



# Drinks Industry Initiatives

2007

Voluntary initiatives by the EU spirits industry to help reduce alcohol-related harm

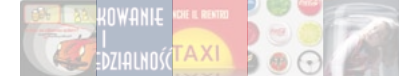






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**Preface** This brochure, produced annually since 2005, is the result of a combined effort between the European Forum for Responsible Drinking (EFRD) and the European Spirits Organisation – CEPS.

- + EFRD is an alliance of leading European alcoholic beverages producers supporting targeted initiatives to promote responsible drinking. These initiatives focus on attitudinal and awareness programmes, responsible marketing and self-regulation as well as the promotion of a better understanding of the evidence base. EFRD endorses the partnership approach with interested stakeholders to tackle alcohol-related harm. EFRD members include: Bacardi-Martini, Brown-Forman, Diageo, Moët-Hennessy, Pernod-Ricard, Rémy Cointreau and V&S Group.
- + The European Spirits Organisation – CEPS acts as the European representative body for producers of spirit drinks. Its membership comprises 37 national associations representing the industry in 29 European countries, as well as a group of leading spirits producing companies. The European Spirits Organisation – CEPS aims to raise and promote the understanding of the EU spirits industry to decision makers in the EU institutions, international organisations and other key stakeholders. Its role is to secure, promote and advance the freedom to produce and market spirits in a responsible way, to support the needs of its members and to be the leading voice of the European spirits industry.

## Introduction

Treated responsibly, alcohol is a source of enjoyment for many people as recognised by the Commission’s “Communication on an EU Strategy to reduce alcohol-related harm”, adopted in October 2006, and supported by the Council of Ministers and the European Parliament. However, excessive or inappropriate consumption can cause health and social problems for individuals and for wider society.

This is why the spirits industry is committed to addressing alcohol-related harm, as illustrated by the European Spirits Organisation - CEPS “Charter on Responsible Alcohol Consumption”, adopted in 2005. The Charter includes the commitment to annually report back on progress made in reaching the goals the industry has set for itself by 2010.

To understand the full extent of the commitments of spirits producing companies, it is important to know that these companies do not simply invest in activities individually, but that they are also supporting the actions undertaken by the trade associations across the EU-27 and by the Social Aspects Organisations (SAOs) that they fund, typically in partnership with other alcohol beverage producers.

This brochure, which provides a non-exhaustive overview of existing prevention programmes undertaken in public/private partnership, serves two purposes: (i) to demonstrate to national and European stakeholders that industry is active in meeting its commitments, but also (ii) to serve as an exchange of practice manual to further improve the level and quality of initiatives being carried out.

This year’s brochure, in particular, presents results not only in terms of impact (i.e. how many people are reached by a given targeted intervention), but also an evaluation on the objectives set.

The conclusion highlights that a growing number of initiatives are being evaluated but that room for improvement remains in a number of areas. These will be addressed by the European Spirits Organisation – CEPS and EFRD by offering additional support to the industry on evaluation methodologies in the future.



## Practical information

This brochure is also available online on the EFRD and the European Spirits Organisation – CEPS websites<sup>1</sup>.

The recommended actions and industry initiatives are divided into a number of areas that are summarised and presented in the table as follows:

- + Initiatives targeting underage drinking that seek to discourage underage drinking and enforce legal purchasing age, in particular, awareness campaigns on legal purchasing age and sanctions for infringements. These initiatives also include education programmes at school, support for parents, campaigns at youth clubs, sports clubs, and special actions during nightlife, etc.
- + Initiatives targeting consumers to promote responsible drinking. In particular, information campaigns and initiatives to raise consumer awareness on sensible drinking levels (including campaigns targeting specific “at-risk” groups, such as pregnant women).
- + Initiatives to raise awareness about the dangers of drink-driving: for example, designated driver campaigns or any other actions promoting alternatives to drink-driving.
- + Initiatives to promote the responsible service/selling of alcohol: for example, training of bar staff and cashiers to serve/sell alcohol responsibly.
- + Initiatives to raise awareness in the workplace: for example, adoption of a specific alcohol policy, initiatives to inform employees or to support those having alcohol-related problems.

As a responsible industry, we are proud of our contribution to tackling alcohol misuse.



Philippe Mouton

President  
European Spirits Organisation – CEPS

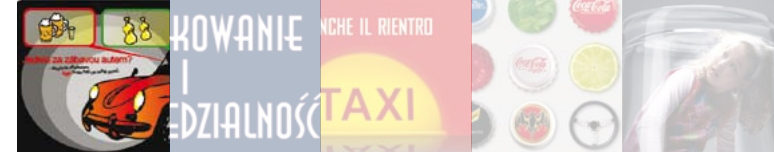


Elizabeth Crossick

Chairwoman  
EFRD Committee

November 2007

<sup>1</sup> [www.efrd.org](http://www.efrd.org)  
[www.europeanspirits.org](http://www.europeanspirits.org)



## Austria



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>"Drivers' Corner"</b></p> <ul style="list-style-type: none"> <li>To promote the designated driver concept.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>20-30 "Driver's Corner" installed at B-Live (Bacardi branded Dance Events) in 2007.</li> <li>Registration of designated drivers at the beginning of each event and distribution of coupons for free non-alcoholic drinks.</li> <li>Designated drivers are invited for a free breath test prior to departure.</li> <li>Coupons for taxis or information about public transport provided.</li> <li>Merchandise (key rings, t-shirts, etc.) and free tickets for future events are awarded if the designated driver remains sober all night.</li> </ul>	<p>Results of 2006 events:</p> <ul style="list-style-type: none"> <li>500 information tools distributed.</li> <li>110 designated drivers registered at the event.</li> </ul>	<ul style="list-style-type: none"> <li>Results of the 2007 evaluation will be published in March 2008.</li> </ul>
<p><b>"On-Trade Server Education"</b></p> <ul style="list-style-type: none"> <li>To raise awareness amongst on-trade owners and staff on social responsibility obligations and legal requirements.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of information on:               <ul style="list-style-type: none"> <li>The law applying to on-trade sector (legal purchase age (LPA) and youth protection regulations) and sanctions for non-compliance.</li> <li>The "Do's &amp; Don'ts" of serving alcohol responsibly.</li> </ul> </li> <li>Different coloured bracelets to identify those under the LPA. Premises receive "bonuses" if they stick to agreed responsible behaviour guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>70,000 bracelets produced for this 2007 initiative.</li> <li>Initiative taking place in about 200 outlets in 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Results of the 2007 evaluation will be published in March 2008.</li> </ul>
<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>"Bonne fêtes à tous"</b>  <b>"Merry Christmas to All"</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking behaviour around Christmas period.</li> <li>December 2006.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FBVS</li> <li>FEDIS (retail trade)</li> <li>Consumer association (Test Achats)</li> <li>Health Ministry</li> <li>"Conseil de la Publicité"</li> </ul>	<ul style="list-style-type: none"> <li>Advertorial published in the 4 major French and Flemish newspapers before Christmas 2006.</li> <li>Consumer information on responsible drinking guidelines, risky drinking behaviour (underage drinking, drink-driving, pregnancy) and how to file a complaint on an advertisement.</li> </ul>	<ul style="list-style-type: none"> <li>This message reached over 3,500,000 families.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>

## Belgium

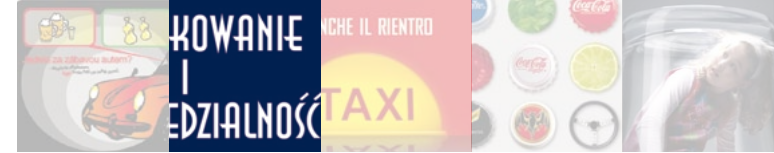




Czech Republic



<p><b>“Notre savoir faire se déguste avec sagesse”</b>  <b>“Taste our know-how wisely”</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking messages in advertising.</li> <li>12 May 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FBVS</li> <li>FEDIS (retail trade)</li> <li>JEP (SRO)</li> <li>Belgian Brewers Association</li> <li>Consumer associations</li> <li>Health Ministry</li> </ul>	<ul style="list-style-type: none"> <li>Voluntary agreement between partners which requires all advertising (cinema, TV, radio, posters, website) to carry a responsible drinking message.</li> <li>Size, position and typeface are clearly defined and standardised.</li> <li>Agreement endorsed by law, published on 18 November 2006.</li> </ul>		<ul style="list-style-type: none"> <li>Monitoring of spirits print and TV ads published in 2006 shows a compliance rate of 84.5 %.</li> </ul>
<p><b>Title</b>  <b>Objective &amp; Timing</b>  <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“www.pobavme-se-o-alkoholu.cz”</b>  <b>“www.talkaboutalcohol.com”</b></p> <ul style="list-style-type: none"> <li>To increase knowledge and awareness of the risks associated with alcohol consumption by those who are underage.</li> <li>To raise awareness among young people of the laws restricting the purchase and consumption of alcohol, and why these exist.</li> <li>To promote the idea that abstinence is a valid option.</li> <li>Pilot website launched in 2006.</li> <li>Official website launched in September 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Fórum PSR</li> <li>Life Without Addiction (NGO)</li> <li>European stakeholders (EFRD, EACA; AEDE, COFACE, Generation Europe)</li> </ul>	<ul style="list-style-type: none"> <li>Launch of the website at the beginning of the school year 2007, with press conference and press releases.</li> <li>Based on three pillars: <ul style="list-style-type: none"> <li>An interactive part to be used by young people aged 11 to 16 in their leisure time.</li> <li>Work sheets to assist teachers to address alcohol in scientific or civic education curricula.</li> <li>Information and guidance for parents to discuss alcohol with their children.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Information concerning the number of visitors to the website, number of leaflets distributed and schools involved will be available by December 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Pilot evaluation 2006 (see Drinks Industry Initiatives Brochure 2006).</li> <li>First evaluation planned for December 2007.</li> </ul>



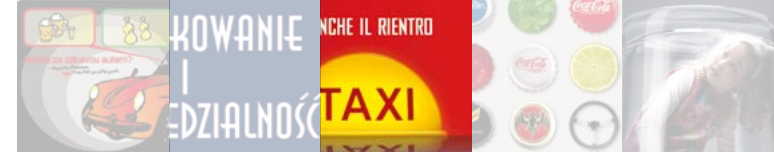
<p>“Domluvme se” “Let’s agree” “www.domluvme-se.cz”</p> <ul style="list-style-type: none"> <li>To reduce incidences of drink-driving and to reduce the number of road accidents involving alcohol by promoting the designated driver concept among young people.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Fórum PSR</li> <li>BESIP</li> <li>Responsible Brewers initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Clean Stage tents promoting the concept at three large summer music festivals and in 23 smaller events in October 2006. Visitors are informed through interactive activities about road safety rules (crash test simulator, video games, etc.).</li> <li>A song and video clip with well-known musicians and celebrities to raise awareness about road-safety, with a special focus on alcohol. The song and the video-clip were launched on 23 September through TV and radio channels: <a href="http://www.domluvme-se.cz/text.php?src=4">http://www.domluvme-se.cz/text.php?src=4</a></li> <li>Point of sale (POS) material produced to support the campaign: flyers, stickers, T-shirts, caps.</li> <li>“Promille SMS” service by which drivers can find out their likely BAC level and estimated time to sober-up before driving again (<a href="http://www.promillesms.cz">www.promillesms.cz</a>).</li> <li>BESIPMAN comics: the new hero, “BESIPMAN”, a modern comic, attractive for the target group, is spreading the message of responsibility and respect on roads and was published in printed media.</li> </ul>	<ul style="list-style-type: none"> <li>20,000 visitors at large music festivals.</li> <li>5,000 visitors during the 23 smaller events.</li> <li>Almost 1,000 breath tests performed.</li> <li>Around 10,000 people have heard the song and video-clip via radio and TV.</li> <li>Around 10,000 people have learned about the concept through media campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation carried out by the Addictology Center of the Charles University on 780 people aged between 18 and 26 years shows that: <ul style="list-style-type: none"> <li>Between 2 and 34 % know about individual components of the campaign (highest rate for video clip and “Promille SMS” service).</li> <li>88 % believe the campaign is a very good or good idea.</li> <li>More than 55 % are convinced by the campaign not to drive under the influence of alcohol.</li> <li>90 % state they have made an agreement with other people for someone to remain sober and drive the others home (agreement taken at some point prior to the event, rarely at the event itself; mainly at the weekend, rarely during the week).</li> <li>40 % link the aforementioned practice with the term “designated driver”.</li> </ul> </li> <li>Statistics from police forces show a decline in the number of accidents under alcohol influence from 9,067 in 2003 to 6,118 in 2006 and a fall in the number of fatalities from 111 in 2003 to 42 in 2006.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p>“Til Konfirmanden” “The Confirmation Sacrament”</p> <ul style="list-style-type: none"> <li>To avoid drinking on “Blue Monday” (“Blue Monday” is the first weekday after the confirmation sacrament ceremony, when all the newly-confirmed gather in the larger cities of Denmark).</li> <li>4 May 2007 until 6 May 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>GODA</li> <li>The Dean of Copenhagen</li> </ul>	<ul style="list-style-type: none"> <li>Pamphlet containing information on alcohol, raising awareness on self responsibility.</li> <li>Piloted in spring 2007.</li> <li>In 2008, the pamphlets will be distributed by priests to all those who are confirmed across Denmark.</li> </ul>	<ul style="list-style-type: none"> <li>2,000 copies distributed in May 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>

Denmark





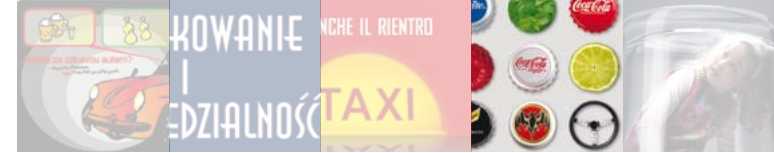
<p>“<a href="http://www.alkoholdialog.dk">www.alkoholdialog.dk</a>”  “Dialogue about alcohol”</p> <ul style="list-style-type: none"> <li>• To reduce underage drinking.</li> <li>• August 2007, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>• GODA</li> </ul>	<ul style="list-style-type: none"> <li>• Website for parents with information on alcohol and support to set up rules and agreements with their children.</li> <li>• Website with social, psychological and factual information: how to talk to your child, a parent network, being young today, facts about alcohol, parent-teacher meetings at schools, social life and going out.</li> <li>• Promotion in August 2007 through visit cards sent out to schools and via links on school web pages.</li> </ul>	<ul style="list-style-type: none"> <li>• No data yet available as the promotion of the website to parents started at the beginning of the school year in September 2007.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p>“<a href="http://www.unggoda.dk">www.unggoda.dk</a>”  “Young GODA” website</p> <ul style="list-style-type: none"> <li>• To raise awareness on issues related to alcohol among young people.</li> <li>• September 2007.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>• GODA</li> <li>• Medieskolen</li> </ul>	<ul style="list-style-type: none"> <li>• The site has been made in corporation with teenagers from Medieskolen (The Media School) in order to include “young to young” communication.</li> <li>• Website including facts about alcohol, information on sensible consumption and differing perceptions about alcohol in Denmark.</li> <li>• The site targets young people and includes tests, games and alcohol stories from other youngsters that seek to raise awareness about problems involving alcohol and young people.</li> </ul>	<ul style="list-style-type: none"> <li>• No data available yet.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p>“Alkohol i Rundfunk”  “Rundfunk and alcohol”</p> <ul style="list-style-type: none"> <li>• To avoid excessive drinking among young people.</li> <li>• To encourage classroom discussion on topics related to adolescent life and alcohol.</li> <li>• 2005, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>• GODA</li> <li>• The TV2</li> </ul>	<ul style="list-style-type: none"> <li>• In 2005, GODA acted as a consultant for a special show on alcohol for the TV programme, “Rundfunk” (watched every day by 150,000 teenagers aged between 12 and 18 years).</li> <li>• Highlights from the TV show were compiled on a DVD which is distributed in High Schools.</li> </ul>	<ul style="list-style-type: none"> <li>• So far, 2,000 DVDs were issued reaching over 1,050 High Schools.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p>“Forældrenetværk”  “Parents Network”</p> <ul style="list-style-type: none"> <li>• To urge professionals to involve parents in their projects.</li> <li>• To encourage community approach to reduce alcohol misuse and risky drinking behaviour.</li> <li>• November 2006.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>• GODA</li> <li>• The Crime Preventive Co-organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Two workshops have been organised with social workers, teachers, parents and others professionals working in the area of prevention and young people.</li> <li>• The aim of these workshops was to empower and encourage parents to form networks related to their own teenager’s behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>• More than 100 participants attended the two workshops.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>



<p><b>“Fryspunkt”</b> <b>“Freeze point”</b></p> <ul style="list-style-type: none"> <li>To promote sensible drinking among High School students, highlighting, in particular, the consequences of excessive drinking.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>GODA</li> </ul>	<ul style="list-style-type: none"> <li>Prevention programme based on a “Motivational Interviewing” method, focusing on ambivalent behaviour.</li> <li>Programme used by various Counties and Councils in Denmark.</li> <li>Materials available at <a href="http://www.fryspunkt.dk">www.fryspunkt.dk</a>.</li> <li>Promotion through the web page of the Danish Department of Education.</li> </ul>	<ul style="list-style-type: none"> <li>No information is available so far about the number of students reached by the programme.</li> <li>800 teachers attended a training session to deliver the “Fryspunkt” programme.</li> </ul>	<ul style="list-style-type: none"> <li>The programme has been evaluated in 2005 (see Drinks Industry Initiatives Brochure 2006).</li> </ul>
<p><b>“Holdspiller”</b> <b>“Team Player”</b></p> <ul style="list-style-type: none"> <li>To promote the designated driver concept among young drivers.</li> <li>To reduce the number of alcohol-related road accidents.</li> <li>since 2001, summer campaign in August 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>GODA</li> <li>The Danish Road Safety Council</li> </ul>	<ul style="list-style-type: none"> <li>The campaign has involved 47 discos all over Denmark.</li> <li>The staff in discos distributed information about this campaign and discussed it with young people.</li> <li>Campaign material and games distributed to raise awareness of the designated driver idea.</li> <li>Information available at <a href="http://www.holdspiller.dk">www.holdspiller.dk</a>.</li> </ul>	<ul style="list-style-type: none"> <li>47 discotheques hosted the campaign.</li> <li>50 website homepages showed banners and pictures from the campaign.</li> <li>35,000 persons targeted via the campaign at the discos.</li> <li>185,000 persons have been visiting the homepages of the websites involved.</li> <li>Large media coverage of the campaign in national TV, radio programs and several newspapers.</li> </ul>	<ul style="list-style-type: none"> <li>Designated driver concept used and known by 68 % of female and 79 % of male respondents.</li> <li>The same percentage endorse the approach as the safest to avoid drink-driving and to reduce the number of alcohol-related accidents.</li> <li>Among the youngest drivers and the group of respondents who do not yet have a driving licence, 56 % of women and 46 % of men always make sure they have a solution to get home safely.</li> <li>This group reports having parents, siblings or a partner come to pick them up.</li> <li>The qualitative survey shows that both females and males rate the designated driver method as the most efficient and best means to avoid drink-driving.</li> </ul>
<p><b>“Taxakampagne”</b> <b>“Taxi campaign”</b></p> <ul style="list-style-type: none"> <li>To confirm young people have opted for the right choice of means of transport when drinking.</li> <li>To raise awareness about the impact of alcohol on driving capabilities.</li> <li>September 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>GODA</li> </ul>	<ul style="list-style-type: none"> <li>Short film about drink-driving shown on TV screens inside taxis.</li> </ul>	<ul style="list-style-type: none"> <li>Seen by 75,000 people.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



