance on its content, ensuring that all significant claims within the report be backed up by evidence through a process that encourages rigour in monitoring outputs and outcomes of the initiatives undertaken. KPMG Sustainability's Independent Assurance Report can be seen at the end of this report.

Completion and publication of the final version of this report was delayed due to uncertainty around the status of the EU Strategy to support Member States in reducing alcohol-related harm and the Alcohol and Health Forum set up by this Strategy. An online version of the report, prior to completion of the assurance process, was therefore published end 2016 on the website <http://www.beerwisdom.eu>. With greater clarity on the status of the EU Strategy and renewed attempts by the European Commission in 2017 to reinvigorate the Forum, which last met in May 2015, it was therefore decided to publish a final, definitive version of this latest Beer Pledge report, following completion of the independent assurance process.



The information in this third beer pledge report covers the reporting period from 1 January 2012 to 1 December 2015. Due to the above explained delay, initiatives, developments and activities occurring after this period have not been included in this report. However, in the sections 'about this report' 'executive summary' and 'introduction', key developments after 1 December 2015 have been mentioned as we consider these relevant for the reader to understand the broader context.



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Introduction



Introduction

Over the years The Brewers of Europe, with support from its national associations and brewing companies, has played an important role in supporting initiatives to promote responsible consumption. Through the submission, implementation and reporting of commitments, brewers have also been leading actors, with well over one hundred commitments, in the EU's Alcohol and Health Forum, which was set up under the 2006 EU Strategy to support Member States in reducing alcohol-related harm.

As the European Commission takes the time in 2017 to review the role of the EU in the fight against alcohol related harm and the place for the Forum in supporting this work, it is important both to look back at the results and to look at the areas for future collaborative activities.

There are now important EU data available showing important reductions in alcohol related harm since the adoption of the 2006 EU Strategy. For example, from 2006 to 2014:

- Drink drive fatalities across the EU's 28 current Member States have fallen by an estimated 40%, based on figures from the European Commission and the European Transport Safety Council.
- Amongst 15-year olds in the EU weekly drinking has fallen by 48%, whilst numbers reporting drunkenness on two or more occasions also fell by 27%

Whilst there are inherent difficulties in identifying a direct causal link between these improvements and the individual actions supported by the brewing sector, the work under the Forum or even the existence of an EU Strategy, what is undeniable is that, since the adoption of the EU Strategy and the creation of its Forum, key harm indicators related to the misuse of alcohol have been moving in the right direction.

It is also clear that alcohol misuse and its related harms remain important issues in Europe and momentum needs to be maintained in order to ensure efforts are regularly reviewed and built upon. That is exactly the reason why:

- In February 2012, when already the leading committer to the Forum, The Brewers of Europe published the Beer Pledge in the European Parliament, as a framework to help drive further activities from the brewing sector.
- In April 2013, a 3-year partnership against drink driving, between The Brewers of Europe and the European Transport Safety Council (ETSC), was presented to the Forum and then launched in the European Parliament later that year.
- In March 2015, the brewing sector, in a context where alcoholic beverages are exempt from the legal EU obligation to label ingredients and nutrition information, took it upon itself to progressively roll out this information voluntarily, effectively implementing the rules as they apply to non-alcoholic drinks and foodstuffs.
- End 2016, The Brewers of Europe renewed its partnership with the ETSC to support the SMART (Sober Mobility Across Road Transport) project for a further three years.

The roll-out of the consumer information commitment also enables the brewing sector to play its part in the broader issue of addressing chronic diseases and promotion of health lifestyles. Providing ingredients and nutrition information clearly enables consumers to take informed decisions on the place for responsible and moderate beer consumption within their own diet and lifestyle. With the publication in March 2017 of a European Commission report inviting “the industry to respond to consumers’ expectations and present within a year of adoption of this report a self-regulatory proposal [on ingredients and nutrition information] that would cover the entire sector of alcoholic beverages”, The Brewers of Europe will continue to encourage other sectors to follow the brewing sector’s lead whilst simultaneously continuing delivery against our own commitment.



This report also contains details of multiple 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. What this 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, taking seriously our responsibility to work together with others in the fight against alcohol misuse.

Our strong wish at The Brewers of Europe is for the EU to continue its strategy of tackling alcohol related harm by promoting responsibility and moderation, 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 brewing sector also stands ready to further build upon the roll-out of the Pledge and investigate how to deepen its efforts through further specific pan-European activities under the different pillars in areas where the brewing sector has a clear and important role to play.



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 has been contributing to the implementation not just of the EU Strategy to support Member States in reducing alcohol-related harm, but the CNAPA Action Plan, the WHO Global Strategy, the WHO Euro Action Plan and national alcohol plans across the EU. Brewers are now responsible for the roll-out of over 130 commitments made under the EU Alcohol and Health Forum, a figure that now represents well over a third of all the commitments made by Forum members.

This report covers activities carried out until end 2015 and, whilst certainly 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 reviewed by the independent third party KPMG Sustainability, which requires all significant 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.

The Pledge framework identifies three pillars for activity – consumer information, responsible advertising and programs to tackle alcohol misuse. Whilst the priority framework is set at EU level, focus and resources allocation are typically decided at local and/or company level to address the key areas of concern at that level. As such, there is not an expectation that all countries address each pillar to the same degree but rather that all activities be captured under the Pledge. Whilst some countries and companies have focused more on some areas, it therefore stands to reason that others have given greater focus to different parts of the Pledge.

Overview of activities supported by Brewers since the launch of the European Beer Pledge in 2012:

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



Countries	Alcohol Misuse Initiatives					
	Consumer Information	Commercial Communications	Drink Driving	Underage Drinking	Binge Drinking	Alcohol & Pregnancy
Romania	A C	A C	A C	C	C	C
Slovakia	A C	A C	A C	C	A C	C
Slovenia	A C	C	C		C	
Spain	C	A C	A	A C	A	
Sweden	A C	C	A C		C	
United Kingdom	A C	A C	A C	A C	A 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.

As with the two previous Beer Pledge reports, 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 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, for example through social aspects organisations, in support of one initiative.

What remains 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 first three years of The Brewers of Europe's partnership with the European Transport Safety Council, with roll-out of both European and national events, development of ETSC case studies and ongoing support for the ETSC's drink drive newsletter and alcohol interlock monitor scheme. This major partnership, supporting the SMART programme, was renewed at the end of 2016 for a further three years.

Whilst the first year interim report stated that work would intensify on the strengthening of self-regulatory mechanisms around digital and social media, this work has largely fallen within the WFA's Responsible Marketing Pact, where The Brewers of Europe is an associated partner. This work continues and hopefully will bear fruits that can assist national brewers' associations in ensuring their self-regulatory systems are kept up-to-date with both consumer and policymaker expectations and with the changing marketing landscape.

Ever since the announcement by The Brewers of Europe in March 2015 of a landmark commitment by the brewing sector to roll out ingredients and nutrition information for beer across Europe, this has been a key strand of work not just for the European association but also for national associations and companies. Launching that commitment The Brewers of Europe also committed to reporting on its implementation. Whilst the current expectation is that by end 2017 over 60% of new beer volumes hitting the shelves will be providing this information, The Brewers of Europe plans to report concrete figures, with clear examples, already in the second half of 2017.

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.

Chapter 1:

Consumer information



Consumer Information

One of the key priorities of The Brewers of Europe and brewers across the EU is 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.


Over the period of the Beer Pledge this work has also expanded to take in 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 wish to be transparent and feel consumers have a right to know more information. A key part of this process was the public launch of a commitment in March 2015.

Consumer information is however much broader than just ingredients and nutrition information and also goes far beyond the label. The Brewers of Europe feels there is an opportunity through voluntary actions under the Beer Pledge to further empower consumers, including through the increasing use of digital tools.

What thus follows is an overview of some of the activities that have been launched or upgraded over the period of the Pledge, from more traditional, though still very relevant, activities to increase awareness around facts on responsible beer consumption and the effects of alcohol misuse, to those that make use of new technologies.

Of course consumer information is also often part of a broader strategy including campaigns, events and interaction with consumers. The activities covered under this first pillar of the Beer Pledge – on consumer information – thus include websites, digital information tools and point of sale activations including those utilising the products labels. On the other hand, activities that address key areas of concern, such as drink driving, drinking during pregnancy, binge drinking or underage drinking, as part of a broader, more comprehensive approach are addressed within the reporting on the third pillar of the Pledge. Whilst we have endeavoured to avoid unnecessary duplication of reporting, there are however some activities that are touched upon within the reporting on both pillars.




Provision of ingredients and nutrition information

-  In March 2015, **The Brewers of Europe** announced in Brussels a major voluntary move from brewers across Europe to list ingredients and nutrition information on their brands per 100ml, in line with the legal requirements for all non-alcoholic drinks, including non-alcoholic beer.


Whilst an exemption still exists for alcoholic beverages above 1.2% ABV from the legal obligation to provide such information, research shows that consumers wish to receive this information. Implementing this commitment, brewers are empowering consumers with the transparent, comparable facts to see, understand and decide the place for moderate beer consumption within their own balanced diets and lifestyles.

Taking this commitment, the beer sector is also embracing the growth in importance and usage of new technologies, giving a key role not just to labels but also to off-label platforms as a means of delivering information to different consumers in the way and means that they prefer. Consumers are increasingly going online not just for information but also when purchasing products. Where information is provided off-label it should also be easily accessible from the label itself, either by a web-link or through other direct means using smart technologies.










-  The commitment also built upon actions that had already been started in some countries and by some companies,
-  whereby ingredients listing for beer was already practised in around half of EU countries, whilst three countries –
-  Denmark, Netherlands and Finland – and some companies had already embarked on initiatives to roll out nutrition information.

Online brand information

-  Through websites such as tapintoyourbeer.com and talkingalcohol.com some major brewing companies are already implementing online the EU's new food information regulation as it applies and comes into force for all non-alcoholic beverages from end 2016. Alongside this, **Carlsberg Group** and **Heineken** are rolling out the information on individual, local brand websites.

Voluntarily rolling out the EU legislation means that, for different brands, ingredients are listed in descending order whilst the information on the big 7 nutrients - energy (in kJ and kCal); protein; carbohydrates; sugar; fat (of which saturated); salt – are provided per 100ml, taking the legal reference measure as laid down in EU law to enable consumers to compare all beverages on a like-for like basis.

-   As of end 2015 **SABMiller** had provided this information, in ten different languages, for all of its
-  non-seasonal brands produced and sold in the Czech Republic, Hungary, Italy, Poland, The Canaries, UK,
-   The Netherlands, Slovakia and Romania. Nutrition information may additionally be provided per portion, hence
-   why on tapintoyourbeer.com **ABInBev** also allows visitors to see the values according to different single serve container sizes.



talking
alcohol.com

On-label ingredients information

-    Ingredients are already listed by brewers on label, through either local regulation or a voluntary
-   agreement amongst brewers, in a number of countries, including the following – Bulgaria, Cyprus,
-         
-   – whilst in France, Croatia, Ireland, Spain and the UK, brewers are expected to
-    follow suit in rolling this out over 2016 and into 2017 as new packaging runs are completed and the beer
-    is brought to market.

For the four major European brewers – who represent over half of the EU beer market in volume terms – the plan is that 80-100% of their products sold on the EU market will carry this information by end 2017, whilst for some brands the information has already now been added to the label and is visible to consumers on the market.

-  Following a commitment made end 2014 to the Dutch government, stakeholders and the public at large, monitoring by the **Dutch Brewers association** found that, by mid-2015, the ingredients list already appeared on the labels of 94.3% of the beer sold in the Netherlands by its members. For non-alcoholic beers brewers across Europe already provide the full ingredients lists.


On-label nutrition information

 In addition to the three countries – Netherlands, Denmark and Finland – where nutrition information is already provided on label, other countries have agreed to roll-out either the energy (calorie) information or the Big 7 nutrition values by 2017. EU countries where brewers are moving down this route currently include Bulgaria, Greece, Croatia, Ireland, Slovenia, Sweden and the UK. In many of these countries this country-wide roll-out is driven by commitments taken by the major brewers, together representing a significant share of some national markets.

Since adding the nutrition information to labels is typically on the same packaging change schedule as the ingredients listing, the major brewers also plan that 80-100% of their products brewed and sold on the EU market will carry the nutrition information by end 2017. The monitoring of on-label nutrition information for all products brewed and sold on the EU market does however remain challenging, also due to the rapid growth in brewer numbers and increasing diversification of the beer portfolio.

There may also be some variations in the way and extent to which this information is provided on-label, taking into account the limited space on labels for legible information once all other legally required and consumer-requested information is provided and the increasing opportunity that other digital tools offer to deliver this information.

For example, brewers activating the commitment will at minimum provide energy information per 100ml on primary packaging, then as appropriate also use secondary packaging to show the Big 7. As an example, **ABInBev** also plans on some single serve containers to provide the information per portion size (an option provided for in the EU Regulation) in addition to the obligatory per 100ml information that is required by EU law.

 By mid-2015 the nutrition declaration already appeared on the labels of 89.3% of the beer sold on the Dutch Market by the members of the **Dutch Brewers**. For non-alcoholic beers many brewers pre-empted the entry into force of the EU regulation, which applied from end 2016, and already provided the full nutrition information per 100ml.

Responsible drinking information on-label, online and at point-of-sale

It is now commonplace across the EU for many brewers to provide product information that enables consumers to monitor their alcohol intake, encourages responsible consumption and advises consumers on the situations where consumption may not be appropriate. This may also be accompanied by other information at point of sale, utilising glassware and posters in on-trade establishments and multipack packaging in the off-trade.

Such initiatives vary from the legal requirement to label the percentage of alcohol by volume (ABV), to unit information and drinking guidelines, to messages promoting responsible consumption and logos advising people not to consume the product if they are pregnant, driving or underage.

Such messages are also often part of comprehensive approaches, including other digital tools, programs and campaign partnerships that fall under the third pillar of the Beer Pledge, which features those initiatives supported by brewers: to discourage underage purchases and consumption by minors; to prevent drink driving; to advise against consumption when pregnant, trying to conceive or breastfeeding; and to tackle binge drinking and promote a responsible and moderate approach to beer consumption. Further information can thus be found later on in this report where the consumer information aspect is integrated into a broader approach to addressing the issues.

On-label information on responsible drinking

Global operators, which represent over half the EU beer market in volume terms, made a commitment as part of the so-called CEO global commitments to further promote responsible drinking and develop a set of easily understood symbols or equivalent words to discourage drink driving, underage consumption and drinking during pregnancy, then incorporate this into packaging, individually or in combination as appropriate. Such messages may promote responsible consumption but also remind consumers on the occasions when drinking is inappropriate.

Typically including pictograms against drink driving or drinking during pregnancy means incorporating logos where an image of a pregnant woman, a vehicle or a set of car keys is featured with a line struck through it. For some local brands, a logo showing the legal purchasing age may also appear but, since this age limit varies for beer across Europe, the label is not always the most appropriate place to include the logo when the product itself may cross the border and thus into a market where the legislation differs.



By the end of 2013, almost 50% of **Carlsberg Group's** packaging in Europe already carried health messages to consumers, with the ambition to further increase this percentage over subsequent years. Whilst 100% of SAB Miller's global brand labels carried a responsibility message on the legal age, drink driving or pregnancy by 1 May 2012. As a centrally guided project of **AB InBev**, pictograms of a car combined with a clear "forbidden" sign have been placed on primary packaging, with the timing of inclusion of the pictograms aligned to a planned change in packaging, after which it can take up to 6 months until the product actually arrives in the market place due to production, storage and distribution of the product. By 2014, all artworks had been approved with the new design incorporated onto packaging in Belgium, Germany, The Netherlands and the UK. In the Netherlands the company made a commitment to the European Alcohol and Health Forum that all the company's primary packaging would have a don't drink and drive logo by the end of 2014.

In the UK and the Netherlands, the **British Beer & Pub Association** and the Dutch Brewers association also took commitments to apply the pregnancy logo, with the result that in the Netherlands by the end of 2014, 92% of the beer sold by members of the Dutch Brewers on the Dutch market carried the pictogram. Since such a pictogram is mandated by legislation in France, it is also notable that many brewers in other countries, since they export to France, also include the logo. This is particularly notable in Portugal and Belgium.

All members of the **Polish Brewers** have committed, following guidelines set by the Association, to having 100% of beer retail packaging (both primary and secondary) for their brands carry labels to help reduce the risks of alcohol misuse and drink driving. The commitment is targeted at all adult beer consumers and aims to ensure that labels appear on all cans and bottles showing a logo with the message "I never drive after drinking alcohol". To launch the new campaign, a press conference was held for the national and regional media giving the initiative extensive coverage across national TV, radio, press and on the internet.

- As a sign of how action can be taken to target specific local issues of concern, in Estonia **Saku** partnered with the Social Insurance Board to address the specific issue of swimming after drinking, with warning signs on multipacks during the summer drawing people's attention to the statistics and risks around such behaviour.



Alcohol unit information through labels and other point of sale materials

- In the UK a huge number of brewers supported the UK Government's Responsibility Deal by pledging to ensure that by December 2013 over 80% of products on UK shelves had clear unit labelling and that simple and consistent information on units be available in the on- and off-trade. As an example, Heineken now provides clear unit labelling on over 99% of all cans or bottles in the UK and also, by the end of 2013, had provided almost 20 million unit-labelled glasses to the UK market.

Additionally point-of-sale leaflets were produced by **Fuller's** as part of their commitment to promoting greater awareness of units in the on-trade. As well as including the graphics depicting information on units in typical drinks, developed by the **British Beer & Pub Association** and Drinkaware, the leaflet contains a unit calculator to allow customers to work out the unit content of the drinks they are consuming. The guide, also available to download on the Fuller's website, gives tips on pacing oneself when drinking, eating when drinking, alternating with soft drinks and advice on choosing lower strength beers. Fifty leaflets were distributed annually to each of the pubs on the company's entire estate.



Smart applications providing information on the impact of beer and alcohol on the body

- In the Czech Republic, **Plensky Prazdroj**, together with the NGO Sananim, supported the development and launch of smartphone, SMS and web applications to educate consumers as to the relative strengths of alcohol, impact on blood alcohol content (BAC) and to provide them with an easy way to track their consumption. Consumers text information about their sex, age and weight and the time, type and amount of alcohol consumed. Within the space of a minute, they should receive an answer estimating their current BAC, the time in which this level should decrease to 0%, and also brief relevant on any potential risks associated with their current BAC. Consumers were informed about the number to text through point-of-sale materials, the campaign website and the press. In its first four years of operation, the Promile Info service responded to over 400,000 consumer queries, with one third of the people using the service repeatedly. In 2013, The European CSR Award publically recognised the program by awarding it second place, in front of 34 other projects from 27 large companies. In 2015, 8530 people were reached on Facebook and 5894 people engaged with the tool.



Websites informing consumers on responsible drinking advice

- In France **Brasseurs de France** continues to support www.reperes-alcool.com, a website set up by beer producers to inform people about the World Health Organisation's (WHO) recommendations on responsible consumption and allow consumers to calculate their intake. This now also links to www.2340.fr, a website revamped in 2014 by Entreprise & Prevention (a social aspects organisation supported by the largest brewing companies). By December 2014, the Facebook page of the campaign had received over 6,800 "likes" whilst, by February 2015, the website had received over 900,000 unique visitors, with an average of 12,800 visits per month, each visitor spending an average of 3.12 minutes on the site.



- Having started in the UK, then spread to Ireland and Malta, Drinkaware websites provide information on the effects of alcohol on the body at different stages as well as useful hints and tips on responsible drinking.

In the UK, the Drinkaware Trust, with funding from beer companies among others as part of a pledge under the Public Health Responsibility Deal, produces resources and expert information to 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.



