

Charter
Implementation
Report
2005-2010

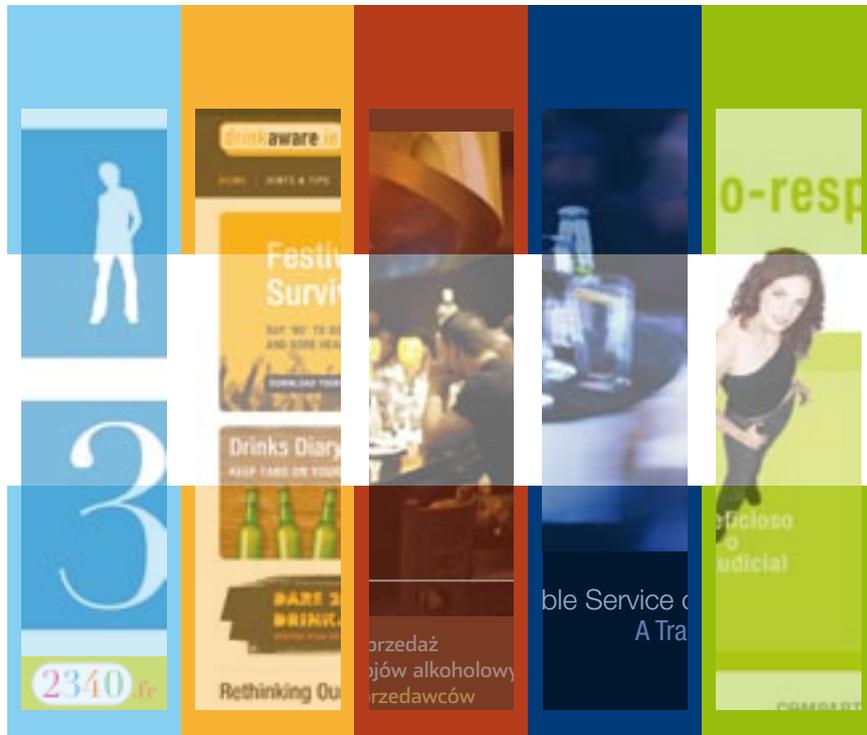




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**FOREWORD BY ROBERT MADELIN, DIRECTOR GENERAL OF DG INFSO,
FORMERLY DIRECTOR GENERAL OF DG SANCO FROM 2004 TO APRIL 2010**



I was pleased to accept the invitation of CEPS to contribute a few thoughts to this, the last report under a process that I have watched and worked with since its inception in 2005. When I was first presented with the “CEPS Charter on Responsible Alcohol Consumption”, it was a serious and professional effort to increase the coverage and effectiveness of spirits industry efforts to promote responsible drinking and to help reduce alcohol-related harm.

Most importantly, the strategy proposed clearly met the DG SANCO vision for self-regulatory approaches, notably in the monitoring and accountability of which this report is the main vehicle. Year on year, CEPS has presented to the European Commission and its stakeholders a progress report independently verified by KPMG. The series of reports make a valuable contribution to knowledge around these issues, and suggest that spirits industry engagement in addressing these important issues EU-wide has undoubtedly increased since CEPS adopted its Charter. I am equally encouraged to note that other sectors have also subsequently adopted a similar approach.

I am confident that, as a result, the Charter has contributed to the outcomes of the EU's Alcohol & Health Forum, which was set up in June 2007. The Forum is a Forum for action. By making around 80 commitments to action under this process, CEPS and other industry stakeholders are seeking to better inform consumers about the risks related to alcohol abuse and misuse, offering advice on how to avoid alcohol related harm, how to reduce underage drinking and drink-driving as well as encouraging industry to adopt responsible advertising across Europe.

This last CEPS report under the current Charter displays clear progress over the last five years towards our common objectives. I hope that the efforts will continue. I believe that more cooperation between stakeholders from different, and even diametrically opposed, alcohol policy perspectives can further improve the outcomes.

The next challenges are both to develop a more effective and accurate way of monitoring progress made on, and evaluating impacts of, the commitments; and, more important still, to move from pilot interventions to long-term sustained programmes, rolled-out nationally in partnership with relevant stakeholders. In my current capacity as Director General of DG INFSO, I would also invite the spirits industry to follow the path started in 2008 by further improving self-regulation on digital media and ensuring that producers operate with the same rigour on-line as they do off-line, not least because of the impact of the on-line world on youth knowledge, attitudes and behaviour.

To conclude, I am confident that CEPS will be among those actively reflecting on this as they chart a further generation of sectoral commitments. In the alcohol field, as for many aspects of corporate activities with social implications, I am a firm believer in the usefulness of cooperative and voluntary approaches, properly designed and monitored: the challenges are obvious and serious, but I believe that, together, we can go a long way towards solving them.

Robert Madelin



FOREWORD BY THE PRESIDENT, JAMES COCKERAM



Centuries of skill, culture and tradition go into making the fine products the EU spirits industry produces and represents. The EU produces the world's leading spirits drinks, an achievement which makes the industry, and the body which represents it, the European Spirits Organisation – CEPS, extremely important. Centuries of know-how go into making products which should be consumed with appreciation and responsibility. Yet, the biggest threat to the long term success of the EU spirits industry is that consumption of alcoholic beverages becomes more associated with misuse than with responsible enjoyment.

Alcohol misuse in Europe exists, has always existed and will almost certainly continue to exist. The objective of the spirits industry, and indeed all other stakeholders in society, must be to ensure that alcohol misuse is the behaviour of a very small and declining minority which is strongly condemned by the rest of society. The CEPS Charter, adopted in 2005 and running until 2010, represented the EU spirits industry's engagement to reinforce its role and activities to support this objective.

Reading this report, the progress made is clearly significant and tangible.

The Charter included three sets of commitments for the 24 CEPS member countries:

- 75% of CEPS members' TV, print and website advertising, where permitted by law, should carry a Responsible Drinking message (RDM) by end 2010 – an independent monitoring report of our advertising at the end of 2009 in 19 CEPS member countries demonstrated an average compliance rate of 72%. More recent figures demonstrate further progress in 2010 and the rule has now been adopted industry wide in all countries (where relevant), leading us to feel confident that the 75% target will be reached by the end of the year.
- By end 2010 CEPS member countries, where relevant, should have national marketing codes of conduct on marketing in line with the recently updated EFRD common standards on commercial communications, including naming, labelling and packaging – in 2005, only one CEPS member had fully implemented these commitments. In 2010, 22 countries have a code of conduct in place, 18 of which are in line with EFRD Common Standards; and in 19 countries, self-regulation rules to also cover naming, labelling and packaging of products.
- The Charter also included a commitment to undertake more and better programmes in the areas of drink-driving, under-age drinking and consumer education. Over the past 5 years significant progress has been made in all three areas both in terms of coverage and quality. For example, in 2005, only three CEPS members had established a consumer information website. By the end of the 2010, all CEPS members except Finland will have developed such a website.

Considering how many CEPS members, particularly those from the newer EU Member States, were completely unfamiliar with industry responsibility initiatives back in 2005, these are impressive results and my congratulations to all those who have put in the significant time and resource which was needed to make that happen.

But this can only be the beginning. The EU spirits industry has made a strong start and I am very encouraged that other sectors have adopted a similar approach. CEPS and its members will continue to fill the remaining gaps and will, this year, make new commitments to further reinforce the spirits industry's ongoing commitment to responsible alcohol consumption. These new commitments will aim to build on what has already been achieved and will seek to increase the coverage, scale and visibility of these initiatives and seek to make sure that, where possible, they are increasingly undertaken in partnership with other stakeholders and properly monitored and evaluated. The EU spirits industry is undoubtedly doing a great deal to try to reduce alcohol misuse and will continue to do so.

James Cockeram

ABOUT THE EUROPEAN SPIRITS ORGANISATION – CEPS...

The European Spirits Organisation – CEPS is the voice of the European spirits industry within the EU. Its membership comprises 31 national member associations representing the spirits industry in 27 countries, including 24¹ of the EU-27 as well as a group of the leading international spirits producing companies.

THE OBJECTIVES:

- To promote the responsible consumption of alcoholic beverages;
- To secure appropriate EU legislative conditions for the sustainable production, marketing, distribution and sale of spirits within the EU;
- To secure non-discriminatory treatment of spirits in comparison to other alcoholic beverages;
- To secure free and fair access for EU spirits in third country markets;
- To increase awareness of the EU spirits industry and its vital economic role.

THE STRUCTURE:

- 】 **General Assembly** – It consists of all member associations of the organisation with each full member being represented by one or more permanent delegates, who may also be assisted by one or more experts.
- 】 **Council** – It is the main managerial arm of the organisation, overseeing implementation of the Strategic Plan. It consists of one representative per member country as well as one member representative for the body of member companies.
- 】 **Standing Committees** – There are four issue-focused Standing Committees, including the Standing Committee on Alcohol and Society which is responsible for the day to day implementation of the CEPS Charter on Responsible Alcohol Consumption.



ABOUT THIS REPORT...

This is the fifth edition of the European Spirits Organisation – CEPS report on the progress made in implementing the commitments included in its Charter on Responsible Alcohol Consumption adopted in November 2005 (see Annex 1). Following the previous reports², the objective of this fifth report is to inform all interested parties of the progress made by the European spirits industry over the past 5 years in implementing the industry's commitments on social responsibility.

The report includes information gathered from November 2005 up until the end of October 2010. Since the final commitment deadline for the CEPS Charter is 31 December 2010, where members have provided evidence that commitments will be implemented between October and December 2010, this information is also included in the report. The information contained in the report is provided by member associations of the European Spirits Organisation – CEPS, Social Aspects Organisations (SAOs), individual spirits producers and the European Forum for Responsible Drinking (EFRD)³. It also refers to other sources that are referenced in the report.

¹ At the end of 2008, Cyprus and Slovenia resigned from CEPS

² All previous Charter progress reports can be found at <http://www.europeanspirits.org>

³ The European Forum for Responsible Drinking (EFRD) is an alliance of leading European spirits producers supporting targeted initiatives to promote responsible drinking. Members are Bacardi-Martini, Beam Global Spirits & Wine, Brown-Forman, Diageo, Moët-Hennessy and Pernod Ricard (www.efrd.org)



Unlike previous reports, the fifth report presents an overview of the main progress for each country on the six Charter commitments in the form of a maturity grid between 2006 and 2010 and some examples of achievements in that period.

The information contained in the report has received independent assurance from KPMG Sustainability (report enclosed, see p. 69 & 70).

EXECUTIVE SUMMARY

When it adopted the Charter on Responsible Alcohol Consumption in 2005, the European Spirits Organisation committed to report annually on the progress of implementation on the Charter. This report constitutes the fifth and last edition of this review.

Five years after the adoption of the CEPS Charter, implementation has continued in the 24⁴ EU Member States where CEPS has a national member association. All of these markets now have some form of spirits industry backed responsibility initiative. Progress varies from market to market, but despite the difficult economic context, the spirits industry has consistently demonstrated its commitment to implement the Charter. Over the past twelve months new initiatives have been developed and decisions were taken to reach the objectives set for 2010.

To help implementation of the Charter, the CEPS Secretariat in cooperation with the European Forum for Responsible Drinking (EFRD) has been active in providing support to national member associations and Social Aspects Organisations (SAOs) across Europe. During bilateral market visits or workshops, the CEPS Secretariat has worked with members to better understand the challenges they are facing locally, to assess the status on implementation of the Charter in their markets and to identify future actions to implement the Charter. This support has also taken the form of material assistance, such as template guides, platforms to exchange best practices and ongoing bilateral support on programmes. In addition, the EFRD kick-start funding has continued to help CEPS members and national SAOs to develop new initiatives. Large spirits producing companies have also invested in many activities, both individually as well as through support to national associations and SAOs.

Major progress on the six commitments taken in 2005 in the 24 EU Member States⁵ where CEPS has a national member association can be reported.

» **Raising consumer awareness on responsible drinking** (commitment 1) through the inclusion of a Responsible Drinking Message (RDM) on at least 75% of advertising by 2010. The last independent monitoring of RDMs in 19 EU countries was commissioned to Xtreme⁶ (UK database of advertisements) covering TV and print ads broadcast between October and December 2009, the busiest period for spirits advertising in the year. The result shows an overall compliance rate of 72%. Five countries (Estonia, Finland, Latvia, Poland and Sweden) are excluded from reporting on this commitment because advertising is either heavily restricted or health warnings on advertising are required by law rendering the commitment largely irrelevant. For the remaining 19 countries, 12 countries reached the 75% target before the deadline. The remaining 7 countries (except Luxembourg), where RDMs were previously only agreed at individual company level, have now adopted an industry wide rule to introduce an RDM in advertising.

⁴ Cyprus, Lithuania and Slovenia are not members of the European Spirits Organisation – CEPS.

⁵ At the end of 2008, Cyprus & Slovenia resigned from CEPS.

⁶ In addition, monitoring commissioned at national level have been considered for this report (i.e., Italy and Germany)

► **Promoting responsible marketing** across Europe (commitments n° 2 and 3). To this aim, CEPS members committed to achieve:

- Self-regulation code on spirits advertising (either on their own or as part of the general advertising code).
- Self-regulation provisions fully in line with the EFRD Common Standards.
- Effective self-regulation enforcement systems comprising a number of key features monitored yearly by EASA⁷ (see Annex 5).
- Self-regulation provisions covering naming, labelling and packaging of products to ensure that only responsible products are placed on the market.

At the end of the 5 year period, spirits advertising is covered by self-regulation rules in all but two countries (Luxembourg and Finland⁸). Four new codes have been adopted since the last report in 2009 in Malta, Romania, Bulgaria and the Slovak Republic.