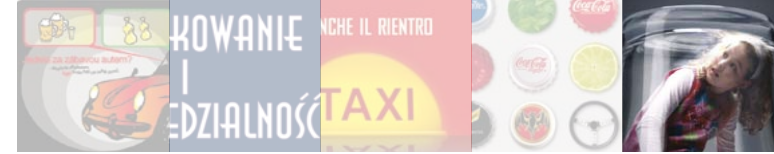
<p><b>“Eksperimentet”</b> <b>“The Experiment”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the impact of alcohol on one’s driving abilities.</li> <li>Original version on video tape, 1996.</li> <li>DVD version, 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>GODA</li> <li>Danish Road Safety Council</li> <li>European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Documentary showing a group of young people challenged to perform a driving test before and after consuming alcohol.</li> <li>The experience clearly demonstrates the impairment on driving ability after alcohol has been consumed.</li> <li>DVD distributed to driving schools nationwide together with the Team Player leaflet.</li> </ul>	<ul style="list-style-type: none"> <li>The initiative won a prize for the “best educational video” at an international contest in New Orleans.</li> <li>DVD distributed to 1,700 driving schools in June 2007.</li> </ul>	<ul style="list-style-type: none"> <li>The video is used successfully as part of the broader “Team Player 2006” campaign.</li> <li>The film is considered very useful by 72 % of respondents.</li> </ul>
<p><b>“European Night without Accidents”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of alcohol-related road accidents involving young drivers.</li> <li>14 October 2006, every year on the third Saturday of October.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Responsible Young Drivers</li> <li>GODA</li> <li>European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Part of the Pan-European campaign “European Night Without Accidents”.</li> <li>First piloted in 2006 in Denmark in one pub on a Saturday afternoon with 750-950 clients.</li> <li>The primary target group is young people aged between 18 and 28 years.</li> <li>Every group arriving at the club is asked to designate a driver for the evening. The driver is identified by a bracelet and when leaving the premises he/she is asked to undergo a breath test. If the designated driver tests negative, he/she is rewarded with a number of prizes.</li> <li>This event is carried out by young volunteers.</li> </ul>	<ul style="list-style-type: none"> <li>The pilot will be rolled out in 20 discos in October 2007.</li> </ul>	<p>Quantitative and qualitative results of the ENWA pilot project in Holstebro:</p> <ul style="list-style-type: none"> <li>70 guests tried the drink-driving simulator.</li> <li>180 were involved in the discussions and debate that took place around the event.</li> <li>10 agreed to be the designated driver.</li> <li>1 had brought his car and intended to drive home, but left it after having undergone breath analysis.</li> </ul>
<p><b>“Responsible Drinking at Skanderborg Festival”</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking attitudes.</li> <li>To ensure participants do not drink and drive back home.</li> <li>9 August 2006-14 August 2006.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Denmark</li> <li>Skanderborg Festival</li> </ul>	<p>Initiative based on distribution of POS material using the message “Don’t drink and drive”, such as:</p> <ul style="list-style-type: none"> <li>Posters in the buses organised for the festival.</li> <li>200,000 inserts in Jyllands Posten newspaper.</li> <li>Posters in parking lots and toilets.</li> <li>Badges for bar tenders and stickers at the bars.</li> <li>Articles in the festival programme (35,000 copies).</li> <li>50,000 hand outs distributed to libraries, tourist information centres, etc.</li> <li>A press release for media.</li> </ul>	<ul style="list-style-type: none"> <li>This initiative reached over 35,000 festival guests.</li> </ul>	<ul style="list-style-type: none"> <li>A survey shows a 86 % recollection of the “Don’t Drink and Drive Campaign” message.</li> <li>Each year, the local police carries out breath tests at the end of the festival.</li> <li>500 breath tests were conducted in 2006, with the highest percentage of negative results recorded. “This is a record! There is no doubt that this is related to the Don’t Drink and Drive campaign,” said a policeman.</li> </ul>



<p>“Skirad” “Advice on drinking and skiing”</p> <ul style="list-style-type: none"> <li>To avoid alcohol-related accidents when skiing.</li> <li>January 2007.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>GODA</li> <li>European Travel Insurance Company</li> </ul>	<ul style="list-style-type: none"> <li>Advice published in the skiing section of the European Travel Insurance Company newspaper.</li> </ul>	<ul style="list-style-type: none"> <li>Information not available.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p>“www.goda.dk”</p> <ul style="list-style-type: none"> <li>To raise awareness on issues related to alcohol among three different target groups: young people, parents and teachers.</li> <li>2005, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>GODA</li> </ul>	<ul style="list-style-type: none"> <li>Website including facts about alcohol, information on sensible consumption and differing perceptions on alcohol in Denmark.</li> <li>The site targets adolescents, parents and teachers and offers the option to download publications free of charge.</li> <li>It includes a web-based game entitled “Party People” which tests the ability to control alcohol intake on a virtual night out.</li> </ul>	<ul style="list-style-type: none"> <li>Average of 2,572 visits to the site per month.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p>“Pregnant Women Logo on Labels”</p> <ul style="list-style-type: none"> <li>To raise awareness among pregnant women about the dangers of drinking while pregnant or breastfeeding.</li> <li>2007.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>Pernod Ricard</li> </ul>	<ul style="list-style-type: none"> <li>A pictogram on the back label of all the company’s wine and spirit drinks across EU 27.</li> <li>A reminder of the dangers associated with alcohol consumption when seeking to conceive, pregnant or when breastfeeding and a recommendation to abstain and consult a doctor.</li> </ul>	<ul style="list-style-type: none"> <li>More than 500 million bottles should carry the pregnancy logo following its achievement.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation foreseen in a number of pilot countries (tbc) by the end of 2008.</li> </ul>
<p>“Budget Line on prevention programmes”</p> <ul style="list-style-type: none"> <li>To offer budget-line funding to spirits industry prevention initiatives in the EU.</li> <li>2007.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>EFRD</li> </ul>	<ul style="list-style-type: none"> <li>Call for tender launched in February 2007 among CEPS members and SAOs.</li> <li>Priority given to the implementation of EFRD flagship programmes described in the “Don’t reinvent the wheel” Brochure (available on the EFRD website).</li> <li>Only measured and evaluated programmes are eligible.</li> <li>Interim and final reporting obligations by the recipients of the fund.</li> </ul>	<p>5 campaigns to be supported in 2007/2008:</p> <ul style="list-style-type: none"> <li>Hungary – Drink drive campaign.</li> <li>France – <a href="http://2340.fr">2340.fr</a> (Consumer information website).</li> <li>Bulgary – Drink drive campaign.</li> <li>Czech Republic – Consumer information website.</li> <li>The Netherlands – An “information for parents” website.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation by 2008.</li> </ul>



<p><b>“Information Leaflet”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness about responsible consumption for employees.</li> <li>• 2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Moët-Hennessy</li> </ul>	<ul style="list-style-type: none"> <li>• The initiative started in France in 2004 and has since then been extended to eight additional countries.</li> <li>• Leaflet distributed by the Human Resource Department to all staff and every newcomer with a personal explanation of expectations.</li> <li>• Provision of company car with chauffeur for staff welcoming guests at tasting facilities.</li> <li>• Provision of breathalysers at company sites and in the vehicles of the sales team.</li> <li>• Responsible drinking messages posted on the intranet website and newsletters.</li> <li>• Reminders about responsible drinking behaviour during staff and board meetings.</li> </ul>	<ul style="list-style-type: none"> <li>• 800 additional leaflets have been ordered in 2007 by the national subsidiaries in Belgium, Denmark, France, Italy, Norway, Spain, Sweden, Switzerland, the Netherlands and the UK.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation via questionnaires from employees foreseen by the end of 2007.</li> </ul>
<p><b>“European Road Safety Charter”</b></p> <ul style="list-style-type: none"> <li>• To raise employee and consumer awareness of the dangers of drink-driving and to promote alternative means of transport.</li> <li>• 2006.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Diageo Europe</li> </ul>	<p>In July 2006, Diageo introduced five commitments to the European Road Safety Charter to be implemented over the next three years:</p> <ul style="list-style-type: none"> <li>• To implement responsible drinking activities with EU employees: general responsible drinking information and guidance communicated via e-mail, intranet and external website, desk drops, tips etc.</li> <li>• To initiate responsible drinking activities in all EU Member States.</li> <li>• To reach over 1 million adult consumers with anti-drink-driving messages through TV commercials and on-site activities.</li> <li>• To support the European Transport Safety Council with a two year partnership agreement to establish a dedicated Drink-Driving Policy Network to promote road safety by identifying best practices for reducing alcohol-related accidents among repeat drink-drivers and novice drivers.</li> <li>• To encourage individual Diageo businesses in Europe to make their own commitments under the Charter.</li> </ul>	<ul style="list-style-type: none"> <li>• 8,000 EU employees have taken part in responsible drinking activities.</li> <li>• Responsible drinking initiatives have been undertaken directly by Diageo in 14 EU countries and the rest (with the exception of a limited number of Accession States) through national associations (see details in this brochure).</li> <li>• 9 million consumers reached via the 2 TV commercials in Greece (in autumn 2006); 260,000 consumers directly reached over the Johnnie Walker sponsorship of F1 (Hungary, Spain and the UK); 14 million print media impressions.</li> <li>• 1,000 EU &amp; national stakeholders have received the first two editions of the Drink-Driving Monitor Newsletter (<a href="http://www.etsc.be">www.etsc.be</a>).</li> <li>• Diageo Spain and Denmark have signed the EU Charter with incremental commitments to the one signed by Diageo Europe.</li> </ul>	<ul style="list-style-type: none"> <li>• See individual evaluations in country reports.</li> </ul>



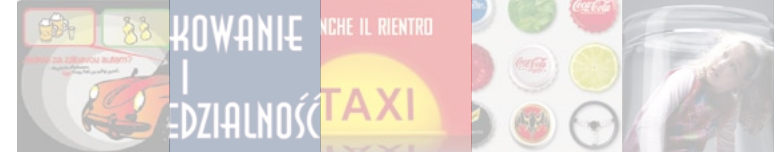
France



<p><b>“CEPS Charter on responsible alcohol consumption”</b></p> <ul style="list-style-type: none"> <li>To ensure ongoing industry initiatives are maintained and to reinforce the commitment of the spirits industry tackling alcohol-related harm at national level.</li> <li>2005, ongoing.</li> <li>Full implementation by 2010.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The European Spirits Organisation – CEPS</li> </ul>	<ul style="list-style-type: none"> <li>The Charter specifies a series of concrete commitments to be achieved by 2010.</li> <li>In 2007, to support members to implement their commitments, a “Practical Guide to Charter implementation” was adopted.</li> <li>Development of content for a responsible drinking website.</li> </ul>	<ul style="list-style-type: none"> <li>Annual Progress Report, assured by KPMG Sustainability.</li> <li>The “Second year Charter Progress Report” will be published in November 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Initiative 18+”</b></p> <ul style="list-style-type: none"> <li>To reinforce existing legislation (Youth Protection Act) regarding underage drinking.</li> <li>To promote Legal Purchase Age modification in France (18 years for all alcoholic beverages).</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Moët-Hennessy-Diageo</li> </ul>	<ul style="list-style-type: none"> <li>Leaflet containing information about alcohol metabolism, alcohol and the law and tips for responsible drinking emphasising inappropriate consumption (under 18 years old, pregnant women and drinking and driving).</li> <li>Distribution in the on and off-trade as well as via marketing, external affairs and sales events.</li> </ul>	<ul style="list-style-type: none"> <li>More than 600,000 leaflets distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Safe Roads”</b></p> <ul style="list-style-type: none"> <li>To promote road safety and reduce alcohol-related road accidents.</li> <li>To increase the impact of Safe Roads messages.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Moët-Hennessy-Diageo (MHD)</li> <li>Renault</li> <li>French Road Safety Institute</li> </ul>	<p>The initiative is based on three pillars. The first one exists since 2003 and the two others have been developed in 2007:</p> <ul style="list-style-type: none"> <li>“Safe Roads” leaflet done by Road Safety Institute and carrying MHD logo, distributed to stakeholders.</li> <li>Following the recommendation of the President of the Road Safety Institute, MDH will sign the French Road Safety Charter in December 2007 with the aim to reduce incidents of drink-driving accidents among MHD employees, including a Road Safety Day in 2008. The project will be implemented in partnership with the Compulsory Sick Fund (CNAMTS).</li> <li>Partnership with Renault for exchange of best practices on safe driving and responsible drinking: provide information to Renault employees on the dangers of drink-driving and on responsible drinking guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>500,000 Safe Roads leaflets distributed.</li> <li>Anticipated outreach of the partnership with Renault: 100,000 Renault employees.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation results of the Road Safety Charter and partnership with Renault expected in 2008.</li> </ul>



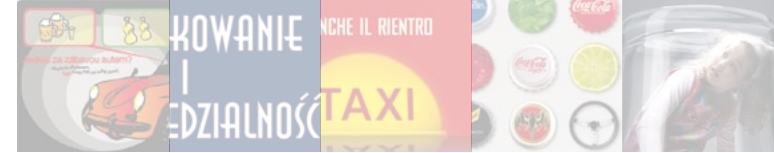
<p><b>“C KI KI CONDUIT”</b>  <b>“Who is going to drive” (in sms language)</b></p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drink-driving.</li> <li>To encourage the use of a designated driver as normal behaviour.</li> <li>1999, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>E&amp;P</li> </ul>	<ul style="list-style-type: none"> <li>Designated driver campaign including motivational events in nightclubs aimed at young drivers, supported with merchandising and gifts.</li> <li>Campaign stressing the use of the fixed electronic breath test in the on-trade (see details below).</li> </ul>	<ul style="list-style-type: none"> <li>Reaching approximately 25,000 people each year.</li> </ul>	<ul style="list-style-type: none"> <li>Thanks to the combined efforts of strict enforcement and prevention activities, this has led to a reduction in the number of road deaths under alcohol influence from 30.9% in 2004 down to 28.4% in 2006.</li> <li>Road deaths among 15-24 year olds decreased by 15.1% between 2005 and 2006. The same is true for the age group 15-17 years, with a decrease of 13.5% in 2006, compared to an increase of 12.6% in 2005.</li> </ul>
<p><b>“Moët-Hennessy Visitor Centre”</b></p> <ul style="list-style-type: none"> <li>To reinforce messages against drink-driving and promoting responsible consumption to visitors at the Moët-Hennessy production plants.</li> <li>To demonstrate commitment to the European Road Safety Charter.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Moët-Hennessy</li> <li>European Commission (European Road Safety Charter)</li> </ul>	<ul style="list-style-type: none"> <li>One page leaflet supplying information about alcohol, rules against drink-driving and moderate consumption messages to all visitors of the 7 production plants in France (Moët &amp; Chandon, Mercier, Krug, Veuve-Clicquot Ponsardin, Hennessy, Ruinart).</li> <li>Responsible consumption message printed on the entrance ticket.</li> <li>After the visit, distribution of a non-alcoholic drink.</li> </ul>	<ul style="list-style-type: none"> <li>Number of visitors per year: approximately 340,000.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Fixed electronic breathlyzers”</b></p> <ul style="list-style-type: none"> <li>To reduce the incidence of drink-driving.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>E&amp;P</li> <li>European Commission (European Road Safety Charter)</li> </ul>	<ul style="list-style-type: none"> <li>Further dissemination of fixed electronic breathalyser equipment (see Drinks Industry Initiatives Brochure 2006) through road-shows “Born to stay alive” in July and August 2006, in 35 discos in 10 regions.</li> <li>Distribution of a bracelet to designated drivers as proof of their commitment to remain sober. They enjoy two free non-alcoholic drinks and gifts during the course of the evening and undergo a breathtest before leaving.</li> </ul>	<p>Situation in 2006:</p> <ul style="list-style-type: none"> <li>200 devices in place across the country.</li> <li>10,000 young people made aware of the risks of drink-driving.</li> <li>1,000 designated drivers and 90% of commitments respected.</li> <li>2,000 breath tests carried out with fixed equipment on site.</li> <li>More than 15,000 caps, t-shirts and key-rings distributed.</li> <li>In 2007, a whole area near the city of Nantes will be equipped to study the impact of breathalysers on drivers’ behaviour and road accidentology.</li> </ul>	<ul style="list-style-type: none"> <li>Pilot evaluation in Nantes to be published by the end of 2007.</li> </ul>



<p><b>“Road Safety Student Kit”</b></p> <ul style="list-style-type: none"> <li>• To remind student party organisers about the law applying to the service of alcohol.</li> <li>• To promote the use of the designated driver concept.</li> <li>• To raise student awareness about responsible consumption.</li> <li>• 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• E&amp;P</li> <li>• FAGE (Students’ Association Network)</li> <li>• La Sécurité Routière</li> </ul>	<ul style="list-style-type: none"> <li>• A practical guide aimed at Student Boards in universities to provide information on how to organise safe student parties.</li> <li>• Includes designated driver tools.</li> <li>• A new edition is produced and distributed to all universities each year (an interactive version via CD ROM was made available in 2007).</li> </ul>	<ul style="list-style-type: none"> <li>• Several thousand kits distributed since the launch.</li> <li>• 3,000 heads of student parties contacted.</li> <li>• On average, 13 parties are organised each month, reaching over 100,000 students of which 21,000 committed to be designated drivers.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Fixed and Chemical Breathalyser Distribution”</b></p> <ul style="list-style-type: none"> <li>• To reduce the incidence of drink-driving.</li> <li>• 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Pernod-Ricard</li> <li>• E&amp;P</li> </ul>	<ul style="list-style-type: none"> <li>• In order to leverage E&amp;P initiative, electronic breathalyser terminals installed in production plants and VIP lounges of the Group to be used by guests and employees.</li> <li>• Distribution of road safety kits, including chemical breathalysers, to consumers over on-trade promotions and art exhibitions events sponsored by Pernod-Ricard such as at Museum Georges Pompidou and the Quay Branly Museum.</li> </ul>	<ul style="list-style-type: none"> <li>• 300,000 breathalysers distributed per year to consumers in discos by promoters at over 4,000 promotional events.</li> <li>• 20 breathalyser terminals installed in production plants and VIP lounges.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Breathalyser Terminals”</b></p> <ul style="list-style-type: none"> <li>• To reduce the incidence of drink-driving.</li> <li>• 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> <li>• E&amp;P</li> </ul>	<ul style="list-style-type: none"> <li>• In order to increase the leverage of the E&amp;P initiative, electronic breathalyser terminals installed in Visitor Centres: Palais Bénédictine (Fécamp), Château de Cognac, Noilly Prat (Marseilles).</li> <li>• Billboard advertising campaign promoting the initiative.</li> </ul>	<ul style="list-style-type: none"> <li>• 260,000 visitors per year.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Consumer Prevention Kits”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible drinking and to reduce the incidence of drink-driving.</li> <li>• 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> <li>• E&amp;P</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer prevention kits distributed through on and off-trade promotions.</li> <li>• The kit contains: <ul style="list-style-type: none"> <li>• Leaflets with consumer advice and information on responsible consumption.</li> <li>• Blood alcohol level calculation charts.</li> <li>• Postcards with “The one who drinks doesn’t drive” message.</li> <li>• Personal breathalysers.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• 15,000 kits distributed in 2007 (on-trade 13,500 and 1,500 off-trade).</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>



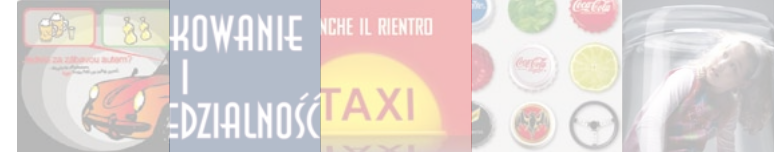
<p><b>“Alcool, connaître les effets/maîtriser les risques”</b>  <b>“Know the effects/control the risks”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness among young people (aged 16 to 25 years) to reduce alcohol-related harm.</li> <li>• 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• E&amp;P</li> </ul>	<ul style="list-style-type: none"> <li>• Leaflet providing information and tips on responsible drinking guidelines, drink-driving, alcohol and pregnant women and alcohol and drugs.</li> <li>• Brochure can be ordered at <a href="http://www.entreprise-et-prevention.com">www.entreprise-et-prevention.com</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• Distributed to 100,000 young adults through the Campus Mag newspaper.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Soif de vivre”</b>  <b>“www.soifdevivre.com”</b>  <b>“Thirst for Life”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible consumption of alcoholic beverages.</li> <li>• 1999, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• E&amp;P</li> </ul>	<ul style="list-style-type: none"> <li>• Materials include: <ul style="list-style-type: none"> <li>• CD-ROMs, education kits, videos, posters and comics.</li> </ul> </li> <li>• A website aimed at young people to provide information about alcohol misuse and prevention programmes. It is also targeted towards teaching professionals, offering them the opportunity to order educational materials.</li> <li>• Material to be ordered at <a href="http://www.entreprise-et-prevention.com">www.entreprise-et-prevention.com</a>.</li> </ul>	<p>Orders in 2006:</p> <ul style="list-style-type: none"> <li>• 28,000 breathalysers</li> <li>• 12,000 leaflets</li> <li>• 1,300 T-shirts</li> <li>• 4,700 BAC calculators</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“www.2340.fr”</b>  <b>“2.3.4.0” campaign</b></p> <ul style="list-style-type: none"> <li>• To inform consumers about the WHO’s low risk levels of consumption.</li> <li>• August 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• E&amp;P</li> <li>• FFS</li> <li>• ABF</li> <li>• FFVA</li> <li>• BNIC</li> <li>• IDAC</li> </ul>	<ul style="list-style-type: none"> <li>• Explanation on WHO guidelines: no more than 2 units a day for women, 3 for men, 4 per single session and 0 at least one day a week and for “at risk” groups of consumers, such as minors, drivers, pregnant women, etc.</li> <li>• Alcohol units calculator to monitor alcohol intake.</li> <li>• Integration of the 2340.fr logo on all advertising of company members of the signatory associations (beer, fortified wine, spirits, cider).</li> <li>• Large media campaign to launch the website between June and September 2007.</li> </ul>	<p>From July until September 2007:</p> <ul style="list-style-type: none"> <li>• The number of hits was 11,896.</li> <li>• Average time on the site was 3.12 minutes.</li> <li>• Pages most visited were: the BAC calculator, the stimulator, the “units of alcohol” page and the <a href="http://www.2340.fr">www.2340.fr</a> campaign information page.</li> </ul>	<p>Planned for January 2008.</p>