- In Ireland the tool provides consumers with the facility to compare their drinking patterns with the Irish Government's drinking guidelines, maintain an online personal drinks diary and to test their knowledge. Unique visitor numbers grew by 30% from 2012 to 2013 whilst March 2014 was the third highest recorded month for traffic to drinkaware.ie, which has also teamed up with Microsoft Networks (MSN) to develop a mini-site to provide information on attractively priced deals on events and free activities and facilities around Ireland that can help people to 'Reclaim Your Weekend! 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.



- In Malta, The Sense Group, a social aspects organisation set up by **Simonds Farsons Cisk** and other major producers and importers of alcoholic drinks, revamped its consumer information website drinkawaremalta.com in September 2012 with the aim to establish it as the foremost source in Malta for information on responsible consumption. The new site attracted significant interest and drew over 3000 unique visitors in its first six months. Part of the process of increasing consumer knowledge included new consumer research on awareness of responsible consumption, conducted in February 2013.



- In the Netherlands a website (“Nuchter Over Bier” - “Sober about beer”) was launched in May 2014 by the **Dutch Brewers** association to provide information about responsible beer consumption. Supported by independent stakeholders, with the main target group being parents and young adults, the site helps parents to talk about alcohol with their children and is built upon three decades of research from the Dutch Foundation for Alcohol Research (SAR), funded equally by the Ministry of Economic Affairs and the industry, with the aim to contribute to a balanced, greater understanding of the effects of moderate consumption.



- Available in 8 languages (English, Czech, Hungarian, Italian, Polish, Spanish, Romanian and Dutch), the website www.talkingalcohol.com was created by **SABMiller** to provide information about the risks and benefits of alcohol consumption. The information comes from a wide range of reputable sources following consultation with experts in epidemiology, toxicology and medicine. The website presents: an interactive trip through the human body to see how it processes alcohol; information about the influence of alcohol on a variety of conditions; views and perspectives from a variety of experts; and facts about beer, including the ingredients and nutrition information for over 200 of the company’s beer brands. By May 2012 the site had received more than 320,000 unique visitors amongst almost half a million visits, with an average 20,000 visits every month. The company continues to promote use of this website, including through its mention on packaging and commercial materials.



**talking
alcohol.com**



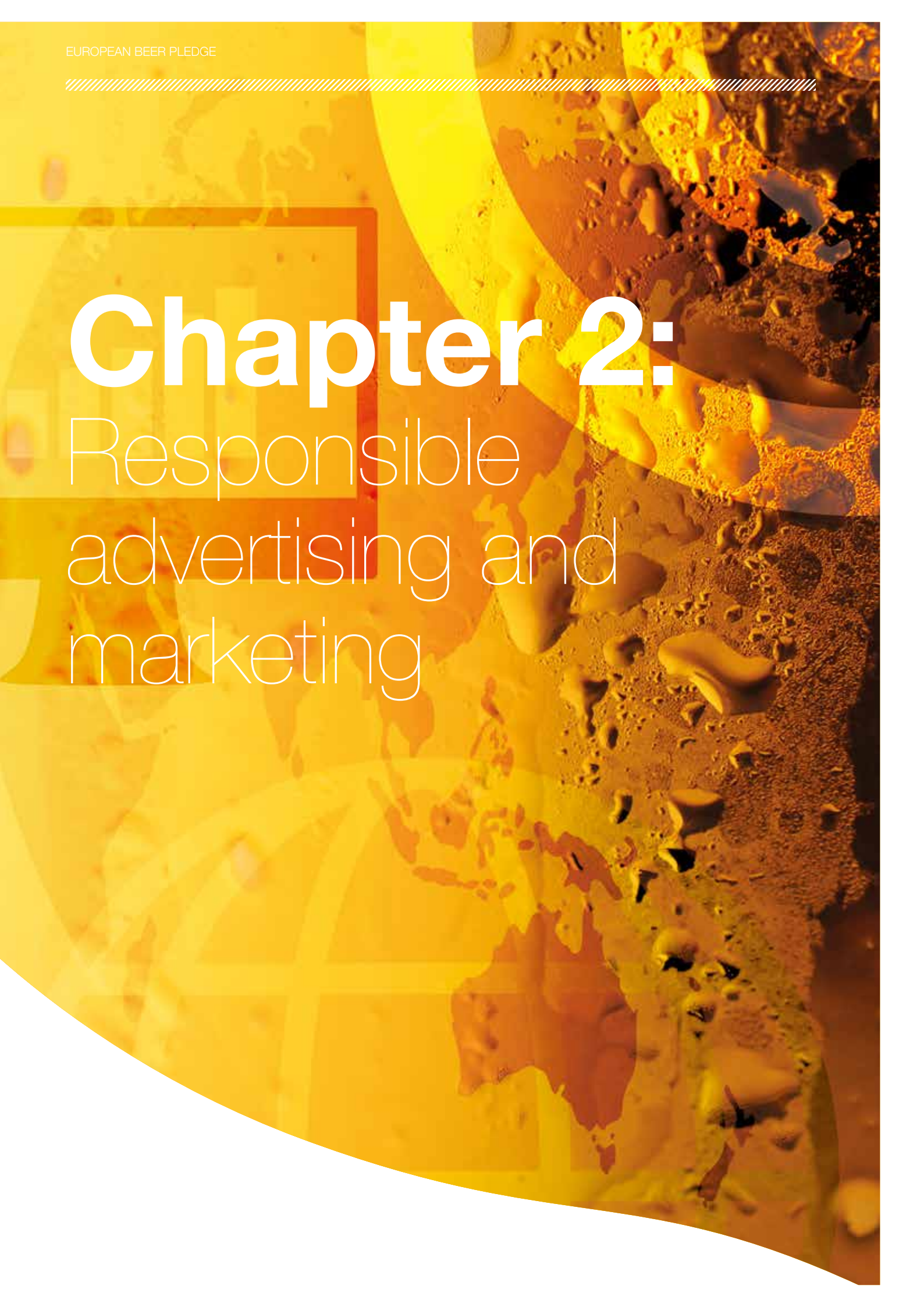
- A communication platform was launched by **Ursus** in 2013 that addresses the “Control Generation”, young people from Romania who want to have control on the things they do. It consists of a new area on the website in which “Despre Alcool”, (“About Alcohol”) contributors write articles about being 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, with partners including Romanian Traffic Police, Napoca Rally Academy - Safety Driving School, Regina Maria Private Health Network, and Barmania - Non-Alcohol beer cocktails area. 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), and Bogdan Nicolae (bartender).





Chapter 2:

Responsible advertising and marketing



Responsible advertising and marketing

When the EU adopted its Strategy to support Member States in reducing alcohol-related harm and set up the EU Alcohol and Health Forum in 2007, the first pan-European commitment taken by the brewing sector was to roll out, across national markets, 7 Operational Standards for governing effective self-regulation of beer advertising. The overall objective was, building upon best practises from some Member States, to ensure, market by market, not only that strict codes were in place but that these codes were operating within robust, effective and credible systems. This effective roll-out, working with key partners at both the EU and national level and engaging the services of KPMG to provide limited assurance on reporting of the activation, served as a template for the development of the EU Beer Pledge.

Within the EU Beer Pledge it was also thus logical that one key pillar should be around “Ensuring responsible advertising and marketing”, building upon the 7 Operational Standards and helping brewers and brewers’ associations locally to ensure that self-regulatory mechanisms remained up to speed with development in the marketing landscape, in particular with regard to the increased role for digital and social media.

Doing so, not only did the Head of Facebook’s EU office address the event in the European Parliament in February 2012 launching the EU Beer Pledge, where she welcomed the Pledge and gave her support to the brewers’ new Forum commitment on social media, but The Brewers of Europe became an associated partner on the Responsible Marketing Pact. The RMP is managed by the World Federation of Advertisers (whose membership includes the major brewing companies in Europe), and contributes to the work to strengthen the consistency of mechanisms governing advertising of alcoholic beverages in Europe and ensure self-regulation mechanisms keep up to speed with the realities of the market.

In the lead-up to the official launch of the RMP, since the adoption of the Beer Pledge, companies and associations have nevertheless still moved forward, with the 7 Operational Standards remaining a useful reference point for ensuring self-regulatory systems governing beer advertising be fit for purpose.

Responsible Marketing Pact

- In April 2012 **The Brewers of Europe** became an associated partner on three new Responsible Marketing Pact (RMP) commitments from the World Federation of Advertisers (WFA), commitments co-owned by companies including **AB InBev**, **Carlsberg**, **Heineken** and **SAB Miller**.

As part of the process The Brewers of Europe took part in numerous consultations in the lead-up to the filing of the commitments, plus RMP workshops coordinated by WFA. Developing these commitments, WFA and the co-owning companies, with assistance as and where appropriate from associated partners, have been elaborating common standards for responsible alcohol beverage marketing communications on social media, including guidelines to integrate them into national and company codes and consistently apply, enforce and monitor the agreed approach.

With the aim to ensure the further dissemination of the 70/30 rule - a recognised effective means of defining appropriate media placement and thereby reducing undue exposure of minors to alcohol beverage marketing communications - the RMP promotes as a common baseline standard the integration into self-regulatory rules governing the whole industry of what is today’s corporate best practice.

Furthermore, there is also the aim to ensure that self-regulatory rules prohibiting targeting/primary appeal to minors are up-to-date, reinforced where needed, interpreted consistently and applied in spirit as well as to the letter by industry and SROs across the EU.



Following the RMP's launch The Brewers of Europe will work 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 keeps pace with the developments in marketing.

Updating codes and implementation guidelines

On digital, **The Brewers of Europe** has however not waited for the completion of the RMP work before also taking steps to address how self-regulation can keep up to speed with technological developments and marketing practices. A draft Manual accompanying The Brewers of Europe's Guidelines on Responsible Commercial Communications was updated with a new digital annex explaining how responsible marketing can be implemented across digital media, and helping to define the responsibilities of different parties on social media, in particular the duties of the advertiser. The new annex outlines some of the tools available on social media to help guide improved targeting of adult consumers, including those tools currently available to 'block' access for minors on social media to beer advertising




As an example at local level a supporting commitment was also launched by the **Spanish Brewers** in April 2012, whereby they committed to developing a new social media code, involving the local self-regulatory organisation Autocontrol. Internal meetings help to define the code whilst preliminary discussions on collaboration took place with Twitter.

Meanwhile, in Northern Ireland a Code of Practice on Drinks Promotions applicable to producers, retailers, the on-trade and suppliers was launched in the spring and came into force in September 2012 with the work supported by the Minister for Social Development.

In 2013 in Belgium, a second revision of the "Covenant on practice and advertising for alcohol beverages" was made together and co-signed with the Minister of Health, the Advertising Ethics Committee and the consumer organisations, Crioc and Test Achats and came into force in May 2013. The current Belgian Covenant is based on the Arnoldus Group self-regulatory Code of Conduct that was set up by the **Belgian Brewers** and then became applicable to other alcohol beverages in 2005.

An update supported by the Danish Brewers' Association, **Bryggeriforeningen** was conducted in 2013 of the Alcohol Advertising Board website (www.alkoholreklamaevnet.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. The Danish Board on Alcohol Advertising includes representatives from, among others, the Consumer Council, the Danish Brewers' Association and an independent President, currently a High Court solicitor.




-  Since February 2012 the **Union of Brewers in Bulgaria**'s Code for Responsible Commercial Communications and Standards requires that all beer advertisements carry the message, in Bulgarian, "Consume with pleasure and moderation", the aim being that a message raising awareness about moderate beer consumption acts as a "trademark" for the Bulgarian brewers' commercials.
-  In June 2013, an updated Responsible Marketing Policy was launched by **Heineken**, setting out clear guidelines for all the company'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 brand advertising, promotions, PR and sponsorship, regardless of channel and in the UK incorporates guidelines from all relevant external bodies including the Portman Group, Drinkaware and CAP. Efforts were made to make the Policy as simple and user-friendly as possible for both colleagues and external agencies working on branded material. In Austria in 2013, activities about responsible consumption in brand marketing initiatives for the brands Goesser, Zipfer, Heineken and Puntigamer were extended to include responsible consumption messages in sponsorship banners and other media.
-  The existing "Marketing Communication Policy" of the Carlsberg Group was also reviewed and strengthened in 2013 for use in all markets round the world to ensure that all internal rules and self-regulation support the company's ambition and efforts for future growth in the responsible enjoyment of beer.


Training programs


Training also seems to be a key area on which companies and associations have been working beyond the 7 Operational Standards, to ensure not just that brewing company employees know the rules but also that they are understood by agencies, by SROs and also by other interested parties. Repeating this training is useful to refresh memories but also in particular in view of personnel turnover and changes made to codes, introducing new provisions.

-  **The Finnish Brewers** organise an annual training event for member companies' marketing and communications personnel to reinforce responsible marketing communications. Annual training is part of the self-regulatory guidelines, with the 2015 training being held on 21st August.
-  Since 2013, lectures on good marketing practices and especially the interpretation of the Danish 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 "where **Bryggeriforeningen** sits". The lectures are free and the idea is to give all interested parties a chance to receive further information on the interpretation and actual use of the Code.
-  **Brewers of Romania** also filed a Forum commitment whereby, together with the self-regulatory organisation (RAC), workshops are run for brewers and agencies: to clarify all the aspects regarding the spirit and the letter of the Brewers of Romania's Commercial Code of Communication; to present how the Ethical Committees judge beer advertising, and; to reiterate the advantages of the copy advice service provided by RAC. All with the aim that brewers be made aware of and respect the rules and scope of the Code, whilst those responsible for beer advertising use the copy advice service before broadcasting a commercial communication.
-  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.




-  In 2013 **AB InBev** committed to strive to train 80% of sales, marketing and Corporate Affairs people at Western Europe Zone level, whilst for 2014 the target was 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. In the Netherlands this training also included the code of STIVA, the social aspects organisation supported by brewers and other sectors. In Ireland training for its marketing and consumer facing employees takes place regularly, with additional measures being the self-regulatory code restricting sampling to a limit of one pint, whilst responsible event sponsorship implies a limit of two pints for all purchases, the use of plastic glasses and mandatory ID for purchases.


-  At **SAB Miller**, the company's Policy on Commercial Communication rules that all its companies must have an internal Sales and Marketing Compliance Committee charged with ensuring that all commercial communications comply with the Code. They must provide internal and external marketing and sales personnel with a copy of the Code and oversee and ensure implementation of annual training related to the Code.


-  Finally, the marketing team of **Alken Maes** in Belgium attends training sessions run by the JEP (Jury voor Ethische Praktijkeninzakereclame), the self-regulatory body for the advertising industry. These help to familiarise employees with the rules set out in the "Covenant on practice and advertising for alcohol beverages" and the way the JEP operates. All colleagues within a marketing related function, except sales, were required to pass the e-learning on the company's 'Responsible Marketing Code' before December 2015. After the e-learning, small training sessions are organised.

Monitoring committees

One of the areas where brewers have spotted an opportunity to collaboratively build upon the 7 Operational Standards is through the establishment of committees early in the process that can identify, judge and advise on the acceptability of beer advertisements before consumer complaints are received and even before the advertisements appear in public.

-  In Finland for example, a Preliminary Inspection Committee was set up to review all TV and outdoor advertisements for alcoholic beverages by members of the **Finnish Federation of the Brewing and Soft Drinks** Industry before their public broadcast, either in the scripting stage or upon their completion. Such advertisements have to comply not only with legislation and official guidelines, but also with the brewing sector's self-regulatory guidelines. The Committee, an independent group whose members have expertise in a range of fields, such as marketing, advertising and law, inspects scripts or completed advertisements for alcoholic beverages. Outdoor advertisements also became subject to inspection in October 2012. The decisions of the Preliminary Inspection Committee are binding, and violations are subject to sanctions. On 26th March 2015, a press release was issued in that regard.

-  **The Slovak Beer and Malt association's** 2015 amended version of their Ethical Code on Commercial Communications also included the establishment of a so-called "Ethics Committee", chaired by an independent specialist, to review the marketing and other communications of the Code signatories.

-  Whilst in Portugal **APCV's** brewers' code of self-regulation for all commercial communications was updated in 2015 and included a new compliance mechanism involving the third-party ICAP (The Civil Institute for Self-Regulation of Commercial Communication, the competent national SRO).



-  In Poland, since 2011 every beer advertisement is monitored to make sure that it does not violate the Code, regardless of whether a consumer complaint is received. This process helps protect against any lack of awareness of the system amongst citizens. A detailed analytical report of monitored press, online, radio, TV and outdoor advertisements, reviewed by the NGO Generation Europe's Polish member (independent jury member in the Polish SRO, Rada Reklamy) is published on the **Polish Brewers'** website. Taking the first year of the Beer Pledge as an example, the April report reviewed 188 beer adverts and the July report 582 adverts, none of which violated the Advertising Code, whilst the September report analysed 301 new beer adverts, of which 2 violated the Code, according to the SRO verdict.

-  Finally, the Spanish Brewers, **Cerveceros de España** has a code operated in co-operation with two Consumers Organisations (CECU and UCE) and Autocontrol (SRO). An annual report, 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.

A close-up photograph of a glass of beer with a thick head of foam. The glass is partially filled with golden beer. A red car is reflected in the liquid, appearing to be driving through the beer. The background is a light, textured surface.

Chapter 3:

Drink driving

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.

Notable over the course of the implementation of the Beer Pledge has been the increase in the number of campaigns integrating non-alcoholic beer, promoted as a positive alternative for drivers who wish to drink beer but not alcohol. Such campaigns also offer up clear examples of where harm reduction and commercial success coincide, with the brewing sector also further investing and innovating in the non-alcoholic side of the beer market to offer products appreciated by consumers. Most of these campaigns also have third party endorsement and support, including from governments.

As announced in the first year report, The Brewers of Europe also agreed a 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 has continued with national events in Rome, Madrid, London, Prague and Warsaw. The national events gather experts both locally and from across the EU to raise awareness on effective measures to curb drink driving and have included support and representation from governments, NGOs and road safety campaigners, together with the brewing sector.


Additionally three case studies have been put together by ETSC looking at drink drive laws in Scotland, the use of alco-locks in public transport in Denmark and the introduction of alco-gates at ports in Sweden. Finally, bi-annual drink drive monitor newsletters are distributed amongst key stakeholders in Brussels to raise awareness on the latest developments around drink driving policies and campaigns, whilst an alcolock barometer is used to track take up of the measure through trials, voluntary measures or as a legal tool. The SMART program, whose first three years will culminate with an event in Brussels in October addressed by the EU's Transport Commissioner, is the only joint commitment by an EU-wide NGO and an EU-wide industry association in the EU Alcohol and Health Forum.

Below are further examples of other activities conducted by companies and associations to address drink driving across the EU

Utilising non-alcoholic beer to tackle drink driving

In some countries, non-alcoholic beer represents an important share of the beer market, reaching over ten percent of the local beer market in Spain for example, whilst in other countries it is a smaller but growing market. With this growing consumer interest, investments have been made to innovate and produce a wider range of quality non-alcoholic beer styles. This also offers a clear opportunity to provide a positive alternative for consumers who wish to consume beer, but not to drink alcohol before driving. Such is the success of these products that they can now be found on tap at motorway service stations, whilst they are increasingly used in effective campaigns to reduce drink driving.

Making non-alcoholic beer the positive choice for beer consumers wishing to drive

 The first high-profile, long-running campaign in the EU utilising non-alcoholic beer to tackle drink driving was in Spain and now continues to run in its latest guise. It is a national campaign, run every year since 2000 by **Cerveceros de Espana**, in co-operation with the National Traffic Authority (DGT), funded and supported by 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 the campaign is characterised by the use of positive and educational message to the public in general, and young adults in particular, without using repression. The campaign message is clear that the road demands alcohol not be consumed when taking the car, whilst non-alcoholic beer is an option for those who wish to consume beer. In 2010 the campaign became part of the European Road Safety Charter and was subsequently 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 hadk reduced by 2015 to the level recorded in 1961).