In 18 out of 22 countries, self-regulation rules are aligned with the EFRD Common standards including the provision on age of models (not below 25 years old) and the media threshold provisions for minors (the 70/30 rule), either by modifying existing codes or -when not possible- by adopting separate provisions to apply to spirits advertising only. Four countries do not yet include the 70/30 rule in their code (Austria, Belgium, Estonia, and Portugal).

All the EU countries now have self-regulatory enforcement bodies in place. Most are Self-Regulatory Organisations (SRO) and EASA members, and have made significant progress to comply with the key Principles for Effective Self-Regulation. In other countries, namely Denmark, Malta and Latvia, different systems are in place to enforce codes and handle consumer complaints.

As far as the third commitment is concerned, when new products are launched on the market, CEPS members have committed to ensure that these are marketed responsibly according to the same high standards as existing products, and that irresponsible products can be removed from the market. For this commitment to be implemented, there are various systems in place, such as the retailer alert system in the UK or more informal ones. Today, 19 countries have self-regulation rules in place to cover naming, labelling and packaging. In three countries (Estonia, Finland and Sweden), the commitment is irrelevant because product development is covered by national legislation and in two countries (Portugal and Luxembourg), self-regulation rules do not cover this area.

Although not part of any commitment, the full picture of an effective self-regulation system would not be complete without regular training of marketing professionals for them to understand and efficiently apply the self-regulation rules. To support this process, EFRD launched in April 2008 an online training website available free of charge to replace the paper brochure (www.marketresponsibly.eu). Every year since 2005, EASA organises a one day workshop inviting alcoholic beverage producers and SROs across Europe to share and learn from best practices in terms of code interpretation and implementation. The last one took place in Stockholm on 25 October 2009 and focussed on digital media.



⁷ EASA – European Advertising Standards Alliance – <http://www.easa-alliance.org>

⁸ In Finland, advertising for alcoholic beverages over 22° abv is prohibited making this commitment irrelevant. Luxembourg decided not to engage yet in self-regulation beyond existing regulation.



» **Encouraging Responsible Drinking** by rolling out targeted programmes to increase awareness on responsible consumption and as such help reduce misuse and related-harm. Specific commitments were taken to tackle underage drinking, drink-driving and adult consumption primarily through information and education programmes (commitments n°4, 5 and 6).

Initiatives to discourage underage consumption (commitment n° 4) can take various forms as is reflected in the report on the fourth commitment. Eight countries have invested in education programmes at schools and with parents: Germany, Spain, Czech Republic, UK, France, Sweden, Denmark, and Finland. Server training initiatives are in place in many markets, either by trade associations or by individual companies. This is the case in 12 countries (Austria, France, Germany, Greece, Hungary, Ireland, Latvia, Malta, Netherlands, Poland, Spain, UK) and under development in the Czech Republic and Portugal. There are also initiatives to raise awareness of the legal purchasing age (e.g., in Malta and The Netherlands) or to fight against intoxicated behaviour amongst young people, like the Smart Drinking campaign implemented in the UK with involvement of a large range of stakeholders. Five countries have recently developed pilot interventions to address underage drinking but with no or limited output indicators so far. Seven countries have not reported interventions under this commitment.

The industry's longstanding involvement in drink-driving programmes (commitment n°5) has continued over the past twelve months, although no new initiatives have been reported. 20 out of 24 countries have reported actions in this area over the last 5 years.

Finally, all countries except Finland (where education is provided through the retail monopoly) have initiatives in place with regards to the sixth commitment on education. By the end of the year, all but Finland will have developed a consumer information website. This means that the additions since the last report are Romania, Bulgaria, Estonia, Latvia, Belgium, Malta and Greece (Italy and Luxembourg are also planning to launch their websites before the end of 2010). To support these initiatives CEPS and EFRD launched an EU portal website www.responsibledrinking.eu in November 2008, where consumers can access their national website. Furthermore, in June 2010, Belgium, with the support of EFRD decided to bring the key messages on responsible consumption to a target audience over the World Cup by distributing 50,000 flyers in bars and shops.

In 2010, the number of responsibility programmes with spirits industry involvement is close to 350 in the EU. In April 2010, CEPS and EFRD launched an EU portal listing all these initiatives: www.drinksinitiaves.eu and to promote its use, 5 videos clips have been produced showing good practices. These can be seen on YouTube, as well as the CEPS and EFRD websites.

» **Next steps:** CEPS has been able to learn from the experience of the 2005 Charter initiatives and the learnings will help guide our commitments going forward:

- There is scope for increasing the **coverage, scale** and **visibility** of the programmes we have launched.
- **Monitoring and evaluation** are key to showing the effectiveness of any kind of initiative and should become an integral part of any future programmes development.
- Past experience has demonstrated that spirits producers can achieve more by working together with key stakeholders; consolidating and increasing **partnerships** at EU, national and local level will remain a priority going forward.

- Experience in implementation of the Charter has reinforced further the industry's conviction that the nature and extent of alcohol related harm differs significantly from one EU member state to the other, as does the respective role and ability of each stakeholder to try to address it. Thus, a **flexible and open approach** must be pursued when it comes to selecting and implementing programmes which meet key national areas of concern.
- Better **Communication** is needed to roll-out programmes across the EU, to exchange best practice and to enhance the partnership approach.

ACTIVITIES OF THE ORGANISATION TO SUPPORT MEMBER ASSOCIATIONS

In the process of discussing the implementation of the CEPS Charter with member associations, it became apparent that further support, whether in financial terms or practical assistance, would be necessary to help members implement the Charter commitments in their respective markets.

As in previous years, this support was based on exchange of best practice among members and financial support from EFRD and its members.

CHARTER IMPLEMENTATION SEMINARS

Every year since 2005, CEPS has held a seminar on Charter implementation, as part of the CEPS General Assembly attended by CEPS members and company representatives. The last one took place on 7 June 2010 in Warsaw. The objective was to assess the progress made over the last five years and to build a new generation of commitments until 2015.

To launch the discussion, the seminars focused on exchange of best practice by CEPS members. This helped demonstrate that progress is being made in all types of markets, whatever their structure, starting point or level of development.

EFRD FUNDING FOR RESPONSIBLE DRINKING ACTIVITIES

Introduced in March 2007, the EFRD kick-start funding mechanism has supported the development of social responsibility programmes in various EU markets:

- 2007: €100.000 invested in Bulgaria, Netherlands, Hungary, France and Portugal.
- 2008: €160.000 invested in Denmark, Poland, Portugal, Hungary and Austria.
- 2009: €270.000 invested in Spain, Poland, France, Czech Republic, Bulgaria, Romania and Estonia.
- 2010: €350.000 invested in Romania, Czech Republic, Poland, Portugal, Malta, Belgium, Luxembourg, France, Slovakia, Hungary, Latvia and Greece.

NATIONAL VISITS

As in previous years, the CEPS Secretariat continued its visits to national associations to discuss the implementation of the Charter commitments in their respective markets. These visits have proven useful to better understand the situation on the ground and to focus on the necessary actions to be taken at national level to implement the Charter. Since the Charter was launched in November 2005, at least one Charter visit has taken place in all CEPS markets except Austria.



COUNTRY REPORTS: NOTE TO THE READER

For each country you will find:

- 1) The name of the bodies in charge of delivering the CEPS Charter. This may be the CEPS member association and/or, if in place, the local Social Aspects Organisation (these are industry-funded associations to deliver prevention programmes on behalf of the sector). The reader should note that companies are also individually engaged in delivering the CEPS Charter. Unfortunately not all initiatives can be reported in detail.
- 2) A “maturity grid” showing the implementation of the 6 Charter commitments between 2006 and 2010. The definition of the colour code can be viewed below.
- 3) A description of the main achievements per commitment over the last 5 years by the CEPS members, SAOs and companies.
- 4) A recommendation to the reader to refer to the Drinks Industry Initiatives Brochures published yearly between 2005 and 2008, and for more recent information to look up www.drinksinitiatives.eu database.

Commitment 1: 75% of spirits advertising covered by a Responsible Drinking Message (RDM) (ref. Xtreme Monitoring Review 2009 performed in 19 countries)	75% of ad spent or 75% of number of ads are covered by an RDM	RDM agreed at national level but 75% not achieved either in ad spent or number of ads	No RDM agreed at sectoral level	Not relevant due to severe restrictions on advertising or Health Warning message mandatory by law
Commitment 2 (a): Spirit advertising covered by self-regulation rules	Spirits advertising covered by self-regulation rules (either in a spirits code or as part of the general advertising code)	There are no self-regulation rules in place		Not relevant due to severe restrictions on advertising offering too limited space for self-regulation
Commitment 2 (b): Self-regulation provisions aligned with EFRD Common Standards (CS)	All provisions in place including 70/30 & age of models either in code or as a separate rule agreed by the spirits industry when code change not possible (evidence from Board/AGM minutes)	All provisions in place except 70/30 or age models rules	No provisions or very limited provisions in place	Not relevant due to severe restrictions on advertising offering limited space for self-regulation
Commitment 3: Naming, labelling & packaging covered by the self-regulation rules	Naming, labelling and packaging covered by the self-regulation rules either through the scope definition and/or specific provisions	No provision in place to self-regulate naming, labelling and packaging.		Not relevant due to mandatory statutory rules
Commitment 4: Underage drinking	Server training or other initiatives targeting youth or their proxy (parents, teachers, etc) on a national scale, sustained with output indicators	Server training or other initiatives targeting youth or their proxy (parents, teachers, etc) on a pilot scale with no or limited output indicators	No action	
Commitment 5: Drink-driving	Don't drink and drive or designated driver campaigns on a national scale, sustained with output indicators	Don't drink and drive or designated driver campaigns on a pilot scale, with no or limited output indicators	No action	
Commitment 6: Consumer information to promote responsible drinking &/or additional campaigns for target groups as appropriate	Consumer information website and/or additional initiatives to promote responsible drinking messages to consumers, sustained with output indicators	Consumer information website and/or additional initiatives to promote responsible drinking messages to consumers, on a pilot scale, with no or limited output indicators	No action	



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

Fachverband der Nahrungs- und Genussmittelindustrie Österreichs – (FNGO)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✗	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	✗	✗
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	✗	⇒
Commitment 5: Reduce drink-driving	⇒	✓
Commitment 6: Promote responsible drinking	✗	✓

COMMITMENT 1

In 2006, there was no agreed Responsible Drinking Message (RDM) in Austria. In 2008, the Spirits association launched a consumer information website: www.verantwortungsvoll.at. The address became the agreed RDM for the sector.

The last RDM monitoring review by Xtreme in 2009 shows compliance at 100%.

COMMITMENT 2

Back in 2006, Austria already had a self-regulatory code to cover advertising, owned by the local Self-Regulatory Organisation (SRO): the Österreichischer Werberat including a number of provisions regarding alcohol advertising. However, no further progress has been made in the meantime to update the Code, or to get approval of the membership to incorporate/adopt the important missing provisions regarding hazardous activities, alcohol content, performance, social and sexual success, audience threshold for minors, etc.

The code is enforced by the SRO which is fully compliant with the EASA Principles for effective self-regulation (see Annex 5).



COMMITMENT 3

Although there are no specific provisions in naming, labelling and packaging, these are covered by the broad definition of the code.

COMMITMENT 4



Since 2007, Bacardi Martini has reported yearly distribution of information leaflets for bar staff recalling the law and the legal purchasing age in particular, the “do’s and don’ts” for serving alcohol responsibly and as well as on-trade animations with different coloured bracelets to identify those under legal purchasing age.



COMMITMENT 5



Back in 2006, Bacardi Martini reported a drink-drive campaign "Driver's Corner" which became a three-year commitment to the European Road Safety Charter. In October 2009, the co-operation with the Ministry of Transport helped increase awareness of drink-driving and led to the start of the Austrian-wide Media (billboard, TV, Radio) campaign "Alkohol am Steuer: Könnten Sie damit leben?" (drink-driving: could you live with it?). The last contribution of the spirits association was to upload on the www.verantwortungsvoll.at website a video to

promote the designated driver concept and the rotation amongst a group of friends of who will be the designated driver of the night.

COMMITMENT 6

In 2008, the Spirits association launched a consumer information website with the support of EFRD: www.verantwortungsvoll.at which contains six sections:

- *Introduction*: general information such as what a standard drink is and when to know if you have had enough.
- *Alcohol and its effects*: the effects of alcohol on the body and the difference for men and women.
- *Life stage*: what you need to know when you are under 18; between 18 – 30 years old, or over 50 years old, if you are a parent, and at workplace.
- *Alcohol and Driving*: information on BAC limits; how to get home safely and promotion of the designated driver concept.
- *Top-Tips*: information such as how to enjoy your evening responsibly; how to be a good host and tips for the morning after a night out.
- *Test yourself*: test for consumers to see how much they know after going through the website.



More than 16,000 visitors in 2010 during a 5 month period with an increasing daily average of over 100 visitors per day – more than doubling the number of visitors in 2009.

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

Fédération Belge des Vins et Spiritueux asbl – (FBVS)/ Belgische Federatie van Wijn en Gedistilleerd vzw – (BFWG)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	⇒	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	⇒
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	✗	⇒
Commitment 5: Reduce drink-driving	⇒	⇒
Commitment 6: Promote responsible drinking	⇒	✓

COMMITMENT 1

At the end of 2005, producers and distributors agreed on a Responsible Drinking Message (RDM): “Notre savoir-faire se déguste avec sagesse” (French); “Ons vakmanschap drink je met verstand” (Flemish). The compliance level in 2006 was close to 50%. The last RDM monitoring review by Xtreme in 2009 shows compliance at 100% for TV and 100% for Print advertising (excluding advertorials) based on CEPS analysis of the Xtreme data.