<p><b>“Partnership Agreement with Students Unions”</b></p> <ul style="list-style-type: none"> <li>To raise awareness among the student population about the risks associated with excessive consumption.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>E&amp;P</li> <li>FAGE (Students’ Association Network)</li> </ul>	<p>All FAGE members signed the convention including the following commitments:</p> <ul style="list-style-type: none"> <li>To run prevention activities at the same time as students parties, in particular as regards drink-driving (see above).</li> <li>To agree on a “National Charter for Responsible Student Parties” to raise awareness about the responsibility of party organisers with regard to the legal aspects of bar management such as Licensing law, penal law on drunkenness and on assistance to a person in danger. This would also include the promotion of a responsible drinking environment by adopting a price policy that would deter alcohol abuse (such as offering free or low-price soft drinks and avoiding open-bar promotions).</li> </ul>	<ul style="list-style-type: none"> <li>The partnership agreement will cover 2500 Student Unions in 30 towns in France.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Alcohol and pregnancy, let’s talk about it”</b></p> <ul style="list-style-type: none"> <li>To inform pregnant women on the risks related to alcohol consumption.</li> <li>Piloted in 2006.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>E&amp;P</li> <li>City of Le Havre (Normandy)</li> </ul>	<ul style="list-style-type: none"> <li>Information leaflet, “Puis-je boire un verre à sa santé?” distributed via medical staff.</li> <li>Poster campaign in waiting rooms.</li> <li>Poster campaign on public transport (buses).</li> <li>A guide for medical staff, “Alcool et grossesse si on en parlait?” promoting dialogue on alcohol consumption between a woman and her medical practitioner (gynaecologists, general practitioners, nurses, midwives, paediatricians, pharmacists, radiologists, etc.).</li> <li>Key message: “zero alcohol” during pregnancy and when breastfeeding.</li> </ul>	<ul style="list-style-type: none"> <li>Information Leaflet, “Puis-je boire un verre à sa santé?”: 34,170 copies</li> <li>Guide for medical staff, “Alcool et grossesse si on en parlait?”: 1,056 copies</li> <li>Posters for waiting rooms: 1,027 copies</li> <li>Poster on buses: 150 copies</li> </ul>	<p>A survey carried out among health professionals shows that:</p> <ul style="list-style-type: none"> <li>88 % judged the campaign useful.</li> <li>76 % would like it to become permanent.</li> <li>63 % think that the campaign tools facilitated a dialogue with their patients.</li> <li>33 % think this dialogue may be possible to prevent pregnancies exposed to FAS.</li> <li>34 % of professionals think that the recommendation of total abstinence may make people feel guilty.</li> <li>64 % of professionals talk of alcohol as a “taboo” subject that is still difficult to discuss with their patients.</li> <li>73 % recommend health professionals’ skills for approaching this issue.</li> <li>89 % believe the brochure answers the questions women may raise.</li> <li>88 % believe it is appropriate for women who consume alcohol occasionally.</li> <li>70 % believe it is appropriate for women who have difficulties with their levels of alcohol consumption.</li> <li>46 % of health professionals state that they have improved their knowledge of the alcohol and pregnancy risk (69 % of pharmacists and 68 % of nurses).</li> </ul>



<p><b>“Bartenders Training Programme”</b></p> <ul style="list-style-type: none"> <li>To increase understanding about the responsible service of alcoholic beverages in on-trade premises.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Moët-Hennessy-Diageo (MHD)</li> <li>UMIH (hotels, restaurants, discos and bars Trade Union)</li> <li>UCPA (Youth Clubs)</li> </ul>	<ul style="list-style-type: none"> <li>Interactive sessions in 6 cities with 14 to 20 professional bartenders per session covering:             <ul style="list-style-type: none"> <li>Information about alcohol and the law.</li> <li>Issues related to poly-consumption.</li> <li>Products and cocktails to avoid damaging mixes.</li> </ul> </li> <li>Feasibility of a new version of the programme, dedicated to leadership identification within young barmen area.</li> </ul>	<p>An estimated 70 young bartenders trained in 6 cities:</p> <ul style="list-style-type: none"> <li>Courbevoie</li> <li>Lille</li> <li>Strasbourg</li> <li>Deauville</li> <li>Lyon</li> <li>Clermont Ferrand</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Alcohol and Minors”</b></p> <ul style="list-style-type: none"> <li>To encourage more responsible selling of alcoholic beverages.</li> <li>2006, ongoing</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>E&amp;P</li> </ul>	<ul style="list-style-type: none"> <li>Information guide for staff of large retail stores that highlights legal purchasing ages.</li> <li>The guide includes practical advice on enforcement.</li> </ul>	<ul style="list-style-type: none"> <li>10,000 leaflets distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Road Safety Charter”</b></p> <ul style="list-style-type: none"> <li>To promote and ensure employee commitment to the Road Safety Charter.</li> <li>To increase the leverage of sales teams to promote safe behaviour among customers.</li> <li>To reduce car accidents among Pernod-Ricard employees by 30% over three years.</li> <li>2002, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod-Ricard</li> <li>Sécurité Routière (Ministry of Transport)</li> <li>Caisse Nationale d’Assurance Maladie des Travailleurs Salariés (CNAMTS)</li> </ul>	<ul style="list-style-type: none"> <li>Implementation of a code of conduct signed by the employees.</li> <li>Implementation of an action plan on road safety in the company with training sessions.</li> <li>Implementation of an incentive contest, “Le Volant d’Or” amongst employees (donation of 5,000 € per year to the team of salesmen having most complied with the objectives of the Charter).</li> <li>Mandatory use of electronic breathalysers by sales representatives when driving.</li> <li>Designated driver implemented in a team of sales representatives or employees at work.</li> </ul>	<ul style="list-style-type: none"> <li>2,500 employees.</li> <li>1,200 vehicles.</li> </ul>	<ul style="list-style-type: none"> <li>42% reduction of the number of alcohol-related accidents over the last three years.</li> </ul>



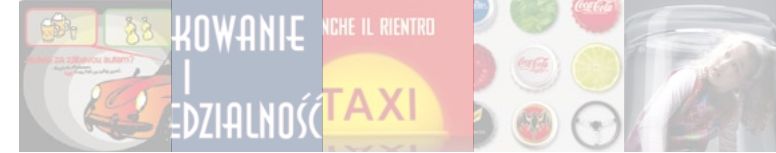
## Germany



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>"No more flatrate drinking in bars &amp; discos"</b></p> <ul style="list-style-type: none"> <li>To promote responsible service in on-trade premises.</li> <li>To remind the on-trade of the rule that drinks should be promoted responsibly.</li> <li>To reduce the number of irresponsible promotions in bars and discos.</li> <li>24 April 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>BSI – "Working Group on Alcohol and Responsibility"</li> </ul>	<ul style="list-style-type: none"> <li>On 25 April 2007, the BSI held a conference with all its members and Government officials in charge of public health to announce that BSI member companies will no longer accept to see their products sold in discos and bars where "One Euro" or "All you can drink" parties are held.</li> </ul>	<ul style="list-style-type: none"> <li>This initiatives will affect all the discos and bars across the country (about 3,000 premises).</li> </ul>	<ul style="list-style-type: none"> <li>Compliance Monitoring Report to be presented to the German Government in November 2007.</li> </ul>
<p><b>"Klartext reden"</b>  <b>"Speak your mind" – "Straight Talk"</b></p> <ul style="list-style-type: none"> <li>To inform, motivate and support parents and legal guardians to fulfill their important role of education with children and adolescents.</li> <li>December 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>BSI – "Working Group on Alcohol and Responsibility"</li> <li>German Parents' Council</li> <li>The Institute for Psychology at the University of Bonn</li> </ul>	<ul style="list-style-type: none"> <li>Three pillars to this project: <ul style="list-style-type: none"> <li>Website: <a href="http://www.klartext-reden.de">www.klartext-reden.de</a></li> <li>Brochure for parents and legal guardians, with information and tips (description of alcohol content, alcohol units, legal information etc.).</li> <li>Workshops to inform parents and legal guardians about "Adolescents and Alcohol" during school events and to give them tips on how to start a dialogue with their children (agreement on rules, limits and how to check on them).</li> </ul> </li> <li>Every workshop accompanied by press releases to create better awareness about the important role of parents in alcohol prevention.</li> <li>On 15 March 2006, a press conference "Länder cooperation", Sachsen-Anhalt Magdeburg, was launched.</li> </ul>	<ul style="list-style-type: none"> <li>More than 25,000 website users in 2006.</li> <li>More than 40,000 website users until May 2007.</li> <li>17 parents' workshops involving altogether 273 participants.</li> <li>More than 55 workshops until Summer 2007.</li> <li>25,000 brochures distributed.</li> </ul>	<ul style="list-style-type: none"> <li>20 September 2006: press conference to present evaluation results in Berlin (published in Summer 2007: Ursachen jugendlichen Alkoholkonsums: Die Rolle der Eltern – Das Präventionskonzept "Klartext reden" – S. Roderer Verlag, Regensburg, 2007)</li> <li>Evaluation by Dr. Stefan Poppelreuter and Prof. Dr. Reinhold Bergler.</li> <li>238 workshop visitors took part in the first evaluation step (answering a questionnaire directly after the workshop).</li> <li>110 participants commented during the second evaluation step (telephone interviews or processing an online questionnaire 6-8 weeks after the workshop).</li> <li>Directly after the workshop: 90 % of the participants commented that the workshop has fulfilled their expectations (content, suggestions, knowledge, material) and 89 % of the parents felt better equipped for a talk with their children on alcohol (and particular for entering in a dialogue and setting rules and limits).</li> <li>Six to eight weeks after the workshop: 85 % of the participants actually carried out a conversation with their children on alcohol (eased by the information received during the workshop). They stated that the conversation met their expectations (47 % fully and 44 % partially).</li> </ul>



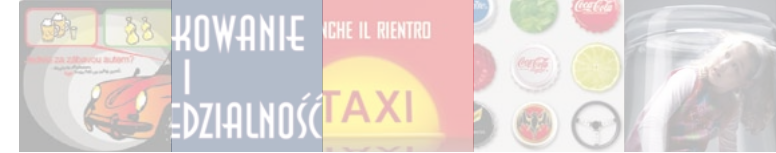
			<ul style="list-style-type: none"> <li>• It proves that the central messages of the workshop (“no alcohol for children under 14 years old”; “parents play a central role during the alcohol socialisation of children and adolescents”; “children and adolescents should first experience alcohol as late as possible”) are shared by the overwhelming majority of parents who also try to implement them.</li> <li>• Not only cooperation with the Federation of Parents’ Council is assessed positively but also cooperation with the “Working Group on Alcohol and Responsibility” of the BSI.</li> <li>• Parents felt encouraged and supported to approach the subject of alcohol and go into it more deeply. They are also strengthened in fulfilling their role as central agents of socialisation.</li> <li>• The concept can be rated as successful due to its high level of practicability.</li> </ul>
<p><b>“Initiative 18+”</b>  <b>“No Proof of Identity? No alcohol! No Exception!”</b></p> <ul style="list-style-type: none"> <li>• To provide practical assistance to off and on-trade sales personnel.</li> <li>• To achieve greater respect for the LPA.</li> <li>• 2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Diageo – Germany</li> </ul>	<p>The second generation of the “Initiative 18+” is based on:</p> <ul style="list-style-type: none"> <li>• An information pack, with a poster “Tips for Sales Personnel”, a Certificate, “We are part of it”, a sticker, “Identity Check” and “Age restriction”, a letter to parents, counter cards and an evaluation sheet.</li> <li>• A web page launched in autumn 2005 (<a href="http://www.initiative18plus.de">www.initiative18plus.de</a>) to promote the campaign and to offer customers all the practical information they require.</li> </ul>	<ul style="list-style-type: none"> <li>• 40,000 information packs have been distributed to our off-trade customers (they requested the materials actively from the BSI).</li> <li>• From June 2006 until June 2007, the “Initiative 18+” information pack has been downloaded around 2,000 times.</li> <li>• Approximately 200 information packs of the 2<sup>nd</sup> generation “Initiative 18+” have been distributed to off-trade outlets and petrol stations from June 2006 to June 2007.</li> <li>• In 2007/2008, there will be the launch of a 3<sup>rd</sup> generation of the “Initiative 18+”.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>



<p><b>“Don’t Drink and Drive”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness about the risks and dangers of drink-driving.</li> <li>• To promote the designated driver concept as a safe alternative among 18 to 24 year olds.</li> <li>• To reduce the disproportionately high involvement of young drivers in alcohol-related accidents.</li> <li>• 1994, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• BSI – “Working Group on Alcohol and Responsibility”</li> <li>• ADAC – Fahrsicherheitszentren</li> <li>• Media partner: MTV, Warner Music, etc</li> <li>• Beer, Wine and Cider Associations</li> </ul>	<ul style="list-style-type: none"> <li>• August 2007: press release to advertise the relaunch of <a href="http://www.dont-drink-and-drive.de">www.dont-drink-and-drive.de</a> and the other site <a href="http://www.ddad.de">www.ddad.de</a> created in 2001 (targeting young drivers without paternalism).</li> <li>• October 2007 “DDAD-PartyPatrol” in discotheques supplement the campaign which aims to get into direct “peer group contact” with young drivers.</li> </ul>	<ul style="list-style-type: none"> <li>• Not yet available.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation plan with results in 2008, based on: website evaluation, number of visitors, number of supporters, number of music downloads, number of young drivers reached during the peer group events, questionnaires/face-to-face after “PartyPatrol events” to measure attitudinal changes and changes in behaviour.</li> </ul>
<p><b>“EUR 10 – Taxi Voucher Distribution”</b></p> <ul style="list-style-type: none"> <li>• To reduce incidences of drink-driving by promoting and enabling use of alternative forms of transport.</li> <li>• 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> <li>• Coca-Cola Company</li> </ul>	<ul style="list-style-type: none"> <li>• 10,000 taxi vouchers valued at €10 to be distributed at branded events across Germany on selected promotions.</li> </ul>	<ul style="list-style-type: none"> <li>• 2,500 vouchers distributed since the start of the campaign in mid 2006.</li> <li>• 17,000 visits of the website.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Driver’s Corner”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness about the risks and dangers of drink-driving.</li> <li>• To promote the designated driver concept as a safe alternative. 27 April 2007.</li> <li>• 2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> <li>• Coca-Cola Company</li> </ul>	<ul style="list-style-type: none"> <li>• Driver’s Corner installed at B-Live (Bacardi branded) Dance Events.</li> <li>• Registration of designated drivers at the beginning of each event and distribution of coupons for free non-alcoholic drinks.</li> <li>• Designated drivers are invited for a free breath test prior to departure.</li> <li>• Taxi coupons or information about public transport is made available.</li> <li>• Merchandise (key rings, t-shirts, etc.) and free tickets for future events are awarded if the designated driver remains sober all night.</li> <li>• Line-extension of the Driver’s Corner into new brand contexts has begun.</li> </ul>	<ul style="list-style-type: none"> <li>• 20 events planned in 2007.</li> <li>• 6,500 drivers reached since the launch of the initiative.</li> <li>• Approximately 10% (+/- 2.5%) in total of guests on B-live sign up to the Bacardi B-Live Driver’s Corner.</li> </ul>	<ul style="list-style-type: none"> <li>• 61% of guests noticed the Driver’s Corner at B-Live events.</li> <li>• 24% of guests used the Driver’s Corner.</li> <li>• 40% of them know someone who used it.</li> <li>• 98% of guests were pleased with the initiative.</li> </ul>



<p><b>“First European Road Safety Day 2007”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of alcohol-related road accidents involving young drivers.</li> <li>27 April 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>The European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of flyers, with key visual on “Don’t Drink and Drive”.</li> </ul>	<ul style="list-style-type: none"> <li>60,000 flyers distributed.</li> <li>6 of the biggest cities in Germany targeted during the evening, focusing on the main hotspots.</li> <li>Advertisements in print media.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Prästo”</b></p> <ul style="list-style-type: none"> <li>To reduce alcohol-related road accident involving young drivers.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>BSI – “Working Group on Alcohol and Responsibility”</li> <li>Young Peer Groups</li> <li>Driving Schools</li> <li>Niedersächsische Landesstelle für Suchtfragen (NLS)</li> </ul>	<ul style="list-style-type: none"> <li>Campaign targeting driving schools with teaching materials, posters, brochures, etc.</li> <li>The 24 trained peer groups go into driving schools and inform pupils about the necessity of abstaining from drinking when driving.</li> </ul>	<ul style="list-style-type: none"> <li>The campaign was rolled out in 10 cities in the Niedersachsen county.</li> <li>61 driving schools received this information (approximately 2,000 individuals).</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation expected by the end of 2007.</li> </ul>
<p><b>“Johnnie Walker Responsible Drinking”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the issue of individual control and encourage consumers to adopt a responsible drinking attitude.</li> <li>To change attitude and behaviour by promoting alternative solutions to drink-driving, in particular, the designated driver concept.</li> <li>July 2006, December 2006.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Germany</li> </ul>	<p>Based on different elements:</p> <ul style="list-style-type: none"> <li>“Employee Responsible Drinking Training Day at Hockenheim”: employees were invited to visit and to discuss alcohol effects on the body.</li> <li>“Stars and Cars” at Mercedes Museum.</li> <li>Formula 1 show car at the Hilton Berlin entrance to raise consumer awareness about responsible drinking.</li> <li>“Johnnie Walker Race Week”: employees based in the Wiesbaden office spent the afternoon in the pedestrian area distributing responsible drinking branded water bottles and lanyards.</li> </ul>	<ul style="list-style-type: none"> <li>Around 70 employees joined the training</li> <li>“Star and Cars”: 10,000 responsible drinking branded water bottles and lanyards sampled to visitors.</li> <li>“Formula 1 show at the Hilton Hotel”: 7,000 responsible drinking branded water bottles and lanyards sampled to visitors.</li> <li>“Johnnie Walker Race Week”: around 30 employees joined in the afternoon activity and distributed 2,000 responsible drinking branded water bottles and 2,000 responsible drinking branded lanyards.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



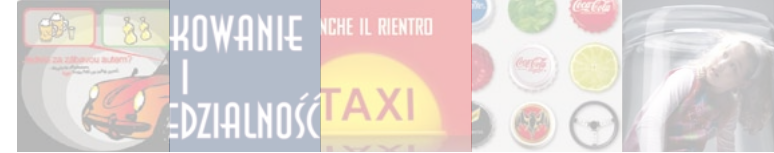
<p><b>“Schuju”</b></p> <ul style="list-style-type: none"> <li>• To train staff and cashiers to serve and sell alcohol responsibly.</li> <li>• To disseminate practical advice on how to enforce legal purchasing age (LPA) limits in the on and off-trade.</li> <li>• To protect children from early and harmful alcohol consumption.</li> <li>• October 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• BSI – “Working Group on Alcohol and Responsibility”</li> <li>• Trade catering Association (HDE and DEHOGA)</li> <li>• Bar Keepers’ Organisation</li> <li>• Teachers’ Associations</li> </ul>	<ul style="list-style-type: none"> <li>• Different tools used for this initiative: <ul style="list-style-type: none"> <li>• Training material (PowerPoint presentations).</li> <li>• Brochure for trainees in on and off-trade.</li> <li>• Web based training (WBT) program for trainees with certificate.</li> <li>• Website for all employees concerning legal age limits for serving and selling of alcoholic beverages.</li> </ul> </li> <li>• Kick-off press conference: all measures are accompanied by press releases to create better awareness about responsible serving and selling and for legal purchasing age limits.</li> </ul>	<ul style="list-style-type: none"> <li>• No data yet available.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation of the results planned in September 2008.</li> <li>• Plan based on website evaluation: number of visitors, number of certificates of WBT, number of brochures distributed by the various organisations.</li> <li>• Also based on the registration of all users of WBT.</li> <li>• Web based questionnaires asking about the usefulness of training content and advice 4 months after the training.</li> </ul>
<p><b>“Server Training/Moderation and Responsibility”</b></p> <ul style="list-style-type: none"> <li>• To promote responsible serving and selling of alcoholic beverages in the trade.</li> <li>• 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi-Martini</li> <li>• German Bartender Association (DBU)</li> </ul>	<p>Booklet containing information on:</p> <ul style="list-style-type: none"> <li>• Knowledge and skills for bartenders to face their social responsibility.</li> <li>• Effects of alcohol on the human body.</li> <li>• Regulatory environment (drink-driving, LPA).</li> </ul>	<ul style="list-style-type: none"> <li>• 1,000 server booklets distributed.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Hinsehen – Zuhören – Ansprechen – Alkohol am Arbeitsplatz – Ein Leitfaden für die kollegiale Hilfe”</b>  <b>“Do a double take, listen to your colleague, appeal to your colleague”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness about responsible drinking in the workplace.</li> <li>• To help colleagues deal with other colleagues who have or might have a problem with abusive alcohol consumption.</li> <li>• To learn about the signs of alcohol abuse.</li> <li>• 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• BSI – “Working Group on Alcohol and Responsibility”</li> <li>• Niedersächsische Landesstelle für Suchtfragen (NLS)</li> </ul>	<ul style="list-style-type: none"> <li>• Brochure with factual information about alcohol content, alcohol units, legal information on alcohol and a list of contacts for problematic drinkers.</li> <li>• Widely distributed in the county of Niedersachsen by the Niedersächsische Landesstelle für Suchtfragen (NLS).</li> </ul>	<ul style="list-style-type: none"> <li>• 20,000 brochures distributed.</li> <li>• Second edition planned in 2008 for a larger nationwide campaign in Germany (including website, workshop tools, posters, etc.).</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>