In 2013 the logo was updated with a fresher image and more direct message: “On the road, non-alcoholic beer” and the campaign had two main elements: the Bus Roadshow and Street action. During more than two months a “customised” bus toured some of the main cities of Spain, serving as a traveling billboard, with the interior adapted so visitors could learn about the incompatibility of alcohol and driving, through educational materials, information panels, merchandising (leaflets and non-alcoholic beer) and interactive media. A digital media creativity competition, where 10 GPS and non-alcoholic beer could be won, also invited people to send a photo of something curious they have in their cars, linking to the idea that inside the car you can have anything except alcohol. The bus travelled over 5,500 km in 2013 and received over 8000 visits during the summer of 2013, with over 300 radio spots also running across the country. On 14 August 2013, the busiest day on the roads, an action was also run in petrol stations, based on an exchange of two non-alcoholic beers for any other object that consumers had in the cars that they could live without. The drink was offered together with some leaflets containing awareness messages in 34 points in 7 cities in Spain (Madrid, Barcelona, Sevilla, Zaragoza, A Coruña, Sta. Cruz de Tenerife and Malaga). Furthermore, 2000 direct messages were launched on 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.

In 2014, a crew of Harley Davidson Riders then became the main ambassadors of the campaign, with the SIN Riders’ actions further increased in 2015. In order to impact consumers in a direct way, the SIN Riders rode more than 6,000 km and stopped in more than 50 cities countrywide in the summer of 2015, when road travel increases. During this summer tour, motorcycle gatherings were organised, involving local riders in events with live music. The SIN riders approached consumers with awareness messages and information about non-alcoholic beer. To generate coverage during the road trips, press presentations were organised in the main Spanish cities, with a kick-off press conference in Madrid. The riders and their motorbikes joined public local institutions in symbolic outdoor venues in each city. The media campaign was supported by a digital campaign on YouTube, whilst a website (<http://www.sinriders.com>) was created where the SIN Riders explained their adventures and invited drivers, associations and motorcycle clubs to join them. This site has been a very useful channel to communicate the campaign values in an appealing way through video blogs, routes and advice. Profiles in Facebook, Twitter and Youtube were opened to spread the messages and consolidate the target audiences.



The campaign of the Spanish Brewers was presented at a joint ETSC – Spanish Confederation of Driving Schools (CNAE) workshop at the Spanish Representation of the European Commission in Madrid. This was the second national workshop of the SMART project, a three-year partnership between The Brewers of Europe and the European Transport Safety Council (ETSC).

-  An awareness campaign was also run in 2015 by **Athenian Brewery** to inform Greek drivers about responsible alcohol consumption. It involved distribution of non-alcohol beers and information leaflets with everyday tips about moderate alcohol consumption on the streets of Athens & Thessaloniki. The activity was carried out in collaboration with VimaFM (a popular news radio station). In July 2015, the message reached approximately 100,000 drivers.



Partnering with the national police authorities in the Czech Republic and Slovakia to promote non-alcoholic beer

-  Building on an initiative of the **Czech Beer and Malt Association (CBMA)** started in 2011 in partnership with the Czech Police to promote non-alcoholic beer to drivers who wish to drink beer but must not drink and drive, a new website was launched in June 2012 - <http://www.ridimpijunealkopivo.cz>. In the summer of 2012, 10 promotional activities were run at festivals across the Czech Republic and 146 promo-days organised, with over 5500 drivers contacted, more than 5000 single-use alcohol breath tests with the project logo distributed and 5300 samples of non-alcoholic beer handed out. Research presented in October 2012 showed that 79% of Czech people questioned said that they consume non-alcoholic beer before or whilst driving once a week to once a month.

In 2013, waves of controls were conducted during the Easter holidays and during the summer, with over 6,000 drivers checked in 14 regions across the country. The summer festival outreach covered 12 festivals and addressed more than 3,300 participants. In 2014, over 5000 single-use alcohol breath tests with the project logo were again distributed and the project's tent visited by more than 10,000 people as 16 promotional activities were held at various summer festivals. During 2014 there were 199 promo-days organised along with the Czech Police and 7,290 drivers pulled over for alcohol controls, with drivers subsequently receiving single-use, alcohol breath testers and samples of the N/A beer. Between 2011 and the end of 2014, more than 34,000 persons were approached by the project, with a further 13,765 people actively engaged by the project in 2015.






 A similar concept was launched in 2012 by the **Slovak Beer and Malt Association (SBMA)** at the “Responsibility Day”, an awareness activity that aims to inform the public about alcohol abuse and its consequences, and demonstrate the ways of prevention. It is an annual effort organised in cooperation with the Public Health Authority of the Slovak Republic (PHASR), the Police Headquarters of the Slovak Republic, the Road Traffic Safety Department of the Ministry of Transport, Construction and Regional Development of the Slovak Republic (BECEP). The project was extended with a “Don’t drink and drive campaign” in 2013, which included a press launch in July at the premises of the Headquarters of the Slovak Police. Breath tests were carried out in 36 towns, including in Bratislava where police patrols on the roads handed out non-alcoholic beer. In total information materials were distributed to over 1,500 people and 2,775 drivers were stopped for alcohol tests

In 2014, the campaign was again relaunched in July at the headquarters of the Slovak Police, with police forces going on to conduct 18 patrols on the roads in 8 regional towns - Bratislava, Žilina, Banská Bystrica, Košice, Prešov, Trnava, Nitra and Trenín - handing out non-alcoholic beer and factsheets. With support from the national cycling coordinator and the Oprobike project, an event took place on the river bank in Bratislava, with a presentation of the cyclists’ code including a specific focus on responsible alcohol consumption and non-alcoholic beer once again distributed alongside the information materials.

In 2015, police patrols focused especially on “young” drivers with just five years of driving experience - a group of drivers responsible for one sixth of all traffic accidents in Slovakia during first seven months of the year 2015. Of the 507 drivers checked by police in 8 regional towns, two of them were under the influence of alcohol. Whilst the campaign included the ongoing distribution of alcohol breath testers and non-alcoholic beer, a new element to the initiative was the participation of restaurants and pubs. They participated by placing a warning “When I am going to drink alcohol, my car stays at home” and distributing more than 6000 alcohol breath testers from September 2015 to January 2016.



Partnering with driving schools in Slovenia to promote non-alcoholic beer

 Meanwhile, in Slovenia the **Laško brewery** has cooperated with a regional driving school for some years, utilising Laško Malt, a non-alcoholic brand. With the driving school, they did events where people could drive cars in different conditions, including under the influence of alcohol. The mission of “Drive Safely with Lasko Malt” was to raise the awareness that drink driving is dangerous and that this is an appropriate drink for them. The focus was especially on young drivers, with the warning that many car accidents are caused by drivers under the influence of alcohol, and the clear message: “Do not drink and drive”. The cooperation with the driving school also involved an advertising agency producing above-the-line and below-the-line materials (Facebook, PR, branding materials).

Introducing non-alcoholic beer in the Netherlands and Belgium to existing designated driver campaigns


 In the Netherlands, the brewing sector has for many years been supporting the pan-industry designated driver BOB campaign of the Dutch Traffic Safety Association, more details of which can be seen later in this report. However, in addition, **Nederlandse Brouwers** since 2013 has paid special attention to the SportBob initiative, supporting this with the provision of alcohol free beers for sports clubs so that, post-match, players can still enjoy a beer before taking the wheel of the car. Nederlandse Brouwers has also shared best practise amongst members of how alcohol free beer can be more readily available at events. In Belgium, where the BOB designated driver campaign is also ever present, **ABInBev** has since 2013 been running a responsible drinking campaign (“Drink 0.0 Blaas 0.0”) that also promotes alcohol-free beer. In the summer of 2013, to stimulate and educate customers on the “don’t drink and drive” message Hoegaarden 0.0% ABV beer was offered at “after work” terraces, whilst Hoegaarden Rosé 0.0 was promoted at cinema drive-ins.



Digital and mobile tools

With the growing possibilities offered by new technologies and their increasing usage, many prevention campaigns now use social media and mobile applications as key platforms on which to build the initiatives. In some cases this has meant converting campaigns from more traditional platforms onto new media in order to expand their reach, whilst in other cases the technology offers new and creative opportunities to deliver messages to the places where consumers wish to be informed. Since many campaigns integrate online and mobile tools fully into comprehensive campaigns that use a wider range of traditional and new media, both above and below the line, this section of the report solely relates to activities that are based exclusively or predominantly around the digital or mobile tool.

Enhancing the power of social media to create communities against drink driving in Poland

 The online Responsible Drivers Club (www.klubdrivera.pl) was built on the foundations of a first recruitment drive that took place during face-to-face activities in pubs and bars in Poland. The objective of the Club is to build a community of responsible drivers who never drink and drive and can diffuse the message of the designated driver concept.

In 2012 the **Polish Brewers** switched activities to social media, setting up a Facebook group with the objective to create a real trend for designated driving, especially among young adults. Apart from ongoing activities (daily posts, discussions), educational contests have been prepared for the followers, such as one dedicated to traffic regulations and another to a communally created list of “10 rules for a responsible driver”. The group features unique and creative content including videos, graphics, virtual events and other contests with prizes to be won.


In 2013, activities included daily posting of subject-related links, pictures and polls, with an average 2 to 4 posts per day on safe driving, sober driving, associated campaigns, traffic regulations and news, with Facebook ad campaigns run once or twice per quarter, promoting particular posts. A “DRiver’s driving license” contest engaged 4,000 participants and 5,200 new followers through a task to challenge one’s Facebook friend to quickly and correctly answer three questions from the official driving license test, with prizes including car camcorders. A contest challenging fans to find, film and post road absurdities in Poland was supported by Beata Bublewicz MP, president of the Parliamentary Group for Road Safety.

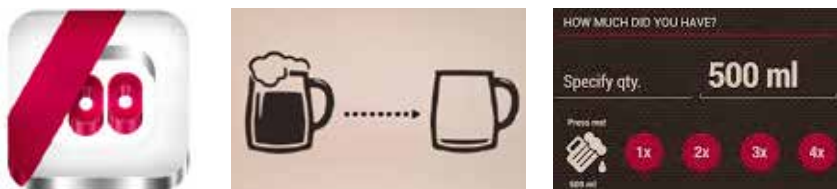
In 2014, the campaign focused on the “I don’t drink and drive” message using fans’ videos, pictures, graphics and contests, with the fanpage focused over six months on promoting it and communicating progress. Since the end of 2014, activities on the Driver’s Club Facebook profile have been successfully continued with engagement of fans in discussions and contests as well as the number of new fans of the profile (which significantly exceeded former assumptions and is constantly growing) show increasing social awareness and endorsement for the idea of sober driving. The fan page of the Club had attained 1700 followers by June 2012, grew to over 15 000 by end February 2013 (with 10% regularly involved in discussions and comments) and contained nearly 30,000 fans by end 2015, far beyond the 10,000 fan target set at the start of the initiative, with the level of interactivity also far exceeding the objective originally set.


The Responsible Drivers Club profile on Facebook is the largest Polish community built around sober driving and the second largest on road safety. The Club was presented at a joint ETSC – Polish Motor Transport Institute (ITS) workshop in Warsaw in 2016. This was the fifth national workshop of the SMART project, a three-year partnership between The Brewers of Europe and the European Transport Safety Council (ETSC).

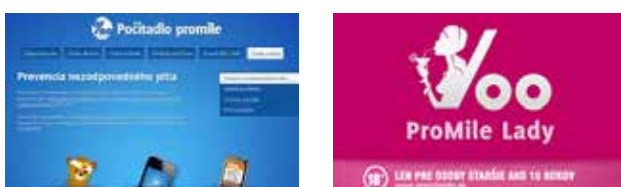
Mobile phone applications in Poland, Romania and Slovakia allowing the calculation of BAC levels

 “Test Your BAC” is an initiative of **Kompania Piwowarska** in Poland 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. Only by May 2012 the app had been downloaded over 50,000 times, whilst also being awarded prizes in the prestigious Golden Arrow Contest in the category for mobile marketing. In 2013 a new version of this application was developed for Windows Phones and existing applications for Androids and iPhones were updated.

 In Romania the mobile phone / sms and web application of **Ursus** is called “ZeroLaMie” and also allows 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.



 Finally, in Slovakia, **Pivovary Topvar** continued its “Meet Your Guardian Angels” campaign, by updating the ProMile - <http://www.promileinfo.sk> - BAC calculator for Android phones, whilst a new ProMile Lady application was developed as part of a multi-faceted education campaign built in cooperation with the NGO Oz Prima and the Ministry of Transport.



Events

In many countries the brewers use their support for, and presence at events, including in the nightlife and at summer festivals, to also roll out campaigns against drink driving. These may take the form of responsibility messages but also include direct engagement on the ground with NGOs and interactive activities that enable consumers to return safely, with a designated driver or utilising alternative forms of transport that do not involve taking the wheel after drinking.

Festivals and shows

- The Carlsberg company sponsors a number of music festival across Europe with its different brands and uses this opportunity to also promote responsible drinking, including the message against drink driving. Since these festivals attract large numbers of young adults, they thus also allow the opportunity to target the largest category of the population responsible for drink driving fatalities, namely young and novice drivers. In Bulgaria in 2015, **Tuborg** presented the “Don’t drink and drive” initiative at Summer Chaos Festival in Burgas on 16 June (13,000 attendees) and Color Festival in Sofia on 20 June (2,000 attendees). At Kavarna Rock on 26-28 June, 9,900 “Don’t drink and drive” flyers and badges were handed out by hostesses to those guests correctly guessing the Tuborg message against drink driving.

- In Poland **Carlsberg** employee volunteers distributed “Drink responsibly” wristbands and “I never drive after drinking” car stickers at summer festivals in 2015, including the Vikings Festival on Wolin Island. One thousand bracelets and stickers were distributed at the Ekonomalia festival. Whilst at the Wroclawski Festiwal Dobrego Piwa and Coolturalny Festiwal Piwa wodzi roll-ups were set up and leaflets, pendants, stickers and drivers club business cards were distributed. Additionally alcogoggles were used to give the sense of being under the influence. Overall the festivals attracted 50,000 guests.

- In Italy, during the 2015 World Expo in Milan, **Carlsberg Italy** organised an interactive activity for all participants focused on the message against drunk driving. The activity included participants wearing special goggles, which mimic the feeling of intoxication, where they had to complete simple tasks such as walking along a straight line. The idea was to show participants how alcohol affects their ability to complete even the simplest tasks as a deterrent against drunk driving.



- A campaign of Carlsberg Croatia against drinking and driving targeted at festival and concert audiences includes an annual activity at the **Tuborg** Green Beat festival where tickets for the event double as tickets for free public transport sponsored by the company. In 2012, free public transport was also provided for a Red Hot Chili Peppers concert in Zagreb and during the 10-day Špancirfest in Varaždin and a special bus decorated with the responsible drinking message provided transport for festival goers. In August 2014, at ‘Spancirfest’, which is sponsored by the local brand Pan, a bus was organised to take the visitors from one festival venue to another. Besides the bus, there were hostesses who were “patrolling” through the city, measuring the blood alcohol level amongst the visitors. Every visitor with alcohol in the blood was informed about the Pan bus and directed to use it. In winter 2014, the campaign was associated with the company’s sponsorship of the hockey club Medvescak, where two oversized “hockey players” appeared on the ice and in the stands before and during the game, getting photographed and offering blood alcohol level testing. In 2015, the two hockey players moved through the city centre on roller skates measuring alcohol levels among citizens of Zagreb. Additionally, in August 2015, the campaign continued at ‘Spancirfest’, where a stand on purpose incorrectly printed the headline „Svueniri” (Svueonirs instead of

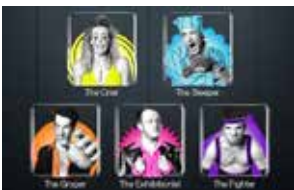


Souvenirs – perception of a drunk person) which drew the audience's attention. Hostesses also gave away blurred postcards of Varaždin, the festival venue, with coupons for a free taxi ride home, once again pointing out the importance of responsible drinking.



■ In France in 2013 **Brasseries Kronenbourg** ran a partnership with some of the largest music festivals to communicate facts and encourage responsible drinking. 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 provided a shuttle service which ran from midnight to 3am between the festival site and the railway station. The company also 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.

■ A Belgian version of the **Heineken** “Know the Signs” campaign was undertaken in collaboration with the Province of Limburg in the summer of 2013, when teams visited festivals to spread the “Drink moderately & Don't drink and drive” messages to people aged 18 to 40. Heineken attended different festivals throughout the festival season of 2014 - Couleur Café (Brussels), Genk on Stage, Rock Zottegem, Blues Peer, Woosha (Ostend), Boomtown (Ghent Festivities), Dranouter, Antillean festivals (Hoogstraten), Pukkelpop (Hasselt), Party in the Park (Oudenaarde), Scene sur Sambre (Thuin), Crammerock (Stekene), Fête de Wallonie (Andenne) and the Student Kick Offs in Antwerp, Ghent, Hasselt, Brussels and Louvain-la-Neuve.



Nightlife

■ The European Night Without Accidents is a pan-European initiative about road safety organised each year in nightclubs all over Europe on the 3rd Saturday of October, supported by the Belgian NGO Responsible Young Drivers. At its local level activation, brewers in a number of countries support the local NGOs as partners in the roll out. In Belgium both **ABInBev** and **Alken Maes** have supported activities of the Responsible Young Drivers.



Whilst, the **Cyprus Brewers Association**, as signatory to the European Road Safety Charter, since 2013 has been co-organiser of the Cyprus roll-out of the European Night without Accidents initiative. The roll-out is done 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. The 2015 edition was a very successful event with over a 1000 people reached and more than 10% of the Association members’ employees participated as volunteers.

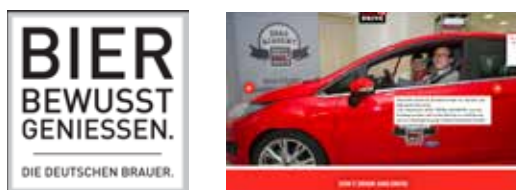
The **Croatian Brewers** also support the European Night Without Accidents, with the initiative taking place in 10 nightclubs across the Croatia in October 2015.

Driver training and partnerships with driving schools

Whilst brewers are united in their support of initiatives against drink driving they are not always best placed to deliver the messages and implement parts of the campaigns. That is why, for example, brewers have teamed up with driving schools, who have a direct contact to young and novice drivers and the maximum credibility as messengers. Driving schools can also ensure that the laws and messages around drink driving are delivered as part of the overall driving education, ensuring these be understood at the stage when driving habits are developed.

Supporting driving schools in delivering the messages against drink driving


In Germany, “Bier Bewusst Geniessen” (“Savour Beer Responsibly”) is a long-running umbrella campaign of the **Deutscher Brauer-Bund** that includes a program to deter driving, especially amongst young people. The website www.ddad.de is targeted mostly at young drivers and provides, among others, key statistics and information, interactive games and a contact forum whereby young people are also encouraged to create ‘party patrols’ that inform others about the consequences of drink driving. The campaign was renewed in May 2014 by addressing apprentices in professional schools who are being taught in so called DDAD Academy-Courses.



Also in Germany, “Geklärt, wer fährt!” is a designated-driver program of **AB Inbev** which uses a peer education approach of addressing and training of the target group by other young adults. The campaign encourages young drivers between 18 and 25 years old to commit to a zero drink-drive limit and take on the role of a responsible driver. 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.