COMMITMENT 2

In 2005, Belgium had a self-regulatory code agreed by beer, wine and spirits producers, distributors, consumer organisation, etc under the aegis of the Ministry of Health. The code, endorsed by a Royal Decree, is aligned with the EFRD Common Standards, except for the audience thresholds for minors (70/30) and age of models. The code is enforced by the local Self-Regulatory Organisation (Jury d’Ethique Publicitaire) which is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

Although there are no specific provisions in naming, labelling and packaging, these are covered by the broad definition of the code.

COMMITMENT 4

In 2008, FBVS developed an information brochure addressed to parents to help support a dialogue with their teenagers about alcohol. The following topics were addressed:

- What is alcohol? (Effect on your body).
- With moderation, please (how to drink responsibly).
- Know yourself (where do you stand).
- Drinking and driving (do not go together).
- Tips to enjoy a great night out.





COMMITMENT 5

FBVS has not entered into this field given the existence of the Belgian Road Safety Authority campaign – BOB – running since 1995. However, already in 2006, companies in Belgium like Diageo (F1 Responsible Drinking) and Bacardi-Martini (Champions Drink Responsibly) have annually raised awareness on the risks of drinking and driving.



COMMITMENT 6



In 2006, some of the member companies started to promote the responsible drinking concept in mass media and were joined by FBVS in December with the publication of an advertorial in the main newspapers to promote tips for responsible drinking over Christmas. The message reached about 3.5 million households. In 2008, FBVS also launched a campaign on *Alcohol and Pregnancy* together with the trade union for gynaecologists with 10,000 posters and 65,000 leaflets which are now available all over the country. In 2009, FBVS invested in a new area, *Alcohol and Workplace*. 54, 000 posters were sent to 20,000 Belgium companies, inviting them to continue the discussion internally with the support of Hermes, a company which designed a theatre play on the subject. In June 2010, FBVS with the support of EFRD distributed 350,000 flyers to

promote responsible drinking during the World Cup. Finally, FBVS launched in September 2010 a consumer information website: www.educalcool.be to promote responsible drinking among the adult population.



Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

Association of Producers, Importers and Traders of Spirit Drinks – (APITSD)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	x	⇒
Commitment 2 (a): Marketing code in place	x	✓
Commitment 2 (b): Code in line with EFRD CS	x	✓
Commitment 3: Naming, labelling & packaging	x	✓
Commitment 4: Reduce underage drinking	x	x
Commitment 5: Reduce drink-driving	x	⇒
Commitment 6: Promote responsible drinking	x	✓

COMMITMENT 1

In April 2010, a code of conduct was adopted by APITSD which requires a Responsible Drinking Message (RDM) on advertising: “Consume responsibly” (in Cyrillic) which is the same message as the consumer information website address www.konsumirai-otgovorno.bg (in latin letters). The last RDM monitoring review by Xtreme in 2009 shows compliance at 25%.



COMMITMENT 2

As mentioned above, a code of conduct was adopted in April 2010 by APITSD fully aligned with the EFRD Common Standards. The code is now being implemented by the Self-Regulatory Organisation (NCSR) which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

Although there are no specific provisions in naming, labelling and packaging, these are covered by the broad definition of the code.

COMMITMENT 4

No information available.



COMMITMENT 5



In 2007, APITSD developed a pilot designated driver campaign in partnership with the police. It had a positive impact:

- Decrease of 19.8% in drivers under the influence of alcohol between September 2006 and 2007.
- Decrease from 6.5% to 1.3% of alcohol-related road traffic fatalities and injuries between September 2006 and September 2007.

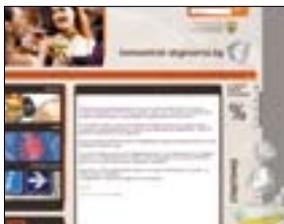
Since 2008, Diageo has been promoting a don't drink and drive message over the Christmas period: "Celebrate responsibly, drink in moderation and never drink and drive!". The message is communicated through billboards and distribution of postcards and labelled bottles of water in Sofia as well as through nationwide mass media campaigns (print, radio, internet and TV).

In 2009, APITSD distributed 27,000 postcards in 200 on-trade outlets in Sofia and at the seaside, carrying the message "One Drink More = One Life Less: Drink driving endangers your life and the lives of others".



COMMITMENT 6

In 2008, Diageo launched a project within the Bulgarian Confederation of Employers and Industrialists to develop a standard alcohol policy for the work place. The end result was the promotion of alcohol policies and the distribution of CD-ROMs and posters in 430 major Bulgarian companies.



The latest initiative by the association was the launch, on 24 November 2009, of a consumer information website to promote responsible drinking: www.konsumirai-otgovorno.bg. The launch was covered by 20 online news websites, five newspapers, three TV stations and two national radio stations.

Between November 2009 and May 2010, the site generated around 7,000 unique visits.

Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Union of the Czech Spirits Producers – (UCSP)
- Forum PSR, spirits funded association to promote responsible drinking

COMMITMENT 1

Responsible Drinking Messages (RDM) are voluntarily applied by the UCSP members but this rule has been made compulsory for the members of Forum PSR.

The last RDM monitoring review by Xtreme in 2009 shows compliance at 75% for Forum PSR members, and 44% compliance for the overall spirits sector.

Forum PSR members are invited to use the consumer information website address as an RDM: www.pijsrozumem.cz (Enjoy Responsibly).

COMMITMENT 2

The Code of Ethics was adopted by Forum PSR in 2006 and amended to align with EFRD Common Standards.

The Code of Ethics is enforced by the local Self-Regulatory Organisation (RPR) which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

The provisions on naming, labelling and packaging are explicitly covered by the Code of Ethics.

COMMITMENT 4

Following a pilot phase in 2006 (together with the UK and Spain), a website "www.pobavmeseoalkoholu.cz" was officially launched in April 2008 and is based on 3 pillars: an interactive part to be used by young people aged 11-16 in their leisure time, work sheets to help teachers address alcohol in scientific or civic education curricula and information and as guidance to help parents discuss alcohol with their children. The dissemination of the content of the site is done in partnership with an NGO (SANANIM) for drug prevention. An independent evaluation was carried out to measure: prevalence of drinking; knowledge tests of alcohol in combination with other drugs use and incidences of



COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✘	⇒
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	⇒	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	⇒	✓



binge drinking and drunkenness. Early preliminary results from the evaluation, of a sample of 391 pupils (222 boys and 169 girls) with an average age of 12 years, showed that 54% believed that the presentation helped them reconsider alcohol issues and 25% said that the presentation had helped them change their attitudes towards alcohol.

COMMITMENT 5



The commitment of the Czech Republic dates back to 2003 when Forum PSR joined the Pan-European Designated Driver campaign funded by DG Sanco "Domluvme se" (let's agree). Since then, interventions have been running during the Summer and Christmas periods in partnership with the Ministry of Transport (BESIP). In 2009, Forum PSR supported

the European Responsible Young Drivers over the European Night without Accidents on the 3rd weekend of October 2009.

COMMITMENT 6

In 2007, a consumer information website was launched www.pijsrozumem.cz to promote responsible drinking among the adult population. Regular initiatives are launched to attract attention to the site. For example, in April 2009: 25 original comic drawings from well-known Czech and Slovak artists were especially created and displayed on the website. The topic of the visuals is the promotion of moderate drinking.



The website was evaluated by the Charles University in Prague and received a growing number of visits which has doubled between 2008 and 2009 with an average over 2,000 visits per month.

Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Foreningen af Danske Spiritusfabrikanter c/o Pernod Ricard Denmark A/S – (FDS)
- GODA, spirits and wine funded association to promote responsible drinking

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✘	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✘	✓
Commitment 4: Reduce underage drinking	✓	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✓	✓

COMMITMENT 1

A number of companies, in particular those who are member of EFRD, apply RDMs on a voluntary basis. The last RDM monitoring review by Xtreme in 2009, shows compliance at 79%.

COMMITMENT 2

A large range of stakeholders from the Ministry of Economics and of Health; the Consumers Ombudsman, the alcohol beverages producers and distributors, including the advertising industry worked together to adopt a Code of Practice for Marketing of Alcoholic Beverages in 2000.

The code was revised in Summer 2010 to include the missing provisions, i.e. the 70/30 rule and the minimum age of models of 25 years old and it will come into force on 1 November 2010.

In terms of enforcement, the Danish system is different from the rest of Europe given the existence of a Consumer Ombudsman that is in charge of consumer protection. Alcohol advertising is dealt with exclusively by the independent, non-political, co-regulatory body Alkoholreklamenævnet, which is not member of the EASA network. The Board is drawn up by the Danish Ministry of Economics and Business Affairs, and approved by the Danish Ministry of Health and the Consumer Ombudsman to enforce the Code. The main features for effective self-regulation enforcement system (code, independent jury panel to administer complaints, free-of charge system for the consumer; speed of decision and sanctions) are in place, although not reported in the EASA table in Annex 5 (as it is not member of EASA).

COMMITMENT 3

This Code applies to any form of media used, including direct marketing, sponsorship, sales promotions as well as communications via the internet and mobile telephones. The code include naming, labelling and packaging as from the enforcement date on 1st November.

COMMITMENT 4

Since the foundation of GODA in October 1993, the drinks industry in Denmark has been taking an active role in prevention programmes targeting underage people. Already in 2004, Denmark reported interventions with schools and parents providing information to





encourage discussion about alcohol and recreational behaviour (Ungdom og Festkultur) as well as guidelines and templates to assist with the development of alcohol policies in schools and youth clubs. The Danish Crime Prevention Council positively evaluated the Safe Night Life programme that was developed in partnership with the on and off trade to reduce crime and disorder at night.

Every year since, GODA has reported further roll-out of existing programmes or development of new interventions for targeted groups or settings, e.g., leaflet distributed over the confirmation sacrament or school interventions such as “Fryspunkt” which has since been replaced by the Alkoholdialog programme involving parents. In 2009 the education tool was offered to all Danish schools across the country and 4,675 copies have since been distributed.

COMMITMENT 5



In 1996, Denmark joined an EU funded project in partnership with ADAC (Automobile Clubs) to produce a video following a group of sceptical young people who were asked to perform driving tests before and after drinking. The result of alcohol impairing the ability to drive was obvious and the video is still used as an obligatory part of the police courses for drink-driving and in some driving schools as a peer-to-peer communication. In 2001, Denmark launched the designated driver concept and joined the EU funded Pan-European designated driver campaign with “Holdspiller” (The Team Player). In 2006, GODA started to support the Responsible Young Drivers for the European Night without Accidents. Moreover, since 2008 GODA is inviting participants of the music festival “Roskildefestivalen” to use GODA’s drink-driving simulator.

COMMITMENT 6

In 2006 Denmark produced information leaflets on alcohol and risks of alcohol misuse. Denmark has been consistently active and the latest initiative was the launch of the consumer information website in 2008: www.1421.dk with an average of 1,000 visits per month.



Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

Alcohol Producers Association –
(APA)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM		
Commitment 2 (a): Marketing code in place	✘	✓
Commitment 2 (b): Code in line with EFRD CS	✘	⇒
Commitment 3: Naming, labelling & packaging		
Commitment 4: Reduce underage drinking	✘	✘
Commitment 5: Reduce drink-driving	✘	✘
Commitment 6: Promote responsible drinking	✘	⇒

COMMITMENT 1

By law, a Health Warning Message must be displayed on advertising: “drinking may damage health”, thus making the addition of a Responsible Drinking Message by the industry irrelevant.

COMMITMENT 2

Alcohol advertising of spirits products is strictly limited for TV, print, radio, cinema and billboards with a watershed over the day between 7am and 9pm. It is prohibited to advertise on the front/back cover of newspapers and magazines or publications primarily aimed at children, nor to advertise on billboards close to schools, hospitals, public transport, sports stadiums, etc.

As a result, self-regulation can only play a limited role. In 2008, the association adopted a Code of Ethics with basic provisions for responsible advertising where possible, which do not yet cover the 70/30 rule on minors but protection is already to some extent covered by law with the watershed and placement rules.

As can be seen in the EASA table in Annex 5, a Self-Regulation Organisation is being developed in Estonia to enforce the code.

COMMITMENT 3

Naming, labelling and packaging are already heavily regulated by law, making this commitment irrelevant for Estonia.

COMMITMENTS 4 & 5

No information was provided to the CEPS secretariat.

COMMITMENT 6

In November 2009, a consumer information website was launched: www.jootargalt.ee. (Drink Wisely) with an average of 350 visits per month.



This first initiative by the Spirits producers has created a new synergy in Estonia: spirits producers and importers as well as brewing companies decided in June 2010 to unite their efforts and to launch by the end of the year a Responsible Drinking campaign, including the use of the website as one of the tools to communicate to consumers.

Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Finnish Food and Drink Industries' Federation – (ETL)/Finnish Alcoholic Beverages Industries' Association – (FABIA)
- SAJK (The Association of Finish Alcoholic Beverage Suppliers- companies are members of EFRD)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM		
Commitment 2 (a): Marketing code in place		
Commitment 2 (b): Code in line with EFRD CS		
Commitment 3: Naming, labelling & packaging		
Commitment 4: Reduce underage drinking	✘	⇒
Commitment 5: Reduce drink-driving	✘	⇒
Commitment 6: Promote responsible drinking		

COMMITMENT 1

Direct and indirect advertising and sales promotion of alcoholic beverages of over 22% is strictly prohibited in Finland. Products between 1.2% and 22% are subject to restrictions on content and media placement. Therefore, Responsible Drinking Messages (RDM) are of limited relevance. However, where possible, nearly all member companies include an RDM.