Greece



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>"Johnnie Walker Pit Stop Here"</b></p> <ul style="list-style-type: none"> <li>To deliver "Don't Drink and Drive" and "Designated Driver" messages to consumers.</li> <li>To contribute to shifting the attitude of Greek consumers towards responsible choices related to drink-driving.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Hellas</li> </ul>	<ul style="list-style-type: none"> <li>Banners with safe driving tips form part of the "Pit Stop" station.</li> <li>Plasma screen operating in the exhibition area, projecting safe driving messages, Mika Hakkinen video on responsible drinking, and the "Safe Roads" campaigns of all partner organisations.</li> <li>Distribution of safe driving leaflets, bottles of water by volunteers and information about the internet-based safe driving competition.</li> <li>Internet-based questionnaire available at different sites and operating until 30 June 2007. The competition award is a 3x2 trip to Istanbul F1 race in August.</li> </ul>	<ul style="list-style-type: none"> <li>30,000 leaflets and 10,000 water bottles distributed.</li> <li>1,2 million people reached as a result of the media coverage that the activity received by top national TV stations and the press.</li> <li>6,000 people participated in the internet-based competition.</li> <li>2,670 people accepted to continue receiving responsibility messages.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>"Driving and drinking cannot be a match"</b></p> <ul style="list-style-type: none"> <li>To deliver "Don't Drink and Drive" messages to a targeted audience of 9,000 people annually.</li> <li>To increase the leverage of contact opportunities to deliver responsible choice messages.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Hellas</li> </ul>	<ul style="list-style-type: none"> <li>Wallet card containing the "Don't Drink and Drive" message and encouraging consumers to use public transportation.</li> <li>At the back of the card appear contact numbers for 24 hour bus lines and taxi companies. The wallet card is handed to any participant in Diageo brand research.</li> </ul>	<ul style="list-style-type: none"> <li>9,000 recipients per year.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>"Enjoy Responsibly"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking messages on advertising.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>SEAOP (Federation of Greek Distillates and Spirits)</li> <li>ADC</li> </ul>	<ul style="list-style-type: none"> <li>All advertising must carry the "Enjoy Responsibly" message.</li> </ul>		<ul style="list-style-type: none"> <li>Monitoring of spirits print and TV adverts published in 2006 shows a compliance rate of 85.9%.</li> </ul>



<p><b>“What counts in entertainment”</b></p> <ul style="list-style-type: none"> <li>To address a target audience of young adults with responsible drinking messages, including:             <ul style="list-style-type: none"> <li>Defining a common understanding of moderation.</li> <li>Information about the consequences of excessive consumption.</li> <li>Greater awareness of the “don’t drink and drive” message.</li> <li>Enhancement of the key strategic alliances with key institutions such as the Pandeion University of Social and Political Studies and the Medical School of Athens.</li> </ul> </li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Hellas</li> <li>Pandeion University of Social and Political Studies</li> <li>Medical School of Athens</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of an interactive CD Rom with 3D heroes, containing information and interactive activities focused on alcohol education.</li> <li>The CD Rom is presented to students during events at the university area.</li> <li>The 2006 advertisement is supported by communication materials such as invitations, posters, internet banners and press kits.</li> </ul>	<ul style="list-style-type: none"> <li>The target audience consists mainly of students of local universities or other academic institutions.</li> <li>2005: 1,500 recipients.</li> <li>2006: publicity and distribution to government, media and opinion leaders.</li> <li>2007: 2,000 recipients.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Bulisoför”</b> <b>“The Party Driver”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the dangers of drinking and driving among young drivers.</li> <li>To encourage the use of a designated driver as normal behaviour.</li> <li>To reduce the number of road accidents caused by drunken people.</li> <li>To inform everyone about the zero BAC limit in Hungary.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>HAFRAC</li> <li>Coca-Cola</li> <li>Don Pepe</li> <li>Police Forces</li> <li>The European Commission”</li> </ul>	<ul style="list-style-type: none"> <li>A Bulisoför team of young boys and girls visiting discos and bars to raise awareness about the dangers of drink-driving and to promote the designated driver concept.</li> <li>Media campaign via TV, radio, newspapers and posters displayed in strategic places, like malls, universities, offices, local administration.</li> <li>A radio contest among young people organised over the Worldwide Road Safety week in April 2007 to award the best slogan to promote the designated driver concept.</li> <li>Involvement of police forces distributing the Bulisoför leaflet during police controls.</li> </ul>	<ul style="list-style-type: none"> <li>52 major towns in Hungary and 210 premises from discos to bars, and clubs visited by the Bulisoför team.</li> <li>7 million inhabitants reached as a result of the media campaign.</li> </ul>	<p>Evaluation through face-to-face interviews:</p> <ul style="list-style-type: none"> <li>90% welcomed the initiative and particularly valued the fact that it was delivered through peer-to-peer communication in a non-patronising way.</li> <li>70% stated that they were aware of the dangers of driving under the influence of alcohol.</li> <li>10% of those enjoying weekend discos declared that they “can drive even better after two-three shots”.</li> </ul>

Hungary

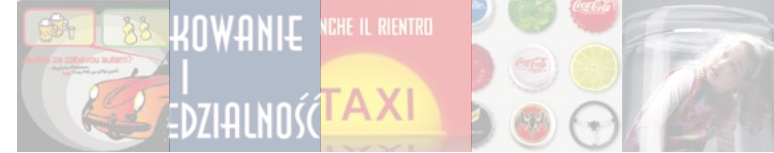




<p><b>“Johnnie Walker – Responsible Drinking Pit Stop – Champion advice: Never Drink and Drive”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the issue of individual control and encourage consumers to adopt a responsible drinking attitude.</li> <li>To introduce responsible alternatives to drink-driving by promoting the concept of the designated driver and change people’s attitudes and behaviour towards drink-driving.</li> <li>Summer 2006 and summer 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Hungary</li> <li>HAFRAC</li> <li>Hungarian Police</li> <li>Hungarian Traffic Police</li> </ul>	<ul style="list-style-type: none"> <li>Activities for consumers held in Budapest during the F1 Hungarian Grand Prix.</li> <li>In 2006, use of the slogan “Take the Lead, Drink Responsibly” and dissemination of responsible drinking tips (don’t drink and drive, eat before or while drinking to slow alcohol absorption, etc.).</li> <li>In 2007, Mika Hakkinen was appointed “Responsible Drinking Ambassador” together with 74 Diageo employees:           <ul style="list-style-type: none"> <li>Encouraged people to sign a personal pledge against drink-driving using the “Never Drink and Drive” slogan.</li> <li>Distributed promotional leaflets and water bottles.</li> </ul> </li> <li>Radio competition delivering key information about drink-driving (BAC level, penalties, effects of alcohol) and promoting the designated driver concept.</li> </ul>	<ul style="list-style-type: none"> <li>In 2006, more than 6,000 consumers in Budapest’s central locations were targeted and encouraged to follow two of the responsible drinking tips: stay refreshed with water when enjoying a night out or a day at the Grand Prix and, if you choose to drink, then alternate alcoholic and non-alcoholic drinks.</li> <li>In 2007, more than 5,000 signatures of the pledge and 15,000 “Champion advice” leaflets distributed.</li> </ul>	<ul style="list-style-type: none"> <li>2006: Positive key metrics for evaluating the initiative “Pit Stop” by increasing consumer awareness of responsible drinking and adopting responsible drinking tips and influencing consumer behaviour.</li> <li>Questionnaires used to capture consumer responses to the initiative, filled in on location.</li> <li>More than 6,000 people visited the stand and received the information and material. Out of these participants, 291 consumers completed questionnaires responding to all questions (4.85% of total consumers exposed to the activity).</li> <li>Consumer responses are very favourable to the “Pit Stop” initiative contributing to the awareness of responsible drinking and likely to influence consumer behaviour.</li> <li>2007: Measurement &amp; Evaluation report expected by end September.</li> </ul>
<p><b>“Bacardi Server Training/Binge Drinking”</b></p> <ul style="list-style-type: none"> <li>To train and educate servers about responsible serving and therefore raise the standard of experience and safety for the consumer.</li> <li>April 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Training books distributed to outlets including information on responsible drinking, unit awareness, the role of the server and suggestions on serving alcohol with care.</li> <li>Teams of internally trained people adding value to the server training book with on-trade training visits.</li> </ul>	<ul style="list-style-type: none"> <li>The book and training was delivered to 250-300 outlets accounting for 350-400 on-trade servers.</li> </ul>	<ul style="list-style-type: none"> <li>Random “mystery shopper” visits made to outlets to check the standard of responsible serving of alcohol. Re-training given where necessary.</li> <li>In 2008, changes in the consumer experience will be measured by interviews by BM Sales Representatives and Promotional Agencies.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Alcohol – A Guide for Parents”</b></p> <ul style="list-style-type: none"> <li>To provide parents with tools with which to discuss alcohol with their children.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> </ul>	<p>A booklet, developed for MEAS by experts, providing information on:</p> <ul style="list-style-type: none"> <li>Young people and alcohol.</li> <li>The influence of family and friends.</li> <li>The influence of school and community.</li> <li>The way parents can help their children.</li> </ul>	<ul style="list-style-type: none"> <li>Positive response of the public and more than a quarter of a million copies distributed to date.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>

Ireland

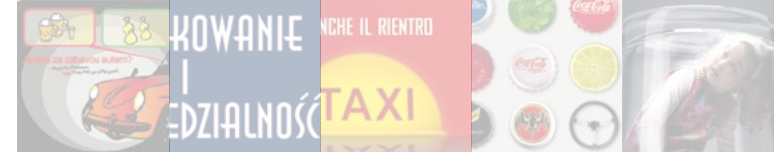




<p><b>“Is your drinking affecting their thinking?”</b></p> <ul style="list-style-type: none"> <li>To reduce the incidence of underage drinking by supporting parents and engaging peers.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> </ul>	<ul style="list-style-type: none"> <li>Initiative challenging parents and young people to review their attitudes towards alcohol in the context of traditional drinking occasions, highlighting the vital role of parents in determining the attitude of their underage children to alcohol consumption.</li> <li>Initiative promoted through a radio and newspaper advertising campaign, specifically targeting annual student exam results celebrations and national holidays.</li> <li>Issued an appeal to adults not to buy alcohol for persons under eighteen during the festival weekend in the lead up to St. Patrick’s Day.</li> </ul>	<ul style="list-style-type: none"> <li>The radio campaign undertaken prior to the September annual exam results celebrations reached 52 % (59,732) of all 15-16 year olds in the State.</li> <li>Parents of this cohort were also targeted: the radio campaign reached 73 % (367,920) of all parents with 15-16 year olds;</li> <li>Press advertisements reached 55 % (92,400) of all parents with 10-15 year olds.</li> <li>During September and around the St. Patrick’s Day national festival, MEAS undertook extensive PR campaigns which were covered in the national and local press: articles in the three main national titles reached 39 % (1,180,815) of the total adult Irish population.</li> </ul>	<ul style="list-style-type: none"> <li>A study to examine the impact of the campaign was commissioned.</li> <li>While the need for an increase in advertising spend was highlighted, the research indicated that this type of campaign results in consumers examining their attitudes to alcohol in a more critical fashion.</li> <li>Evaluation Easter 2005 (see Drinks Industry Initiatives Brochure 2006).</li> </ul>
<p><b>“Drive Straight and Designate”</b></p> <ul style="list-style-type: none"> <li>To encourage the use of a designated driver as normal behaviour and thereby reducing the incidences of alcohol-related road accidents by reducing the prevalence of drink-driving.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>An Garda Síochána</li> <li>The Road Safety Authority</li> <li>The AA</li> <li>European Commission</li> <li>Soft drinks distributors in Ireland (CCBI)</li> <li>Coca-Cola Bottlers Ireland</li> </ul>	<p>Launched in December 2003 and continued on a yearly basis at Christmas and during other holiday periods, the designated driver concept is promoted through:</p> <ul style="list-style-type: none"> <li>“Santa and Rudolf” E-cards.</li> <li>Posters.</li> <li>National and local radio advert “Double D”.</li> <li>With the support of Coca-Cola Bottlers Ireland (CCBI), participating licensed premises around the country offer each designated driver up to three free non-alcoholic beverages during any one visit.</li> <li>Promotion of Sensible Drinking Guidelines for Christmas Revellers.</li> <li>Website: <a href="http://www.meas.ie">www.meas.ie</a>.</li> </ul>	<ul style="list-style-type: none"> <li>MEAS’ <a href="http://www.drinkaware.ie">www.drinkaware.ie</a> website provided links to public transport, taxi and the CCBI websites. <a href="http://www.drinkaware.ie">www.drinkaware.ie</a> also provided practical information on “Getting Home Safely”.</li> <li>100 % increase in the number of licensees participating in the CCBI designated driver initiative between the Summer, 2006 and Christmas 2006.</li> <li>More than 300,000 hits to the CCBI website during the Christmas 2006 campaign – a 750 % increase relative to summer 2006.</li> <li>Encouraged by the response from the public as well as the licensed trade, CCBI, with continued support from MEAS and industry trade associations, have committed to run the designated driver campaign twice a year in 2007: at Christmas and during the summer months.</li> </ul>	<ul style="list-style-type: none"> <li>Research in 2003, 2004 and 2005 to evaluate awareness and attitudes towards the concept of designated drivers.</li> <li>The latest research following the 2005 designated driver Christmas campaign revealed that 88 % of adults are now aware of the designated driver concept and one in seven adults claim that they now normally operate a designated driver system.</li> </ul>



<p><b>“Choice Zone”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible consumption of alcoholic beverages.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Ireland</li> <li>MEAS</li> </ul>	<ul style="list-style-type: none"> <li>Film and interactive media to challenge visitors to reflect on their own drinking habits and the choices they make around the consumption of alcohol.</li> <li>Exhibit purposely positioned to avoid a defensive, moralising or judgmental dialogue with visitors and to create a balanced, fair and open understanding of alcohol in society.</li> <li>New link between drinkaware.ie and “Choice Zone” created, providing information about drinking guidelines, limits and a drinks diary.</li> <li>Use of storehouse communications channels, which are international and geared to tourism-cultural audiences.</li> <li>Irish media, with an interest in responsible drinking, targeted.</li> </ul>	<ul style="list-style-type: none"> <li>The Guinness Storehouse is the second most popular fee charging tourism attraction in Ireland with in excess of 850,000 visitors annually.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Many Me”</b> <b>“Mirror”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible consumption of alcoholic beverages.</li> <li>May 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Ireland</li> </ul>	<ul style="list-style-type: none"> <li>Based on the insight that drinking too much makes you lose your social currency by spoiling the good time that you and your friends are having (“Don’t see a great night wasted”).</li> <li>Gender specific which is reflected in the choice of settings:             <ul style="list-style-type: none"> <li>“Mirror” targeted at females, the location is a house party.</li> <li>“Many me” targeted at young males and takes place in a pub setting.</li> </ul> </li> <li>Outdoor advertising with the headline “Don’t see a great night wasted” throughout Northern Ireland during the same period.</li> <li>Public relations activity and an extensive stakeholder briefing initiative also undertaken at the commencement of the campaign.</li> <li>Run on terrestrial and satellite channels.</li> </ul>	<ul style="list-style-type: none"> <li>3 million consumers reached by the campaign.</li> </ul>	<ul style="list-style-type: none"> <li>This campaign will be evaluated to assess its effectiveness as per the earlier evaluation carried out in GB (see UK).</li> <li>Results expected late 2007.</li> </ul>



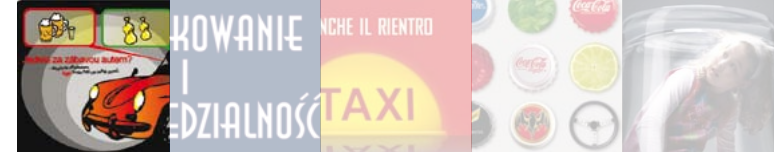
<p><b>“Respect Alcohol, Respect Yourself”</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcoholic beverages among the third level student population of Ireland.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>Union of Students in Ireland (USI)</li> </ul>	<ul style="list-style-type: none"> <li>Bi-annual on-campus campaign with posters explaining the risks run by young people when they drink excessively.</li> <li>Two periods of campaign: <ul style="list-style-type: none"> <li>Autumn campaign from September to November.</li> <li>Spring campaign runs from February to March.</li> </ul> </li> <li>In February 2006, posters were featured in college bars in a targeted washroom poster campaign in 28 third-level institutions.</li> <li>In February 2007, posters were rebranded with the drinkaware.ie logo.</li> </ul>	<ul style="list-style-type: none"> <li>200,000 students per campaign reached via the “Respect Alcohol, Respect Yourself” message.</li> <li>Direct feedback from college authorities indicates very high popularity among students for the posters.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“www.drinkaware.ie”</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking and challenge anti-social behaviour around drinking.</li> <li>November 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>Drink Manufacturers of Ireland (DMI)</li> </ul>	<ul style="list-style-type: none"> <li>Website providing consumer information about standard drinks, the effects of alcohol on the body and information relating to different stages and contexts.</li> <li>A drinkaware.ie promotion leaflet printed to support the advertising campaigns.</li> <li>Since January 2007, hand held standard drinks calculator disks for distribution to third-level educational institutions, community groups, health bodies, companies and businesses, as well as members of the public.</li> <li>All outgoing consumer communications from MEAS are now under the drinkaware.ie brand.</li> </ul>	<p>From November 2006 to June 2007:</p> <ul style="list-style-type: none"> <li>35,017 unique visitors.</li> <li>48,483 visits.</li> <li>8,424,966 hits.</li> <li>48,483 visits.</li> </ul>	<p>A national opinion survey conducted by Lansdowne market Research throughout January 2007 showing that:</p> <ul style="list-style-type: none"> <li>Very high levels of penetration and awareness of the campaign as well as a growing awareness of the effects of excessive drinking.</li> <li>91 % of respondents agreed that getting drunk is embarrassing.</li> <li>86 % agreed you should not drink to get drunk.</li> <li>77 % of people felt the campaign will make people think twice about excessive drinking.</li> </ul>
<p><b>“Enjoy sensibly”</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking messages in advertising.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> </ul>	<ul style="list-style-type: none"> <li>MEAS members (i.e. companies and trade associations) agreed to use the message “Enjoy [brand name] sensibly” in all consumer targeted communications.</li> <li>In September 2005, specific guidelines on positioning, character size and font were agreed.</li> </ul>		<ul style="list-style-type: none"> <li>Monitoring of spirits print and TV ads published in 2006 shows a compliance rate of 100%.</li> </ul>
<p><b>“Responsible Serving of Alcohol (RSA) Programme”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving and selling of alcoholic beverages.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>MEAS</li> <li>Department of Health and Children</li> <li>Fáilte Ireland</li> </ul>	<ul style="list-style-type: none"> <li>Interactive workshop using case studies and role plays to reinforce skills, encourage full discussion and to guide those serving alcohol on how to deal with drunkenness, underage drinking and drink-driving.</li> <li>Advice for license holders to develop serving practices and policies that will minimise the risk of problems resulting from inappropriate alcohol consumption.</li> <li>In March 2005, Fáilte Ireland trained a group of hospitality college lecturers in the RSA programme.</li> </ul>	<ul style="list-style-type: none"> <li>To date 3,181 people trained through the RSA programme, leading to an increase in the standard of serving practices of license holders and their staff.</li> <li>Review of the programme by a broad based group, including on and off-trade representative bodies and public health representatives, to securing significantly increased participation in the future by sellers and servers of alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