 In Croatia, **Karlovacka Pivovara**, under the auspices of the Ministry of Interior Affairs as part of the National Road Traffic Safety Program, set up a partnership with the Croatian Driving Schools' Association, which covers over a hundred, or one third of all, driving schools in the country. The initiative, which was launched at a press conference in February 2012, involved co-developing advice and support for future drivers within both the theoretical and practical parts of driving lessons. The key messages were: "Don't drink and drive", "drinking and driving is unacceptable" and "think about the consequences". New driving exercises required students to wear goggles, provided by the company, which simulated driving under the influence of alcohol. During the exercise, under the watchful eye of their instructors, students tested driving in a safe environment, at extremely slow speeds while wearing the goggles that impaired and reduced their field of vision. The goal was for students to remember this experience once they were qualified drivers. To measure the success of the initiative, instructors and students at all participating driving schools were asked to complete evaluation forms. The results revealed that 90 per cent of the Association of Croatian Driving Schools has conducted theoretical and practical education on 'Don't Drink and Drive', reaching 6,154 students. Amongst the students, 98 per cent agreed that the 'Don't Drink and Drive' education was useful, 97 per cent felt that the alco-goggles improved their understanding of the dangers and 96 per cent believed that it would stop them from driving if they had consumed alcohol.



Utilising alco-goggles and simulators to increase awareness of alcohol's impact

 The 'alcohol is a bad driver' (<http://www.alcoholbaddriver.bg>) campaign supported by **Kamenitza AD**, a signatory of the European Road Safety Charter, focuses on responsible alcohol consumption and responsible behaviour by drivers - primarily active drivers (24-45 years old) and novice 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 (traffic police), 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.

It employs innovative, interactive and persuasive methods of communication with the audience, in order to achieve long-term sustainable results. These include driving simulators, interactive games and the so-called "alcohol" glasses. The main activities of the campaign in the past years have been tests with "alcohol" glasses which simulate the presence of different levels of blood-alcohol content, ranging from 0.4 to 1.7 promills. The campaign has utilised a variety of communication channels to convey its messages to as wide an audience as possible across the country including, but not limited to, partnerships with national media, non-traditional media, social networks (Facebook) and information materials.



In 2012 alco-goggle tests were held in 6 of the biggest Bulgarian cities, where some participants had the opportunity to wear the goggles in a vehicle driven by a professional rally driver. That year alone there were 250,000 unique visits to the official Facebook page of the campaign and, since 2012, the campaign key message is also displayed on non-alcoholic beer. The campaign was awarded 1st place in 2012 in the “Annual awards for road safety” in the category “Initiatives organized by companies” and, in 2013, it won second place in the 10th Annual Responsible Business Awards, organised by Bulgarian Business Leaders Forum, in category “Investor in Society”. Launching the initiative in October 2015 Kamenitza AD announced the donation of 25 pairs of alcohol goggles to Bulgarian Red Cross, which will contribute to educating newbie drivers on the risks of driving under the influence of alcohol. As a part of the campaign during 2015 more than 100 out of home locations were branded with the campaign message “Be a super driver. Super power is leaving your car if you’ve had alcohol” and more than 15 locations in Sofia were branded with stencils.

- In the summer of 2012 the **Italian Brewers (Assobirra)** also launched their latest initiative under the <http://www.beviresponsabile.it> umbrella, following on from “Diglielo tu”, “O bevi o guidi” and “Se aspetti un bambino l’alcol può attendere”. “Movida alternativa” addressed young adults on the subjects of both binge drinking and drink driving. In cooperation with local authorities the initiative toured Italy, visiting the nightlife centres of Milan and Florence with an information corner, drink drive simulator and alco-goggles. In 2013, the campaign was then rebranded “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 provided a first-hand glimpse of the consequences of alcohol abuse and relaunched the message “If you’re drinking, don’t take the wheel. If you’ve had a drink, let someone else drive”. The campaign spread its message on a nationwide tour of Italy that covered 1800 km during two months (June and September), with 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 with an interactive experience consisting 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 was chosen by the Ministry of Health among those worthy of using the logo of the Italian government’s interdepartmental “Gaining health” plan. It was also prepared in association with Media Friends (the non-profit 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 Centre in Vallelunga, which provided a free package of safe driving courses for the tour’s participants.




Heineken Italia also supported the Assobirra campaign in 2013 with an initiative to promote knowledge of the Milan night bus system, as a safe and sustainable service for moving around the city, in the areas of Movida. The initiative seeks to encourage sustainable urban mobility and reduce drinking and driving. As part of the initiative, Heineken Italia distributed 80,000 maps with night bus information, and launched a website (www.goodmorningmilano.it) with a photo gallery of pictures taken from sunset to sunrise by the customers. The campaign delivers responsible consumption and sustainability messages together, and fosters better relations with institutions and NGOs. It was carried out in partnership with Azienda Trasporti Milanese (ATM), the city’s public transportation company. The Comune di Milano (the municipality of Milan) and the Councillor for Mobility and Environment were directly involved in the project and took a proactive role at the launch press conference. Movimento Consumatori, a consumer association with a special expertise in people involvement and social communication, helped the company deliver the maps and explain the project to the locals. It took place for five consecutive weekends and concentrated on the nightlife zone (Corso Como, Navigli, Sempione, Porta Romana/Colonne di San Lorenzo), inside Heineken bars, on



the street, at ATM bus stops and outside metro stations. From 31st May to 7th July, 62,350 maps were delivered and the website www.goodmorningmilano.it traffic was as follows: 52 photos uploaded; 1,247 unique visitors; 6,835 pages viewed; and an average duration of visit equal to 2' 35".




 In Slovakia, **Heineken** also partnered in 2012 with the Slovak Auto Tourist Club to target young drivers aged 18-25, using 'alco-goggles' and a crash simulator, including through campaign activities at high schools and universities in the Bratislava region.




Designated driver campaigns

Since the first designated driver campaign was run in Belgium in 1995, the concept has spread across Europe and then across the rest of the globe. The simple concept behind the initiative is that groups of people decide, before going out, who the designated driver is in their group. That designated driver is committing to not drinking and taking on the responsibility for ensuring the friends get home safely. Whilst the basic concept is simple the campaigns have developed into sophisticated initiatives, using different techniques to pass on the message against driving and employing increasingly sophisticated means to keep the message fresh, effective, understood and followed by consumers.


 The BOB campaign in Belgium was the first ever designated driver campaign and became the template for such  campaigns across the rest of Europe and the world. It is today a partnership of the **Belgian Brewers** with the Belgian Road Safety Institute (BIW/IBSR) and Assuralia, the insurers. 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. It has also evolved from a seasonal campaign to a longer running campaign, not just over the summer and the New Year period but also throughout the year. There are also regular efforts to keep the campaign fresh and impactful. The 2012 Christmas campaign featured the message "3 bises pour BOB" ("3 kisses for BOB") and was displayed along highways as well as on television. A special "BOB kit" was sent to companies giving helpful tips for the safe return of their employees after a New Year's reception or company party. 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!"



 In the Netherlands the BOB campaign is supported by **Dutch brewers** and the other producers, in co-operation with the Netherlands Safe Traffic Organisation, Ministries of Transport and Health, Welfare and Sport, Royal HORECA Netherlands, NIGZ (Health Institute), NOC * NSF and Team Alert. In 2012, the campaign was extended to sports canteens in which the sport associations are also involved and supported by a television commercial and other road side messages. At the end of 2012 another new element was the targeting of middle aged people visiting friends and relatives at home, delivering the message that they too should organise a BOB before they leave.

In 2014, 176 alcohol checks took place all over the Netherlands, with 37,000 breath tests, 28,000 key chains distributed, and 105,388 contact moments with drivers. BOB teams were present on 161 days at events, leading to 101,883 breath tests being taken. Following its Facebook launch at the end of 2012, in 2014 BOB on Facebook had already reached 18,000 likes compared to 15,800 in 2013.



 “Pass the Wheel When You Drink“ is a campaign of the **Romanian brewers association, Berarii Romaniei** recommending drivers not to drive after drinking alcohol. It is run in co-operation with the Ministry of Internal Affairs, the Road Traffic Police Authority within the General Police Inspectorate of Romania and the National Audiovisual Council. In 2012, the new media partner was a well-known Romanian radio station and the idea was that using a pair of alcohol goggles five DJ’s from the radio station were invited to try to drive a car. The “experiment” was shared with their fans during their radio shows or on Facebook pages. The “experiment” was also filmed and posted on the Facebook page “lubesc berea”. In 2013, with the same concept and partners, TV was used to promote the campaign, based on a media plan. The spot was a collage made of previous years’ campaigns. In this way, there were 1,119 broadcasts on the main Romanian TV stations, between December 2013 and January 2014. In 2014, an animated TV ad was developed targeting drivers between 18 - 35 years of age. The ad pictures a night out, dancing and drinking, up to the moment when the friend who did not drink is called to drive everybody safe back home. The ad was broadcast during December 2014 and January 2015 according to a media plan of almost 1,500 showings on 13 TV stations. The campaign stated that “what certainly is neither perfect nor normal is to drive your car home after you drink. So you should rely on a friend who did not drink alcohol that night. Pass the steering wheel when you drink!” In 2015, the same animated TV advert as in 2014 was broadcast between December 2015 and January 2016 according to a media plan of almost 2205 showings on 29 TV stations. The audience was over 813,000 persons of the target 25-35 ABC1 urban, 63% men and 37% women.

Utilising the workplace as a platform for tackling drink driving

The workplace is obviously a key area for delivering messages around drink driving and brewing companies have a particular duty of care towards their employees. Many companies have therefore run specific programs within the companies to educate their employees and also develop strict company policies in relation to drink driving.

- 🇬🇧 In December 2015 **Carlsberg UK** initiated an internal campaign, where posters aimed at spreading awareness about the dangers of drink driving were displayed amongst the workforce. The objectives were to increase awareness of drink driving and the dangers of irresponsible alcohol consumption amongst Carlsberg UK employees during the festive period, when peoples' social calendars are notoriously busy. With Carlsberg UK employees as the target the key message was "Don't drink and drive - nominate a designated driver". Posters were put up at every UK site whilst messaging also appeared on all TV screens (27) across the company, and in the internal employee magazine 'Cheers'.



- 🇬🇷 In Greece **Athenian Brewery** used World Safety Day on April 28th 2013 as a major stepping stone for the activation of "Road Safety First!" with the aim 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. On Road Safety Day in 2014 and 2015, a driving simulator that simulates reactions after consuming too much alcohol was made available for Athenian Brewery employees. The simulator was previously the feature of road shows organised in co-operation with "Nifalii-stin Igia mas" in major cities across Greece where residents were encouraged to take the driver's seat and feel the impact alcohol misuse can have on driving ability. The campaign engaged all employees and external stakeholders: Trainers from the third party Road Safety Institute; Online communities and consumers (via social media); and Media. 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 them 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 drink & driving, e-learning courses, weekly Tips on Road Safety, social media, press release distribution etc. The activities gave measurable results: 200 employees attended the full version "Road Safety training"; 160 employees attended the "Road Safety interactive session" conducted in cooperation with Road Safety Institute; 340 employees participated in the "It's Just an Illusion" interactive video game; 92% of the participants stated that they will put in practice the knowledge acquired about Road Safety by differentiating their daily driving behaviour; and 95% of the participants believed that the activities were useful and innovative.

- 🇦🇹 Meanwhile, **Brau Union Austria** operates the Heineken Cool@Work program company alcohol policy, which includes 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 so that 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.

Other drink drive initiatives

In addition to some of the traditional campaigns and programs involving non-alcohol beer and new media tools, brewers over the period of the Beer Pledge have also supported a number of other initiatives and even stunts designed to draw people's attention to the problem of drink driving. These initiatives have often used innovative methods to catch people's attention, all with the objective of contributing to the objective of reducing drink driving and the accidents and fatalities that can be caused by this abusive behaviour. Many initiatives also focus on specific road users, in particular younger drivers but also riders of specific vehicles such as motorcycles.

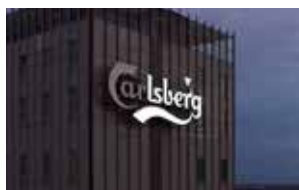
Addressing two-wheeled road users

- 🇵🇹 In 2013 for example the **Portuguese Brewers (APCV)** supported an initiative by the Portuguese Foundation of Youth, "Campanha Segurança Sobre Rodas" ("Safety on Wheels Campaign") with the objective 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 was achieved by teaching citizenship and prevention of risky behaviour, creating a culture of prevention. The ultimate aim was to avoid accidents and increase compliance with the traffic regulations. The target groups were pedestrians, cyclists, motorcyclists and passengers and the message is that it is possible to use the two wheels safely.




Utilising brands to deliver the messages

- 🇩🇰 In Denmark, to mark the first Global Beer Responsibility Day (GBRD), a worldwide initiative to highlight collaborative efforts to promote responsible beer consumption and address alcohol misuse was run, with a striking message against drink driving. In Copenhagen, the **Carlsberg Group's** iconic 10-metre logo at the top of its 21-story head office building was modified to remove the "Car" from "Carlsberg", emphasising the Group's anti-drink-driving stance. In association with the loMaltacal taxi app DriVR, the local Danish operations also provided discounted taxi rides home for anyone out enjoying a drink in the capital. Carlsberg trucks' tailgates also provided a direct message for car drivers: "Drink with respect – park the car".



- 🇸🇪 In Sweden in 2012, **Carlsberg** also collaborated with the Swedish Road Transport Administration, in an action where guests at restaurant chain Harrys were met by a startling installation of a car crashed into a wall. Touring Harrys restaurants for three months, the installation aimed to get people to stop and think, whilst also carrying information on the risks of drink driving. In the bar guests received non-alcoholic drinks, including mineral water with the 'don't drink and drive' message. A petition website - <http://www.jagtaransvar.se> - also gathered Swedes committed to not taking the wheel intoxicated.



 In Lithuania, “Grave of a drunk driver“ was a nationwide “Do not drink and drive” campaign supported by **Lietuvos Aludariu Gildija (the 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.



Another initiative supported by the Guild in Lithuania was a social experiment “Drunk Driver – Respond or Ignore?” - in which two tests were carried out: public opinion polling and a unique experiment in the street. The poll by Spinter Research on a representative sample of the population asked people how they would respond if they witnessed a drunken driver. The results showed that 54% of respondents said they would call the police and 42% said they would try to talk the driver out of driving, showing a high degree of responsible behaviour. But the outcome of the filmed experiment was quite different. In the experiment an actor playing an intoxicated driver walking slowly towards a car, having problems opening the vehicle’s door and then turning on the engine with great difficulty. The public’s reactions were secretly recorded, with 323 different people from 6 different locations captured. Contrary to promises of responsible ‘good citizen’ behaviour conveyed in the survey, very few intervened in the real-life situation, with only 16% of the passers-by taking steps to stop the drunken driver. The active passers-by called the police, tried to discourage the intoxicated driver from driving, or even forcefully tried to restrain him. Other people either failed to notice or chose to ignore the situation, instead watching him prepare to drive away. The most active responders were senior citizens (25% above 64 years of age), whilst the most passive were youth (7% under 24 years). Those who drive themselves were more prone to spot another potentially intoxicated driver, whilst pedestrians were less prone. The experiment was filmed and shown to create awareness of the worrying public indifference. This social experiment aimed at capturing public attention and promoting a responsible approach to drink driving. Members of the Guild committed to include a “don’t drink and drive” logo on the labels of their production.



- Meanwhile in 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.



- In Estonia, hard hitting messages were included in a summer 2015 branded campaign of **Saku** in collaboration with the Estonian Social Insurance Board with the catch phrases “Don’t touch the wheel while drinking!” and “You won’t crawl behind the wheel wasted!” in the Estonian language. The campaign celebrated 20 years of the “Rock” brand and the aim was to encourage people to share their stories of the brand. The main prize was a Mercedes G-class jeep, which featured in the campaign video. In July 1-4, 2015 during the annual beer festival ‘Ollesummer’ in cooperation with local police and event organizers, participants of the festival were able to take free of charge alcohol breathalyser tests as a way to deter drunk driving after the festival. The campaign page was visited by 1,146 users and the total number of stories submitted was 521.



- In Belgium and the Netherlands, where the BOB designated driver campaigns are well established, individual brands are also supporting the messages against drink driving. In the Netherlands **AB InBev** ran in 2012 in Breda the “stay fresh” campaign, in co-operation with the police of Central and West-Brabant, Safe Traffic Netherlands (Breda), Peutax and the government of Breda, to reduce alcohol-related traffic accidents. It was aimed mainly at sports people having a drink after the match. In Belgium on the other hand a full digital national media campaign by AB InBev took place during the last weeks of December 2014 with the key message: Ho Ho Ho – Don’t Drink & Drive – Chauffeurs Know Why – Jupiler (Ho Ho Ho - Niet Drinken & Rijden - Chauffeurs weten waarom). The target group was young men 18 – 34 and the message was shown 13 million times.



Underage Drinking



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. For legal and moral reasons companies are also very careful not to gather data and research on underage drinking, since this is a section of the population that legally should not be able to purchase the product, although a particular challenge does also exist where alcoholic beverages are obtained by minors through adults who have legally purchased the products.


The reader will thus note that many of the activities involve the brewing sector supporting and funding the activities of specialists, of teachers, of parents, of NGOs, to discourage underage drinking. In particular research shows the importance of peers, and parents in particular, in influencing adolescents' attitudes towards alcohol and the likelihood of a minor consuming beer or stronger alcoholic beverages.

A major plank of the brewers' work in this area also involves the development and deployment of tools to support the prevention of sales to underage people below the legal purchasing age, which typically varies from 16 years to 18 years for beer and wine, depending on the country. This is typically an area where there is a law in place in all EU countries, but legislation can only be effective if it is implemented by sellers and servers and enforced by governments and the police.

Tackling underage drinking was one of the main priorities of the 2006 EU Strategy to support Member States in reducing alcohol related harm, having been one of the principle triggers behind the decision to develop an EU Strategy. It is a major focus area of the WHO's Global Strategy to reduce the harmful use of alcohol and is also probably the main recurring theme in the numerous EU Member State national alcohol policies developed in the lead-up to and following the adoption of the EU Strategy. It is also a key part of the 2014-2016 Action Plan on Youth Drinking and on Heavy Episodic Drinking endorsed at EU level by the Committee on National Alcohol Policy and Action (CNAPA) in September 2014, so has proved 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 the Beer Pledge.

Responsible serving and ID checking

 "Razgovarajmo s mladima o opasnostima zloupotrebe alkohola" ("Let's talk with minors about the dangers of alcohol abuse") is a campaign launched in 2014 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, with the first phase including 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 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 were planned.

This is the first responsible drinking campaign in Croatia that brought together the Croatian Association of Beer, Malt and Hop Producers and the Croatian Ministry of Health, to raise awareness of the importance of respecting legal purchasing ages. Campaign activities included: a TV commercial, billboard and city lights campaign; posters, stickers and badges with the campaign slogan “Turn on conscience - sometimes you need to say no to children”; and sales staff of partners were educated about campaign objectives. In addition, a press conference and round table took place that included experts from different areas and state institutions as guest speakers.

Out of 800 respondents who participated in the campaign post-evaluation research, 75% of them claimed to have seen the campaign, with most respondents believing the campaign to be memorable, convincing and original. 64% of respondents said that the campaign made them think about the sale of alcohol to minors, whilst over 95% of respondents who saw the advertising considered that such a campaign was necessary and that more such campaigns should take place. The campaign was extremely successful as it achieved all of the goals set and also laid the foundations for future collaboration with different stakeholders. In addition to the Ministry of Health, other collaborators were the Horeca Guild and the Association of Retailers of the Croatian Chamber of Commerce. In February 2014, in the 7th Grand Prix competition of the Croatian Association for Public Affairs, the campaign reached the final round and received an award for corporate social responsibility.

Also in Croatia, as a collaboration between **Karlovacka Pivovara** and retailers “Jas am 18+” helped HoReCa/ waiters avoid selling beer to minors on traditional beer festival “Beer Days”. Special wrist bands which could not be removed were printed. They contained the messages “I am 18+” and “Enjoy Karlovacko Responsibly”. These bracelets were given only to consumers who showed their identity card to hostesses and thus proved that they were 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 wrist 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”. In 2014 the activity continued to be sponsored by the Karlovacko brand at Dani piva Karlovac (beer festival) and Karlovacko Korner (football platform). Around 3,000 wrist bands were given out during the 10 Beer Days and 300 table tents were placed on the tables in the bars. Bar owners gave positive feedback that the wrist band helped their waiters to be more effective because they did not have to ask for identity from young looking consumers if they had a wrist band.