- Altia Corporation: "Muista kohtuus" (remember moderation)
- Pernod Ricard Finland: "Enjoy Responsibly"
- Lignell & Piispanen: "Enjoy Responsibly"
- Finlandia Vodka Worldwide: "Drink Responsibly"

COMMITMENT 2

Due to severe advertising restrictions, there is limited scope for self-regulation and therefore this commitment is not considered relevant for Finland.

COMMITMENT 3

There are specific legal restrictions applying to naming, labelling and packaging through the retail monopoly (ALKO) and therefore this commitment is not relevant for Finland.

COMMITMENT 4

In May 2010, SAJK launched Puhutaan alkoholista (We talk about alcohol), a school-based information provision and web-based awareness programme. It is designed to encourage young people to think for themselves and take an active position on various issues. It is targeted at elementary and secondary schools (students between 13-17 years) and provides systematic guidance and tools for alcohol education, as well as classroom activities for teachers and students. The aim is to: encourage young people to postpone their first drink of alcohol; reduce the number of young alcohol consumers and encourage young people to adopt rational attitudes towards alcohol. *Let's Talk about Alcohol* includes in-class exercises geared to the needs of





young people based on their backgrounds and experiences. It promotes active student involvement and informal group discussions. Exercises are designed to empower students in dealing with social expectations and peer-pressure. The teaching materials are compiled in a book sent to all the secondary schools that use Finnish as the primary teaching language (780 schools).

COMMITMENT 5

Since 2008, ALTIA (member of ETL/FABIA) partnered with the Finnish Police in the making of an hour long DVD aimed at new drivers and consisting of: an illustrative story of young drivers; interviews with young drivers; interviews with professional drivers (F1); statements by experts (police, psychologists, rescue services) and popular figures amongst the young (music groups). The dangers of drink-driving for those found to be over the BAC level and zero tolerance are also highlighted. Extracts of the DVD can be viewed at www.teidenvaltiaat.fi and 150,000 copies have been distributed between 2008 and 2010.



COMMITMENT 6

According to the Alcohol Act, ALKO's task is the retail trade of alcoholic beverages but also the prevention of alcohol-related harm and promotion of responsible drinking. Several campaigns have been launched by ALKO on alcohol issues related to pregnancy, driving, adolescents, nutrition, physical activity etc, aimed both at consumers in general and specific target groups (see www.lastenseurassa.fi/en_index.php / www.alko.fi/alkoholijaterveys).

Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Bureau National Interprofessionnel du Cognac – (BNIC)
- Fédération Française des Spiritueux – (FFS)
- Entreprise & Prévention (E&P)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✓	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	✓	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✓	✓

COMMITMENT 1

The French Loi Evin voted in 1991 required a mandatory health warning message on advertising “L’abus d’alcool est dangereux pour la santé”.

A voluntary agreement by the industry added a Responsible Drinking Message “À consommer avec modération”.

The last RDM monitoring review by Xtreme in 2009 on print advertising (TV advertising is prohibited) shows compliance at 94%.

COMMITMENT 2

Since 1991, the Loi Evin imposes heavy restrictions on advertising.

As a result Entreprise & Prévention (E&P) along with beer, wine and spirits companies adopted a self-regulatory code in 2004 to:

- Help ensure the producers of alcoholic beverages comply with the Loi Evin;
- Provide interpretations of the law on specific issues (for example, size and use of the “health warning” in advertising); and
- Make additional commitments which go above and beyond the law on specific subjects (for example no advertising around the pitch in stadiums).

The code is fully aligned with the EFRD Common Standards, except for the 70/30 rules for minors and age of models. However, the latter is not relevant in France as people cannot appear in advertising. Facing opposition from the brewers to introduce the 70/30 rule in the E&P code, the spirits industry (FFS) adopted the 70/30 for its sector by a Board decision taken on 5 November 2009.

The code was also revised in early 2010 to offer common interpretation rules across the industry for internet advertising, recently permitted by law.

The code is enforced by the local Self-Regulatory Organisation (ARPP) which is fully compliant with EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

The provisions on naming, labelling and packaging are explicitly covered by the Code adopted in 2004.



COMMITMENT 4



Initiatives targeting young people were launched when E&P was established in 1990 and have continued since.

In 2006, E&P signed a partnership agreement with FAGE (National French Student Association) to develop and implement a Charter for Responsible Parties targeting those in charge of these parties in order to promote responsible drinking and reduce harm. The national Charter was distributed to more than 600 member associations of FAGE who were invited to apply for the quality logo "Responsible Student Party". In 2009, more than 275 leaders of these associations attended a training seminar to implement the Charter.

Regarding underage people, an interactive website to help parents talk about alcohol with their children was launched www.alcooletparents.com in July 2009 with the support of Prof. Daniel Bailly (child psychiatrist) who answers questions from parents online. Since its launch, the site has received around 20,000 visits.

This site is part of a bigger project including an education programme with 11 years old children, driven by the French School Public Authority of Limoges. This 3 year pilot programme called ESPACE aims to delay the age of onset in drinking. To test the efficiency, a detailed evaluation scheme has been put in place to follow two groups of 1,200 young people over the 3 years (those receiving the intervention and a control group). The initial feedback from teachers, students and parents at the end of the first year has been very positive.



COMMITMENT 5

In 1999, E&P launched the designated-driver concept "celui qui conduit, c'est celui qui ne boit pas". Activities were developed to disseminate the concept across the target group, i.e. young adults.

Examples of initiatives include: "Emergency Nights" in bars and discos; and a contest launched among 20,000 young people (14 to 25 years old) to write scripts for short movies with the support of M6 TV Channel and Gaumont cinemas.



In 2005, E&P developed a fixed breathalyzer to help consumers test their BAC limits in bars and discos. Today more than 500 breathalyzers have been installed in France. To evaluate the impact on the behaviour of drivers and the interest for bar owners to buy the equipment, a survey was carried out showing that 73% of owners believed it stopped people from drinking and driving; 71% agreed it is a useful investment and would recommend it to colleagues. In January 2010 an information brochure was distributed to more than 9,500 night premises with information, advice and testimonies together with an order form.

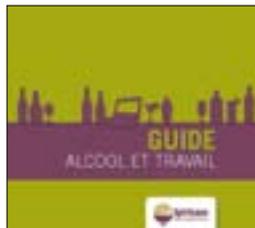


A map of France showing the equipped on-trade premises is regularly updated on the E&P website.



COMMITMENT 6

For many years, E&P has developed interventions and tools to inform targeted groups of the risk associated with alcohol and misuse. One example is the pregnancy campaign launched in 2006 which has been extended nationwide. To date, 75,000 posters, leaflets for pregnant women and guides for health professionals have been distributed in partnership with the National College of Gynecologists.



In 2007, a CD-Rom was developed for Human Resource directors to help them implement an alcohol policy. About 1,000 CD-Roms have been ordered to date. This initiative was reinforced in 2009 when FFS published a guide on alcohol & the workplace. It has since been distributed to 500 companies.

A new initiative was launched in 2007 to inform consumers about low risk drinking levels: 2 units of alcohol for women, 3 for men, 4 units maximum per drinking occasion and 0 in certain circumstances such as driving, when pregnant, at work or under medication, etc. To communicate these thresholds a website www.2340.fr was developed and has received over 300,000 visits to date. An evaluation was conducted in 2009 with 200 participants; 70% found the site interesting and 51% felt better informed after visiting the site. Awareness of the site is achieved through mass media campaigns and some brands have included the address on their labels.



Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V (BSI)
- BSI "Working Group on Alcohol & Responsibility")

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM ⁹	✘	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✘	✓
Commitment 4: Reduce underage drinking	✓	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✓	✓

COMMITMENT 1

In April 2009, BSI adopted the rule of introducing a Responsible Drinking Message (RDM) with the option to use a website address "www.massvollgeniessen.de". The last RDM monitoring review by Xtreme in 2009 shows compliance at 52% but a national monitoring review in August 2010 shows progress, with an average of 80% of advertising covered by an RDM.⁹

COMMITMENT 2

In Germany, self-regulation is governed by a "Code of Conduct for Alcoholic Beverages", including provisions for spirits advertising, owned by the Deutscher Werberat.

Self-regulation for spirits advertising is fully aligned with the EFRD Common Standards thanks to the additional commitments made by the spirits industry:

- Fight against flat rate offers in the on-trade to help reduce excessive drinking (2007);
- Specific rules for naming, labelling and packaging (2008);
- No use of models below 25 years old (2009);
- To date, the 70/30 rule is accepted by approximately 75% of the BSI members who advertise.

The code is enforced by the local Self-Regulatory Organisation (DW) which is almost fully compliant with EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

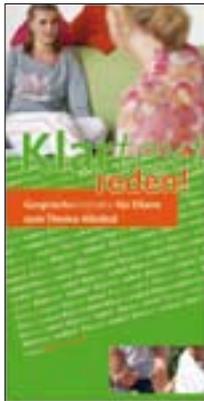
As mentioned above, the BSI code has covered provisions on naming, labelling and packaging since 2008.

⁹ Maturity in 2010 based on national monitoring results provided by BSI instead of Xtreme figures 2009.



COMMITMENT 4

Two major actions to reduce underage drinking have been developed by the BSI Working Group on Alcohol and Responsibility.



In December 2005, the campaign “Klartext reden!” (Straight talk!) was launched in partnership with the BundesElternRat. The campaign comprises parental workshops, a brochure and an accompanying internet website. The aim of the campaign is to inform, motivate and support parents and legal guardians to fulfill their important role with regards to alcohol education for children and adolescents. To date, 115 workshops of 90/120 minutes with an average of 28 parents have taken place. Around 40,000 brochures have been distributed and almost 68,000 unique visitors came to the website. The campaign has been evaluated with positive results by sampling 273 participants: 85 % of parents had a subsequent conversation with their children and 63% felt more secure in setting boundaries. In March 2010, an internet based “license for parents”, a web-based training module, was launched. It was felt it would be better adapted to younger parents who are more at ease with internet communications (to date 1,721 participants).

Another important intervention to help reduce underage drinking is the training for responsible serving of alcohol in the on and off-trade. More than 12 partners have joined the SchuJu campaign, which is an online training tool for employees in the on and off-trade, including in petrol stations. Information material can also be ordered from the site. (www.schu-ju.de). The training covers information on the law (e.g. legal age limits for serving and selling of alcoholic beverages) and offers tips to the trade. Employees can complete a 15 question on-line test and if they do so successfully, a pdf file, including a personalized certificate, is automatically mailed to them. Training sessions are also organized with teachers and pupils in vocational training schools. To date more than 49,734 people have received a personalized certificate and more than 57,681 users have registered for the web based training.



COMMITMENT 5

The campaign “Don’t drink and Drive” was launched in 1993 by the former SAO (DIFA Forum) and is today one of the oldest sustained road safety campaigns in Germany. The campaign targets young male drivers between 18 and 24 years old. It includes a website (www.ddad.de) launched in August 2007 with 316,182 visitors to date and a join-in package for the on-trade (posters, stickers, coasters, bar skirts, etc). In addition “Party Patrol” events in discos are organized across the country with support of the Länders where people can experience the influence of alcohol on their driving ability using a simulator. A post evaluation of the 8 Party Patrol events in 2009 took place after the end of the tour. All guests who left their email address received an online questionnaire 4 weeks after each event. The evaluation results (N=87) show the effectiveness of the campaign as at least 82 % of the interviewees who attended the events did not drink and drive.





COMMITMENT 6



For several years BSI has developed interventions and tools to inform targeted group of the risk associated with alcohol abuse and misuse. One example is the pregnancy campaign “responsibility from the beginning!”, an information brochure with advice to abstain from drinking while pregnant and breastfeeding. To date, 350,000 brochures have been distributed, reaching 65 % of women. About 10,000 brochures are displayed in medical waiting rooms.



Alcohol and workplace is another targeted intervention developed by BSI called “Look, Listen, Address!”. The aim is to offer tools and advice for early detection and intervention at work. 10,000 brochures have been distributed so far.

A new, more holistic intervention is the consumer information website launched in April 2009 “Massvoll-genieessen.de” (enjoy in moderation). The site offers recommendations for responsible drinking and advice on occasions when to abstain. Since the launch, the website has had around 53,000 visitors and about 95,000 page requests.



Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Federation of Greek Distillates and Spirits (SEAOP)
- Association of Alcoholic Drinks Distributors (ENEAP)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✓	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✗	✓
Commitment 4: Reduce underage drinking	⇒	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✗	✓

COMMITMENT 1

In 2006, the message “Apolafste Ypefthina” (drink responsibly) was agreed by ENEAP and SEAOP to be displayed in all commercial communications by producers and distributors in Greece. The last RDM monitoring review by Xtreme in 2009 shows compliance at 85%.

COMMITMENT 2

In 2005, a self-regulatory code was adopted by the industry together with the Greek Ministry of Health. The code was aligned with the EFRD Common Standards except for the age of models and the 70/30 rules. An agreement was reached by the General Assembly of ENEAP and SEAOP in June 2010 to include these two missing provisions.

The code and the additional provisions are enforced by the local Self-Regulatory Organisation (SEE) which is fully compliant with the EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

As stated above, decisions were taken in June 2010 regarding self-regulation, including enlargement of the scope to cover responsible development of products through provisions on naming, labelling and packaging, which were sent to SEE for enforcement.