I t a l y



<p><b>“Employee Alcohol Policy”</b></p> <ul style="list-style-type: none"> <li>To implement an effective Responsible Drinking Awareness programme across all functions and sites in Diageo Ireland.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Ireland</li> </ul>	<p>Programme communicated through multi-media communication channels across the business, such as:</p> <ul style="list-style-type: none"> <li>Poster campaign on all sites.</li> <li>E-zine, newsletters.</li> <li>Group wide IT server for screensplashes.</li> <li>Distribution of innovative responsible drinking materials to employees on all sites in Ireland: letters, weekly E-zine, posters, measuring glass (with a key message to be a responsible host), prize at the end of the campaign (a trip to a Formula One race).</li> <li>Film screening on responsible drinking.</li> </ul>	<ul style="list-style-type: none"> <li>Over 1,500 employees reached (Island of Ireland business – North and South).</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation planning, with the use of questionnaires hosted by a third party provider.</li> <li>Questionnaire in survey format to monitor and evaluate the effectiveness of this campaign.</li> <li>Internal focus group research (roundtable discussion).</li> <li>Results expected early 2008.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Movie Festival Grinzane Cinema”</b></p> <ul style="list-style-type: none"> <li>To educate High School students about responsible drinking.</li> <li>2007, three-year partnership.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Film of 8-10 minutes on drinking in moderation and drinking responsibly.</li> <li>Based on a socially responsible lifestyle.</li> <li>One week event with more than 50 screening spots of the film watched by students from all across Italy.</li> </ul>	<ul style="list-style-type: none"> <li>Over 20,000 Italian High School students reached during the Movie Festival Grinzane Cinema.</li> <li>40 screening spots.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Guida il Tuo Team”</b> <b>“Drive your Team”</b></p> <ul style="list-style-type: none"> <li>To raise awareness on the risks related to drink-driving.</li> <li>2007, three-year partnership.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Italy</li> <li>Automobil Club d’Italia (ACI)</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of the designated driver concept and regular calls for responsible drinking in advertisements.</li> <li>Communication campaign with 2.200 outlets, ACI web site and ACI magazines.</li> <li>On-trade (activities in Rimini, Rome and Turin) organised to communicate the role of the designated driver through the target.</li> </ul>	<ul style="list-style-type: none"> <li>10,000 responsible drinking leaflets branded ACI – Diageo.</li> <li>30,000 responsible drinking leaflets branded ACI – Johnnie Walker.</li> <li>6,000 discount checks for safe driving courses at Vallelunga/ACI.</li> </ul>	<p>Evaluation plan for this programme:</p> <ul style="list-style-type: none"> <li>Metrics of evaluation – quantitative: media coverage, number of visitors to a website, number of leaflets distributed, number of persons attending on-trade sessions.</li> <li>Metrics of evaluation – qualitative: evidence from the questionnaire distributed by on-trade participants.</li> <li>Results expected early 2008.</li> </ul>
<p><b>“Non guidare. Lasciati Guidare”</b> <b>“Don’t Drink and Drive ‘Havana Club’ buses”</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of drink-driving by promoting and enabling use of alternative forms of transport.</li> <li>June to August 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod-Ricard</li> <li>6 main discos</li> </ul>	<ul style="list-style-type: none"> <li>Use of the headline of Havana Club “El culto a la vida” to promote responsible drinking and the “Don’t Drink and Drive” principle.</li> <li>10 x 50-seater buses and 2 x 15-seater mini-buses involved. The buses took the passengers to and from the discos which prevented consumers driving.</li> <li>Each night about 1000 kms were covered by the buses in Romagna (Adriatic Coast).</li> </ul>	<ul style="list-style-type: none"> <li>Buses were 90 % full at the beginning of the evening and 100 % at the closing of the discotheques.</li> <li>1,000 passengers transported each night.</li> <li>75,000 passengers used the bus service.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



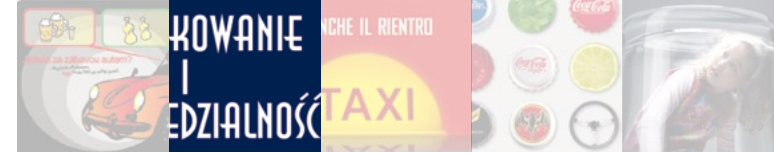
<p><b>“When You Drink Don’t Loose Your Head, Let Someone Else Drive”</b></p> <ul style="list-style-type: none"> <li>To educate consumers not to drink and drive.</li> <li>April to December 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>On-trade distribution in major cities in Italy where people go out and socialise and receive leaflets and key-rings from hostesses in charge of reinforcing the message through dialogue guided by a questionnaire.</li> <li>Bacardi Italy Website – “Don’t Drink &amp; Drive”.</li> <li>Advertorial in leading motoring magazines: <a href="http://www.quattroruote.it">www.quattroruote.it</a>, <a href="http://www.motonline.it">www.motonline.it</a>, <a href="http://www.moto.it">www.moto.it</a>.</li> <li>Radio coverage with MTV and Radio 105, one of the leading Italian radio stations for young adults.</li> </ul>	<ul style="list-style-type: none"> <li>60,000 leaflets distributed through 300 promotional events.</li> <li>100,000 “Don’t Drink &amp; Drive” keys rings.</li> <li>100,000 visitors to the Bacardi Italy website section on drink-driving.</li> <li>2 million people reached throughout the course of the campaign.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Don’t Drink &amp; Drive F1 Ferrari Initiative”</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of alcohol-related road accidents.</li> <li>To raise awareness of alternatives to drink-driving around specific occasions – Imola F1 Grand Prix and Verona European Road Safety week.</li> <li>2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<p>2007 “Don’t Drink &amp; Drive” campaign with 3 different F1 Grand Prix:</p> <ul style="list-style-type: none"> <li>At Imola, distribution of posters, leaflets and stickers with “Don’t Drink &amp; Drive” messages put on every taxi and every car at the event.</li> <li>In Verona, branded taxis during the Verona European Road Safety week to highlight the importance of not drinking and driving.</li> <li>In Monza, a communication campaign with billboards to highlight the dangers of drink-driving.</li> </ul>	<ul style="list-style-type: none"> <li>Imola: 15 billboards displayed and 30,000 stickers placed on cars and taxis.</li> <li>Verona: 350 taxis displayed the message during one month.</li> <li>Monza: 5 billboards.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Goditi la serata, ed anche il rientro”</b> <b>“Enjoy the evening...and the way back home”</b></p> <ul style="list-style-type: none"> <li>To reduce incidences of alcohol-related road accidents.</li> <li>2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Advertorials placed in a broad segment of the press including newspapers and magazines.</li> </ul>	<ul style="list-style-type: none"> <li>Magazines for key stakeholders: “area”.</li> <li>“Il Domenicale” published in 5000 copies.</li> <li>2007/2008 Turin University Student Guide: 30,000 copies distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Be In Be Med”</b></p> <ul style="list-style-type: none"> <li>To raise awareness among consumers about responsible consumption and social implications.</li> <li>April 2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Martini Rossi</li> </ul>	<p>Creation of booklets for on-trade consumers to raise their awareness on:</p> <ul style="list-style-type: none"> <li>Responsible drinking.</li> <li>Alcohol and pregnancy.</li> <li>Drinking under medication.</li> <li>Drink-driving.</li> </ul>	<ul style="list-style-type: none"> <li>50,000 copies of the booklet will be produced this year.</li> <li>They will be distributed at on-trade promotional events in approximately 250-300 outlets.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Barcode – The code of the perfect barman”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible serving of alcohol in bars.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Italy</li> <li>Italian Association of Barmen (A.I.B.E.S.)</li> <li>British Chamber of Commerce</li> </ul>	<ul style="list-style-type: none"> <li>Adaptation of the “Barcode” manual developed in 2005.</li> <li>Complete bartender manual with a section dedicated to responsible serving with:               <ul style="list-style-type: none"> <li>Bartender behaviour, customer relations, “do and don’ts” in style.</li> <li>Materials and equipment, how to organise a bar, shopping list and many more for the efficient operation of the bar.</li> <li>Key knowledge about spirit drink categories.</li> <li>The role of the bartender in protecting customers from excessive drinking, suggestions and tips on how to manage difficulties with customer behaviour.</li> </ul> </li> <li>Cocktails: 60 selected recipes.</li> </ul>	<ul style="list-style-type: none"> <li>Target audience: 2,000 bartenders and bar owners across Italy.</li> <li>Distribution of 2,500 copies of the publication to on-trade outlets between November 2006 and March 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Completed feedback questionnaire from on-trade outlets:               <ul style="list-style-type: none"> <li>23 % response rate (502 completed feedback questionnaires).</li> <li>67 % of the outlet owners said, that they like the “Barcode”.</li> <li>70 % of the outlet owners said, that they find the “Barcode” a useful tool for barmen.</li> </ul> </li> <li>Most interest subjects regarding responsible service:               <ul style="list-style-type: none"> <li>28 % “Drinking or driving”.</li> <li>25 % “Counterfeiting”.</li> <li>24 % “Underage drinking”.</li> </ul> </li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“No more Open Bar Parties”</b></p> <ul style="list-style-type: none"> <li>To promote responsible service in on-trade premises.</li> <li>To reduce the number of irresponsible promotions in bars and discotheques.</li> <li>To reduce excessive drinking.</li> <li>November 2006.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Sense Group (TSG)</li> </ul>	<ul style="list-style-type: none"> <li>In November 2006, all TSG members – i.e. importers and producers of alcoholic beverages – decided not to sponsor any more open bar parties, particularly those organised at the end of the year.</li> <li>Open bar parties consist of setting a pre-paid price for an event and entitling attendees to have an unlimited number of drinks during the event, leading to excessive consumption.</li> </ul>	<ul style="list-style-type: none"> <li>This decision was implemented over all bars and discos in Malta and has been observed by all TSG members.</li> </ul>	<ul style="list-style-type: none"> <li>The results are that there were no open bar parties during the festive season 2006, leading to a reduction in binge drinking and drunkenness during this period.</li> </ul>
<p><b>“Notice on underage drinking”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of the dangers of underage alcohol consumption.</li> <li>2005, ongoing</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Sense Group</li> <li>Police Department</li> <li>Retailers Union</li> <li>Government Drug Agency</li> <li>Parents Organisations</li> </ul>	<ul style="list-style-type: none"> <li>Leaflet distributed in all outlets selling alcoholic beverages in Malta to recall the LPA limits.</li> </ul>	<ul style="list-style-type: none"> <li>Distributed to more than 15,000 outlets across the country.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>

**M a l t a**





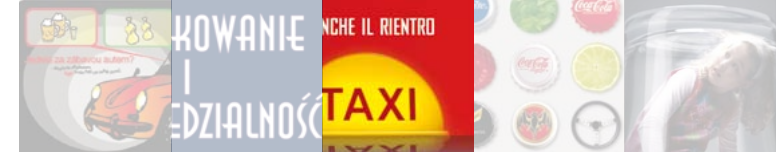
<p><b>“Who will be the leader tonight?”</b></p> <ul style="list-style-type: none"> <li>To make young people aware of the dangers of drinking and driving.</li> <li>To encourage the use of a designated driver as a normal behaviour.</li> <li>2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Sense Group</li> </ul>	<p>Campaign containing:</p> <ul style="list-style-type: none"> <li>Radio spots as reminder of the designated driver message.</li> <li>Bus shelters/billboards along the roads increasing the retention factor of the message.</li> <li>Message on the web page to promote a moderate and responsible drinking lifestyle.</li> </ul>	<ul style="list-style-type: none"> <li>90 % of the population has been targeted by the radio campaign.</li> <li>60 bus shelters with posters.</li> <li>2 billboards along the main road on the island.</li> </ul>	<ul style="list-style-type: none"> <li>Extensive media coverage and with more than 40 % awareness of the concept among targeted people.</li> </ul>
<p><b>“Tkunx il-Buffu ta-Rahal”</b> <b>“Don’t be the clown of the town”</b></p> <ul style="list-style-type: none"> <li>To reduce binge drinking during village festivals, by projecting binge drinkers as being fools.</li> <li>2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Sense Group</li> </ul>	<ul style="list-style-type: none"> <li>Developed for the summer “Fiesta Season”.</li> <li>Aim is to discourage the idea that it is macho to get drunk by portraying binge drinking as puerile and clownish.</li> <li>Cartoons supporting the campaign published in youth magazines.</li> <li>Cinema and radio advertising to support the campaign.</li> </ul>	<ul style="list-style-type: none"> <li>30 villages over the summer of 2007 have been reached by the campaign, representing about 200,000 people.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“Alcohol onder de 16, nog even niet”</b> <b>“Alcohol under 16, not just yet!”</b></p> <ul style="list-style-type: none"> <li>To develop initiatives for both young people and their parents that help reduce underage drinking.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>STIVA</li> <li>CBL</li> <li>KHN</li> <li>PVAD</li> </ul>	<p>Campaign based on:</p> <ul style="list-style-type: none"> <li>The new slogan “Alcohol under 16, not just yet” shown on all TV advertisements for alcoholic beverages with an alcohol percentage of 0,5 to 15 % (legal purchase age is 16 years old in the Netherlands).</li> <li>The website launched in March 2006, <a href="http://www.alcoholonderde16nogeveniet.nl">www.alcoholonderde16nogeveniet.nl</a>, where parents, young people and teachers can find relevant information on alcohol-related topics. This new website is a part of a larger approach aimed at suppliers, parents and young people.</li> </ul>	<ul style="list-style-type: none"> <li>800,000 flyers distributed In December 2006 in supermarkets.</li> </ul>	<p>Evaluation of the slogan among 1075 respondents (parents, teachers and adolescents) done by Blauw Research shows:</p> <ul style="list-style-type: none"> <li>95 % of all 16-18 year old adolescents know the slogan.</li> <li>The message is known to 80 % of the parents, teachers and adolescents.</li> <li>More than 75 % in all three research groups know the actual slogan.</li> <li>Appreciation of the slogan: 6.7 on a scale of 1 to 10</li> <li>The slogan makes parents, teachers and, in particular, young people, aware of the fact that young people under the age of 16 should not drink.</li> <li>The slogan motivates the respondents to encourage (other) adolescents not to drink before they reach the age of 16 years.</li> </ul>

The Netherlands





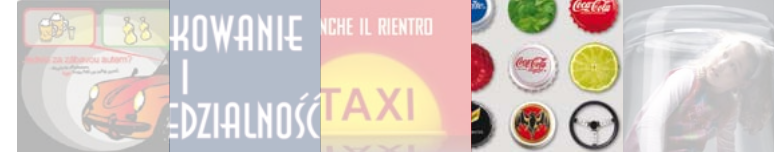
<p><b>“Drank kopen kent zijn leeftijd”</b>  <b>“Buying alcohol means knowing the purchase age limits”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness of the dangers of underage alcohol consumption.</li> <li>• To inform about minimum purchase age legislation (16 years for beer and wine, 18 years for spirits).</li> <li>• 2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• STIVA</li> </ul>	<ul style="list-style-type: none"> <li>• Tools includes stickers and a website: <a href="http://www.leeftijdsgrens.nl">www.leeftijdsgrens.nl</a>.</li> <li>• 5,000 stickers distributed every year.</li> </ul>	<ul style="list-style-type: none"> <li>• Since 2001, STIVA distributed 32,064 stickers among retailers. In total, much more stickers were distributed by KHN &amp; PVAD.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“BOB”</b></p> <ul style="list-style-type: none"> <li>• To make young people aware of the dangers of drinking and driving.</li> <li>• To encourage the use of a designated driver as standard practice on a night out involving alcohol.</li> <li>• 2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• STIVA</li> <li>• CBK</li> <li>• Wine and Spirits Producers</li> <li>• Dutch Safe Traffic Organisation</li> <li>• Ministries of Transport and Health</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign including warning signs in parking areas on motorways, leaflets, key-rings, gimmicks, balloons, pens, clothing, beer mats.</li> <li>• Radio and TV commercials, billboards and the BOB promotional team bus used to promote the message.</li> <li>• Bacardi donated a retro VW bus to 3VO to use as a drink-driving simulator at festivals and other large scale events.</li> <li>• In June 2007, launch of a new multimedia campaign for the summer season with a outdoor signs and “Bob” television and radio commercials.</li> <li>• Websites: <a href="http://www.bobjijfbobik.nl">www.bobjijfbobik.nl</a> and <a href="http://www.3vo.nl">www.3vo.nl</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• About 20 student associations targeted.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Bacardi Corto Drink-Drive Activity”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness about the dangers of drink-driving.</li> <li>• 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi Nederland N. V.</li> </ul>	<ul style="list-style-type: none"> <li>• Information distributed via promotion team and website “<a href="http://www.bacardicorto.nl">www.bacardicorto.nl</a>”, offering people alternative free public transport.</li> <li>• Consumer information given by Corto Team on drink-driving and distribution of free public transport tickets (each card is worth €6.65 and can be used on the bus, train and trams throughout the Netherlands).</li> </ul>	<ul style="list-style-type: none"> <li>• 2,100 transport cards distributed at 180 points of sale in 2007.</li> </ul>	<ul style="list-style-type: none"> <li>• Random consumer testing planned at the end of 2007.</li> </ul>



<p><b>“Bacardi B-Live &amp; other events Drink-Drive Activity”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness about the dangers of drink-driving.</li> <li>• To provide alcohol free alternatives to designated drivers.</li> <li>• 2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi Nederland N. V.</li> </ul>	<ul style="list-style-type: none"> <li>• 4 x B-Live events from October 2006 to the end of 2007.</li> <li>• After registration, free soft drinks vouchers offered to designated drivers at all events.</li> <li>• Cocktail menus including “don’t drink and drive” messaging.</li> <li>• Additional incentive for designated drivers not to consume alcohol by giving them a special number to call the following day to receive free tickets to the next B-Live event.</li> </ul>	<ul style="list-style-type: none"> <li>• Over 100 designated drivers registered at each event.</li> </ul>	<ul style="list-style-type: none"> <li>• Face-to-face interviews are planned in 2007 to gather information about attendees’ perceptions of the event regarding the drink-drive initiative.</li> <li>• Results expected in early 2008.</li> </ul>
<p><b>“Alcohol policy day for Student Unions”</b></p> <ul style="list-style-type: none"> <li>• To teach student associations about the importance of having an alcohol policy and training them in responsible serving.</li> <li>• 1999, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• STIVA</li> <li>• LKVV</li> <li>• NIGZ (Netherlands Institute for Health Promotion and Disease Prevention)</li> </ul>	<ul style="list-style-type: none"> <li>• Seminar to evaluate the alcohol policies of student associations aimed at providing member associations with information.</li> <li>• In November 2006, organisation of a training programme on responsible serving for students, announced and reported in student magazines.</li> </ul>	<ul style="list-style-type: none"> <li>• 44 attendees at the seminar.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Consumer neck collar education in supermarket channel”</b></p> <ul style="list-style-type: none"> <li>• To raise awareness amongst parents, youngsters and supermarket personnel about underage drinking and LPA legislation.</li> <li>• March 2007-August 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• Bacardi Nederland N. V.</li> </ul>	<ul style="list-style-type: none"> <li>• Distribution of alcohol awareness and responsible drinking information to parents, children under the LPA, supermarket personnel and stakeholders.</li> <li>• 1 million neck labels printed and put around the bottles in the supermarket channel. Until November 2007, all 275 ml bottles and the large 70 cl bottles will carry the neck label.</li> <li>• Initiative targeting children indirectly, via education through parents.</li> </ul>	<ul style="list-style-type: none"> <li>• 1 million neck labels printed and stuck around bottles.</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation to be carried out in November 2007 by a third party.</li> </ul>



<p><b>“Leefstijl voor Jongeren”</b>  <b>“Lifestyle for Youngsters”</b></p> <ul style="list-style-type: none"> <li>• To promote the idea of sensible drinking among children and young people.</li> <li>• 2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• STIVA</li> <li>• Lions Quest Foundation</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive lessons aimed at young people aged between 4 and 18 years old with exercises to: <ul style="list-style-type: none"> <li>• Teach pupils to listen to each other and to deal with their feelings.</li> <li>• Be assertive and to take decisions.</li> <li>• Make plans for the future.</li> <li>• Deal with stereotypes and judgements.</li> </ul> </li> <li>• Teachers are trained every year and the activities are reported in a yearbook and on the website: <a href="http://www.leefstijl.nl">www.leefstijl.nl</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• In 2006, more than 220 educational institutes used the programme, including 4 colleges, 136 Primary Schools and 78 Secondary Schools.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>
<p><b>“Geniet maar drink met mate”</b>  <b>“Enjoy your drink, but be moderate”</b></p> <ul style="list-style-type: none"> <li>• To increase the awareness of responsible use of alcoholic beverages.</li> <li>• 2005, ongoing.</li> <li>• Launch of website in April 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• STIVA</li> </ul>	<p>Campaign based on:</p> <ul style="list-style-type: none"> <li>• The use of responsible drinking message in advertisements on TV, in cinemas, theatres, and closed circuit television (“Geniet maar drink met mate”).</li> <li>• A website, <a href="http://www.genietmaardrinkmetmate.nl">www.genietmaardrinkmetmate.nl</a>, providing information on responsible drinking (what is moderate drinking, in which scenarios not to drink at all, what to pay attention to when going out etc.).</li> <li>• Unit calculators available on the website.</li> </ul>	<ul style="list-style-type: none"> <li>• The first month following the launch, 67,393 hits were registered by the website.</li> <li>• Since the launch, the website generated 95,154 hits and had 3,514 unique visitors.</li> </ul>	<ul style="list-style-type: none"> <li>• Monitoring of spirits print and TV ads published in 2006 shows a compliance rate of 100%.</li> </ul>
<p><b>“Drankmaat.nl”</b></p> <ul style="list-style-type: none"> <li>• To increase the awareness of responsible use of alcoholic beverages.</li> <li>• Launch of website in April 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>• VIP – Organisation Vereniging Importeurs en Producenten Gedistilleerde Dranken (Association of Importers and Producers of Spirit Drinks)</li> </ul>	<p>Website providing:</p> <ul style="list-style-type: none"> <li>• Information on responsible drinking (what is moderate drinking).</li> <li>• Unit calculator. Unit information on alcoholic beverages in general and brand specific.</li> </ul>	<ul style="list-style-type: none"> <li>• Links to <a href="http://www.drankmaat.nl">www.drankmaat.nl</a> on the websites of VIP members since spring 2007.</li> </ul>	<ul style="list-style-type: none"> <li>• Not foreseen.</li> </ul>