“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. Also in the Czech Republic, Respect 18 is a two part program started in 2013 by **Pilzensky 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, whilst the education campaign targets on- and off-trade alcohol sellers and seeks to strengthen understanding, give advice and help with managing situations within their establishments. Activities included: A press conference with the Mayor of Pilsen and the partners of the program; An outdoor campaign with posters on 30 public transport stations, 20 trams and 270 posters inside public transport; A new web page www.respectuj18.cz; and media communication that included 18 articles in print and digital media, one piece of news in the local radio and one report on 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, who shared their views on the issue of underage drinking. By 2015, 622 influencers and 94,291 other adults had been engaged.



- An online responsible server training for servers and sellers of alcohol beverages was also launched in 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 the legal
- purchasing age, the effects of alcohol and how to act in challenging situations, and provides certificates after
- successful completion.



In Belgium, since September 2013 a responsible serving module has also been included in AB InBev's 'Perfect Server' bar staff training schemes. In 2014, as part of its annual local company-wide initiative to celebrate alcohol responsibility initiatives, this day focused on ID checks and responsible serving training. The ID Check Campaign was officially launched by Philippe Vandeuken, Kenny Thompson (football player) and a council member of the city of Leuven. Employees participated in "Feet on the Street" in Brussels, Leuven and Liege, and trained bartenders and staff on how to serve beer responsibly with the new online tool: Responsible Server training.

In The Netherlands, serving training is also provided by AB InBev for bar staff of clubs of the Jupiler League and selected clubs who participate in the Eredivisie. As well as online training, offline (live) training was also provided by the sales team when they visited the different points of contact.

In Belgium and in the Netherlands third party agencies also supported the initiative to help reach the servers and sellers with the training. Between September 2013 and December 2014, 11,204 people were targeted. 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.

- In September 2015, the **Carlsberg Group** participated in the first Global Beer Responsibility Day (GBRD), a worldwide initiative to highlight collaborative efforts to promote responsible beer consumption and address issues around alcohol misuse, in partnership with other global brewers, local brewers and beer associations. GBRD is the largest ever initiative of its kind in the brewing industry's history. More than 100,000 employees in 62 countries were involved in executing ID checking programmes at around 650,000 retail points, providing advice and training for servers and sellers, and conducting targeted education campaigns that reached in excess of 8,000,000 people.
- Supported by the **British Beer & Pub Association (BBPA)**, PASS is the national proof of age accreditation scheme in the UK. Endorsed by the Home Office, the Association of Chief Police Officers (ACPO), the Security Industry Authority (SIA), the Trading Standards Institute (TSI), Police Scotland and the Scottish Government, PASS delivers a common standard for proof of age cards through its easily recognised logo, which is backed by a robust audit and accreditation process to help protect retailers of age restricted goods, and their employees, against being taken in by fake cards. It is a legitimate form of ID and a less costly alternative to driving licences and passports for young people. During 2014 all proof of age schemes accredited to carry the PASS hologram moved to a standard PASS design for cards issued to those aged 18 and over, improving the recognition and acceptance of the PASS accredited card across the UK.



Also in the UK, in 2013 all 1,200 lessees of the **Heineken** 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

■ The **Polish Brewers'** campaign "Appearances can be deceptive, ID not" continued in Poland in 2012 with support from the Ministry of Justice, the Ministry of Economy and the National Police. Nearly 500 local authorities (20 percent of all Polish communes and two thirds more than in 2011) joined the campaign to prevent sales of alcohol to minors and raise awareness of the underage drinking problem amongst retailers, parents and teachers. An estimated 30 thousand points of sale, half a million parents, 12 thousand teachers and 60 thousand local police officers received the education packs, whilst there were almost 700 media hits. The most active communes received an award during a ceremony at the Ministry of Justice.

Also in Poland, **Heineken Grupa Zywiec**, has a program to ensure responsible consumption and that beer sales only be made to persons above 18 years of age. The activity is carried out at all the largest events organised and sponsored by the company, such as Biografia; Open'er Festival; Meskie Granie (Zywiec); Juwenalia; and the Endless Night Party (Desperados) and on Specjal beer brand events. It involves on the spot training for bartenders before each event, including information about the Act of 26 October 1982 on Upbringing in Sobriety and Counteracting Alcoholism; the need to check ID if there is any doubt about age; issuing wrist bands to identify consumers who are over 18; and activities during the event such as 18+ stands at each tap installation with notices indicating that it is illegal to sell alcohol to minors. The artists and media are briefed about the activity. In the second half of 2014 and in 2015 the initiative was expanded to all Warka Pubs across the country, with all pub owners, managers and bartenders being trained. In all pubs 18+ bracelets were distributed and "18+" placards on show.

Additionally, in some Warka Pubs meetings with experts provided an opportunity to discuss a responsible approach to life, health and alcohol. The famous Polish wrestler, Andrzej Supron, had many conversations with beer lovers gathered in pubs, about the responsibility of being a sporting celebrity, accompanied by two other experts: a dietician and a physiologist. On the website www.pijzglowa.pl, information about responsible drinking is provided. It also includes a blood alcohol content calculator where you can discover how a drive home after a given amount and type of drinks looks like.



In 2012 at the 15 biggest events, visited by about 200 thousand people, a total of 20,000 18+ bands were distributed, more than 200 bartenders were trained and 18+ stands were present at each tap installation with notices indicating that it is illegal to sell alcohol to minors. In 2013, 20 events were organised or sponsored by the company, 778 bartenders trained in responsible alcohol serving, 50 posters were put up at a festival sites, 5,400 leaflets were distributed and 23,000 “18+” wist bands were distributed by 30 committed volunteers from all over Poland. In 2014, 250 bartenders were trained in responsible alcohol serving and around 700,000 people reached by the action at 20 events organised by Grupa Zywiec, with around 40,000 wistbands distributed and 30 volunteers engaged in the action during the main events sponsored by Grupa Zywiec: Biografia Festival 2014 and Open'er Festival.

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 In the Netherlands an online tool for responsible serving of alcohol was developed by STIVA (the Dutch Social Aspects Organisation (SAO) supported by the drinks trade associations, including the **Nederlandse Brouwers**), and launched by the Dutch Chamber of Student Convents to help their members know the do's and don't's with respect to responsible serving in the bars of student convents. This online tool sums up relevant information and ends with a test of 20 questions with specific examples for student bars. When students pass the test, they receive an IVA-certificate. The Dutch Chamber of Student Convents expected 1,000 of their students to have taken the test at the end of 2012. In reality, double that number (2,000) did.

In 2014, also in the Netherlands, a “tapruiter” (Point of Sale material, mounted on beer tap) was developed by **Heineken Nederland** for use in sports canteens when the Legal Drinking Age was raised from 16 to 18 starting January 1st 2014. 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 that many volunteer serving staff had trouble with accurately calculating age from the date of birth on IDs.



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 MEAS, the Social Aspects Organisation funded by Irish drinks producers, including the **Irish 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 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.

Promoting healthy living over underage drinking

 Building on previous underage drinking campaigns supported by the **Bulgarian Brewers (UBB)**, the goal of “Sport is the better way for children to grow up” in Bulgaria is to promote family sport and physical exercises as an alternative to underage drinking and also to encourage parents to motivate teenagers to practice sports. The main target groups are parents and families with teenagers. Since 2012 the campaign has been undertaken in partnership with numerous stakeholders including the Ministry of Physical Education and Sports, the Municipal Daily Centre for Minors and Parents, the Municipality of Sofia, the NGO Solidarnost, the Ministry of labour and Social Policy, Bulgarian National Radio, sports federations and clubs, the National Basketball Federation, the Directorate General of National Police (GDNP), the National Trade Unions’ KNSB Federation Sport and Health, the National Mini Football Association, the Ministry of Interior, the Ministry of Education, the Agency for Children’s Protection, school parents’ associations and the Beer and Food Trade Union, KNSB. Media partners have included national newspapers, radio broadcasters and one online media.

In 2012:

- A competition to name the campaign received 304 entries, with the best selected by an expert Jury;
- Donations were made to Sofia Municipality to maintain sport facilities located in 3 Districts of Sofia;
- A Family Sports Week with free access to the sports facilities and demonstrations was visited by more than 850 persons, whilst 600 T-shirts and 300 balls were awarded to the most active families in a sports weekend in Sofia;
- 6,000 copies of the brochure “Sport is the better way for children to grow up” and 5,000 leaflets were published, whilst 32,000 post cards with the slogan, vision and main messages of the campaign were circulated in horeca;
- Media coverage included over 70 publications, 9 TV news and interviews and 8 radio news/interviews, whilst information about the campaign was hosted on the web sites of UBB and the partners.

In 2013:

- Free lessons for parents/children in volleyball, gymnastics, capoeira, basketball and zumba were organised every Tuesday afternoon from May to November, with professional coaches hired to take the lessons, whilst a tournament for parents and children (format “mother, father and me”) was run;
- Advice points were in place at all lessons and events, where psychologists/social workers from partner organisations (skilled in prevention) provided expertise and educational leaflets were made available, with 10, 000 leaflets and other materials distributed over the course of the campaign;
- Support was given for four public events organised by Sofia Municipality and other organisations to publicise the campaign and educate on sports as a tool against underage drinking;
- Donations were made to the Municipal Daily Centre and Solidarnost NGO to support their activities with minors and parents, to Sofia Municipality to maintain sport facilities and to the Bulgarian National Basketball Federation to promote the campaign as an alternative to underage drinking;
- Altogether over 1,900 people participated in the activities of the campaign;
- A press conference including representatives of all the partners was attended by over 35 journalists and two radio clips on the campaign were broadcast by the Bulgarian National Radio (BNR). In total over 80 media broadcasts were published and the audio clips (via the BNR) reached over 3 million Bulgarians.

In 2014:

- Due to the partnership network, about 5,000 people (parents with children) participated in the following activities from May to December 2014: Training and sports lessons in curative gymnastics; martial arts for parents and children; Mini Football tournaments; Street basketball tournaments in Sofia and Rouse; Three sports field events for teachers/school authorities and parents in Varna; Training in prevention practices, sports games and animation in Montana, Stara Zagora, Bourgas and Sofia; Basketball tournament in the Professional High School for Economics and Management in Rouse; Four sports events organised by Sofia Municipality;
- As in previous years, at the events were established info points, distributing special leaflets prepared by the experts, with 5,000 brochures produced for parents and 1,500 educational leaflets;

- In September 2014 UBB supported the International Medical Conference on Alcohol Addiction, carried out in Sofia, where the programme was also promoted;
- UBB continued to make donations to Sofia Municipality to maintain sports facilities;
- UBB organised a public photo competition inspired by the message “Sport is the better way children to grow up” on a specially created UBB FB application. All interested people aged 18+ hosted over 348 pictures and 11,300 people visited the site. During the photo contest 63 participants received promo sports gifts and brochures and two winners were awarded with a mountain bike and tennis equipment at a UBB press conference;
- UBB promoted the campaign with a special video broadcast in Sofia Metro stations. During the year were circulated press releases to announce the forthcoming initiatives and campaign results. In November 2014 UBB performed a press conference with the partners and members of UBB Board to announce the results of UBB prevention campaign and the winners of the Photo contest;
- According to omnibus research by IPSOS, 18% (921,284 Bulgarians) aged 18+ are aware of the campaign;
- There were around 100 media publications, whilst there were 66,000 broadcasts of the video on metro screens.

In 2015:

- The new roll-out of the campaign was launched in April with an educational sports camp for the best teams of the Children Police Academy (CPA). Together with 5 Regional Departments of the National Police, a 3-day workshop workshop was performed for police officers, pupils and teachers in the National Youth Centre, with a broad range of activities, sports, educational training and the distribution of prevention packs to all participants;
- A Manual for educational work with Children’s Police Departments was written by experts of the Ministry of Interior, Ministry of Education, Agency for Children’s Protection and other official institutions and 300 print copies made available for distribution in 2016 to all regional police offices countrywide;
- Four sports events were organised, with medals, promo gifts, leaflets and brochures given to the participants;
- Together with the sports club of a very famous volleyball player (an ambassador of the campaign and founder of the “Sport, prevention and health” association) were organised “open days” for health-fit gymnastics and volleyball demos for parents and children, with demonstration physical activities to promote sports versus underage drinking performed in park areas and sports fields of Sofia;
- UBB was involved in the Sofia Municipality project to encourage youth volunteer work in favour of the community and a healthy lifestyle, supporting the “Equal Dance” project targeted at youngsters at risk, with educational workshops and street dance events performed mainly in the city of Varna;
- In September 2015 for the first time UBB initiated special initiatives dedicated to the Global Beer Responsibility Day (GBRD). In partnership with the team of the Sofia Municipality Centre for Addictions (PIC,Sofia) was organised a workshop with representatives of different official institutions involved in minors’ education, behaviour and prevention of addictions. The event was attended by nearly 60 experts in youth behaviour, health and prevention, medical doctors and teachers;
- In partnership with the Beer and Food Trade Union, KNSB, were organised two days of workers’ sports games and a workshop on brewers’ CSR practices, with a tournament under the slogan “Sport is the better way children to grow up”, where a further 200 brochures, leaflets and branded gifts were handed out;
- UBB continued to support and donate to municipal sports facilities, the Municipal Daily Centre for parents and children, PIC, Sofia and the “Solidarnost” NGO;
- To communicate the campaign a radio promo spot “Sport is the better way for children to grow up” was broadcast by BTV radio and Magic radio, 4,000 new leaflets were published and about 5,000 prevention brochures distributed;
- In total in 2015 over 6 ,000 people participated in the activities of the campaign;
- In comparison with 2014, many more people were aware of the campaign, with 24% (1,252,000 Bulgarians) aged 18+ aware of the campaign according to a nationally representative omnibus survey by IPSOS.

Initiatives engaging with underage

Since autumn 2015 the **Dutch Brewers** have been working with the Dutch Debat Institutet during the school year on a new way of encouraging responsible attitudes towards beer consumption amongst VMBO (14 - 16 year olds). Students are asked to discuss a proposition about alcohol in the form of a debate, gathering information, thinking about it and inventing arguments for and against the proposition. As well as making them think about responsible consumption it provides information on how VMBO students think about responsible drinking. This is then fed into the debating process to make it even more effective.

Zagreb Brewery (Molson Coors Croatia) supported in 2015 a roadshow for elementary school students in four cities in Croatia. In addition to documentary film viewing, medical experts and celebrities that young people can relate to talked about dangers of underage drinking. In total 1010 elementary school students participated in the road show, making it a very successful initiative that will continue due to great interest expressed from both students and teachers. The project is supported by the Croatian Agency for Education.



In the Czech Republic “Na zdravi?” (‘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.

In the UK, as part of the commitment made to the government to fund a pilot of life skills and alcohol education in schools with a startup cost of £250,000, the **British Beer & Pub Association (BBPA)** was in 2015 granted £50,000 over two years from the Brewers’ Research and Education Fund to contribute to the funding of this pledge. In addition a number of BBPA members have contributed to the fund. Research shows that equipping young people with the life skills that they need can help to ensure a balanced and healthy attitude to alcohol in later life. The funding is going towards trialling the best approach to delivering this education. LEAF is the new charitable foundation, specifically set up to provide a barrier between funders and the delivery of education programmes in schools. LEAF will commission evaluation and reporting of delivery of the programmes in schools.

■ In Poland **Grupa Zywiec** supports an alcohol prevention program for gymnasium and post-gymnasium pupils that creates an interaction platform for groups interested in reducing the negative effects of alcohol consumption by young people. It was developed with the help of Dominika Maison, Professor of Psychology at Warsaw University and Katarzyna Korpolewska PhD, a psychotherapist and coach. The activity began with a series of prevention classes for pupils, teachers and parents in schools. It included modules for groups playing a key role in reducing the negative effects of alcohol consumption among young people. The initiative also had elements intended for shop owners and sellers, the police and city guards, as well as parents, their children and schools. It was the first program of this kind launched in Poland by a company representing the brewing sector. Between 2010 and 2014 “Coalition for Youth sobriety” trainers conducted 215 workshops for pupils, parents, teachers and the police.

Websites and tools aimed at parents

🇬🇧 “Family Talk About Drinking UK” is a program supported by **AB InBev** in the UK that supports parents seeking to educate their children about responsible drinking. The UK Facebook page for Family Talk - <https://www.facebook.com/FamilyTalkUK> - includes a series of videos focusing on fathers. Results of a national survey of 2000 fathers to establish when they first discussed the subject of alcohol with their children were used for regional media outlets, to drive awareness of the Family Talk UK Facebook page. By the end of 2012 there were 2674 ‘likes’ on the page, the social media campaign on Facebook had reached over 5 million adults and the media coverage had been seen by an estimated 1.4 million consumers.

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.



■ **AB InBev** used its Global Be(er) Responsible Day (GBRD) in Belgium in 2012 to launch a new website - <http://www.familytalkonline.be> - to help prevent underage drinking by encouraging open, honest communication between parents and children about drinking and a letter was sent to all employees highlighting the Family Talk program and the Fonds Verhelst. The German version of the website reached around 3000 people in 2012, whilst a weblog - <http://www.familytalkonline.nl> - and Facebook page were also launched in the Netherlands.



- In France in July 2013, Entreprise & Prévention, the French Social Aspects Organisation funded by companies including **French brewers**, communicated to parents through the alcooletparents.com web tool developed by Professor David Bailly, a child psychiatrist. It is a website dedicated to parents about the risks of drinking by teenagers. It aims to help parents avoid potential risk situations related to alcohol consumption in their teenagers, offering information and advice on how to broach the subject of alcohol with young people. The website is linked to on the “ESPACE” project’s website and was developed as part of the project. Between July 2009 and December 2014 the website received 150,000 visits. Since then there have been approximately 2,390 visits every month on average.



- “Za Odgovorno Odrastanje Mladih”, (“For Responsible Youth”) is an initiative of **Karlovačka pivovara** in Croatia which aims at reducing underage drinking. This targets 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 a women’s web portal žena.hr, where the company launched a dedicated micro site <http://zena.hr/za-odgovorno-odrastanje-mladih>. 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.


Results of an online survey on zena.hr (mainly mothers) showed that 96% of respondents considered the information and texts on the microsite interesting and useful, 90% found the exchange of information with others on the forum useful and 100% thought the answer they received from the psychologist was useful. Amongst parents, 70% said they had spoken to their child about alcohol consumption whilst 79% mentioned that they had never seen their child under the influence. When respondents were asked if they thought minors must not consume alcohol, 72% of the respondents said they agreed, 11% said they disagreed and 17% indicated that they were not sure. Finally, 96% of the respondents said that they would recommend the micro site to others.



Other campaigns to discourage underage drinking

 In the UK the latest phase of the Parents' campaign, run by The Drinkaware Trust, which receives funding from **UK Brewers** 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.



 The **Danish Brewers** in 2012 supported a new and innovative activity targeted specifically at minors managing the celebrations around their confirmation and entering into adulthood. Together with the NGO Nightravens, municipalities and organisation Blue Monday, people can access the Blue Monday App through a QR (Quick Response) code and are confronted with the following messages: Blue Monday should be celebrated by minors without any alcohol at all; Other minors debut later than you think; Don't drink if you are a minor. The Blue Monday App is promoted to minors in the four biggest Danish cities in the spring and in the autumn. At these times teenagers are celebrating that they have confirmed their beliefs in Christianity. This tradition is divided between family parties and youth activities, the following Monday being called Blue Monday.