COMMITMENT 4

In 2006, Diageo initiated activities to promote responsible drinking among students together with Panteio University and the Medical School of Athens. A CD-Rom was developed by the University to discuss alcohol and educate peers about the risks of alcohol abuse and misuse. The CD Rom was distributed to more than 3,000 students in the academic year 2006-2007.



The same company also developed a “Barcode – The Code of the Perfect Barman” which was distributed to 5,000 bars by the sales team.

In 2008 this initiative was also followed by ENEAP with the development of a brochure to educate bartenders to serve responsibly and to help customers avoid excessive or irresponsible consumption and refuse service to underage people. 18,000 of these brochures were distributed





by ENEAP member companies to the on-trade premises and seminars on responsible serving were offered to train bar staff.

A joint awareness campaign with the Ministry of Health was launched in 2008. It included the production of a TV commercial addressing to young people. It was broadcast by one of the major TV channels (ANT1) for one month: 5 times a day, including twice during prime time.

COMMITMENT 5

In 2003, the designated driver campaign, based on the Belgian "BOB" concept, was translated and adapted for Greece through a partnership between Public Transport Authorities, the Industry and Driving Schools (POEEOA). The campaign received EU funding between 2002 and 2006.



The campaign message was spread through:

- A mass media campaign (TV, radio, press, billboards); distribution of leaflets (including an English version for tourists), key-rings, coasters and stickers.
- Training packages for a one-hour driving education course on the severity of drink-driving, run by the POEEOA.
- A 30-minute video distributed to schools throughout Greece by the Greek Ministry of Education together with the visit of a Driving Simulator van.

Per a mandatory requirement by the EU commission, the impact of the campaign was evaluated every year.



Around 30,000 coasters with the slogan "When I drink, I don't drive" were distributed in the biggest shopping Mall of Athens between September and October 2009. At Christmas, the industry financially supported the Road Safety Institute (IOAS), an NGO promoting safe driving.

Since 2007, Diageo has been designing communication campaigns aimed at changing the drinking & driving mentality of Greek consumers. Such initiatives have included awareness raising campaigns during the Road Safety Week & Day as well as during the Christmas season. They were organized with the support of the Road Safety Institute "Panos Mylonas" using online competitions on safe driving and responsible drinking as well as using brand ambassadors such as F1 driver Mika Hakkinen. Additionally, a dedicated site has been created www.dontdrinkanddrive.gr to promote responsible choices for a safe return home.





Data provided in 2009 by an independent market research agency measured the success of these campaigns. The results demonstrated high effectiveness:

- High awareness-raising scores and an increased sense of responsibility.
- A strong impact on people aged 18-24 who are not sufficiently aware but are more likely to adopt new driving habits and attitudes to driving.
- Increased percentage of consumers deciding to be the Designated Driver, which remained high and kept rising one month after the campaign.

In April 2010, an Omnibus survey was conducted, providing further insights on perceptions regarding “Don’t Drink and Drive” amongst the Greek population.

In March 2009 the Alliance for Safety & Courtesy on the road: “Roads to the Future” was formed, as an initiative of the Road Safety Institute “Panos Milonas”, with the participation of private companies, such as Diageo, with all committing to take actions on specific road safety issue for at least 3 years.



In November 2009, the 1st drink-driving dialogue forum took place in Greece. It was organized by the European Transport Safety Council, and the key objectives were to generate awareness amongst stakeholders; to energize dialogue; and to increase activities to reduce drink-driving incidents.



COMMITMENT 6



In 2008 the industry launched a TV campaign in partnership with the Health Ministry. A typical Greek family is shown enjoying a meal and a drink but as the meal progresses it shows how excessive consumption (beyond social enjoyment) can lead to isolation. It was broadcast by one of the major TV channels (ANT1), 5 times a day, including twice during prime time over 1 month.

In Summer 2009, SEAOP developed a section on their website promoting responsible consumption by consumers: www.seaop.gr/el/consumption ; and in 2010, ENEAP launched www.apolafste.ypefthina.eneap.gr offering information, hints and tips for responsible drinking with an average on 3000 visits per month. Before the end of 2010, a single address will be promoted through commercial communications.

Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Hungarian Spirits Association – (HSA)
- HAFRAC (merged into HAS in January 2010)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✗	⇒
Commitment 2 (a): Marketing code in place	✗	✓
Commitment 2 (b): Code in line with EFRD CS	✗	✓
Commitment 3: Naming, labelling & packaging	✗	✓
Commitment 4: Reduce underage drinking	✗	⇒
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✗	✓

COMMITMENT 1

In 2008, the association agreed on a common Responsible Drinking Message (RDM) “Minőséget, mértékkel” (Quality, not Quantity) to be included on all advertising. The last RDM monitoring review by Xtreme in 2009 shows compliance at 46%.

COMMITMENT 2

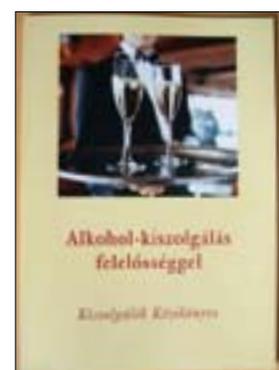
Spirits industry advertising is regulated by the general advertising code owned by the local Self-Regulatory Organisation (ÖRT). The code was revised in September 2009 and is now fully aligned with the EFRD Common Standards. The code is enforced by ÖRT which is fully compliant with the EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

Article 1 of the code defines its scope as “business practices towards consumers in general”, which includes naming, labelling and packaging.

COMMITMENT 4

In 2006, HAFRAC, with the support of EFRD, developed a server training programme which was tested with KIT (a vocational training centre for the catering industry). The pilot took place in September 2007 in 4 cities with 110 participants. The evaluation (pre & post, 5 months after the intervention) showed very promising results with 55% of the trainees claiming that they had used the knowledge and skills acquired over the training session. The most popular section of the training was “people skills”. The training was then rolled out by KIT across the country with 163 waiters trained in 2008; 214 in the first half of 2009 and 50 in the second half of 2009.





COMMITMENT 5

In 2005, HAFRAC joined the Pan-European Designated Driver campaign, funded by the EU Commission, to launch the concept in Hungary “the Bulisofőr” (The Party-Driver).

In 2007 a contest among young people was organised in partnership with a radio station to grant prizes to the best slogan to promote the designated driver campaign. Mass-media tools were used to disseminate the message among the target group, including radio, billboards, posters and leaflets. This campaign is focussed on peer-to-peer communication as well as Summer and Christmas events and festivals to convince participants to adopt the “Bulisofőr” role.



In 2008, 50 cities and 200 premises were visited by the Bulisofőr teams. In 2009 the whole programme was continued in more than 35 large cities, including activities at the well-known pop-festival “Sziget” in August attended by 350,000 young people from all over Europe.

The impact of the campaign was evaluated twice by Gallup consultants showing that awareness of the Bulisofőr concept within the target group had risen from 0% in January 2006 to 50% in November 2007. Furthermore, 90% of drivers polled were aware of the zero blood alcohol limit set by law.

COMMITMENT 6

In 2008, HAFRAC launched a consumer information website: www.alkoholtfelelosen-2340.hu. The aim of the website, as highlighted in the address, is to inform consumers about low risk drinking levels: 2 units of alcohol for women, 3 for men, 4 units maximum per drinking occasion and 0 in certain circumstances such as driving, when pregnant, at work or under medication, etc. The website is promoted through radio ads, leaflets explaining the drinking levels and at events with competitions for participants. So far more than 500,000 leaflets have been distributed.

In order to evaluate the level of consumer awareness of key messages on responsible alcohol consumption, a pre/post quantitative evaluation was performed by Gallup between June 2008 and October 2009 through telephone interviews with 269 people aged between 18 and 65 years old.





The results show that:

- Members of the target group do not seem to be receptive to numerical data – in a sample representing the entire population, only one respondent knew the exact basic unit of alcohol consumption in grams. From among the potential audience at the events, one out of ten people knew the basic unit measurement.
- The knowledge of the meaning of the principle '2-3-4-0' – maybe because of its numerical nature – did not change significantly in the sample representing the entire population, and only one out of ten respondents from among the potential audience of the events knew the exact answer.
- The percentage of those that knew exactly or underestimated the amount of alcohol in a beer, wine, spirit or cocktail glass remained the same/increased slightly. This percentage is higher among the potential audience of the events.
- It must be noted that even though respondents did not know the exactly basic unit of alcohol consumption, they made good estimations when they had to state how many units of alcohol consumption each type of alcoholic beverage contained.



Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Irish Spirits Association – (ISA)
- Mature Enjoyment of Alcohol in Society (MEAS)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✓	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	✓	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✓	✓

COMMITMENT 1

In 2005 the drinks industry agreed to use “Enjoy [brand] responsibly” on all consumer-directed media marketing with specific guidelines on positioning, character, size and font. Advertisements also invite consumers to “visit drinkaware.ie”. The last RDM monitoring review by Xtreme in 2009 shows compliance at 93%.

COMMITMENT 2

There are two codes in Ireland that cover all alcohol products, including spirits. These include:

- The Advertising Standards Authority Ireland (ASAI) Code, the local SRO which is fully compliant with the EASA Principles for effective self-regulation (see Annex 5).
- The Alcohol Marketing, Communication and Sponsorship Code of practice adopted in 2006 and updated in 2008 are enforced by the Alcohol Marketing Communication Monitoring Body (AMCMB) which works according to the EASA principles, including an annual compliance report.

These codes are today fully aligned with the EFRD Common Standards.

COMMITMENT 3

The MEAS Code on naming, packaging and promotion of alcoholic drinks was adopted in 2004. It is enforced by an independent Complaints Panel. MEAS works according to the EASA Principles. Press Releases are published when there is a breach in the code.

COMMITMENT 4



MEAS was established in August 2002. In June 2004 a well-researched campaign was launched: “Is Your Drinking Affecting Their Thinking?” The campaign addressed parents and their influence on attitudes and behaviour of their children in relation to drinking. A campaign case study was published to serve as an example of good practice.

In 2007, together with the Digital Hub Development Agency, MEAS also invited third level students to explore the relationship between alcohol and young people in

IRELAND



Ireland by making a three minute film. The shortlisted and winning films are shown on cinema, television and on the internet. Support from television channels was particularly strong (see www.dare2bdrinkaware.ie).

In 2003, the drinks industry also partnered with Failte Ireland (Tourism Board of Ireland) to roll out a Responsible Serving of Alcohol Programme. Training for owners and bar staff is provided by accredited trainers all over the country throughout the year. Since the launch, approximately 10,000 people have been trained. The programme has a particular focus on prevention of sales to underage people.

COMMITMENT 5

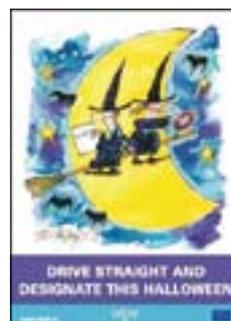
Since 2003, Ireland has taken part in the pan-European designated driver campaign with the campaign "Drive Straight and Designate." The campaign includes a large number of stakeholders and an awards scheme for on-trade premises promoting the concept among their customers.

MEAS also supports the European Night without Accident initiative (third week-end of October each year).

A further tactical campaign entitled the 'Morning After' campaign, focusing on the dangers of driving the morning after a night out, was launched by drinkaware.ie and the Road Safety Authority in November 2007. It is delivered annually as a key element of the national anti-drink driving campaign. The campaign's key message is incorporated



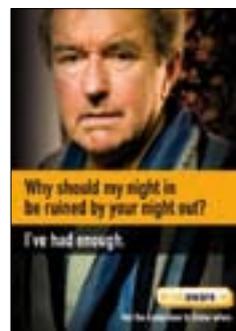
into a wallet-sized card which is also distributed by the Police and a wide range of stakeholders including petrol stations, supermarkets, insurance companies, on-trade premises, soft drinks companies, music event promoters, student unions, public transport and utility companies. Radio adverts and posters displayed in pubs also explain how traditional "stomach liners" or "cures" do not speed up the process by which alcohol is eliminated from the body.



COMMITMENT 6

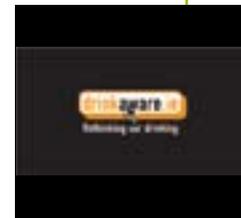
The "drinkaware.ie" programme aims to reduce the culture of excessive drinking, promote responsibility when drinking alcohol, and challenge anti-social drinking behaviours. Since November 2006, all consumer communications from MEAS are under the drinkaware.ie brand.

The initial drinkaware.ie advertising campaign was a national, mass media campaign and ran from the beginning of November 2006 until the end of May 2007. It was supported by a website of the same name www.drinkaware.ie. This website has become the leading Irish information portal on all aspects of alcohol and drinking. The initial campaign targeted 18-29 year-olds, via TV, cinema, radio advertisements and outdoor posters which carried the line "know the one that's one too many".





The second phase of the drinkaware.ie responsible drinking programme was launched in September 2007, and challenged the long standing social permission given in Ireland to anti-social behaviour linked with excessive drinking in public. The campaign entitled “Had Enough” ran on TV, cinema and internet, plus on a series of outdoor posters featuring vignettes on how public drunkenness had an impact on sober innocents going about their daily lives, such as women out late returning home, casualty nurses’ jobs, the elderly, those living alone, street cleaners and taxi drivers. A third phase was launched in 2010 called “Rethinking our Drinking”.