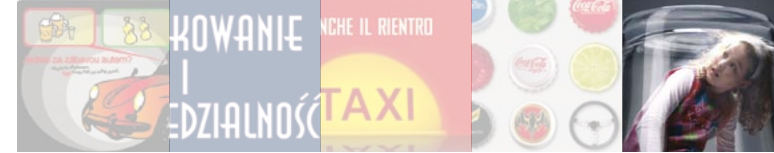
Poland



<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>"European Night without Accident"</b></p> <ul style="list-style-type: none"> <li>To reduce the number of alcohol-related road accidents involving young drivers.</li> <li>14 October 2006, every year on the third Saturday of October.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Foundation KRYZS</li> <li>Responsible Young Drivers</li> <li>KRPS (Polish Spirits Industry)</li> <li>National Road Safety Council</li> <li>Headquarter of National Police</li> <li>The European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of the designated driver concept by young volunteers in 20 nightclubs across the country.</li> <li>After registration, bracelets are given to designated drivers as proof of their commitment to undergo a breathtest before leaving.</li> <li>In case of a negative test, they are rewarded with gifts. Otherwise volunteers encourage them not to drive or to entrust a sober friend to drive.</li> </ul>	<ul style="list-style-type: none"> <li>20,000 young people introduced to the designated driver concept, with 725 agreements to be the designated driver that night.</li> </ul>	<ul style="list-style-type: none"> <li>95% of them said they would now apply this concept when they will be going out at night.</li> </ul>
<p><b>"Consumer Education – Drink &amp; Drive Leaflet Project"</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible drinking.</li> <li>To raise awareness amongst adults consumers about the risks associated with drinking and driving.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Leaflets distributed in context of all on-trade promotional activities including advice and tips on safe consumption of alcohol.</li> <li>Leaflet with data on how long it takes for alcohol to leave the blood system of an adult of 70-80 kg depending on consumption (e.g. 200 ml wine, 50 ml Vodka, 50 ml Gin, etc.).</li> <li>Displayed for customers in a visible place to pick up during all on-trade actions.</li> </ul>	<ul style="list-style-type: none"> <li>10,000 leaflets produced.</li> <li>200 events with social responsibility activities planned for 2007-2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>"Mika Hakkinen – Responsible Drinking Ambassador for Johnnie Walker"</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the dangers of drink-driving.</li> <li>19 February 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo</li> </ul>	<ul style="list-style-type: none"> <li>First activity with Mika Hakkinen, Johnnie Walker Global Responsible Drinking Ambassador:</li> <li>Opening of a responsible drinking "Pitstop" at the "Expo XXI" by Mika Hakkinen, handing out water to guests and highlighting the importance of never drinking alcohol and driving.</li> <li>Focus on a simple, clear message that runs throughout all activities: "Winners always stay in control – never drink and drive".</li> </ul>	<ul style="list-style-type: none"> <li>Around 300 bottles of water with responsible drinking neckhangers were distributed throughout the day.</li> <li>One big background billboard with responsible drinking messages (for the interviews) was used.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“AlcoKart Driving Academy”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of alcohol-related road accidents.</li> <li>Increase awareness of the dangers of drink-driving.</li> <li>Decrease the number of positive breath tests.</li> <li>July 2007</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Foundation KRYZS</li> <li>KRPS (Polish Spirits Industry)</li> <li>Krzysztof Holowczyc’s Foundation “Safe Driver”</li> <li>Stakeholders (Police, Media, Local government and NGOs)</li> <li>Sponsored by TOYOTA and TOP 25 (owner of AlcoKart)</li> </ul>	<ul style="list-style-type: none"> <li>Young people from 4 major Polish cities were invited to attend the AlcoKart Driving Academy. They were invited to be either a driver or a passenger of an “Alkokart” equipped with an electronic device to simulate the effect of impaired driving.</li> </ul>	<ul style="list-style-type: none"> <li>292 drivers and 266 passengers.</li> <li>5,000 leaflets distributed.</li> <li>9,00 observers and visitors.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Smart guide for a fun evening”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about responsible drinking.</li> <li>To raise awareness amongst adult consumers about responsible consumption and the negative effects associated with alcohol misuse.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of information leaflet promoting responsible consumption which also highlights the risks of alcohol misuse.</li> <li>Leaflets distributed in the context of all on-trade promotional activities including advice and tips on safe consumption of alcohol.</li> <li>Displayed for customers in a visible place to pick up during all on-trade actions.</li> </ul>	<ul style="list-style-type: none"> <li>10,000 leaflets produced.</li> <li>200 events with social responsibility activities planned in 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Water with no pro miles”</b></p> <ul style="list-style-type: none"> <li>To educate and inform people about risks related to water sports activities under the influence of alcohol.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Pernod Ricard-Wyborowa SA</li> <li>CEDC (Zubrowka and Bols producer)</li> <li>Zoladkowa Gorzka</li> <li>Polmos Lublin</li> <li>Water Voluntary Guards Association</li> <li>Polish Kayak Association</li> <li>Polish Fishing Association</li> </ul>	<ul style="list-style-type: none"> <li>Distribution of posters and leaflets educating and informing people about alcohol-related harm in venues recommended and licensed by partners.</li> <li>Press conference to raise awareness about the project and the initiative with the public.</li> </ul>	<ul style="list-style-type: none"> <li>4,000 posters.</li> <li>40,000 leaflets.</li> <li>4,000 recommended and licensed places.</li> <li>Over 200,000 website visitors.</li> <li>Over 100 press articles and TV and radio news.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



Portugal



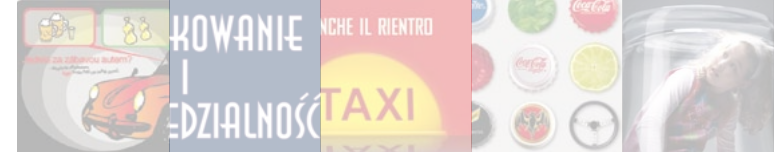
<p><b>“Bartenders Training Booklet”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible serving and selling of alcohol.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Booklet containing information on:             <ul style="list-style-type: none"> <li>Knowledge and skills in order for bartenders to comply with their social responsibilities.</li> <li>Effects of alcohol on the human body.</li> <li>Regulatory environment (drink-drive laws, LPA).</li> </ul> </li> <li>Young barman competition and training sessions.</li> <li>Booklet distributed among participants during bartender training sessions either upon finishing each training session or during the actual competitions.</li> </ul>	<ul style="list-style-type: none"> <li>5,000 training books produced.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>“100 % Cool (O Regresso dos Heróis, Disponível para Conduzir, A Lenda do Condutor com Cabeça)”</b></p> <ul style="list-style-type: none"> <li>To decrease the number of road deaths and injuries related to alcohol especially within the 18-30 year old age range.</li> <li>2002, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>ANEBE</li> <li>Ministry of Internal Affairs</li> <li>Portuguese Youth Institute</li> <li>Banco Português de Negócios</li> <li>Sony</li> <li>Lisbon and Porto Town Halls</li> <li>Screenvision</li> <li>DotOne</li> <li>BP</li> <li>CAT</li> <li>SIC TV</li> <li>MEGA FM</li> <li>The European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Short movie contest: Young adults invited to shoot amateur videos aiming at promoting the designated driver concept. Themes for those movies (deriving from well-known movies): “The Heroes Return”, “Available to Drive” and “The Legend of the Sensible Driver”.</li> <li>Advertising via: cinema spots and advertising in cinema foyers, washroom posters, free postcards, outdoor flyers.</li> <li>Investment in a youtube web-based type of platform where any youth could upload a home-made short movie about his/her thoughts on the initiative.</li> <li>The <a href="http://www.100percentocool.pt">www.100percentocool.pt</a> website provided for the uploading of such movies and the organisation subsequently held two competitions with prizes:             <ul style="list-style-type: none"> <li>For the most voted films.                 <ul style="list-style-type: none"> <li>To the 3 best films as voted by a jury win prizes of 3,000, 1,500 and 700 euros balance respectively.</li> </ul> </li> <li>Luis Figo (famous football player) will award the 100 % Cool prizes.</li> </ul> </li> <li>Night Brigades: see Drinks Industry Initiatives Brochure 2006.</li> </ul>	<ul style="list-style-type: none"> <li>30 films in the competition.</li> <li>Night Brigades reached 33,000 young people (20,000 last year).</li> <li>5,200 individuals tested recording a 0 % BAC level (4,000 last year).</li> <li>Over the last 3 years, the Night Brigades have reached over 80,000 young people and carried out more than 14,000 breathalyser tests, of which 17 % of youths were found to have a 0 % BAC.</li> </ul>	<ul style="list-style-type: none"> <li>Recollection rate of the campaign slogan “Missão: Regresso a Casa” was 39.3 % in Lisbon and 32,3 % among those without driver’s licences.</li> <li>These people remembered the campaign mainly from TV and radio programs (80 %).</li> <li>Among those having the right recollection of the slogan, 25 % stated having already been the designated driver.</li> <li>Adherence to this initiative was greater among young people aged between 21 and 25 years (29.4 %).</li> <li>The actual fulfilment of the designated driver role occurred mostly in the 18 to 20 year old cohort (22 %).</li> <li>Around 58.8 % of respondents have already been driven home by a designated driver.</li> <li>Nearly 95 % of respondents consider the campaign to be very good, providing a clear message about the relevance of this concept in today’s society.</li> <li>Last year, the largest reduction in the number of road deaths and accidents in Portugal for 30 years was recorded.</li> </ul>



S p a i n



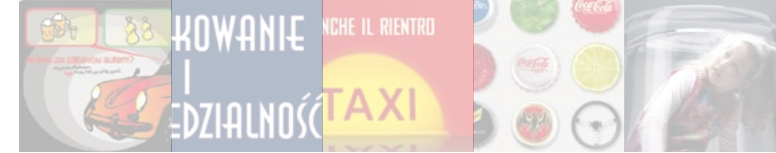
<p><b>"Enjoy Responsibly"</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking messages in advertising.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>ANEBE</li> </ul>	<ul style="list-style-type: none"> <li>All advertising on TV, in print and on websites should contain the following sentence: "Be responsible. Drink moderately".</li> </ul>		<ul style="list-style-type: none"> <li>Monitoring of spirits print and TV adverts published in 2006 shows a compliance rate of 91.7%.</li> </ul>
<p><b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b></p>	<p><b>Description of the initiative</b></p>	<p><b>Impact</b></p>	<p><b>Evaluation</b></p>
<p><b>"Reinforcing the LDA (legal drinking age)"</b></p> <ul style="list-style-type: none"> <li>To reinforce the legal drinking age and not encourage under the LDA.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>All promotional material to state clearly the minimum legal purchasing age for alcoholic beverages.</li> <li>Text including "Promotion is only valid for those over 18 years old".</li> </ul>	<ul style="list-style-type: none"> <li>In 2007, responsible messaging put on 45,000 pieces of material.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>"Programa Pedagógico Adolescencia y Alcohol"</b></p> <ul style="list-style-type: none"> <li>To reduce the number of underage drinkers.</li> <li>To reduce the quantity of alcohol consumed by underage drinkers.</li> <li>To delay the onset of alcohol consumption.</li> <li>2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FAS</li> <li>Universidad de Barcelona</li> <li>Fundación Bosch i Guimpera</li> <li>Municipalities in Catalonia, Madrid, Andalusia and the Balearic Islands</li> </ul>	<ul style="list-style-type: none"> <li>Conferences and workshops for students and their parents.</li> <li>Three hour induction for parents launched during the academic year 2005-2006.</li> <li>Both conferences and the induction for parents are led by psychologists.</li> </ul>	<ul style="list-style-type: none"> <li>During the academic year 2006-2007, 215,638 students and 1,118 schools were reached via this initiative.</li> </ul>	<p>Evaluations conducted every year since 2001 using control groups:</p> <ul style="list-style-type: none"> <li>For those participating, the onset of consumption of alcohol increased from 13.92 in 2002 to 14.50 in 2006 (13.90 in 2002 to 14.22 in 2006 for the control group).</li> <li>For those participating, the percentage of underage drinkers (11 to 18 yrs old) decreased from 60.1% in 2002 to 53.0% in 2006 (this decrease was only from 68% down to 67.3% in the control group).</li> <li>Among participants, the number of drinks per month reduced from 17.59 units down to 10.96, whereas for the control group, the reduction was only from 17.81 units down to 16.56.</li> </ul>



<p><b>“Las caras del alcohol”</b></p> <ul style="list-style-type: none"> <li>To provide young people with the facts about alcohol, raise awareness of the dangers of underage drinking and contribute to a sustainable change in drinking behaviour among young people.</li> <li>To delay the onset of regular drinking among those who are under the legal drinking age.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FAS</li> <li>CONCAPA (Catholic Parents Association)</li> <li>EFRD</li> <li>Generation Europe</li> <li>COFACE</li> <li>AEDE</li> </ul>	<p><b>Website with three pillars:</b></p> <ul style="list-style-type: none"> <li>An interactive part to be used by young people in their leisure time (aimed towards 11-16 year olds).</li> <li>Work sheets to assist teachers to address the issue in scientific or civic education curricula.</li> <li>Information and guidance for parents to address alcohol with their children.</li> </ul>	<ul style="list-style-type: none"> <li>During the 2006-2007 academic year, 80 schools used this initiative.</li> </ul>	<ul style="list-style-type: none"> <li>Students clearly enjoyed the programme and found it interesting compared with other lessons. Many liked the design and content of the worksheets and website also. A significant proportion claimed to have discussed alcohol either with a friend, parent or a family member as a result of the programme.</li> <li>Teachers positively rated the resources and the website in terms of user-friendliness and the active engagement of students. They considered the lessons successful in increasing awareness about the risks for young people associated with alcohol. They also considered the programme to be, on balance, either better or at least as good as other alcohol resources. Finally, most also would recommend the programme to other teaching colleagues.</li> <li>Parents were positive in their views about the website. A majority considered it to be a valuable asset in facilitating discussion around alcohol issues.</li> </ul>
<p><b>“Un conductor cada noche; el que conduce no bebe”</b> <b>“One driver each night, who drives doesn’t drink”</b></p> <ul style="list-style-type: none"> <li>To make young people aware of the risks of drinking and driving and responsible consumption.</li> <li>To encourage the use of the designated driver concept as normal behaviour.</li> <li>Season 2005, 2006 and 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> <li>RACC – Johnnie Walker Formula 1 Sponsorship</li> <li>Vodafone</li> <li>Mclaren</li> <li>Mercedes</li> <li>ECO</li> <li>FECALON</li> </ul>	<ul style="list-style-type: none"> <li>Responsible drinking campaign linked to the F1 Sponsorship targeting on and off-trade.</li> <li>Press conferences given to promote and explain the responsible drinking purpose of the campaign to prevent drink-driving.</li> <li>Road Safety Driving sessions with RACC offered to consumers as a prize of an online contest for responsible drinking ideas.</li> <li>3 different print Johnnie Walker responsible drinking campaigns (October 2006-March 2007).</li> </ul>	<ul style="list-style-type: none"> <li>1,653,000 consumers reached during the 2006 season.</li> <li>5 million people reached over with the campaign during the F1 season in 2006.</li> <li>5.2 million people reached via other initiatives and 15 million in 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Surveys show that the campaigns make the target group reflect more about not mixing drinking and driving: this was the case for 76 % of respondents when asked about “La mejor formula” campaign in March 2006 and for 79 % with the “Pilota tu equipo” initiative in September 2006.</li> <li>Evolution of attitudes to alcohol from those people who have seen the JW-F1 campaign: 50 % of the target group tested confirmed the campaign makes them reflect more about alcohol misuse.</li> </ul>



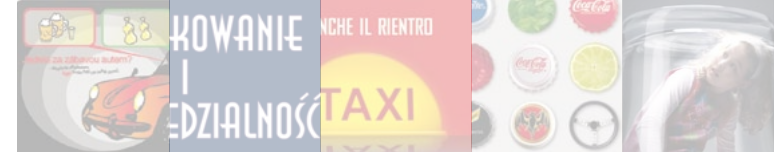
<p><b>“Bacardi B-live Spain tour – Free Non-Alcoholic Drinks”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the dangers of drink-driving.</li> <li>To provide alcohol-free alternatives to designated drivers.</li> <li>May 2007, October 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Free non-alcoholic drinks during the entire event for designated drivers.</li> <li>10-15 free buses available for consumers at all B-live events, running throughout the event every 15 minutes.</li> <li>Each bus can accommodate 70 people.</li> <li>Leaflets informing consumers about the initiative.</li> <li>Information available on <a href="http://www.bacardi-b-live.es">www.bacardi-b-live.es</a>.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation is scheduled to take place early in 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Use your head and enjoy”</b></p> <ul style="list-style-type: none"> <li>To promote the responsible consumption of alcohol over the festive Christmas period among youngsters in the 18-24 age group via promoting alternatives to drink-driving such as taxis or public transport.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> <li>ECO</li> <li>FECALON</li> <li>FEHV</li> </ul>	<ul style="list-style-type: none"> <li>A fully integrated campaign comprising of advertising, events, on and off-trade promotions and flyers.</li> <li>Use of the J&amp;B brand as the face of the campaign together with a distinct responsible drinking identity.</li> <li>Street teams mixed with customers at on-trade premises, distributing practical information about alternative transport.</li> <li>Implementation of responsible drinking initiatives during the main events of the brand, specially in summer.</li> </ul>	<ul style="list-style-type: none"> <li>Summer 2006: 12.000 people reached via the Nightology Boat events.</li> <li>Summer 2007: 6.000 people reached in Electric Hotel events and 83.000 via the Responsible Drinking Room of the Electric Hotel website.</li> </ul>	<ul style="list-style-type: none"> <li>Positive shift towards more responsible consumption has been experienced in previous years (see: Drinks Industry Initiatives Brochure 2006)</li> <li>Evaluation of Nightology Boat events in summer 2006 (Source: M.Brown. August 06):             <ul style="list-style-type: none"> <li>Larger impact: 75 % of attendees remember the responsible drinking message (compared with 63 % in 2005).</li> <li>64 % of attendees remember the sms invitation with the responsible drinking recommendation.</li> <li>56 % remember the fan delivered during the party with the responsible drinking message on it.</li> <li>50 % remember “a drink too many, a night less funny” message.</li> <li>27 % consumed alcohol in moderation that night.</li> </ul> </li> </ul>
<p><b>“ Los Noc-turnos”</b></p> <ul style="list-style-type: none"> <li>To raise awareness about the dangers of drink-driving among young people.</li> <li>To implement the designated driver concept as normal behaviour.</li> <li>2001, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FEBE</li> <li>The regional Road Safety Administration in Catalonia</li> <li>The Regional Youth Institute in Andalusia</li> <li>The Transport Administration in Madrid</li> <li>MAPFRE</li> <li>The road Safety Administration</li> <li>Coca-Cola</li> <li>The European Commission</li> </ul>	<ul style="list-style-type: none"> <li>Different advertising methods used (radio, newspapers, internet and microsite: <a href="http://www.noc-turnos.es">www.noc-turnos.es</a>) to increase awareness of the figure among young people.</li> <li>Experts sent to convince people to become a designated driver on point of consumption, who then receive a passport as proof of their commitment to be controlled during the evening.</li> <li>Rewards for those who have negative breath tests (free soft drinks, vouchers for petrol etc.).</li> <li>Every designated driver is asked to fill in a questionnaire before leaving.</li> </ul>	<ul style="list-style-type: none"> <li>In 2007, 15 actions were held in these cities: Santiago, Ferrol, Lugo, Jaén, Córdoba, Sevilla, Málaga, Jerez, Granada, Tarragona, Lérida, Badalona, Gerona, Balears and Santiago.</li> <li>In 2006, 12 actions were developed and 898 people adopted the designated driver figure.</li> </ul>	<p>Results of the 2006 questionnaire on point of consumptions (a sample of 470 designated drivers, 332 passengers and 453 people who did not participate):</p> <ul style="list-style-type: none"> <li>85 % of this sample group thought that installing the designated driver role as a habit is necessary to develop this campaign on the long term.</li> <li>84 % of the sample group knew the role of the designated driver (most of them through the TV campaign).</li> <li>31 % of the group said that it is easy to implement the role of the designated driver.</li> <li>68 % of the sample group never drink and drive.</li> </ul>