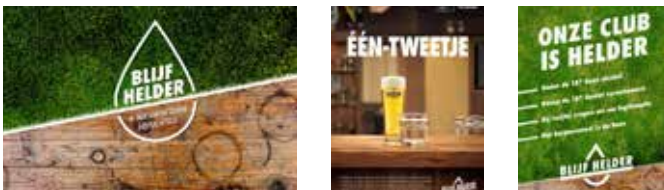


 In Lithuania the **Brewers' Guild** continued its campaign against underage drinking - <http://www.aludariai.lt/lt/socialine-atsakomybe/> - where a famous Lithuanian basketball player asked adults not to buy alcohol for underage. This built on a survey that showed that a majority of underage answered that adults bought alcohol for them. Faces from other phases of the campaign were the highest ranked Lithuanian tennis player and a famous DJ. The campaign appeared on top news portals, outdoor billboards and newspapers, whilst an 18+ sign appeared on over two million beer bottle caps throughout the duration of the campaign. According to research, 75.5% of target group respondents have seen at least one of the TV commercials.



■ In the Netherlands, a regional multi stakeholder radio program supported by the **Grolsch brewery** for the 14 municipalities of Twente was conducted in 2012 and aimed at reducing underage drinking. The program was supported by the individual municipalities, Ministries of Health and Justice, the police and the on- and off- trade associations. EMOVO monitoring during the campaign showed a reduction in the numbers of underage drinking and a reduction in binge drinking by youth from Twente.

Also in the Netherlands, **Heineken Nederland** supported a program to raise awareness about responsible consumption of alcohol in sports canteens, typically attended by customers both under and over the legal drinking age (LDA). It was undertaken in partnership with the Dutch Olympic Committee / Dutch Sports Federations NOC*NSF. In the first phase, an orientation-night was organised, where invitees were committees and volunteers involved with sports canteens in Brabant-province. The focus was on themes such as youth and alcohol; the role of alcohol in canteens; and the legal drinking age. The event was introduced by (former) Olympians Minke Booy and Margot van Geffen and the debate initiated by actors portraying typically difficult situations. In the second phase in May 2015, Heineken Nederland's "Blijf Helder" ("Stay Clear") campaign was launched. Sports clubs are invited to join the campaign through their sports federation (football, hockey, tennis and korfbal). The best club (determined by mystery visits) won sports related prizes: tickets to sports events, clinics by sports professionals, goodies or a trip for two to the 2016 Summer Olympics in Brazil. As part of the launch a full page advertisement about preventing underage drinking was published in the four major Dutch national newspapers and the main regional newspapers. In 2015, the advertisements reached 70% of the Dutch population above 18 years old. Heineken Nederland also signed a pledge, with a focus on the "Stay Clear" campaign with the Dutch Olympic Committee, in support of a national prevention program "Everything is Health" started by the Ministry of Health and several other Ministries. The aim is to emphasise the importance of prevention, in order to make The Netherlands a healthier country and parties (an NGO, a local government, a health institution or a company) can support the program by making a pledge.




Research support

■ The Italian brewers association **AssoBirra** has continued to support the Osservatorio Permanente sui Giovani e l'Alcool (The Permanent Observatory on Youth and Alcohol), a non-profit association 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. The Osservatorio's firm commitment to "Social Alcoholology" places it amongst the leading organisations in Europe who are sensitive to alcohol use and its effects from a social point of view. The approach of the Osservatorio is affirmative in sustaining that an effective policy of prevention of the risk of drinking abuse, implies a diffused education about responsible drinking and emphasis on the concept of self responsibility.

The Osservatorio has published numerous publications – Recent examples from 2015 include:

- "Drinking patterns and psychosocial aspects at two age points of adolescence: A study on a panel of Italian students at 16 and 18", published in "Drugs: Education, Prevention and Policy". The analysis shows that youngsters can be categorised according to three dominant drinking patterns which, in turn, are associated to definite psychological profiles. These factors should hence be exploited to devise prevention strategies capable of reducing alcohol linked risky behaviour;
- "Alcoholic beverages consumption among Italian young people: 2000-2012 – A Systematic Review." A publication produced jointly by the Osservatorio and the Institute of Clinical Physiology of the National Research



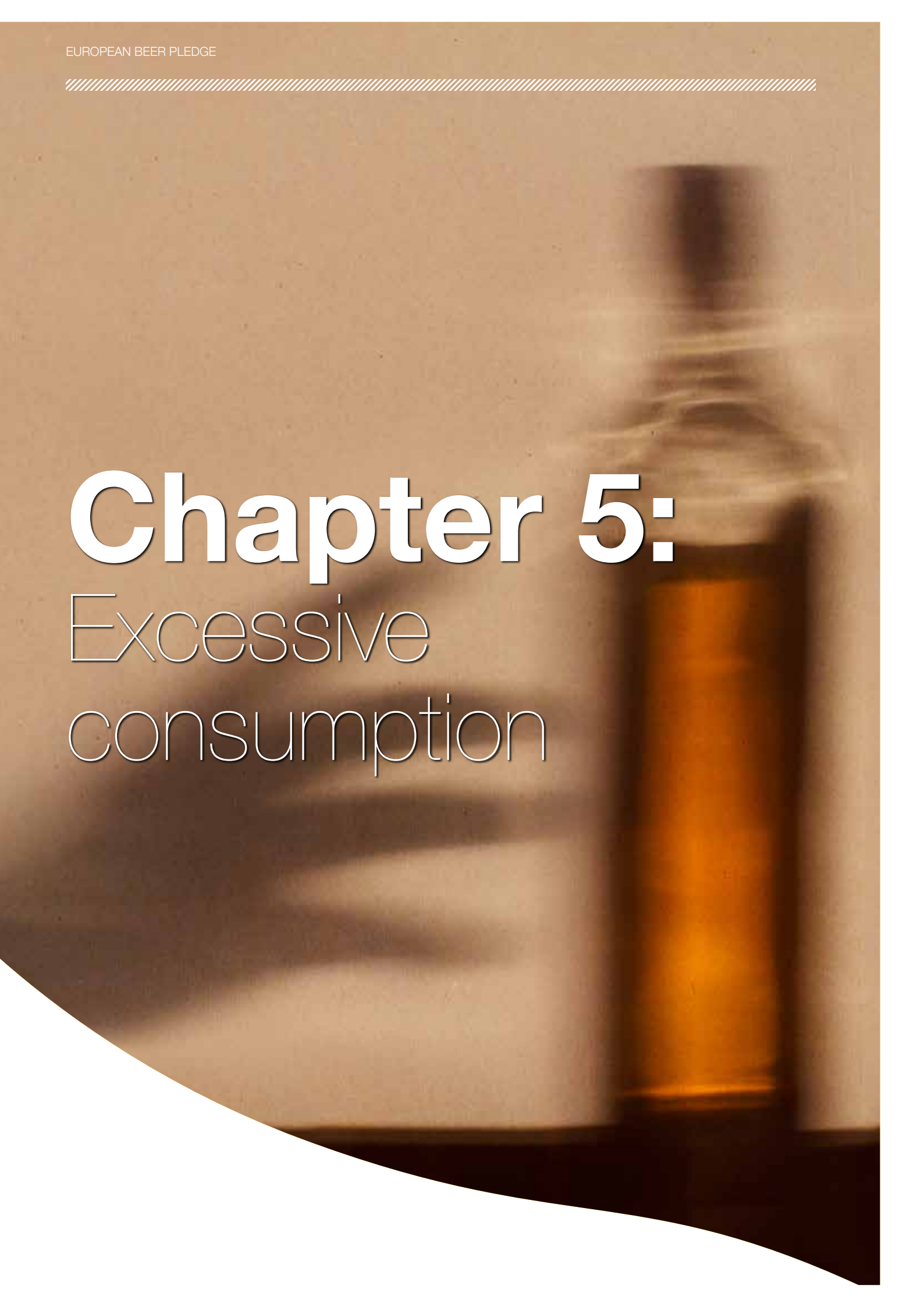
Council of Pisa. This publication summarises all the essential data of a systematic review of ten years of epidemiological surveillances on young people, alcohol consumption and abuse in the period 2000-2012. In particular the constant reduction on volumes of alcoholic beverages consumed is well grounded in all surveys. Both recent and current consumption are reduced among adolescents between 15 and 19 years, especially males; also risky behaviour, most typically associated with drinking and driving, has diminished.

The Osservatorio also regularly organises seminars and conferences:

- In November 2014 a conference on “Adolescents and Alcohol in Metropolitan Areas: Early Drinking, Drinking Patterns and Influential Factors” was held in Milan under the aegis of the Osservatorio, the Italian Society of Adolescence Medicine (SIMA) and Laboratorio Adolescenza. The event was aimed at reporting recent data of a survey carried out of a sample of 5th and 7th graders students (12-14 years) in Italian middle school. Results show that in agreement with previous analyses Italian pre-adolescents have a relatively early alcohol initiation expressed as “having just a few sips”. Early consumption is mostly at home, and largely together with family meals. A dominant majority - around 80% - had never been drunk. Episodes of drunkenness were mostly associated with recurrent alcohol use and the role of drinking friends;
- A symposium in March 2015 opened the morning session of the second Congress of alcoholology organised and sponsored by the Paris based IREB (Institut de Recherches Scientifiques sur les Boissons). Jointly managed with the Osservatorio this session included three speeches by Michele Contel, Allaman Allamani and Daniele Rossi. Dr. Allamani presented recent results – taken from the EU sponsored Amphora study – showing how the impact of policies to address alcohol abuse had a somehow differentiated effect, often not in line with the expected outcomes. Different countries showed effects of decreased or increased volumes of alcohol consumption quite independently from the direction and the strength of the proposed regulatory policy. This seemed to indicate that trends in alcohol consumption follow dynamics that are intrinsic to each society and that normative enforcement of alcohol policy can sustain existing directions but not steer them.

Chapter 5:

Excessive
consumption



Excessive Consumption

When the Beer Pledge was launched, it contained a sub-pillar on initiatives and campaigns to tackle and reduce 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 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.

However, contrary to the three other sub-pillars of the Beer Pledge pillar on addressing alcohol misuse, this sub-pillar was open to more interpretation, both in terms of the definition of binge drinking, which varies, and the objectives in addressing it. With regard to pregnancy, driving and underage, the overall message is one of "don't drink", whilst addressing binge drinking is a broader question of volumes, speed, intentions, outcomes, alcoholic strength etc.

For this reporting cycle, we have thus expanded the chapter towards all instances of consuming excessively, including binge drinking (in particular where this relates to young adults) but also occasions and locations when people should drink less or not at all (excluding pregnancy, driving and underage). We have also included workplace initiatives, both with the workplace as opportunity for conveying messages but also in view of company alcohol policies. Finally, brewers have also been supporting some activities to support people with addiction problems, such as initiatives towards people suffering from alcoholism.

Here below are just some of the activities carried out by brewing companies and associations over the reporting period to address the issue of excessive and inappropriate consumption and to promote responsible and moderate beer consumption.

Addressing binge drinking

Tackling binge drinking is as much a question of reducing the appeal of excessive and inappropriate consumption as it is a matter of promoting responsible consumption of beer.

In this area, brewers have supported a number of different campaigns, targeting regular consumption occasions but also specific activities around the nightlife and festivals, noting that these are often attended by young adults and binge drinking (or heavy episodic drinking as it is referred to in the CNAPA Action Plan) is a phenomenon that occurs most frequently amongst young adults over the legal purchasing age.

The initiatives include multimedia campaigns but also initiatives utilising the power and impact of digital and social media. There is furthermore interesting growth in the beer category with regard to non- and lower- alcohol beers, which allow consumers to continue drinking beer, whilst reducing the speed of their alcohol intake. In that regard it must also be recalled that beer itself, amongst alcoholic beverages, is a relatively low alcohol product.

Responsible drinking campaigns

- Following on from the **Danish Brewers'** "Er du klar?" ("Are You Ready?") information and education campaign on responsible drinking, targeted at young people, their parents and other near-peers, the Danish Partnership for a responsible alcohol culture is an ambitious initiative started in 2014 to promote a responsible alcohol culture in Denmark. Part-funded by the Danish authorities, the goal of the partnership, together with other alcohol drinks categories and the on/off trade sectors, is to work towards the health goals to reduce harmful alcohol intake as set out by the Danish health authorities.

In 2015 a contest and two movies were made by famous Danish comedians to help promote a mutual sense of responsibility among young people in a humorous way. The Danish Brewers association together with the Danish Red Cross launched the campaign because alcohol and partying is part of being young. The message is that it is important to take care of each other when out at night. Bryggerforeningen supported the campaign as part of many years' efforts to support a responsible alcohol culture among young people. The small films were viewed 180,000 times on the web and had a total reach of 750,000 people.

In September 2015 **Carlsberg Denmark** together with the Marketing Lab Organization at the Copenhagen Business School (CBS) also prepared a student Case Competition to address a relevant Tuborg responsible marketing dilemma. The task was to create an innovative 3-year plan for building awareness for 'Drink with Respect'. Over 50 students from CBS participated at the competition, each group coming up with a potential solution which was then submitted to the judge panel for evaluation. The winning proposal was announced on October 1st, 2015 on the Marketing Lab Facebook page.



- In Ireland, 'Rethinking our drinking' is an initiative by Drinkaware Ireland post-funded by **Irish brewers** 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. Phase two of 'Rethinking our Drinking', the "Pacing" campaign, encouraged people to adopt a more moderate style of drinking by promoting the benefits of a slower pace. The campaign was communicated through TV, outdoor and digital media. This phase built upon research carried out at the start of 2012 that showed that intolerance of public drunkenness is strong and over 80 percent of people had become "much more aware of excessive drinking and how it affects others". Research by Millward Brown Landsdowne in January 2013 showed that, following the "Pacing" campaign, 67 percent of over-18s thought "about the pace of their drinking more than they used to", whilst 64 percent thought "about how much they drink more than they used to". Closely linked, the awareness level of <http://www.drinkaware.ie> amongst 18-29 year olds (the site's key target audience) increased to 91 percent.




The Morning After campaign over the Christmas period was refreshed in December 2013 with a new radio advertisement and a greater focus on digital media. The Ultimate Christmas 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. The 12 Tips of Christmas social media campaign also 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 posted to the Facebook wall and 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 to 18 March, over 100 green vouchers were gifted to passengers in Hailo cabs throughout Dublin. As an official partner of the "St. Patrick's Festival", the drinkaware.ie logo is also 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, Student Survival Guides, undertaken in partnership with the Union of Students in Ireland and universities and colleges, offer students practical advice about drinking. In March 2013, the program 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.

 In the UK, also as part of the Public Health Responsibility Deal, the **British Beer and Pub Association** and other industry members pledged to maintain at least through to 2013 the levels of financial support and in-kind funding not just for Drinkaware but also for the “Why let good times go bad?” campaign. Costing one hundred million pounds over five years, the campaign was cited in the UK government’s 2012 alcohol strategy as a good example of how to make appropriate information easily accessible for young adults. Research by Millward Brown showed that 80 percent of 18-24 year olds claimed to have adopted at least one of the campaign tips to help them moderate their drinking


 In Slovakia, 2012 saw a landmark first ever common project involving industry and the Public Health Authority of the Slovak Republic (PHASR). This annual initiative by the **Slovak Brewers** also includes cooperation with the Police Headquarters of the Slovak Republic, and the Road Traffic Safety Department of the Ministry of Transport, Construction and Regional Development of the Slovak Republic (BECEP). The campaign has been held under the auspices of the Chairman of the Public Health Committee of the Slovak Parliament with positive reactions of the media. The objective of the Responsibility Day is to provide the public with information on the consequences of alcohol abuse and to show them the possibilities for prevention. In 2012 the PHASR conducted over 3500 examinations in hospitals, pharmacies, shopping centres and other venues across 36 towns. Test centres were located in selected shopping centres, pharmacies, hospitals and municipal offices as well as some other institutions. Tests offered included a liver test (a raised level can be connected with alcohol abuse), blood pressure measurement, and a short questionnaire related to alcohol consumption. Interested people were examined and over 1800 questionnaires completed regarding alcohol consumption. The Slovak Brewers ran a special patrol handing out information leaflets and contact details for the public to obtain further information.

 Also in Slovakia, in 2014 **Heineken** ran the first of a series of expert partner dialogues, where 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.

 “Pijte s mírou” (“Drink moderately/with Míra”) is an awareness-raising campaign in the Czech Republic which conveys **Heineken’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.pijtesmirou.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.



Websites and digital tools

 In Spain, Un Dedo De Espuma Dos Dedos De Frente (“A thick head on your beer but not on your shoulders”) is an annual social awareness campaign from the **Spanish Brewers** which aims to persuade young adults (18-30 years) to drink beer only in moderate quantities and enjoy the social occasion involved. The campaign has been run in co-operation with the Ministry of Agriculture, Spanish Consumers and Users Confederation (CECU), the Union of Consumer (UCE-UCA), Regional Governments, IEC, CdC, Leon and Sevilla City Halls, 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.

Since 2012, the campaign’s message has been further enhanced by an interactive digital youth poll to discover the drivers of consumption, with a reward offered as an incentive to participate. There was a continued use of digital communication platforms (e.g. social networking sites, etc.) and a micro-statement competition started through Twitter. In 2013, the image of the campaign was renewed with emphasis on the use of social media in order to keep connected with the public, including: graphic (pinterest and instagram), writing (twitter) and audiovisual (youtube). The winning image, with the campaign messages, were distributed to the university bars all around Spain via 200,000 placemats and cover snacks.



In 2014, the creative competition, was promoted with a youtuber (Zorman) and instagramer (@Kainxs) with many followers: Zorman's video (Youtuber with more than 275,000 followers) had around 102,152 views and 3,885 likes. 325 comments were made in the campaign platform. @kainxsinstagramer's video (126,000 followers) received more than 2,266 likes and 110 comments in the first two weeks. 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.

In 2015, the Spanish Brewers involved 12 digital influencers on the main social networks (the number of followers is the figure at the time of the campaign). On YouTube the influencers were Desiré Delgado (13,173 followers), Diego Galilea (40,692) and La chica del andén (125,207). On Instagram, Daniel Rueda (41,946 followers), Anna Salvador (62,000) and The hanging plants (62,500) got involved. On Facebook the digital influencers were La Chica del Andén again (7,536 followers), Julian Marinov (12,235) and Hugo Gómez (108,523). Whilst on Twitter, Karli Gavaldá (15,989 followers), La chica del andén once more (8,268) and Lyona Ivanova (16,200) all got involved.

 In Hungary, **Dreher** runs a program that aims to initiate dialogue on responsible alcohol consumption among Hungarian adults, the government and NGOs by providing information and tools to facilitate and support the dialogue. With a website -<http://www.alkohol.info.hu> - at its core, between April 2012 and March 2013 the campaign was promoted by the world champion motorcyclist Talmácsi Gábor. In 2012, there were 55,712 visitors to the webpage www.alkohol.info.hu giving information about responsible consumption. By mid 2013, 86 per cent of the 600 employees had been given this special education and training. The evaluation sheets they filled in at the end of the training courses show that they had been given useful information and ideas. In recognition of this success Dreher breweries received the Best CSR solution of 2013 award.

- ✚ In April 2012 the **Finnish Brewers** launched a new website - <http://www.kohtuullisesti.fi> - to create awareness about responsible consumption. The website, where 18-30 year olds can define their own alcohol consumption, follows in the footsteps of the award-winning “Drunk, you’re a fool” campaign and seeks to both spark debate about the still prevailing culture of drunkenness in Finland and encourage every consumer to evaluate their own consumption. The Finnish Brewers’ “Drunk, you’re a fool” campaign had some success in changing people’s attitudes to and acceptance of binge drinking. “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. The website provides a forum in which moderate alcohol consumption can be discussed frankly. It seeks to spark off debate about Finland’s still prevailing culture of binge drinking, and also to encourage consumers to evaluate and moderate their own alcohol consumption. In 2014, new videos on moderate alcohol consumption were added to the site. This was the first of a wider series of videos that explain moderation and when alcohol can be consumed and when it cannot. This is done through a series of interviews. According to the interviewees moderate alcohol consumption does not interfere with life, relationships, or their own well-being. One says that “you have to remember what you have done, and not to make a fool of yourself”. Videos from the campaign have been viewed more than 7,000 times on YouTube.