Heavyweight, tactical communications campaigns support the national, mass media campaigns and are delivered at key periods during the calendar year such as Christmas, St. Patrick’s Day, Easter, Summer music festivals (e.g., a drinkaware.ie Iphone application was developed for the Oxygen Festival in 2010), exam results, etc. Guide series including the ‘Festival Survival Guide’, ‘No Nonsense’ guide for students, ‘Alcohol, Sport & You’ guide, the ‘Christmas Survival Guide’ as well as hand-held standard drinks calculators and other materials have been produced to support these campaigns.



Qualitative and quantitative research is undertaken annually to evaluate the campaigns and to guide the future direction of the drinkaware.ie programme. The 2009 research indicates that key messages are communicated very strongly and there are significant shifts in attitudes to drinking. For example, 96% of respondents agree that drinkaware.ie advertising shows how innocent people can be harmed by other people’s irresponsible drinking; 86% agree that the drinkaware.ie brand should be used more widely; and 83% agree that excessive drinking in public is not acceptable. There is also evidence of changes in drinking behaviour: there is a 27% reduction in those reporting “suffering a hangover” in the last month, compared with the response from a similar survey in 2007; and there is a reduction of 30% in 2009 as compared with 2007 in those stating they had been “drinking more than I should have” in the last month.

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

Federazione Italiana Industriali Produttori Esportatori ed Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti ed Affini – (FEDERVINI)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM ¹⁰	✘	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	⇒	⇒
Commitment 5: Reduce drink-driving	⇒	✓
Commitment 6: Promote responsible drinking	⇒	✓

COMMITMENT 1

A Charter of Ethics on commercial communications to supplement the national code on advertising was adopted on 15 June 2010. The Charter confirms the commitment to include a Responsible Drinking Message (RDM) on all advertising. Carat review for the year 2009 shows compliance at 83% based on the number of ads published over the year 2009.¹⁰

COMMITMENT 2

The IAP self-regulation code for Marketing Communication, 50th Edition in 2010, covers all media and includes specific rules on Alcohol beverages. As the code is shared by beer, wine and spirits producers, it could not be amended to be aligned exactly with the EFRD Common Standards. As a result, the spirits industry adopted in June 2010 additional rules within the Charter of Ethics to include missing provisions on age of models and the 70/30 rule for minors.

The code is enforced by the self-Regulatory Organisation (IAP) which is almost fully compliant with the EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

Naming, labelling and packaging are not specifically mentioned but covered as advertising is defined very broadly in the Preliminary and General Rules section of the IAP code.

COMMITMENT 4

Interventions in Italy are mostly driven by company initiatives. Already in 2003, Bacardi-Martini reported a number of initiatives such as school education programmes performed in partnership with Carita Politica (Catholic NGO). Teaching materials were developed to inform young people about the risks of underage drinking and parents were also involved. An evaluation report in 2006 showed that 25,000 booklets in Italian, French, Spanish and English were printed and sent to 1,300 Catholics schools in Italy (the other linguistic versions were sent to the Archbishops in the relevant countries). In 2004, a partnership was built between Bacardi and AIBES (Italian Bartender Association) to train bar staff in 25,000 on-trade premises. In 2006, Diageo implemented the “Barcode for the perfect barman programme” together with AIBES and the British Chamber of Commerce. Of the 2,000 staff and bar owners targeted between November 2006 and March 2007, evaluation (based on 500 answers) showed that 67% of owners liked the code and found it useful.

¹⁰ Maturity in 2010 based on national monitoring results provided by CARAT instead of Xtreme figures 2009.





The most popular sections of the training were “drinking and driving”, “counterfeiting” and “skills to refuse selling to underage people”.

COMMITMENT 5



In 1997 Federvini joined a pan European project funded by the EU Commission “Experiment” to produce a video to be used in driving schools raising knowledge of drivers on the impact of alcohol on driving abilities “giovani, alcool e guida”. Since then, the promotion of the don’t drink and drive message is consistently communicated by companies in Italy.

In 2004, Diageo started a campaign called “Guido”. This on-trade campaign was sustained over the years with renewed slogans: “Guida il tuo Team” in 2008 and “Stasera guido io” in 2009. Trained

staff in bars and clubs encourage drivers to sign up to the designated driver concept (possibility to win a trip), to perform tests on a driving simulator and to use the new “DATE” mobile application. The “DATE” (Diageo Alcohol Test Experience) mobile application, which is sponsored by the Ministry of Youth, can be downloaded via www.divertiti-responsabilmente.it or via Facebook. DATE calculates the Blood alcohol concentration levels (BAC), provides information on the law related to drink-driving, and it can be used to call a taxi or an association that offers transport home (project “Red Nose”). With the support of the Ministry of Health, information kits containing BAC calculation tables and information on the effects of alcohol on the body were distributed to tens of thousands of young people who are reacting positively to the message. In 2006 independent research showed that 47% of respondents would consider appointing a designated driver. A fair amount of the sample also showed a lack of interest in the problem. Ongoing evaluation shows progress in attitude and behaviour. Indeed, in 2007 38% of respondents had regularly introduced the practice of the designated driver concept and in 2009, this increased to 56%. Also as much as 99% (15% more than in 2008) of respondents now acknowledge that the identification of a designated driver in their group of friends is the best way to reduce the risks of driving while under the influence.



Bacardi Martini promoted the designated driver concept at promotional events “When you drink, don’t lose your head; Let someone else drive” using billboards, stickers, and promotional items to disseminate the message. This was followed by the “Champions Drink Responsibly” campaign as part of a European Road Safety Charter in 2008. Advertisements were aired on major Italian national and private TV channels between May and June 2008, and in June leaflets were distributed during on-trade, non- brand promotions. The campaign was sustained in 2009 with a competition to win a ride with Michael Schumacher acting as their designated driver. In November 2009 a new viral film was launched to illustrate that “Mixology Drinking & Driving Don’t Mix”. The campaign is also promoted through local community networks like Facebook and by videos on YouTube, DailyMotion, LiberoVideo, Metacafe, MySpace, GoogleVideo and Metello. In 2008, there were 142 broadcasts reaching more than 28 million viewers and 200,000 leaflets were distributed. The 2009 promotion was covered





by Vanity Fair Italy which has an approximate circulation of 1 million. Up until June 2009 there were approximately 9,000 hits to the local champions website and more than 5,000 views of Facebook.

Since 2007, Pernod Ricard has been active in helping to reduce driving under the influence of alcohol. The campaign called "Don't drink and drive, Get driven" is part of the Pernod Ricard's third commitment to the "European Road Safety Charter". Free buses ran 5 nights a week from mid-June to December to transport young adults to and from the main clubs on the Adriatic and Tirreno coasts and in Milan and Rome. Between 2007 and 2008, more than 300,000 passengers used the service provided. In 2008, Pernod Ricard added a new action to the campaign "steward of the night". Every weekend from 10pm to 3am, trained stewards patrolled outside of night clubs in Milan's Corso Como and Corso Sempione districts to maintain public order; distributed flyers on responsible drinking; and advised how to get home safely (night buses sponsored by the City of Milan, taxi telephone numbers, etc). In 2008, some 200 night clubs events were attended by stewards, reaching on average 250 people per evening. Since 2008, at every Pernod Ricard event, DJs are required to relay responsible drinking messages. These come in the form of "10 commandments" for responsible partying with a special focus on drink-driving (designated drivers, breathalyzers etc.). The initiative is called "DJcalogo" and continues to develop each year. For the year 2008, "DJcalogo" reached 15,000 young adults.



COMMITMENT 6

Since 2008 Federvini has engaged in promoting a responsible and moderate way of drinking through cinema advertising. The aim of the spot "Lo Stile Mediterraneo" is to reinforce the Mediterranean way of drinking, far from binge drinking patterns. The spot was aired in cinemas in June 2008, and on MTV and Comedy Central in July 2009. The spot was also broadcast on TV during the seasonal holidays (between 3 & 6 January 2010), reaching almost 24 million people. To ensure a regular communication on the key messages over the year, FEDERVINI will launch a consumer information website www.beresponsabile.it before the end of 2010.

Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

Association of Latvian Spirits
Producers and Distributors – (LADRIA)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM		
Commitment 2 (a): Marketing code in place	✘	✓
Commitment 2 (b): Code in line with EFRD CS	✘	✓
Commitment 3: Naming, labelling & packaging	✘	✓
Commitment 4: Reduce underage drinking	✘	✘
Commitment 5: Reduce drink-driving	✘	⇒
Commitment 6: Promote responsible drinking	✘	⇒

COMMITMENT 1

In Latvia, the "Handling of Alcoholic Beverages Law" (2004) provides that all kind of alcohol advertisements should include information warning the public against the negative influence of alcohol consumption. The warning must occupy at least 10% of the advert and should be with black letters on a white background. Although there is no fixed text, the most commonly one used by LADRIA members is "Alcohol consumption can have a negative impact" (*Alkohola lietošana ir negatīva ietekme*).

COMMITMENT 2

In Latvia, spirits advertising is banned on TV and radio and strictly regulated on print in terms of content and placement (e.g. bans on external pages (cover) of print media; posters advertising forbidden on walls of educational and medical institutions and bans in public transports). Permitted marketing communications are strictly regulated through legislation¹¹ the provisions of which are similar to the EFRD Common Standards. Although advertising is heavily restricted, the industry has adopted self-regulation rules:

- Latvian Advertising Association's (LAA) Code of Ethics (last revised in November 2009), including specific provisions on alcohol (no use of models below 25 years old, and no use of objects, pictures, personages etc. which could primarily attract the attention of persons under age of 18). The code is enforced by a Board of Ethics (independent jury panel) offering copy-advice and handling consumer complaints (www.lra.lv/main.php?item=50).
- In 2005, AS Latvijas balzams (member of LADRIA; the largest producer of alcoholic beverages in Latvia with 80% of the spirits production) adopted a Marketing Communications Code of Ethics to self-regulate advertising in all print and electronic media. This code is fully in line with EFRD Common Standards, including the 70/30 rule for minors. The code is enforced by a Council of Ethics monitoring compliance with the code, which is now also endorsed by the other member companies of LADRIA.

Lastly, consumers can file complaints to public authorities, either the Consumer Rights Protection Centre; the Competition Council or the National Radio and Television Council, according to their respective competence. Sanctions provided by the law range from a request to amend the advertising to administrative penalties in the form of fines.

COMMITMENT 3

According to the legislation [Cabinet Regulations No.964 regarding Labelling of Food Products adopted on 23.11.2004] and marketing code of the main spirits producers in Latvia, all the provisions also apply to naming, labelling and packaging.

¹¹ Advertising Law (1999); Handling of Alcoholic Beverages Law (2004); Radio and TV law (1995).



COMMITMENT 4

In autumn 2010 LADRIA will organise presentations of the www.dzeratbildigi.lv website to senior students in Latvian schools in order to promote responsible drinking. In addition, LADRIA is planning to launch awareness raising campaigns on the legal purchasing age to help reduce underage drinking.

COMMITMENT 5

The Road Safety Directorate (RTA – www.csdd.lv), in partnership with the Ministry of Transport, Ministry of Internal Affairs, State Police and other private stakeholders, has launched annual large scale social marketing campaigns to fight against drink-driving:

2008 – “Can I have one... [drink]?! The party is over!": better not to drink at all when you drive.

2009 – “Save Your Friend!” by not letting him/her drive when drinking.

2010 – “Sleep off the Drunkenness!” inviting people not to drive the morning after.

To reinforce the message brought by the public authorities, the spirits industry took a number of parallel initiatives:

In June 2009, LADRIA's member AS Latvijas balsams, together with the members of the Association of Alcohol Producers and Traders [ARTA], supported the campaign “Test Yourself, before You Drive” by giving out 1,000 breathalysers while inviting people to be responsible by not driving under the influence of alcohol. People were asked to fill in a short questionnaire on their behaviour on this issue. The campaign took place near large supermarkets.

In 2010 AS Latvijas balsams, together with the members of ARTA supported the “Know the Limit” campaign on the effects of excessive drinking. They organised mobile exhibitions of caricatures on this issue and placed them in supermarkets in six cities in Latvia.

The recent launch in June 2010 of www.dzeratbildigi.lv website with a section on drink-driving is an additional tool to spread the information on the dangers of drinking and driving, not only to the drivers but to others as well.

COMMITMENT 6

On 30 June 2010, LADRIA launched a consumer information website: www.dzeratbildigi.lv.

In order to provide credible and accurate information, page content was developed in collaboration with experts on drug consumption, using different sources of information, including data from “Latvijas Anonīmo Alkoholīķu sadraudzība” (The fellowship of Latvian Alcoholics Anonymous).

Several thematic sections are designed for different target groups: men, women, pregnant women, young people and their parents.

The web pages cover facts on alcohol consumption stereotypes, habits and the situation in Latvia, as well as topics such as how alcohol affects health, drink-driving, relationships and other areas of life.

The website offers an interactive tool through which visitors can ask questions anonymously to a doctor online. More interactivity is to be introduced, including games and tests.

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.





PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

Fédération Luxembourgeoise des Producteurs de Vin et Spiritueux (FLPVS)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	x	x
Commitment 2 (a): Marketing code in place	x	x
Commitment 2 (b): Code in line with EFRD CS	x	x
Commitment 3: Naming, labelling & packaging	x	x
Commitment 4: Reduce underage drinking	x	x
Commitment 5: Reduce drink-driving	x	x
Commitment 6: Promote responsible drinking	x	⇒

Discussions began in the trade association in 2010 to adopt rules for the implementation of the CEPS Charter. Unfortunately, results will not have been achieved in time for this report.

COMMITMENT 1

No progress to be reported.

COMMITMENT 2

The Advertising Council of Luxembourg – CPL was officially registered on 20 November 2008. The aims of the Council were to put in place an advertising self-regulation code, and to adopt and recommend the observance of all codes that can be used to put into practice its aims. This was pushed forward notably through the efforts of the Brasserie Nationale, with assistance from The Brewers of Europe and EASA.