<p><b>“Many me” TV campaign</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking behaviour among young adults when they go out at night.</li> <li>Summer 2006, July and August.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> </ul>	<ul style="list-style-type: none"> <li>TV adverts targeting young males to help reduce excessive drinking.</li> <li>This campaign is an adaptation of the one piloted by Diageo in Ireland and GB.</li> </ul>	<ul style="list-style-type: none"> <li>Reaching more than 23 million people, with 85 million impacts.</li> <li>8000 clients received a letter informing them of the TV campaign as a Diageo responsible drinking commitment.</li> </ul>	<ul style="list-style-type: none"> <li>45 % of young people aged 18-35 years old admitted that this advert made them reflect about the risks of alcohol abuse.</li> <li>37 % of young people aged 18-35 admit that the spot would change the way in which they consume alcohol in future.</li> </ul>
<p><b>“Drink with moderation. It is your responsibility”</b></p> <ul style="list-style-type: none"> <li>To promote responsible consumption of alcohol through sensible drinking messages in advertising.</li> <li>1999, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FEBE</li> </ul>	<ul style="list-style-type: none"> <li>FEBE members, which account for 99 % of all alcohol advertising in Spain, have agreed to employ the following responsible drinking message: “Drink with moderation. It is your responsibility.”</li> <li>All advertising included except for radio.</li> <li>Also included on FEBE members’ web pages.</li> </ul>		<ul style="list-style-type: none"> <li>Monitoring of spirits print and TV adverts published in 2006 shows a compliance rate of 98.1 %.</li> </ul>
<p><b>“One Gift per Customer”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving and selling of alcoholic beverages in on-trade premises.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Rules implemented for on-trade promotions: only one gift per consumer is permitted, to prevent excessive consumption.</li> <li>Multiple purchases controlled: only one consumer receives one coupon which he can exchange for a gift. This is also instructed to the bartender and hostesses during the evening to ensure this is controlled.</li> </ul>	<ul style="list-style-type: none"> <li>100 % on-trade coverage.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Server Training/Moderation and Responsibility”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving and selling of alcoholic beverages in the trade.</li> <li>2007, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>ABE (Association of Spanish Barmen)</li> </ul>	<ul style="list-style-type: none"> <li>Leaflet containing information on: <ul style="list-style-type: none"> <li>The role of a bartender to put his social responsibility skills into practice.</li> <li>The effects of alcohol on the human body.</li> <li>The regulatory environment (drink/drive, LDA).</li> </ul> </li> <li>Distribution to the members of the Association of Spanish Barmen.</li> </ul>	<ul style="list-style-type: none"> <li>Distributed to 15 delegations of the Spanish Barmen Association.</li> <li>First shipment of 200 booklets for each delegation.</li> <li>On-trade sales team also distributes booklets to barmen who have not received it through the association.</li> <li>12,000 booklets available for 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Results show that participants benefitted from the training as they were able to improve the environment on their premises.</li> <li>The documentation of the results of the evaluation is conducted by FAS (Alcohol &amp; Society Foundation).</li> </ul>
<p><b>“Tú Sirves, Tú Decides”</b> <b>“You Serve, You Decide”</b></p> <ul style="list-style-type: none"> <li>To promote responsible serving and selling of alcoholic beverages in the trade.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>FEBE</li> <li>FECALON</li> <li>Regional Government of Malaga</li> </ul>	<p>Three hour training module for serving staff including:</p> <ul style="list-style-type: none"> <li>General information about alcohol, alcohol and the law, rules governing advertising and promotion.</li> <li>Materials to support responsible serving and selling.</li> </ul>	<ul style="list-style-type: none"> <li>Premises where training has taken place is identified with a sticker on the door certifying it is a “Responsible Business”.</li> <li>The premises are also cited on the website of the local municipality.</li> <li>To maintain this status, the premises must not be reported in violation of any law regarding sale to minors, public health or disorder.</li> </ul>	<ul style="list-style-type: none"> <li>During 2007 (until June), up to 161 people from different cities of Andalusia, Catalonia and Madrid took part.</li> <li>The training was evaluated by participants via a pre and post test: results showed they benefitted from the training as they were able to improve the environment on their premises.</li> </ul>



<p><b>“Sintonía”</b></p> <ul style="list-style-type: none"> <li>To raise employee awareness of the importance of responsible consumption.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo Spain</li> <li>AESLEME</li> </ul>	<ul style="list-style-type: none"> <li>Sintonia website informing employees about Diageo’s Alcohol Policy.</li> <li>Employees as ambassadors of Diageo’s commitment to society.</li> <li>Weekly Newsletter: information addressed to employees within the company, including a chapter on responsible drinking promotion activities undertaken by Diageo Spain.</li> <li>Sintonia Quarterly Magazine: the latest company initiatives to promote responsible drinking, including ideas from employees for new actions.</li> <li>Annual Information Sessions with employees delivered by AESLEME to raise awareness on responsible drinking and drink-drive campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>600 employees in Iberia reached, as well as their families since the Quaterly Magazine is sent to private addresses.</li> </ul>	<ul style="list-style-type: none"> <li>Diageo Value Survey: 91% of the employees say that Diageo is effective in promoting responsible drinking.</li> </ul>
<p><b>“Internal Social Responsibility Policy”</b></p> <ul style="list-style-type: none"> <li>To raise employee awareness on corporate social responsibility policies and on the importance of responsible consumption/personal conduct.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Workshops by department to provide training on social responsibility policies as they pertain to particular job functions.</li> <li>In all internal communications, when appropriate, a reminder of commitments/actions concerning social responsibility and of the risks of inappropriate or excessive alcohol consumption is included on the corporate intranet, internal publication, continued training of new employees to increase awareness about matters of social responsibility.</li> <li>Dedicated intranet accessible to all employees, SR, moderate consumption and risks associated with misuse.</li> </ul>	<ul style="list-style-type: none"> <li>Training given to all new starters and employees and rolled out to agencies and suppliers in 2008.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



Sweden



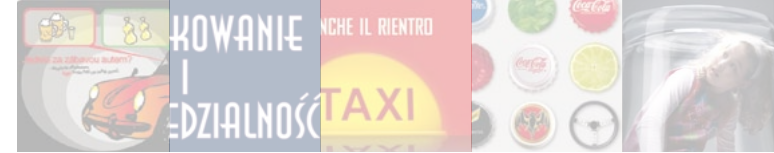
<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p>“<a href="http://www.Prata_om_alkohol.se">www.Prata_om_alkohol.se</a>”            “Teach about alcohol” website</p> <ul style="list-style-type: none"> <li>To postpone the onset of alcohol consumption among young people at senior level of compulsory school and those in upper Secondary Schools.</li> <li>To create tools for teachers and schools to teach, discuss, inform, and create a deeper debate and understanding about alcohol among young people aged between 13 and 17 years old.</li> <li>2006, initially running for three years.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>The Swedish Wine and Spirits Association (SSVL)</li> <li>V&amp;S Group</li> </ul>	<ul style="list-style-type: none"> <li>Part of the EFRD-initiative “Talk about alcohol”.</li> <li>2007 objective is to reach 2,700 schools over the course of the year.</li> <li>Communication plan divided into three blocks:               <ul style="list-style-type: none"> <li>Information and commercial communication to drive distribution within schools.</li> <li>Communication activities targeting media focused on education and teachers.</li> <li>Communication targeting key political stakeholders at national and regional level.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Three months after the launch, already 1,000 schools actively ordered the materials.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p>“Alcohol locks in company cars”</p> <ul style="list-style-type: none"> <li>To reduce alcohol-related accidents involving V&amp;S distribution vehicles.</li> <li>2000, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>V&amp;S Group</li> </ul>	<ul style="list-style-type: none"> <li>Alcohol ignition intellocks installed in all distribution vehicles at V&amp;S logistic centres.</li> <li>Recommendation of alcohol ignition intellocks included in transport procurement.</li> </ul>	<ul style="list-style-type: none"> <li>100 % of all cars owned by V&amp;S, that is, 7 vehicles, are fitted with alcolocks.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation will be carried out by the end of 2007 (since the number of accidents was already very low, measurable results can be achieved only in the long-term).</li> </ul>
<p>“The V&amp;S Way”</p> <ul style="list-style-type: none"> <li>To raise awareness about the V&amp;S vision, values and V&amp;S Code of Business Ethics and conduct among V&amp;S employees.</li> <li>2007, ongoing.</li> </ul> <p>Organisation &amp; Partners</p> <ul style="list-style-type: none"> <li>V&amp;S Group</li> </ul>	<ul style="list-style-type: none"> <li>Web-based training for all employees to raise awareness on the “V&amp;S Guidelines on Alcohol and Responsibility” which include a practical guide with tips for V&amp;S employees on how to deal with alcohol in the workplace, especially situations like travel and entertainment (available at <a href="http://www.vsgroup.com/upload/PDF-files/VS_Guidelines_Eng_OK.pdf">www.vsgroup.com/upload/PDF-files/VS_Guidelines_Eng_OK.pdf</a>).</li> <li>Web-based training consisting of four parts:               <ul style="list-style-type: none"> <li>The new vision.</li> <li>New core values.</li> <li>Training session with fictitious assignments.</li> <li>A mandatory test (22 questions) to be completed by all employees within their first month in the company.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>All European V&amp;S employees followed the training session throughout 2007, that is, 2,300 persons.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation foreseen in early 2008.</li> </ul>



## United Kingdom



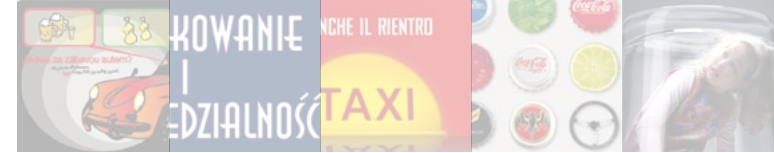
<b>Title</b> <b>Objective &amp; Timing</b> <b>Organisation &amp; Partners</b>	<b>Description of the initiative</b>	<b>Impact</b>	<b>Evaluation</b>
<p><b>“Strengthening Families Programme” (SFP 10-14)</b></p> <ul style="list-style-type: none"> <li>To reduce alcohol and drug use and behaviour problems during adolescence (10 to 14 years old).</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo UK</li> <li>AERC</li> <li>HODSD</li> <li>DES</li> <li>Oxford Brookes University</li> </ul>	<ul style="list-style-type: none"> <li>The SFP10-14 resulted from an adaptation of the original SFP developed in the USA.</li> <li>Aiming to improve skills in nurturing and child management among parents, and interpersonal/personal competencies amongst young people.</li> <li>The initiative targets parents of all educational levels and print materials for them are written at suitable reading levels.</li> <li>Extensive use of video material portraying pro-social behaviours (available at <a href="http://www.mystrongfamily.org">www.mystrongfamily.org</a>)</li> <li>Research to adapt and test the programme in a number of different European countries (e.g.pilots in England, Wales and Spain).</li> </ul>	<ul style="list-style-type: none"> <li>Pilot phase, no impact information available.</li> </ul>	<ul style="list-style-type: none"> <li>In the USA, SFP 10-14, due to random controlled trial evaluations, has shown to be effective for delaying the onset of alcohol and drug initiation.</li> <li>Evaluation of phase I UK SFP 10-14 with parents and teenagers indicated that changes to the US SFP 10-14 materials were needed to consider language, narrators, realism, acceptability of exercises/games, perceived religious and ethnic representativeness (Allen et al. 2006, Cultural accomodation of the of SFP 10-14 – Health Education Research, published 22(4): 547).</li> </ul>
<p><b>“Boozebusters (Fife initiatives in Leven and Cameronbridge)”</b></p> <ul style="list-style-type: none"> <li>To reduce underage drinking and promote sensible drinking habits, aimed at 13-14 year olds in their second year at High School, an age when they are more likely to hang about outside with their friends and engage in certain behaviours.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Fife Council</li> <li>Diageo UK</li> <li>NHS Fife</li> <li>Fife Constabulary</li> <li>Adam Smith College</li> </ul>	<ul style="list-style-type: none"> <li>This is done through drama in conjunction with the local Fife’s Adam Smith College drama department followed by workshops hosted by Health and Police and partner agencies.</li> <li>The drama promotes safe and sensible drinking habits by raising awareness of levels of alcohol in a range of drinks, using a unit calculator to discuss units and teach young people about units, how to keep safe when on a night out, how to contact emergency services if anything does go wrong, how to look after their own personal safety, teaching them about the consequences of binge drinking and promoting safe drinking when young people have reached the legal drinking age.</li> </ul>	<ul style="list-style-type: none"> <li>Pupils from all 19 Secondary Schools in Fife will have the chance to learn more about the negative effects of alcohol through drama and workshops. The project is expected to be seen by more than 4,500 pupils.</li> </ul>	<ul style="list-style-type: none"> <li>During 2006, 1,407 pupils participated in the programme.</li> <li>Evaluation shows that 87% of pupils felt more confident about dealing with situations where alcohol is involved.</li> <li>88% of pupils rated the drama positively and felt that the programme increased awareness and promoted safety in a way that was easy to understand.</li> <li>The success of the programme has lead to all 19 Secondary Schools in Fife now including Boozebusters as part of the school curriculum.</li> </ul>



<p><b>“Mobile Police Offices Vehicles”</b></p> <ul style="list-style-type: none"> <li>To reduce accidents, reduce crime and reduce harm by promoting responsible attitudes to drinking in both adults and young people and providing divisionary activities which tackle anti-social issues.</li> <li>Three year sponsorship starting November 2006.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Grampian Police ( Moray, Speyside )</li> <li>Community Safety Unit</li> <li>Diageo</li> </ul>	<ul style="list-style-type: none"> <li>The Community Safety Unit’s main drive is to improve the quality of life of everyone who lives in, works in and visits the Moray area by building relationships, engaging with communities and working with others towards providing a safer environment for the future.</li> <li>To raise the efficiency of the Unit, Diageo funded the acquisition of two mobile police office vehicles and are exploring the opportunity to share Global Supply Scotland’s Responsible Drinking Workshop (based on a Diageo Employee Workshop model) with a Police Officer.</li> </ul>	<ul style="list-style-type: none"> <li>No information available.</li> </ul>	<ul style="list-style-type: none"> <li>To be evaluated in December 2007.</li> </ul>
<p><b>“Southampton School Alcohol Education Project – Think B4U Drink”</b></p> <ul style="list-style-type: none"> <li>To educate all year 7 school children (10-12 years old) in Southampton about the negative consequences of drinking alcohol as a child.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> <li>Telford Training Consultancy</li> </ul>	<p>Based on three important elements:</p> <ul style="list-style-type: none"> <li>“Natural High Musical Presentation”: educational and interactive presentation by an ex-Pop Idol, about alcohol and the effects on young bodies, incorporating music and songs.</li> <li>Interactive Classroom Presentations on alcohol products and health delivered by a qualified teacher (PowerPoint, role play, videos and props such as measures, mock drinks, bottles, glasses etc). It outlines information about categories of alcohol, how to work out units, absorption rates, health impact, social issues and alternatives to alcohol.</li> <li>One day training for two teachers in each school to enable them to deliver the class room presentation in-house thus giving the school the option to repeat the presentation when necessary and to open it up to other year groups. Support material available to teacher to deliver the programme.</li> </ul>	<ul style="list-style-type: none"> <li>Ten Secondary Schools participated in the 2006/2007 programme.</li> </ul>	<ul style="list-style-type: none"> <li>Qualitative evaluation through questionnaires with teachers in the ten schools (2006-2007).</li> <li>“Natural High” concept is innovative and is a very level-headed approach to teaching alcohol education. Excellent starting point to capture the attention of the children and introduce messages built upon in session 2.</li> <li>The mix of fun activities and information at the right level to keep children interested, particularly when faced with more difficult topics. Right level of information with sufficient detail. However, not enough emphasis on peer pressure and the pitfalls of alcohol abuse particularly in relation to binge drinking (seen as most relevant to teenager’s perceptions of alcohol today).</li> <li>Regarding the training session, teachers were very pleased with the mix of theory, practical demonstrations and felt adequately prepared to answer questions posed by children. However, many of them still lacked the confidence to deliver the course and more time should be dedicated to learn necessary skills for effective delivery.</li> <li>It was recommended to gather feedback from children.</li> </ul>



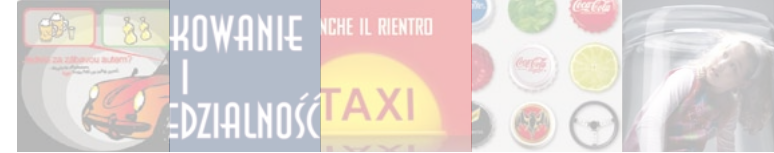
<p><b>“CragRats” – Alcohol Education Theatre Programme</b></p> <ul style="list-style-type: none"> <li>To challenge young people’s attitudes on alcohol conveying key messages around personal responsibility and safety.</li> <li>The programme aims to empower young people to make informed choices about alcohol consumption in the future.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo UK</li> <li>CragRats ReAct</li> </ul>	<ul style="list-style-type: none"> <li>Wide roll out of its under-18 alcohol awareness theatre production “Wasted” following the results of a successful pilot in 2005.</li> <li>The programme, which highlights the dangers of alcohol misuse and raises awareness of the issue of underage drinking, is aimed at 11-14 year olds and is available free of charge to Secondary Schools across regions in England, Scotland and Wales.</li> <li>The tour ran from January to April 2006 in Scotland areas such as Moray, Dumfries &amp; Galloway, Fife, Edinburgh and Lothians, and Glasgow, and represented a mix of socio-economic backgrounds, ethnicity and rural/urban locations.</li> </ul>	<ul style="list-style-type: none"> <li>The tour reached 300 schools and over 43,000 pupils.</li> </ul>	<ul style="list-style-type: none"> <li>The initial pilot, completed between January and March 2005, reached 156 schools. Nearly 23,000 pupils learnt about personal responsibility, personal safety and making informed choices about alcohol. The schools involved in the pilot were also offered an opportunity to participate in the national roll out in order to give a more sustained and consistent programme of alcohol education.</li> <li>Evaluation amongst pupils and teachers conducted after the theatre production revealed that following the pilot: <ul style="list-style-type: none"> <li>93% understood the consequences of drinking alcohol.</li> <li>95% were clear that alcohol misuse can damage your health.</li> <li>92% recognised that alcohol misuse can affect your personal safety.</li> <li>72% understood that individuals are responsible for their own actions, even when they have been drinking.</li> </ul> </li> </ul>
<p><b>“Mentor UK Alcohol Misuse Prevention Awards”</b></p> <ul style="list-style-type: none"> <li>To establish a good practice initiative in the form of biannual awards that recognise excellence in the area of alcohol education.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo UK</li> <li>Mentor UK</li> </ul>	<ul style="list-style-type: none"> <li>In September 2006, Diageo UK and Mentor UK hosted the first ever “Alcohol Prevention Awards”.</li> <li>The theme of these awards is to recognise and promote excellence in the provision of alcohol misuse prevention activities from Primary School age children in England, Scotland and Wales.</li> </ul>	<ul style="list-style-type: none"> <li>The Awards were open to any project working with Primary School age children that was run by adults. The Awards received a total of 80 entrants from projects.</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation of the winning projects is being conducted by Madill Parker Research and Consulting Ltd. throughout 2007.</li> </ul>
<p><b>“Let’s Talk About Drinking”</b></p> <ul style="list-style-type: none"> <li>To provide parents with information to enable them to talk to children about dangers of underage drinking and alcohol misuse.</li> <li>2004, ongoing</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Drinkaware Trust*</li> </ul>	<ul style="list-style-type: none"> <li>Scientific data shows how important parents are in influencing their children’s behaviour, including drinking patterns.</li> <li>In response, this booklet builds upon the work begun in 1995 called “Discussing drinking with your children” to support parents in discussing alcohol.</li> </ul>	<ul style="list-style-type: none"> <li>Over the two years (2005 and 2006), 200,000 leaflets were distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Streetwise”</b></p> <ul style="list-style-type: none"> <li>To provide a resource for Secondary School teachers wishing to run alcohol awareness classes.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Drinkaware Trust *</li> </ul>	<p>Interactive alcohol awareness programme for students aged 11–16 years, with resources for teachers to discuss with students the effects and dangers of underage alcohol misuse. These resources include:</p> <ul style="list-style-type: none"> <li>An interactive CD-ROM with videos and activities supported by teachers’ notes.</li> <li>Lesson plans and curriculum references for PSHE/PSE/PSD, citizenship and science.</li> <li>Activity sheets to reinforce and aid students’ learning.</li> </ul>	<ul style="list-style-type: none"> <li>Three mail shots named Personal, Social and Health Education (PSHE) and to Heads of Departments in every Secondary School in the UK has triggered 8,433 copies of “Streetwise” from 4,335 organisations including 3,377 schools.</li> <li>The initial target was to achieve 40% uptake by schools by the end of 2006. The current level of uptake represents a 60% uptake.</li> <li>The third newly designed mail shot was posted the week of 14 May 2007 to the schools that have not yet ordered “Streetwise”.</li> </ul>	<ul style="list-style-type: none"> <li>The University of Bath is conducting an evaluation of the effectiveness of the resource. Baseline data has been collected via approximately 1,000 self complete pupil questionnaires (covering knowledge, attitudinal statements and behaviour) administered by teachers in a random selection of schools. The same sample of pupils will be surveyed again after receiving alcohol education lessons using “Streetwise”. The evaluation report is expected to be available in autumn 2007.</li> </ul>
<p><b>“Drink or Drive – You Decide”</b></p> <ul style="list-style-type: none"> <li>To raise awareness of/compliance with the practice of designating a non-drinking driver as an alternative to drink-driving.</li> <li>To educate/persuade drivers to choose safe ways of getting home (e.g. using a non-drinking designated driver, public transport, taxis).</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Drinkaware Trust *</li> <li>British Beer and Pub Association</li> <li>Trade media (e.g. The Publican, Club Mirror, Club Report, Preview)</li> <li>UK Government Department for Transport (DfT)</li> <li>Local Authority Road Safety Officers’ Association</li> <li>Association of Chief Police Officers</li> <li>Association of Professional Ambulance Personnel</li> </ul>	<ul style="list-style-type: none"> <li>Re-launch of the “I’ll be Des” campaign, which started in 1997.</li> <li>Campaign designed to have broad appeal and to appeal to all socio-economic groups/sexes including “hard to reach” sectors of the population.</li> <li>Website (launched on 28 November 2006) <a href="http://www.drinkordrive.co.uk">www.drinkordrive.co.uk</a> printed on postcards and adverts taken in a range of magazines.</li> <li>The website included a competition question: “What is the maximum prison sentence you can receive if convicted of causing death by dangerous driving whilst under the influence of alcohol?” (possible answers were A: 5 years; B: 8 years; C: 14 years).</li> </ul>	<ul style="list-style-type: none"> <li>1,654 website visitors (9,951 page views) as of 20 March 2007.</li> <li>Competition received 504 unique entries, 478 (95%) had the correct answer.</li> <li>Message promoted through: <ul style="list-style-type: none"> <li>100,000 posters.</li> <li>2,500,000 beer mats.</li> <li>100,000 postcards distributed by “Don’t Panic” in packs given out to club goers in the following cities: London, Brighton, Bristol, Leeds, Manchester, Birmingham.</li> <li>100,000 window stickers printed.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>A quantitative evaluation by MetrixLab with a sample of 1086 drivers aged 18–40 years across the UK.</li> <li>Awareness of the campaign was reasonable with almost 6 out of 10 interviewed (58%) claiming to have heard of the campaign. Men were more likely to have heard of the campaign than women and there was also higher awareness of the campaign among those claiming never to have driven after drinking compared to those who have not.</li> <li>Message take out was excellent with 93% understanding – the simple message of “Don’t drink and drive” was clearly received by almost everyone. Risks and penalties associated with drink-driving were also clearly received.</li> <li>80% claimed that it had reinforced their previous view that it was a bad idea to drink and drive; 1 in 5 respondents said that the campaign would prompt them to plan how they would get home safely without drink-driving; and 1 in 5 said that in response to the campaign, they would never in future accept a lift from someone who had been drinking.</li> </ul>