A purchasing and consumption behaviour survey of Finnish consumers of mild alcoholic beverages and soft drinks was carried out by Taloustutkimus in March 2014. The study was commissioned by the Finnish Federation of the Brewing and Soft Drinks Industry and 1,023 people responded to the survey from an Internet panel. The results were weighted to match the Finnish adult population by age, sex and large area. This showed that the majority of Finns consume alcohol in moderation.

In September 2015, on Global Beer Responsibility Day in Finland, **Sinebrychoff** posted responsibility themed Facebook posts on two of the biggest beer brand pages, Karhu and KOFF. With those two postings over 138,000 people were reached, with 1500 likes.

- “Serial Buveur, Social Loseur” is a website set up by Entreprise & Prévention, the social aspects organisation supported, amongst others, by **French brewers** in France to warn 18-25 year olds about the dangers of “binge drinking” and its impact on social networks. The program builds on the knowledge that in order to motivate young people to control their drinking, it is not the risk to health, but rather the impact on their image and reputation in social networks. The website relates the misadventures of a young man (Antoine) who doesn’t notice the impact of binge drinking on his health and social life. The user watches Antoine’s evening unfold. He gradually loses all credibility with his friends, classmates and prospective employers. He loses control of his actions and his virtual image when proof of his drunkenness is published on social networks through the “posts” and comments from friends. Responsible drinking messages are shown throughout the story and the user is prompted to compare their alcohol consumption to other visitors via a set of questions/answers. The site is supported by an advertising campaign on Facebook. At the end of 2014, a version for mobile phones was launched. By December 2014, over 5 million people had been reached through Facebook and the website had 80,000 visits.





“Ce Soir Il Conclut” is another initiative created by Entreprise & Prévention to enable the identification and awareness of situations and risky behaviours related to alcohol abuse especially in the target audience (18-25 year olds). It is undertaken in partnership with Ninth Pole Media (Start up/production company and creator of “Make your Mind up Clement!”) and Interaction Healthcare (specialist in interactive health entertainment). The serious game combines web-series and arcade game styles and builds on the highly popular “Make your mind up Clement” video series. 100 mini-video footages were written, shot and assembled corresponding to the different possible combinations of actions / reactions that depend directly upon the amount of alcohol drunk by Clement. Users have to help Clement by raising his attractiveness rating (attractometer) which decreases in proportion to the number of drinks he’s had (drunkometer). It shows “warning” messages at certain levels (simple and clear consumption benchmarks as recommended by public health organisations) along with precise information on the physiological effects and risks associated with different levels of alcohol consumption. At the end of the game players are asked to answer a questionnaire (they may win an iPad in doing so) in order to provide more qualitative information like shares with friends and knowledge of drinking levels. More information on responsible drinking can be found on the site’s “For your next evening” page which also provides advice on how to organise an evening in a responsible way. In order to stir up curiosity in potential players teaser content was posted onto the webpage every day for 10 days before the launch and targeted advertising took place on relevant sites like Dailymotion, blogs addressing the themes of the game, student blogs etc. The game also has Facebook and Twitter accounts. Up to December 2014: The game was played 100,000 times, the ad on dailymotion was seen over 420,000 times, the various videos were seen over 24,000 times and the Facebook page had over 12,000 “likes”.



Campaigns around responsible selling and serving

 In the UK a new poster campaign in 2015 was developed to highlight the law on selling or buying alcohol for someone who is drunk. It was initiated in response to a focus by a number of Local Alcohol Action areas on tackling public drunkenness. Working with National Pubwatch and Drinkaware with input from the Home Office two poster designs have been finalised. One highlights that it's against the law to serve alcohol to someone who is drunk, and one that it is against the law to buy alcohol for a drunk friend. Plans are being finalised to launch a version through the **BBPA** sister organisation, the **Scottish Beer & Pub Association**, in partnership with the Scottish Licensed Trade Association. There was good coverage of the campaign and the posters are being actively promoted by National Pubwatch and the Portman Group. A separate version has been produced including the Best Bar None (BBN) logo for use by BBN schemes. In the first three months, 5,000 posters were distributed through BBPA members, National Pubwatch and to the Local Alcohol Action Areas. They have also been promoted by tenanted/leased companies to their licensees. Working with a company, advertising screens were placed in pubs and the poster images were shown in 157 of the venues where they have screens. These were all city centre venues in London, Liverpool, Manchester, Leeds etc. with a weekly footfall audience of around 280,000 for the whole of April 2015.

Also in the UK, Community Alcohol Partnerships (CAPs) are retailer-led partnerships to tackle issues of underage drinking and promote awareness and understanding of alcohol among young people. They bring together local retailers and licensees, trading standards, police, health services, education providers and other local stakeholders to tackle the problem of underage drinking and associated anti-social behaviour. 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. The CAP model is unique in that it recognises that retailers and licensees are part of the solution and has been shown to be more effective than traditional enforcement methods alone. Each CAP scheme operates in a clearly delineated and usually compact local community and draws on local partners to develop and implement delivery at grassroots level. Community Alcohol Partnerships is a Community Interest Company with an independent Chair, and an expert Advisory Board including retailers and members from the voluntary and charity sectors, the police and trading standards. Funding is provided by all major alcohol retailers and a number of alcohol producers.

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 August 2015 there were over 80 CAPs across the UK with schemes in Scotland, Wales, Northern Ireland and across England – and the numbers are growing strongly. Evaluations continue to show good evidence of success including: The St Neots CAP (2007) saw a 45% reduction in anti-social behaviour; In Dearne and Penistone, South Yorkshire (2011) a 30% decrease in anti-social behaviour was recorded; In Derry (2011) there was a 50% decrease in youth nuisance and youth diversionary referrals decreased from 114 to 40; The Barnsley CAP (2011) saw a 30% reduction in alcohol related anti-social behaviour compared with 7.4% in the control areas; In the Durham CAP (2012), early intervention patrols resulted in a marked reduction in associated anti-social behaviour (37.2%) compared to the rest of the county (8.8%); In Islington (2012) there was a 50% decrease in youth alcohol related accidents requiring the attention of the London Ambulance Service; In the Brecon CAP (2013) - 90% of the retailers questioned said that the CAP had definitely or probably had a positive impact on the town; Tower Hamlets CAP (2014) saw a decrease of 46% in anti-social behaviour rates; In the Great Yarmouth CAP (2012-14) the number of Section 30 letters sent to parents of young people found drinking alcohol reduced from 31 in 2011/12 to 5 in 2013/14 with officers reporting that they are simply not finding groups of young people congregating in public drinking anymore.



Promoting responsible drinking activities at events and festivals

- ▀ In 2012 **PlenskyPrazdroj**, in cooperation with SANANIM NGO, extended its digital tools promoting responsible drinking by introducing the K-LEE-DECK Chill-Out Zone to summer festivals in the Czech Republic. A branded stand is used at summer festivals to highlight responsible drinking and the phone application, as well as carry out breath tests to check the BAC level using a professional tester. Over 4,000 breath tests were carried out and over 10,000 disposable breath analyzers distributed. In 2013, the European CSR Award publically recognised the part of the program aimed at preventing irresponsible drinking at music festivals. An independent jury of experts from NGOs, government and industry award edit second place, in front of 34 other projects from 27 large companies. Over 200,000 visitors used the services of the chill-out-zone in 19 music festivals during the year. In 2015, 8530 people were reached on Facebook and 5894 people engaged.

- ▀ In 2013 in Austria, at the biggest **Heineken** event (Electric Love Festival in Salzburg) the “Dance More, Drink slow” campaign was activated. The campaign, using music and the support of the deejay, encourages people to drink less and slower.



- ▀ The Festival survival guide produced by MEAS (the Social Aspects Organisation supported by producers, including Irish brewers) is a campaign designed to offer practical advice about how to enjoy a festival safely. It is undertaken in partnership with: An Gardaí Siochána; 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.

- ▀ In Italy, **Heineken Italia** supports 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 (MovimentoConsumatori) (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 specialized “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 Assobirra website. In 2012 and 2013, four events were organised: the Heineken Jammin’ Festival in 2012, Mondo Ichnusa in Milan in 2012 and in Sardinia in 2012 and 2013. During 2014, there were two waves: in Milan nightlife areas in June 2014 (during the most important FIFA World Cup football matches) and during Mondo Ichnusa (music festival sponsored by a local brand) in Sardinia in July 2014. Between 2011 and 2014, more than 70,500 scratch cards and 14,550 disposable breathalyzers were distributed. Over the years the campaign reached

many more people due to the widespread media coverage. During 2015, there was one wave during Mondo lchnusa in Sardinia in July, involving people, consumers and artists.

- 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.


- “Drink with Respect” in Denmark is an umbrella campaign / tag line under which all future **Tuborg** initiatives are to be collected. This initiative has led the previously sporadically arranged responsible drinking initiatives. During development of the concept the serious nature of the subject was recognised but it was considered important that the communication was developed in a Danish and approachable manner. The Drink with Respect tagline reflects what responsible drinking is essentially about: having a good time while respecting yourself, the people you are with, the moments you share and the good memories you take with you. The campaign was launched at Northern Europe’s largest festival, Roskilde Festival. It continued at other events such as Green Concert, the popular annually recurring series of Danish music festivals. The tagline “Drink with Respect” also appears as a moderation line on packaging and other material. The campaign is aimed at educating and informing consumers about making the right choice and promoting a responsible drinking culture. The moderation line has been developed on the basis of the Tuborg “clockman” shape to stand alone but with the opportunity to build it into a tactical sentence for relevant occasions – spanning from more serious to humorous pay offs. In 2014, the activity continued at the Roskilde Festival, GrønKoncert, Nibe Festival, North Side, Bornholm and at university grounds in Copenhagen. In 2013, 135,000 festival-lovers gathered at the annual Roskilde festival. In 2014, 131,000 festival-lovers were present.



- Carlsberg** in Sweden has an activity designed to encourage people to drink a bottle of water in between every beer. Free bottles of Ramlösa water were given out at major events throughout Sweden. The bottles carried tag lines such as “Not only will we quench your thirst, we will help you enjoy the moment without regretting anything tomorrow”. The goal of the “Every Other” campaign was to encourage responsible drinking. In 2014, promotions took place in 2 different cities in Sweden where students were offered free water on exam day. The same concept was also rolled out with many Festival partners during the summer of 2014 in cooperation with Falcon Beer (a local Swedish power brand). Falcon Beer has developed a slogan “Rockamåttfulltoch med ansvar/ rock with modesty and responsibility”. Additionally, local initiatives have also been promoted with a local supermarket chain, ICA Maxi, in two different cities.

- In Finland, responsible consumption messages are shown as part of sponsorship activities of one of the most well-known Ice-hockey teams in Finland, HIFK. The banners for the beer brand KOFF at the ice rink of the HIFK home arena are updated to promote responsible drinking. The banners are clearly visible in the arena with the message “Korkkaakohtuudella”, which stands for moderate consumption. In 2015, around 100000 people were reached on premise and additionally on nationwide TV-coverage on sports related news broadcast.





-  Carlsberg used its sponsorship of the Euro 2012 football championships to deliver the responsible drinking message, brand ambassadors either handing out responsible drinking wristbands or collecting pledges to responsible drinking from 375 000 fans in Poland and Ukraine. The message was carried on advertising around the pitches for the 31 matches and on plastic cups and displays at the fan parks visited by 6.6 million people during the tournament.

Promoting responsible drinking activities in the nightlife

-  Building on the concept of the 'Know the Signs' responsible consumption campaign, the "BlèfJezelluf", (Stay yourself") initiative in the Netherlands was conducted in the municipality of The Hague. **Heineken** works together with two NGOs in the fields of health and addiction -GGD Den Haag and Context - 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
-  In 2014, a partnership of **Heineken Italia**, ALA Milano Onlus (NGO specialised in alcohol/drug related issues) and Comune di Milano (Municipality of Milan), in collaboration with 10 points of consumption (POC) of Milan nightlife areas, implemented a series of initiatives based on two pillars. The aim was to make Milan nightlife people aware of the risks of alcohol misuse and reinforcing key messages from other campaigns ("Sunrise" and "DMDS"). It took place over 4 weekends in July in one of the most populated nightlife areas (Colonne di San Lorenzo), in 5 partner bars and on the street and the main square.

Pillar one involved directly promoting responsible consumption through a set of interventions in which the target group is engaged, creating a dialogue to offer tips about the wrong and the right consumption behaviours, especially regarding drink and drive. ALA Milano Onlus prevention professionals were in charge of distributing special "Free drink cards", which allowed the pick-up of a bottle of water in the 10 selected POC and gave tips on responsible drinking. People were also invited to perform simple agility exercises while wearing the "alcohol-vista" glasses - which make you see as a drunk sees. Pillar 2 engaged the local system indirectly promoting responsible consumption and reduced the burden on local communities by creating a partnership with local institutions, POC managers and NGOs. In particular a Risk Assessment study of the nightlife district in Milan provided concrete recommendations that were shared with the local institutions to intervene with a more effective governance of nightlife area.

During the campaign, 3276 people were directly engaged, receiving the information leaflet, 2021 disposable breathalysers were distributed, 476 questionnaires were completed and 812 bottles of water were picked up. A press release and media event with a testimonial from Marco Granelli, Councilor for Safety of the Municipality of Milan, led to 25 articles in top media.

-  The UK's '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.
-  "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 TactusVerslavingszorg, an NGO.



■ **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 and integrated into all university activities. It even appears on the bartenders’ clothing for added visibility. Internal guidelines set out how to approach universities and the sales promoters undertake special training, as they are the ones executing the parties together with the universities. In 2014, the campaign continued on the grounds of Copenhagen Business School. The feedback of universities has been positive and the activity achieved high visibility, helping to spread the message further.

Non- and lower-alcohol beer availability

■ As part of the UK Government’s “Responsibility Deal” the **British Beer & Pub Association (BBPA)** and other industry members signed up to a pledge on alcohol unit reduction which sought to help people drink within the recommended guidelines and foster a culture of responsible drinking by removing one billion units of alcohol from the market by Dec 2015, principally through improving consumer choice of lower alcohol products. The BBPA supported this pledge by promoting the lower alcohol beer category to consumers through the media, providing journalists with samples of a range of lower-alcohol beers, leading to several stories promoting lower-alcohol beer to consumers. The BBPA further assisted by communicating this pledge to its members and generating support across the brewing industry.




There were 34 signatories to this pledge including 11 brewers, with evaluation done through the Public Health Responsibility Deal monitoring and evaluation group. The UK Government confirmed that the industry has met the target to remove a billion units of alcohol from the market ahead of the 2015 deadline through product innovation and the development of the lower-alcohol category. In total 1.3 billion units of alcohol were removed up to 2014, with brewers responsible for 1.2 billion of this amount. For example, by end March 2014, 155.7 million units had been removed by **Heineken**, including by offering consumers the new 2% ABV Foster’s Radler from March 2013


The BBPA is now working with other partners representing different sectors of the on-trade to develop the pledge and encourage the promotion of lower alcohol products as widely as possible. As the BBPA also represents a number of pub companies, activities were able to include ensuring that the house wine available to customers was below 12.5% and stocking a wide range of lower-alcohol products and promoting them to customers. For tenanted and leased companies, a further activity includes featuring lower-alcohol products in tenant-facing magazines and online licensee portals, discounts and deals on lower-strength products, articles highlighting the customer demand for lower/no-alcohol drinks and permanent price offers on lower alcohol drinks.


Initiatives pursued within pubs to promote products to customers have included introductory prices to encourage people to try different drinks and in one case a 'driver's shelf' in the fridge of non-alcoholic options around Christmas. BBPA organised a joint event with the All-Party Parliamentary Beer Group and the Portman Group in March 2015 to highlight the achievements of the billion unit reduction pledge and showcase the range of lower and no alcohol drinks available. Those attending included MPs, journalists, the Public Health Minister and representatives from members companies.


The 'There's A Beer for That' (TABFT) campaign showcasing the beer category has now taken over from BeerGenie in providing information to consumers about the range and choice in the beer category including non-alcoholic and lower-alcohol beers. TABFT has a detailed section on its website outlining the characteristics and examples of non-alcohol beer. They regularly profile non-alcoholic and low alcohol brands as part of their promotional activity and held a successful version of the weekly 'Beer Club' Twitter event focussed on the non-alcohol beer category. In addition, they have developed a Twitter based 'beer match' tool, which suggests beers that pair well with food. The 1000+ beer database that matches are chosen from includes low and non-alcohol beer.

 By 2014, 8 companies in **BBPA** membership produced beers up to 1.2% abv and 14 produced lighter beers (i.e. 1.2%-2.8%). In the UK in 2014, on-trade sales volumes of <1.2% abv beers in the UK were 2.3 million litres, and sales of 1.2-2.8% abv beers were at 2.7 million litres. From a survey of BBPA members, in total pub companies owning over 14,000 pubs have either actively promoted lower-alcohol products to their customers within their pubs or to their tenants, whilst companies owning 3,400 managed pubs have ensured that these lower strength beers are available in their pubs.

 Since 2013 the **Dutch Brewers** have run 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.. Consumption of alcohol free beer and beer with 2% alcohol is rising. **Heineken** also has a program to promote non-alcoholic beer in restaurants which supports "Sustainable Partners in Business". Since 2015 the sales department is able to offer several "green deals" for restaurant and café owners. While the emphasis is on sustainability, one of the "green deals" features the improvement of the 0.0%, the goal being to make the 0.0% segment a mature and accepted alternative to drinks with alcohol.


 In 2012, as part of its annual local company-wide initiative to celebrate alcohol responsibility initiatives, **ABInBev** organised in Belgium a "Feet on the Street" initiative where about 75 colleagues distributed flyers on the responsible use of alcohol at several locations in Brussels and Jupiler Force and Hoegaarden 0.0 variants were available to taste.

 In 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 NA and non-alcoholic Erdinger wheat beer. Its aim was to provide information for both industry and consumers.


 In Slovenia, "You can drink 5 and you are not high" ("Spiješjih 5 pa nisi zadet") is the main advertising campaign by **Pivovarna Laskofor** non-alcoholic Laško Malt that was launched in 2014. A wide range of advertising materials - ATL (TV, web banners, Facebook communication...) & BTL (Different POS materials for Horeca and trade - posters, flyers,...) were produced and the campaign had strong impact on WOM (word of mouth) - without recall 10%, with recall 35%. All elements of brand perception were much higher after the campaign. In 2015 Igor Miki, a very confident, smart and funny guy, gave advice in videos on how to chat up another person and explored how younger and older people do this in different regions of Slovenia. In every video, Laško Malt is subtly present as a non alcoholic drink which is especially appropriate for those who want to have fun in a sober way. With more than 3 million people reached on Facebook, nearly 1 million views of all videos, 650 shares on Facebook, and nearly 5000 likes on Facebook, the campaign was a success. In 2015 **Pivovarna Union** started a campaign "Drink Responsibly" with Union non-alcoholic Radler, to make young people know what are the consequences of drinking




too much, the line being “Drink different...do not cut you wings, do not complicate your life, do not lose the ground under your legs, do not leave your role”.

-  In Sweden, night patrols which create social security for young people in cities around Sweden were undertaken in partnership with Nattvandring. **Carlsberg** sponsors the initiative and takes an active part by having Carlsberg employees join in the nightshifts where adults walk around the night scenes where young people hang out, ensuring order and safety. In 2015, cooperation with the Nighthawks expanded to Carlsberg’s Green Door Project, which is a platform for nightlife events in Sweden. During the Green Door Project events, non alcoholic beer choice was provided and water bottles were handed out for free when guests were leaving.