The Luxembourg Code of Practice in Advertising applies to all media (members of the CLEP-Commission pour l’Ethique en Publicité). Its section on alcohol advertising stipulates that:

- Advertising should not promote irresponsible or excessive drinking.
- Advertising should not target primarily minors and will avoid showing minors.
- Advertising should not associate alcohol consumption with driving a propelled vehicle.

The new SRO in Luxembourg, CLEP was launched on 19 May 2009. Its mission is to enforce the Luxembourg code of advertising practice. FLPVS has not yet adhered to the SRO.

COMMITMENTS 3, 4 & 5

No progress reported.

COMMITMENT 6

An interactive consumer information website www.educalcool.lu is being prepared for a launch before the end of the year. The website will provide information on what responsible consumption is with hints and tips to help reduce alcohol-related harm, the dangers of excessive drinking, a quiz to test knowledge as well as reference to the law regarding Blood Alcohol Concentration (BAC) limits for drink-drive, legal purchasing age, etc.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- The Malta Chamber of Commerce, Enterprise and Industry – (TMCCEUI)
- The Sense Group (TSG)

COMMITMENTS

	2006	2010
Commitment 1: 75% advertising with RDM	✗	⇒
Commitment 2 (a): Marketing code in place	✗	✓
Commitment 2 (b): Code in line with EFRD CS	✗	✓
Commitment 3: Naming, labelling & packaging	✗	✓
Commitment 4: Reduce underage drinking	✓	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✓	✓

COMMITMENT 1

In May 2010 the Spirits Industry in Malta agreed on introducing a Responsible Drinking Message (RDM) on advertising: www.drinkawaremalta.com

COMMITMENT 2

A code to cover responsible marketing communication was approved in May 2010 and is aligned with the EFRD Common Standards, including the age of models and the 70/30 rules. Although there is not an SRO in Malta, a Public Broadcasting Authority receives consumer complaints on TV & Radio advertising. Alcohol advertising is prohibited on TV and radio before 9pm.

COMMITMENT 3

The newly adopted code of conduct covers provisions on naming, labelling and packaging to ensure that only responsible products are placed on the market.

COMMITMENT 4



Since 2002, The Sense Group (TSG) has been undertaking actions to help reduce underage drinking. A Code of Practice for Bartenders was approved together with the on-trade sector promoting guidelines to ensure that alcoholic beverages are consumed in moderation. Issues covered include information on refusing to serve underage people but also general information about the effect of alcohol. In November 2006, TSG publicly announced that producers will no longer sponsor open bar events.

A leaflet on the Legal Purchasing Age in Malta was agreed upon with parents, retailers, police forces and Government authorities. It is disseminated to the on and off-trade premises across the country. More than 5,000 have been distributed so far.



Support is given to parents through an information leaflet and video “L-alkohol, il-Ġenituri”, offering advice to parents on how to deal with alcohol in the family context. More than 8.000 leaflets were distributed among families in Malta.

Since 2000, TSG has annually printed posters and advertising in local newspapers in order to promote moderate drinking around the theme “Don’t be the clown of the village”(“Tkunx il- Buffu tar-Rahal”) and to tackle excessive drinking, in particular by underage people, during religious village festivals in summer. Although no formal statistical evaluation has been made, “Tkunx il-Buffu tar-Rahal” has become a household name and “Buffu tar-Rahal” is recognised as a person who binge drinks. During the summer of 2008, 200,000 people in 30 villages were reached.

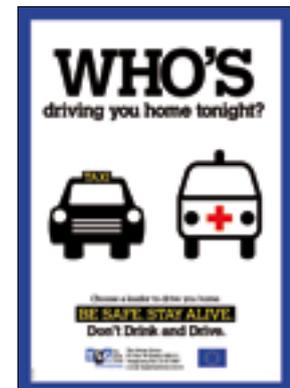


COMMITMENT 5



In 2002, TSG was one of the first to join the Pan-European Designated driver campaign supported by the EU Commission. The “Who will be the leader tonight” message was promoted through radio messages, billboards, press advertisement and car stickers during the summer and Christmas seasons.

In 2007 the campaign was revamped with a new slogan: “Stay Alive - Don't drink and drive” and a 3-year-commitment was made in 2008 with the European Road Safety Charter. Overall, the campaign reached most drivers in Malta. The positive result has been a consistent reduction in road accidents during the Christmas period.





COMMITMENT 6

www.drinkawaremalta.com was launched in November 2009 to promote responsible consumption.

The website contains the following sections:

- Alcohol and You: information on what a standard drink is and guidelines on responsible drinking.
- Alcohol and its effects: explanations about the effect of alcohol on the body.
- Life stages: times of life when standard drinking guidelines do not apply, for instance: under 18, when pregnant, when at work and the elderly.
- Drinking and driving: information on the legislation in this field, advice on avoiding drink driving by using a designated driver or other means of transport.
- Tips Zone: tips on Enjoying a safe night out; How to be a perfect host; How to stay safer during the summer holidays; For the morning after and what to do if someone has drunk too much.
- Test yourself: Quiz for the consumer to check how much they know about alcohol.



So far more than 2,000 people have visited the site and an awareness raising campaign is running in 2010 to attract a larger audience to the site.

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Commissie Gedistilleerd – (CG)
- STIVA

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✓	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	✓	✓
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	✓	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✓	✓

COMMITMENT 1

In 2006, The Netherlands adopted a Responsible Drinking Message (RDM): “geniet maar drink met mate” (Enjoy, but in Moderation). In addition, a new logo agreed upon by the industry and the Government became mandatory on TV and cinema advertising as of June 2010 “under 16? not a drop”. The last RDM monitoring review by Xtreme in 2009 shows compliance at 94%.



COMMITMENT 2

The STIVA code, which goes beyond the EFRD Common Standards, is incorporated into the broad Nederlands Reclame Code enforced by the local Self-Regulatory Organisation (SRC) which is fully compliant with the EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

Naming, labelling and packaging provisions are included under the alcohol beverages specific rules.

COMMITMENT 4



For many years, the drinks industry in the Netherlands has been working on reducing underage drinking. In 2001 it was agreed to place a sticker on doors of those selling/serving alcohol. A Server training scheme has been set-up together with the Dutch Horeca Institute “Think before you serve”, which was then legally endorsed.

The industry supported the Retail trade association (CBL) with regards to raising awareness and enforcing the legal purchasing age. CBL’s latest initiative was the launch of a large TV advertising campaign and a website as well as training sessions for more than 50,000 cashiers.



Interventions also exist directly amongst young people and their parents. www.pratenoveralcohol.nl is a website offering information and advice to parents on how to talk to their children about alcohol. Associated with the new slogan “under 16? not a drop” and promoted by all stakeholders, Netherlands is reducing the social acceptance of drinking before that age.



COMMITMENT 5



The Netherlands was one of the first countries together with Belgium to have introduced the designated driver concept "BOB" and in 2001, joined the Pan-European designated driver campaign funded by the EU Commission.

The concept is promoted through signs in motorway parking areas, billboards and the BOB promotional team bus distribute leaflets, gimmicks, key-rings, balloons, pens, clothing and beer mats.

Since 2008 "BOB blows all over the Netherlands" events are held at national and local level sports and music events. Visitors can also play "BOB blaas games" to win prizes. A dedicated website www.jebenttopbob.nl displays photos of events and visitors can play an online version of the "BOB blaas games". In terms of impact, the game was played more than 100,000 times. Measurement and evaluation shows that 93% of the population knows about BOB and 89% found the designated driver concept a good idea.



COMMITMENT 6

Since 2005 the drinks industry has been communicating a responsible drinking message to the Dutch population to enjoy alcohol but in moderation. Regular TV and cinema advertising campaigns are launched. In April 2007 a new website www.genietmaardrinkmetmat.nl was created to communicate the messages all year round. In 2009 the website had over 14,000 visitors, 5.51% of which made return visits.

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

Polish Spirits Producers Association – (PPS)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM		
Commitment 2 (a): Marketing code in place	✘	✓
Commitment 2 (b): Code in line with EFRD CS	✘	✓
Commitment 3: Naming, labelling & packaging	✘	✓
Commitment 4: Reduce underage drinking	⇒	✓
Commitment 5: Reduce drink-driving	⇒	✓
Commitment 6: Promote responsible drinking	⇒	✓

COMMITMENT 1

Spirits advertising is banned for TV, radio, print and outdoors. Nevertheless, PPS adopted a code of conduct in 2006 including a provision for a Responsible Drinking Message (either www.pijodpowiedzialnie.pl or any other agreed information about responsible consumption of alcohol) to be included in permitted commercial communications (e.g. internet, POS material).

COMMITMENT 2

The code of conduct adopted in 2006 includes all the relevant provisions contained in the EFRD Common Standards (excluding 70/30 which is not relevant as advertising is forbidden). The code is enforced by the Self-Regulatory Organisation (Rada Reklamy) which is fully compliant with the EASA Principles on effective self-regulation (see Annex 5).

COMMITMENT 3

Naming, labelling and packaging are not specifically mentioned but are covered under the broad definition of the advertising code.

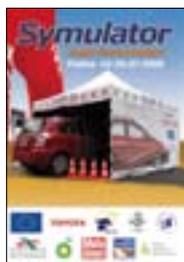
COMMITMENT 4

In 2006, Bacardi-Martini launched a training programme for bar staff on how to serve their products, including a section on responsible serving of alcohol. More than 5,000 training books were distributed. A similar initiative was introduced by Pernod Ricard in 2008, reaching 2,800 people. The same year, PPS decided to roll-out a national server training programme as part of a strategy to reduce drink driving. Local traffic police were one of the stakeholders engaged, together with local authorities. Piloted in Olsztyn, the programme was then extended to additional regions and consists of a two hour training course during which students learn about the legal situation, social responsibilities and best practices in order to achieve a responsible service of alcohol within the hospitality and retail industries. During the pilot in Olsztyn 110 people were trained. A further 3,161 people were trained between September 2008 and October 2009. Pre and post evaluation at national level showed that 82% of the 7,000 trainees found the training useful in their daily work and 72% would like to repeat the training.

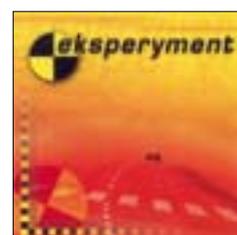




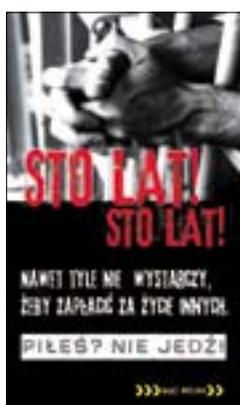
COMMITMENT 5



In 2004, the drinks industry partnered with MIVA (representing the Catholic Church) to launch the designated driver concept in Poland "KRZYS"; as part of the pan-European designated driver campaign funded by the EU Commission. Starting in 2006, support is given to the Responsible Young Driver programme as part of the European Night without Accident. Additional activities have been developed such as the Alcockart Driving Academy (driving simulator to test the effect of alcohol on driving abilities) or the video called "Experiment" delivered to high schools, driving schools, police stations and local road traffic institutes. More than 20,000 films have been distributed to date.



In 2009 PPS, together with the Police and the National Road Safety Authority, launched a huge national "Don't drink and drive" campaign.



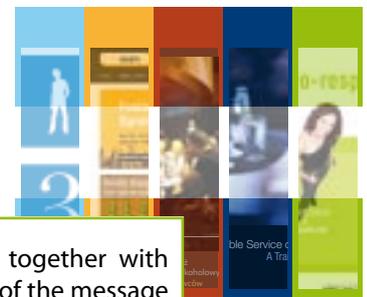
There were adverts on TV and radio, 450 poster billboards across several cities, more than 200,000 leaflets distributed in bars as well as increased police checks on the roads. The campaign was also promoted via the internet through a dedicated website www.pilesniejedz.pl (donotdrinkanddrive.pl) and on social networks such as Facebook and other sites often visited by the target group, e.g. www.activist.pl (portal dedicated to clubbers) and www.students.pl. The campaign was independently evaluated (N=400) with positive results: 46% said they would not drink and drive anymore and 77% said they would promote the same behaviour with others.

The pilot phase of this campaign received international recognition, winning third prize in the 8th Annual European Road Safety Awards organised by GRSP (Global Road Safety Partnership).

COMMITMENT 6

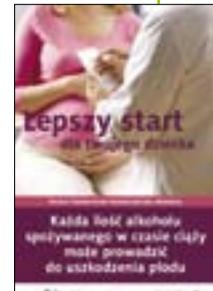
In 2006, Bacardi Martini launched the "Smart guide for a fun evening" to raise consumer awareness on responsible drinking. Between 2006 and 2007, 200 events took place where 60,000 leaflets were distributed. Pernod Ricard raised consumer awareness about the danger of mixing water sports and alcohol. The campaign "water with no alcohol" took place twice over the Summer in 2006 and 2007 with a large number of stakeholders involved (e.g. water sports federation). Approximately 10,000 posters and 150,000 leaflets were distributed. The same company also developed a web-based training for all employees. The training includes a practical guide with tips for employees on how to deal with alcohol in the workplace, especially in situations when travelling or when entertaining clients with a mandatory test of 22 questions to be completed by all employees within their first month in the company.