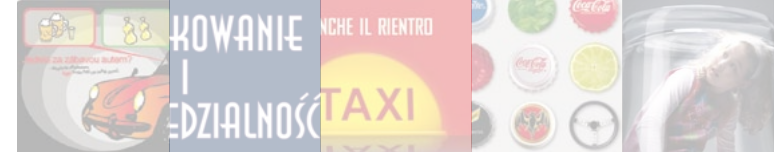
<p><b>“Central Belt Initiative”</b></p> <ul style="list-style-type: none"> <li>To promote road safety over the festive season.</li> <li>November 2006/end January 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Central Scotland Police</li> <li>Central FM</li> <li>Diageo UK</li> </ul>	<ul style="list-style-type: none"> <li>The campaign, focusing on being safe over the festive season covered all aspects of road and community safety, including responsible drinking messages.</li> <li>The campaign was taken into the heart of 5 different communities, including shopping centres, retail parks, hotels and public houses.</li> <li>Central FM highlighted the campaign with daily features on the breakfast show between 08.00-09.00, vox pops and infomercials played out across each daytime programme each day, with the majority broadcast at prime drive time hours.</li> <li>Throughout the programmes presenters read Top Tips for a safer party season and all trailers received the tagline “Working together to make our roads and communities safer – Central FM, Central Scotland Police and Diageo – Clear thinking responsible drinking”.</li> </ul>	<ul style="list-style-type: none"> <li>Through Central FM, the campaign reached about 56,000 persons each week.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Safe Drive Stay Alive Roadshow”</b></p> <ul style="list-style-type: none"> <li>To reduce the number of road traffic fatalities and injuries among 17-25 years old.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Fife Community Safety Partnership</li> <li>Fife’s emergency services</li> <li>Diageo UK</li> </ul>	<ul style="list-style-type: none"> <li>The show, running over four days in November 2006 comprised of short presentations from serving personnel in the Police, Ambulance, Fire &amp; Rescue, NHS, the bereaved parent of a road traffic collision victim and someone seriously injured in a collision, supported by audiovisual displays and videos.</li> <li>It was designed to deliver a hard-hitting message to young drivers by making them aware of their responsibilities on the road and the potential results of failing to do so.</li> <li>The event aimed at every 5<sup>th</sup> year school pupil in Fife; parents and family members and friends (minimum age 16 years), especially any young drivers.</li> </ul>	<ul style="list-style-type: none"> <li>3,500 pupils were reached and over 400 parents attended the event</li> </ul>	<ul style="list-style-type: none"> <li>94 % of the young people that attended the event deemed it to be a worthwhile experience.</li> <li>76 % felt it would make them more likely to think about road safety.</li> <li>78 % felt it would be more likely to be a safer driver.</li> <li>56 % felt it would be more likely to be a safer passenger.</li> <li>Participants stated that the fact that the people talking were real, they were not actors and that they had first hand experience, made it more worthwhile.</li> </ul>
<p><b>“Many Me”</b> <b>“Mirror”</b></p> <ul style="list-style-type: none"> <li>To encourage the responsible consumption of alcohol beverages.</li> <li>May 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo</li> </ul>	<ul style="list-style-type: none"> <li>Following the positive evaluation of the pilot in three cities in spring 2006, the TV spots have been broadcasted nationwide.</li> <li>Thirty second versions of the two ads “Mirror” focused on a girl at a house party and “Many Me”, centred on a man in a bar, aired on terrestrial and satellite television over a four week period at times designed to reach 30 million key consumers.</li> </ul>	<ul style="list-style-type: none"> <li>The use of terrestrial and satellite television enabled this campaign to reach 30 million key consumers.</li> </ul>	<ul style="list-style-type: none"> <li>Pilot evaluation 2006 showed: <ul style="list-style-type: none"> <li>57 % said they would reconsider how they drink as a result of the campaign.</li> <li>75 % said the campaign made them question their drinking habits.</li> <li>93 % said it was important to consume alcohol beverages within sensible limits.</li> </ul> </li> <li>Results of the nationwide campaign 2007 will be available by the end of 2007.</li> </ul>



<p><b>“B-Live Festival Activity “</b></p> <ul style="list-style-type: none"> <li>To raise awareness among musical festival attendees about drinking in moderation and daily recommended units.</li> <li>To reduce the number of festival attendees who binge drink.</li> <li>June 2007, October 2007.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Musical festival attendees receive a B-Live festival lanyard with reference to the Drinkaware website.</li> <li>All B-Live drinks cups have the drinkaware website reference on the outside of the cup.</li> <li>All cocktail menus and back bar displays show the reference to the drinkaware website.</li> </ul>	<ul style="list-style-type: none"> <li>5 festivals targeted in 2007.</li> <li>700,000 lanyards produced and distributed in 2007.</li> <li>10,000 lanyards produced and distributed in 2007 at the Big Chill Festival.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Responsible drinking leaflets”</b></p> <ul style="list-style-type: none"> <li>To reinforce the UK sensible drinking message: two to three drinks per day for females, three to four drinks per day for males.</li> <li>1998, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Drinkaware Trust *</li> </ul>	<ul style="list-style-type: none"> <li>One of the main tools is a pocket sized unit calculator designed to explain how sensible drinking advice translates into actual drinks.</li> <li>Interactive unit calculator on the website <a href="http://www.drinkaware.co.uk">www.drinkaware.co.uk</a>.</li> </ul>	<ul style="list-style-type: none"> <li>During 2005 and 2006, over 1 million unit calculators were distributed.</li> </ul>	<ul style="list-style-type: none"> <li>Since the campaign was launched in 1998, there has been a steady increase in unit awareness.</li> <li>This initiative, and the introduction in 1999 of unit labelling on containers by several of the main UK drinks companies, are the likely factors driving the steady increase in unit awareness among consumers.</li> </ul>
<p><b>“The NHS Guide to Healthy Living”</b></p> <ul style="list-style-type: none"> <li>To promote responsible drinking and the UK sensible drinking message to consumers and members of the healthcare profession.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Scotch Whisky Association</li> </ul>	<ul style="list-style-type: none"> <li>2007 edition of this publication entitled “NHS New Guide to Healthy Living 2007”, providing guidance on a range of health issues, including responsible drinking.</li> <li>The SWA submitted a full page advertisement endorsing the UK Government’s sensible drinking message, plus an article on responsible drinking.</li> </ul>	<ul style="list-style-type: none"> <li>Available online and distributed in hardcopy to all GP surgeries and medical centres throughout the UK.</li> <li>Estimated readership is in excess of 500,000.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“University Fresher Fair Youth Education University Graduate Fairs”</b></p> <ul style="list-style-type: none"> <li>To raise awareness among new university students about moderate consumption.</li> <li>To reduce the incidence of excessive drinking among university students.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Bacardi-Martini</li> </ul>	<ul style="list-style-type: none"> <li>Fresher Fair events and Bacardi-Martini staff hand out information regarding responsible consumption, references to other organisations for further information (i.e. The Portman Group and The Drinkaware Trust), information on how to work out alcohol units and recommended daily allowances and also point of sale material (i.e. a pen and a key ring with “drink in moderation” on the items).</li> </ul>	<ul style="list-style-type: none"> <li>Events were held in 8 Universities.</li> <li>Distribution of 20,000 information packs recorded in 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“www.drinkaware.co.uk”</b></p> <ul style="list-style-type: none"> <li>To provide a central point for information on responsible drinking and to raise awareness of the Government’s sensible drinking guidelines.</li> <li>2004, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Drinkaware Trust *</li> </ul>	<ul style="list-style-type: none"> <li>A UK consumers website offering comprehensive information on responsible drinking and a chance to see how individual drinking patterns and levels compare to the Government’s recommended guidelines on responsible drinking.</li> </ul>	<p>The success of the Drinkaware project is measured against the following:</p> <ul style="list-style-type: none"> <li>Third Party Promotion: through point of sale materials in every major supermarket chain. Extension to the rest of the off and on-trade in 2006 (address featured on approximately 3 billion drinks containers, with 125 companies/trade associations/agencies currently licensed to promote the site).</li> <li>Around 85,000 website visits per month.</li> <li>7,000 registered users to the online Drink Diary allowing users to monitor their alcohol intake.</li> <li>Media and PR recognition: launch of the website covered in 9 national newspapers, 40 regional newspapers and 10 web-based news sites covered the story.</li> </ul>	<ul style="list-style-type: none"> <li>Unit Awareness Trend data from ONS has shown some improvement in unit awareness for the period 2004-2006.</li> <li>In 2006, 86 % of the British public had heard of measuring alcohol consumption in units – an increase from 83 % in 2004.</li> <li>In 2006, 69 % had heard of daily benchmarks – an increase from 61 % in 2004.</li> <li>Knowledge of recommended daily benchmarks remained unchanged between 2004-2006.</li> <li>Fifty eight per cent of those who had drunk beer in 2006 knew that a unit of beer was half a pint – an increase from 56 % in 2004.</li> <li>Sixty nine per cent of those who had drunk spirits in 2006 knew that a single measure of spirits contained one unit – an improvement from 64 % in 2004.</li> </ul>
<p><b>“Best Bar None”</b></p> <ul style="list-style-type: none"> <li>To promote responsible licensed trade management and responsible drinking and provide an accreditation scheme for those who attain required standards.</li> <li>2003, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo</li> <li>Bacardi-Martini</li> <li>Brown-Forman</li> <li>Various other companies providing sponsorship and resources to local police forces and licensing authorities.</li> </ul>	<ul style="list-style-type: none"> <li>Started by the Greater Manchester Police in 2003 and recognised nationwide both by police and licensing authorities and internationally as a prestigious standard to be emulated.</li> <li>Scheme encouraging pubs and bars to meet a series of key criteria towards trading responsibly.</li> <li>To become accredited to the scheme, venues must first undergo an assessment against set criteria, which includes reviewing their first aid and safety provisions, how a venue deals with customers and incidents of alcohol misuse (e.g. use of keepers, training for security staff etc.).</li> </ul>	<ul style="list-style-type: none"> <li>So far, over 60 areas of the UK run the scheme that rewards premises that meet high standards in customer care and safety provisions and provides accreditation as a guide to consumers.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>



<p><b>“Responsible Drinks Retailing”</b></p> <ul style="list-style-type: none"> <li>To bring the industry together to discuss responsible drinking and to identify and reward best practice to be further disseminated.</li> <li>2005, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>Diageo UK</li> <li>Bacardi-Martini</li> <li>The Portman Group</li> <li>WSTA (Wine and Spirits Trade Association)</li> <li>Various other members of the alcohol beverage industry</li> </ul>	<ul style="list-style-type: none"> <li>An awards dinner acknowledging members of the industry that go beyond adhering to the law and really live the ideal of “Responsible Drinks Retailing”.</li> <li>Conference bringing together interested parties to address the issues behind responsible drinking in the UK.</li> </ul>	<ul style="list-style-type: none"> <li>40 retail chains in the UK have participated in the award scheme in 2007.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p><b>“Alcohol – General Guidance for Employees”</b></p> <ul style="list-style-type: none"> <li>To raise employee awareness and knowledge.</li> <li>To minimise absence and related problems at work.</li> <li>To protect the health and safety of employees, contractors, customers and the general public.</li> <li>To ensure employees understand the implications of alcohol abuse.</li> <li>2006, ongoing.</li> </ul> <p><b>Organisation &amp; Partners</b></p> <ul style="list-style-type: none"> <li>The Edrington Group Ltd (Member of the Scotch Whisky Association)</li> </ul>	<ul style="list-style-type: none"> <li>Letter issued to all employees enclosing policy document, plus follow-up article on intranet site. The policy is also published on the intranet site.</li> <li>Mini roadshow visiting all the company’s sites in Scotland.</li> </ul>	<ul style="list-style-type: none"> <li>A copy of the new policy distributed to all employees (845).</li> <li>All employees attended the roadshows rolling out the new policy.</li> <li>Positive feedback received from employees following these sessions.</li> </ul>	<ul style="list-style-type: none"> <li>Not foreseen.</li> </ul>
<p>* The Drinkaware Trust is a new independent UK-wide, public-facing body with the objective of positively changing public behaviour and national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm. It is supported by the government, the alcohol industry and a wide range of stakeholders in the health, education and voluntary sectors. It receives donations from drinks companies. Its campaigning programme is decided by its Board of Trustees.</p>			



## Contact list

For more detailed information about any of the initiatives listed in this brochure, you are invited to contact directly the EFRD member companies, the Social Aspect Organisations and member associations of the European Spirits Organisation – CEPS which have provided information for this brochure.

EU	European Spirits Organisation – CEPS	Jamie Fortescue	info@europeanspirits.org <a href="http://www.europeanspirits.org">www.europeanspirits.org</a>
EU	EFRD (European Forum for Responsible Drinking)	Carole Brigaudeau	cbrigaudeau@efrd.org <a href="http://www.efrd.org">www.efrd.org</a>
<b>Members of the European Spirits Organisation – CEPS</b>			
Belgium	FBVS – Fédération Belge des Vins et Spiritueux	Jean-Jacques Delhaye	fbvs.bfwg@skynet.be <a href="http://www.fbvs.be">www.fbvs.be</a> <a href="http://www.bfwg.be">www.bfwg.be</a>
Germany	BSI – Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V.	Angelika Wiesgen-Pick	info@bsi-bonn.de <a href="http://www.spirituosen-verband.de">www.spirituosen-verband.de</a>
Greece	SEAOP – Federation of Greek Distillates and Spirits	Christos Loutzakis	christos.loutzakis@pernod-ricard-hellas.com
Poland	PSI – Polish Spirits Industry	Leszek Wiwala	KRPS@polmos-warszawa.pl
Portugal	ANEBE – Associação Nacional de Bebidas Espirituosas	Mario Moniz Barreto	anebe@mail.telepac.pt <a href="http://www.100percentocool.pt">www.100percentocool.pt</a>
Spain	FEBE – Federación Española de Bebidas Espirituosas	Jaime Gil-Robles	jjgil-robles@febe.es <a href="http://www.febe.es">www.febe.es</a>
Sweden	SSWS – The Swedish Spirits & Wine Suppliers	Erika Nylander	erika.nylander@li.se <a href="http://www.spirits-wine.se">www.spirits-wine.se</a>
UK	SWA – The Scotch Whisky Association (SWA)	Campbell Evans	cevans@swa.org.uk <a href="http://www.scotch-whisky.org.uk">www.scotch-whisky.org.uk</a>
UK	GVA – The Gin and Vodka Association of Great Britain (GVA)	Edwin Atkinson	edwinatkinson@ginvodka.org.uk <a href="http://www.ginvodka.org">www.ginvodka.org</a>

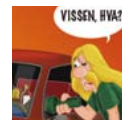
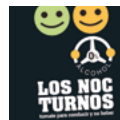


<b>Social Aspect Organisations</b>			
Czech Republic	Forum PSR – Ceske forum pro zodpovednou konzumaci alkoholickych napoju	David Binar	binar@forum-psr.cz
Denmark	GODA – Gode Alkoholdninger	Anett Wiingaard	info@goda.dk <a href="http://www.goda.dk">www.goda.dk</a>
France	E&P – Entreprise & Prévention	Alexis Capitant	entreprev@wanadoo.fr <a href="http://www.soifdevivre.com">www.soifdevivre.com</a>
Hungary	HAFRAC – Hungarian Association for Responsible Drinking	Dr. Gábor Séllyei	gsellyei@axelero.hu
Ireland	MEAS – The Mature Enjoyment of Alcohol in Society	Fionnuala Sheehan	fsheehan@meas.ie <a href="http://www.meas.ie">www.meas.ie</a>
Malta	TSG – The Sense Group	Joseph Farrugia	tsg@waldonet.net.mt <a href="http://www.thesensegroup.org">www.thesensegroup.org</a>
Portugal	ANEBE – Associação Nacional de Bebidas Espirituosas	Mario Moniz Barreto	anebe@mail.telepac.pt <a href="http://www.100percentocool.pt">www.100percentocool.pt</a>
Spain	FAS – Fundación Alcohol y Sociedad	Jaime Gil-Robles	secretaria@alcoholysociedad.org <a href="http://www.alcoholysociedad.org">www.alcoholysociedad.org</a>
The Netherlands	STIVA – Stichting Verantwoord Alcoholgebruik	Ingrid van Engelshoven	info@stiva.nl <a href="http://www.stiva.nl">www.stiva.nl</a>
<b>Others</b>			
UK	The Drinkaware Trust is a new independent UK-wide, public-facing body with the objective of positively changing public behaviour and the national drinking culture to help reduce alcohol misuse and minimise alcohol-related harm. It is supported by the government, the alcohol industry and a wide range of stakeholders in the health, education and voluntary sectors. It receives donations from drinks companies. Its campaigning programme is decided by its Board of Trustees.	Kate Winstanley	kwinstanley@drinkawaretrust.org.uk <a href="http://www.drinkawaretrust.org.uk">www.drinkawaretrust.org.uk</a>

## EFRD Member companies involved in prevention activities

Bacardi-Martini	Stefano Fresi	sfresi@bacardi.com
Brown-Forman	Elizabeth Crossick	elizabeth_crossick@b-f.com
Diageo	Carolyn Panzer	carolyn.panzer@diageo.com
Moët-Hennessy	Guillaume de Guitaut	gguitaut@moet-hennessy.com
Moët-Hennessy-Diageo (MHD)	Anne-Marie Cailloux	amcailloux@mhdfrance.fr
Pernod Ricard	Armand Hennon	armand.hennon@pernod-ricard.com
V & S Group	Peeter Luksep	peeter.luksepe@vsgr.com







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