Furthermore, Sweden’s Taste of Stockholm is an early summer festival that each year attracts hundreds of thousands of people with a shared interest in food and drink. During the first week of June, the downtown park Kungsträdgården, or “King’s Garden”, is transformed into a party with culinary sensations and performances by many well-known artists. Around 25 of Stockholm’s most exciting restaurants serve everything from the most traditional Swedish dishes to exotic creations from other parts of the world in the park. Carlsberg Sweden is the main beverage supplier for the event and in 2015 focused on promoting non-alcoholic beer as a responsible beverage to accompany different dishes. Carlsberg also organises each year an event in Malmö with a special focus on the company’s wide range of non-alcoholic beers. Its aim is to provide information for both industry and consumers. Between 2014 and 2015, the non-alcoholic category grew +30%. The Okorkat Christmas Campaign in 2015 was Carlsberg Sweden’s initiative to get more people to make smart and conscious choices when it comes to the consumption of alcohol during the Christmas season. The campaign highlighted that there is a beer for all occasions – with particular focus on non-alcoholic beer and responsible consumption. It was a 360 degree campaign, which included outdoor, on trade, digital and social media, as well as internal communication channels. Digital Reach was 2,020,000 impressions, with media reach at 35,000.

-  In Austria, 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, whilst 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 Natur Gold (alc-free) and Zipfer Orangen-Radler (alc-reduced) and alcohol-reduced wheatbeer pear radler called “hoamataradler”. In 2014 the company launched “Gösser Kracherl”, an alcohol free radler.

Workplace initiatives

-  In 2013 the German brewers association, the **Deutscher Brauer-Bund** produced a leaflet “Alkohol am Arbeitsplatz - Gemeinsame Handlungshilfen 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.

-  In December 2013, in conjunction with DrinkAware, **Carlsberg UK** 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.

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.



🇬🇷 In Greece, **Heineken's** Enjoy Responsibly Day (ERD) in 2014 was dedicated to enhancing employees' awareness about all aspects of alcohol, with the long term aim of making employees credible advocates and ambassadors in promoting the responsible consumption of company products and of alcohol in general.

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.



🇦🇹 In Austria **Heineken** operates the Cool@Work program company alcohol policy by:- 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.

Research support


🇮🇹 As part of the Italian brewers association **AssoBirra's** continued support to the Osservatorio Permanente sui Giovani e l'Alcool (The Permanent Observatory on Youth and Alcohol), in December 2013 a conference took place on "Beyond quantity: binge drinking vs. drunkenness". Organised jointly with the Department of Culture, Politics and Society of the University of Torino and the consultant firm Eclectica (Turin), the day was devoted to an open debate around a qualitative examination of binge drinking behaviour in two groups of young people (aged respectively 15-17 and 22-24) in three Italian cities (Torino, Roma and Salerno).

The research strategy - coordinated and executed by Eclectica under the direction of Dr. Franca Beccaria - aimed at an empirical assessment of the notion of bingeing as interpreted and experienced directly by young people engaging in it. In particular the qualitative methods adopted allowed for a comprehensive evaluation of the subjective perspectives of drinkers who binge. Quite interestingly, the analysis shows that Italian excessive drinkers adopt a variety of behavioural strategies leading to a substantial discrimination between getting drunk and bingeing. Young Italians are clearly distinguishing between drunkenness – whose negative connotation and association with intoxication is clearly expressed, and being "tipsy" or euphoric. The conference showed that the concept of binge drinking shows significant exceptions in the Italian case and its adoptability as a fully-fledged concept of juvenile excessive drinking should be revised. A round table took place amongst Prof. J. Demant (University of Aarhus), Prof. F. Faggiano (University of Piemonte Orientale), Dr. F. Piani (Inter regional Health Commission), Cr. L. Grosso (Gruppo Abele), M. Contel (Osservatorio Permanente sui Giovani e l'Alcool) and P. Ugolini (Italian Society of Health Sociology), with concluding remarks by Prof. F. Prina (Università di Torino).


Alcohol addiction

The Beer Pledge process has also uncovered the extent of brewers' involvement in supporting NGOs supporting people with problems of addiction, including alcoholism. Here below thus follows some examples of the initiatives supported by brewing companies across the European Union in this area.

Support to addiction charities


 **Heineken** in Romania has a partnership with The Alliance for Fighting against Alcoholism and Substance Addictions (ALIAT), the main NGO for services in terms of substance addictions. This led to a website - <http://www.alcohhelp.ro> - the first Romanian on-line counselling and e-health intervention platform for people with problematic alcohol consumption.



 **Heineken** also 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: A fundraising and volunteering campaign (2014). The campaign, for the first time, actively involved Heineken employees from across the UK in the partnership with Addaction. Over 370 employees 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.

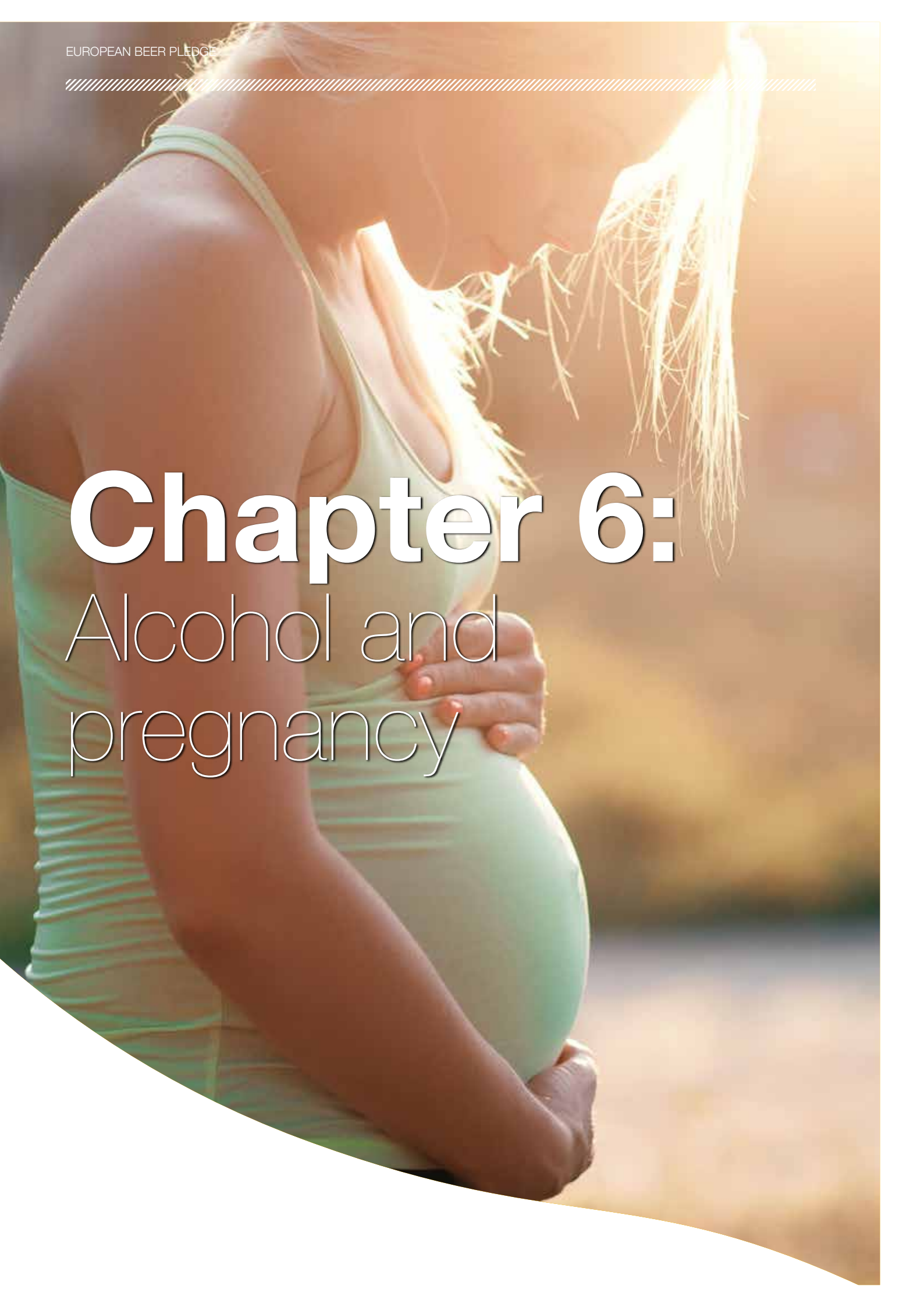
Concrete outputs to date in Ireland include: Increased treatment referrals, with 2013 seeing a 50% increase in the number of residents who have been referred into treatment compared to 2012; Successful Program Engagement with over 20 people engaged with the program in its first year of operation; A concise directory of all treatment



services and centres across the country serving as a primary information source for both staff and service users; and training with more than 60% of staff at Cork Simon, having attended internal Alcohol Awareness Training, including a Certificate in Addiction Counselling Theory and Intervention Skills.

Chapter 6:

Alcohol and pregnancy




Alcohol and Pregnancy

The Brewers of Europe has a clear message that women should avoid alcohol during pregnancy and when breastfeeding, to avoid the risk of health complications for the unborn child and newborn baby. 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. Since brewers themselves are not best placed to inform women of the risks of drinking during pregnancy, except by promoting awareness of the overall message, in most cases the brewing sector works in collaboration and support of doctors groups, NGOs and specialists in the area.

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. This will likely result in the further dissemination and increased awareness of alcohol and pregnancy pictograms which already appear on a number of drinks' containers across Europe. More information on this is available in the Consumer Information chapter.

Campaign with national association of obstetricians and gynecologists

 The first major initiative promoted in Europe by the drinks industry on the issue of alcohol and pregnancy took place in Italy. Suggested by Assobirra its aim was to inform medical professionals (gynaecologists and obstetricians) and women of child-bearing age (age 18-45) of foetal alcohol-related syndromes (FAE, FAS, FASD) and how to prevent them. It was carried out in partnership with SIGO, the most representative association of medical professionals from the obstetric and gynaecological sector in Italy.

In 2012, the second online campaign was carried out and included restyling and updating the websites www.seaspettiunbambino.it and www.beviresponsabile.it together with a new tool for someone to learn immediately if they have gone over a responsible threshold. A viral video was produced with support from female supporters (celebrities, bloggers, and MPs), accompanied by web promotion (buzz marketing, Google or FB Ads), a press conference and further media activity.

In 2015, the third online campaign ran from 8 to 31 July and included a new visual of the campaign and further updating of www.seaspettiunbambino.it. It included a video message with a special testimonial from the actress and mum Francesca Cavallin and a media partnership with www.alfemminile.it, one of the most important women's online magazines in Italy (with 6 mil UUM), which had a dedicated section where Prof. Enrico Vizza – SIGO Secretary and Director of Oncology Dept at the National Institute «Regina Elena» - answered all of the mothers' or future mothers' doubts. SIGO also issued a call to action for all gynecologists in order for them to share awareness among their patients and alert them to this important topic, whilst there was again a press conference and further media activity.





 The Spanish brewers association, **Cerveceros de España**, has also 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 also provided to hospitals and clinics. Since 2007, over 500,000 leaflets have been distributed in Spain to women in clinics and hospitals. All members of SEGO (around 6300 national partners) have also 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.



In 2012 the Spanish Brewers worked on investigating new ways to transmit the message, in this case, through the Spanish Society of Midwives. After several meetings, an agreement was signed by the two parties with the following objectives: Development of information materials on beer and breastfeeding, to be presented to the public; Participation in activities to promote accurate information about nutritional guidelines for women who are breastfeeding and food choices for a prudent diet and healthy lifestyle, and; informing, educating and guiding on the incompatibility of alcohol consumption with this period in life and the option to include in the diet non-alcoholic beer. In 2012 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. Presentations also took place in three congresses of the Spanish Association of Midwives and in several hospitals, with presentations directed to pregnant and breast-feeding women and including 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 were presented through media on three separate occasions in 2013, whilst presentations were also made to the 16th and 17th Congresses of the Spanish Association of Midwives, in 2013 and 2014. An Open House was organised in 2014 at the Gomez Ulla hospital.

- Another campaign, in France, is supported through *Entreprise & Prevention*, supported by French brewers, to promote dialogue between women and their medical practitioners about the risks associated with alcohol consumption during pregnancy. Having been piloted in the city of Le Havre, Normandy, the results from the evaluation were used to roll out the campaign at national level together with the National College of French Gynaecologists and Obstetricians (CNGOF). It aims to facilitate dialogue between physicians and their patients on the basis of a simple recommendation: “zero drinking during pregnancy”. It uses; leaflets and posters for waiting-rooms entitled “Can I have a drink to his health?”; a guide for medical staff entitled “Alcohol and pregnancy, let’s talk about it?”; and information on the website. Kits (leaflet, poster and guide) are circulated to gynaecologists and obstetricians and midwives by CNGOF networks, these tools being made available to all health professionals via the website. By December 2014, 95,000 kits (leaflet, poster and guide) had been distributed.



Campaigns with NGOs and medical specialists addressing alcohol and pregnancy

- 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); Internet initiatives – a special application on www.wciazyniepije.pl, posts on the Facebook profiles of brands and abcalkoholu.pl. A subpage was also included on the Polish version of talkingalcohol.com for ordering educational materials (posters, leaflets).




Other activities since the launch of the campaign include: Cooperation with the Polish Gynaecological Society to produce a position on risks associated with alcohol consumption by pregnant women (FAS), which was sent to the entire community (over 4,000 gynecologists in Poland) as a newsletter; The “I don’t drink during pregnancy” message was placed in more than 200,000 materials targeted to pregnant women and distributed in 1,900 consulting-rooms and 1,600 ante-natal Classes in Poland; More than 11,000 votes of support for the slogan “I don’t drink during pregnancy” were posted on the web application (www.wciazyniepije.pl); The Union of the Brewing Industry Employers in Poland (ZPPP) participated in a session of the Sejm (the lower house of the Polish parliament) dedicated to FAS on 9 September 2014; and over 16,000 internet users took part in the fundraising and educational activity based on the Facebook application.






 In the Czech Republic **Plensky Prazdroj** engaged with experts from Sananim NGO and other independent experts (doctors) and launched a communication campaign which started on FAS Awareness Day on 9 September 2015 and continued until the end of 2015. The aim of the project 9 months 0 promile is to increase public awareness about FAS and the alcohol and pregnancy topic. Before the media launch an independent public survey was initiated about FAS in the Czech Republic. There were 243 interactions with people on Facebook and 429 unique visitors searching for information about FAS or alcohol and pregnancy.

 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 on 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. Topvar also launched a new alcohol calculator application for women, with detailed information about foetal alcohol syndrome and the effects of alcohol on women. The launch of the app was followed by a seminar involving general doctors and officers from the public health authority. The events have been 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: A partnership with Regina Maria clinics - one of the most important private clinics in Romania - to create a booklet for informed and responsible mothers, which was distributed at national level and available near all their gynaecology departments; A one month special project with copilul.ro (baby.ro) to publish four branded articles (1/week) with tips 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, challenging them to test their level of knowledge regarding risks associated with alcohol during pregnancy, with the most informed responses, helped by hints on the DespreAlcool.ro website, rewarded with vouchers for baby products; and participation in a future mothers seminar part of Supermoms for Superbabies event, where Dr. Alina Ursuleanu presented the risks of drinking alcohol for the foetus and how they can be prevented and all participants received the booklet.



- In the Netherlands, “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.



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 on or after 1 January 2012 and those ongoing on between the launch of the Beer Pledge on 28 February 2012 and 1 December 2015. 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 third report was the involvement of KPMG Sustainability, who was requested to externally verify the report. KPMG Sustainability has reviewed the information provided and supporting materials in order to provide limited assurance on its content, ensuring that all significant claims within the report be backed up by evidence through a process that encourages rigour in monitoring outputs and outcomes of the initiatives undertaken. 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 that are applicable when having information assured.



Assurance Report of The Independent Auditor



Assurance Report of The Independent Auditor

To the readers of the third European Beer Pledge Report

Our Conclusion

We have reviewed the third European Beer Pledge Report (hereafter: The Report) of the Brewers of Europe based in Brussels, Belgium.

Based on our review, nothing has come to our attention to indicate that The Report is not prepared, in all material respects, in accordance with the internally developed criteria as described in the chapter 'Methodology and structure' (page 89).

The Report includes prospective information such as ambitions, strategy, plans, expectations and estimates. Inherently the actual future results may differ from these and are therefore uncertain. We do not provide any assurance on the assumptions and achievability of prospective information in The Report.

Basis for our conclusion

We have performed our review on The Report in accordance with Dutch law, including Dutch Standard 3000: "Assurance Engagements other than Audits or Reviews of Historical Financial Information", which is aligned with the International Standard on Assurance Engagements (ISAE) 3000: "Assurance Engagements other than Audits or Reviews of Historical Financial Information".

This review engagement is aimed to obtain limited assurance. Our responsibilities under this standard are further described in the section 'Our responsibilities for the review of The Report' below.

We are independent of The Brewers of Europe in accordance with the 'Verordening inzake de onafhankelijkheid van accountants bij assurance-opdrachten' (ViO, Code of Ethics for Professional Accountants, a regulation with respect to independence) and other relevant independence regulations in the Netherlands. Furthermore, we have complied with the 'Verordening gedrags- en beroepsregels accountants' (VGBA, Dutch Code of Ethics).

We believe that the assurance evidence we have obtained is sufficient and appropriate to provide a basis for our conclusion.

Responsibilities of The Brewers of Europe Secretariat for The Report

The Brewers of Europe Secretariat is responsible for the preparation of The Report in accordance with the internally developed criteria as described in the chapter 'Methodology and structure' (page 89) including the identification of stakeholders and the definition of material matters. The choices made by the Brewers of Europe Secretariat regarding the scope of The Report and the reporting policy are summarized in the chapter 'Methodology and structure' (page 89).

The Brewers of Europe Secretariat is also responsible for such internal control as it determines is necessary to enable the preparation of The Report that is free from material misstatement, whether due to fraud or error.



Our responsibility for the review of The Report

Our responsibility is to plan and perform the review assignment in a manner that allows us to obtain sufficient and appropriate assurance evidence for our conclusion.

A review is aimed to obtain a limited level of assurance. Procedures performed to obtain a limited level of assurance are aimed at determining the plausibility of information and are less extensive than a reasonable assurance engagement. The procedures performed consisted primarily of making inquiries of staff within the entity and applying analytical procedures on the information in The Report. The level of assurance obtained in review engagements is therefore substantially less than the level of assurance obtained in an audit engagement.

We apply the 'Nadere voorschriften accountantskantoren ter zake van assurance opdrachten (RA)' (Regulations for Audit Firms Regarding Assurance Engagements) and accordingly maintain a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

Misstatements can arise from fraud or errors and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of The Report. The materiality affects the nature, timing and extent of our review procedures and the evaluation of the effect of identified misstatements on our conclusion.

We have exercised professional judgement and have maintained professional skepticism throughout the review, in accordance with the Dutch Standard 3000, ethical requirements and independence requirements.

Our main procedures consisted of:

- Evaluating the appropriateness of the reporting criteria and its consistent application, including the evaluation of the reasonableness of management's estimates;
- Evaluating the design and implementation of the reporting systems and processes related to The Report;
- Interviewing the Brewers of Europe Secretariat responsible for the responsible drinking strategy and policy;
- Interviewing relevant staff responsible for providing the information in The Report, carrying out internal control procedures on the data and consolidating the data in The Report;
- Visits to member organisations in Poland and the United Kingdom to review the source data and the design and implementation of internal controls and validation procedures at local level;
- Reviewing relevant data and evaluating internal and external documentation, based on limited sampling, to assess the accuracy of The Report.

Amsterdam, 25 September 2017

KPMG Sustainability,
Part of KPMG Advisory N.V.

M.A.S. Boekhold-Miltenburg RA
Director

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
info@brewersofeurope.org

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The Brewers of Europe