In 2008, PPS launched the pregnancy campaign “Better start for your child” together with Gynaecologists providing information and promoting abstinence. Dissemination of the message was achieved through thousands of brochures, posters, leaflets, both for practitioners and patients as well as through media coverage with press and radio interviews. 60% of women said they were already aware and convinced of the risk of drinking alcohol while being pregnant. Another 21% said the campaign improved their attitude to drinking alcohol during pregnancy.

The consumer information website www.pijodpowiedzialnie.pl was launched in July 2008 and receives an average of 200 visits per month.



In February and March 2010, Diageo and Real (part of the Metro Group) partnered together in Poland to spread the message “Alcohol is responsibility. Drink responsibly” throughout all 54 of Real’s hypermarkets. Shoppers were exposed to responsible drinking hints & tips via leaflets, posters, displays, shelf liners, cashiers’ badges and neck hangers. Hostesses directed shoppers’ attention to the information campaign and thanks to the third partner of the campaign – Nałęczowianka – every shopper purchasing Diageo products received a free bottle of water, to reinforce the message about spacing or alternating drinks. Diageo and Real also organized a consumer contest; by answering the question, “What does responsible drinking mean for you?” shoppers had the chance to win a safe driving course. Real dedicated a full page of their consumer magazine, which is sent to over 200,000 consumers, to the campaign’s messages, and Diageo Sales Managers rolled out a mini-DRINKiQ-style information program to all Real’s alcohol cashiers, with the potential to be built into Real’s e-learning system for all employees. Shoppers were very receptive and favourable, with around 80% positively evaluating the campaign and finding it very relevant to both Diageo (and its brands) and Real, and deeming it necessary (74%), believable (61%) and informative (58%).

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Associação dos Comerciantes e Industriais de Bebidas Espirituosas e Vinhos – (ACIBEV)
- Associação Nacional de Empresas de Bebidas Espirituosas – (ANEBE)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✓	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	⇒
Commitment 3: Naming, labelling & packaging	✗	✗
Commitment 4: Reduce underage drinking	✗	✗
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✗	✓

COMMITMENT 1

The self-regulatory code adopted in 2002 states that all advertising should contain a Responsible Drinking Message (RDM) “Seja responsável. Beba com moderação” (be responsible, drink moderately). Since 2008, companies have been invited to add the consumer information website address www.bebacomcabeca.pt. The last RDM monitoring review by Xtreme in 2009 shows compliance at 91%.

COMMITMENT 2

In 2002, ANEBE, APAN (Association for advertisers), Vini Portugal and APA (communication agencies) adopted a code covering wine and spirits advertising. The code is not fully aligned with the EFRD Common Standards: the age of models and the 70/30 rules are missing. The code is enforced by the local Self-Regulatory Organisation (ICAP) which is fully compliant with EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

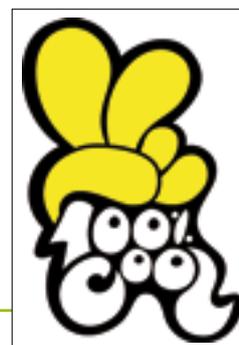
Naming, labelling and packaging are not covered by self-regulation rules.

COMMITMENT 4

There are no targeted interventions regarding underage people. However, ANEBE applied for EFRD funding in 2010 to develop a server training programme (Serviço Responsável de Bebidas Alcoólicas-SRA) in partnership with INFTUR (National Tourism Training Institute and ARESP (Association representing the on-trade sector). The launch is planned for October 2010 with a first evaluation in June 2011.

COMMITMENT 5

In 2002 ANEBE established a broad partnership to communicate the designated driver concept “100% cool driver” with BP petrol stations, the Ministry of Internal Affairs, the Portuguese Youth Institute and the National Republican Guard (Police). The objective is to decrease the number of alcohol-related road deaths and injuries especially within the 18-30 year old age range. The campaign is





promoted through a mass media campaign (TV, Radio, cinema and poster billboards), a dedicated website www.100percentocool.pt and on-trade distribution of leaflets and gifts. Over the past 7 years the campaign has reached about 1 million young people across the country. A series of events throughout the year are organized to reward designated drivers during police late night controls (e.g. €25 petrol vouchers). In April 2009 a contest was launched among young people to develop their own videos for peer-to-peer communication which were posted on YouTube. That same year, the campaign won a Government competition resulting in renewed backing by the President of Portugal and his official patronage.

Between January and May 2010, of the 215,000 drivers who took a breathalyzer test, 95% tested below the legal blood alcohol level. The last evaluation conducted in March 2009 (N=842) shows that 57% did not drive under the influence of alcohol and 26% chose a "100 Percent Cool" driver.

After a decade of campaigning, positive results have been achieved: a 47% decrease in alcohol related fatalities which have become far behind speed the 3rd risk factor on roads.

Based on these good results, ANEBE launched in Summer 2010 "Drive Me": a social community website where people register to offer "designated driver services" for a given period of time and in specified locations, and will be subject to random breath controls as agreed with the police. The police will reward the young people registered on the website which are below the blood alcohol concentration (BAC) limit with a voucher bearing a code number. By entering the code on the website, they can win gifts and points for their rating in this community website. "Drive Me" is integrated as an application on Face Book, Hi5 and Twitter and a mobile phone downloadable application is being developed so that registered users are able to check for safer rides home anytime and anywhere. This website is communicated via a press campaign, a viral campaign and through the internet with pop-ups.



COMMITMENT 6

In 2008, ANEBE launched www.bebacomcabeca.pt (drink with your head) to promote the responsible consumption of alcohol especially among the 18-40 age group and to raise awareness of the alcohol unit as the best means to promote moderate and responsible consumption. The website was promoted through: posters on lamp posts, bus shelters, in squares and public fountains, as well as press and commercial communication from supporting companies. As of 1 June 2009 all ANEBE member companies display the logo and website address on all commercial communications. This resulted in an increase of visits to the website.

Since its launch in February 2009 until July 2010, the website has received more than 22,000 unique visitors, about 26,000 unique visits and the calculator was used over 500,000 times.



An evaluation conducted in March 2009 (N=842) shows that:

- 81.7% were unaware of how much a unit of alcohol was before visiting the website.
- Most consumers drank one or two drinks on a night out and understood the meaning of "responsible behaviour".
- 70.5% said that they did not like to see people drunk whilst socialising.
- 62.6% stated that having a drink was not necessary to enjoy an evening out, whilst 25.9% thought that drinking was a part of normal social behaviour.
- 53% disagreed with the misconception that there are "good and bad kinds of alcohol".

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.





PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Federation of Alcohol Industry and Spirits from Romania – (GARANT)
- Romanian Forum for Responsible Drinking (RFRD) (SAO created in June 2010)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✘	⇒
Commitment 2 (a): Marketing code in place	✘	✓
Commitment 2 (b): Code in line with EFRD CS	✘	✓
Commitment 3: Naming, labelling & packaging	✘	✓
Commitment 4: Reduce underage drinking	✘	✘
Commitment 5: Reduce drink-driving	✘	✘
Commitment 6: Promote responsible drinking	✘	✓

COMMITMENT 1

Until November 2009, Responsible Drinking Messages (RDM) were voluntarily applied by brands. In November 2009, a consumer information website "www.consuma-responsabil.ro" was launched by GARANT and the RFRD. It was agreed that the website name would become the RDM to be placed on all advertising. This provision is now included in the self-regulatory code adopted by the RFRD on 22 July 2010. The last RDM monitoring review by Xtreme in 2009 shows compliance at 50%.



COMMITMENT 2

On 22 July 2010, despite restrictive regulations on advertising (ban on TV and radio advertising during the day, on outdoors and on front/back cover of print) the RFRD, representing the major spirits producers and importers, adopted a code of conduct which is fully aligned with the EFRD Common Standards.

The code is to be enforced by the local Self-Regulation Organisation (RAC) as soon as the RFRD membership application is agreed. RAC is not yet fully compliant with the EASA principles for effective self-regulation (see Annex 5).

COMMITMENT 3

The code of conduct adopted on 22 July covers all marketing communications including naming, labelling and packaging.

COMMITMENT 4

According to the ESPAD survey, underage drinking is not a major issue in Romania. Therefore, the newly created RFRD has decided not to focus for the time being on this area although this area is covered by key messages on the consumer information website.



COMMITMENT 5

Whilst there are no specific drink-drive initiatives in Romania, this information is also included on the new consumer information website and associating on-trade promotion tools (see below).



COMMITMENT 6



On 24 November 2009, GARANT and RFRD, together with the Romanian Consumer Association (APC), launched a consumer information website: www.consuma-responsabil.ro. The objective of the RFRD over 2010 is to disseminate the site through the country with the help of company members displaying the web address on advertising and brand websites and through on-trade promotions (coasters and T-shirts for bar staff).

The website provides information in the following sections:

- Alcohol and You: facts such as what a standard drink is, what low risk drinking is, when not to drink and how to check how much you drink.
- Alcohol and its effects.
- Life stages: information specific to different times of life such as: under 18; 18 – 30 age group and over 50 age group; pregnancy & conception, parenthood, and at work.
- Drinking and driving: information such as the BAC limits and the law on driving under the influence of alcohol, how to get home safely and the designated driver concept.



- Advice: tips on enjoying a safe night out, how to be the perfect host, how to keep safe during the summer holidays and tips for the morning after.
- Test yourself: where consumers can test how much they know.

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.



PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Association of Manufacturers of Alcohol and Alcoholic Beverages in Slovakia – (AMAABS)
- Forum-PSR Slovensko (SAO created in June 2010)

COMMITMENT 1

Forum PSR Slovensko adopted a Code of Ethics on 11 June 2010. The last provision invites members to insert a Responsible Drinking Message (RDM) on all advertising and promotional material where possible: Pi s rozumom (www.pisrozumom.sk).

The last RDM monitoring review by Xtreme in 2009 (which took place prior to the adoption of the Code of Ethics) shows compliance at 14%.

COMMITMENT 2

The Code of Ethics was adopted by Forum PSR Slovensko on 11 June 2010 and is fully aligned with the EFRD Common Standards.

Forum PSR applied for membership to the local Self-Regulatory Organisation (RPR) and the code will be annexed to the Code of Advertising Practice for future enforcement by RPR. The SRO is almost fully compliant with EASA Principles for effective self-regulation (see Annex 5).

COMMITMENT 3

The provisions on naming, labelling and packaging are explicitly included in the Code of Ethics.

COMMITMENTS 4 & 5

Given the fact that the SAO was newly created, activities are yet to commence in this area.

COMMITMENT 6

In July 2010, a consumer information website: www.pisrozumom.sk, mirroring the one in the Czech Republic was launched by Forum PSR Slovensko. It is too early to report on impact.

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✘	⇒
Commitment 2 (a): Marketing code in place	✘	✓
Commitment 2 (b): Code in line with EFRD CS	✘	✓
Commitment 3: Naming, labelling & packaging	✘	✓
Commitment 4: Reduce underage drinking	✘	✘
Commitment 5: Reduce drink-driving	✘	✘
Commitment 6: Promote responsible drinking	✘	⇒





PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- Federación Española de Bebidas Espirituosas – (FEBE)
- Federación de Bodegas del Marco de Jerez - (FEDEJEREZ)
- Fundación Alcohol y Sociedad (FAS)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	✓	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	✓	✓
Commitment 5: Reduce drink-driving	✓	✓
Commitment 6: Promote responsible drinking	✓	✓

COMMITMENT 1

In early 2006, a Responsible Drinking Message (RDM) was agreed “Bebe con moderación. Es tu responsabilidad”. In 2008 a new message was adopted “Disfruta de un consumo responsable”. The final step taken in 2010 was to create a consumer information website with the name of the RDM “ www.disfrutadeunconsumoresponsable.es ” which combines the benefit of an awareness message and additional information to the consumer to make an informed choice.



The last RDM monitoring review by Xtreme in 2009 shows compliance at 89%.

COMMITMENT 2

In 2006, FEBE adopted a code of conduct covering the main provisions of the EFRD Common Standards. In 2008 the code was amended to include the missing provisions on age of models and the 70/30 rule.

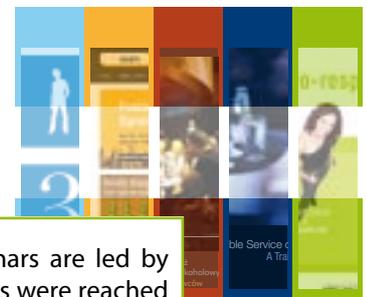
The code is enforced by the local Self-Regulatory Organisation (Autocontrol) which is almost fully compliant with EASA Principles on effective self-regulation (see Annex 5).

COMMITMENT 3

The FEBE code does not have specific provisions but naming, labelling and packaging are covered under the broad definition of the advertising code.

COMMITMENT 4

In 2001 FAS launched a school programme involving parents in a number of Spanish regions. The programme is still in place and evaluated every year.



It is targeted at 12 to 18 year old students, their parents and teachers. Seminars are led by professionals who have been trained by FAS. 166,970 students from 1,280 schools were reached during the 2009-2010 academic year.

Since the launch in 2001 1,508,306 students in 8,441 schools received the school intervention and 1,497 workshops with parents were held. In some regions such as Andalucía, Catalonia and Madrid, approximately 40% of pupils and secondary educational centers have participated in the programme.

Evaluation of students having received the information (using a control group) shows positive results, as confirmed by a meta-evaluation carried out by Prof. Domingo Comas (sociologist):

- 19% of the participating group claimed to have stopped drinking, compared to 14% in the control group.
- Those having participated in the programme are drinking less and do not consume alcohol with the aim of "getting drunk" or "to disconnect" than is the case in the control group (9% vs. 14%, and 21% vs. 29% respectively).
- 10,96 units consumed per month by those who have participated in the programme (versus 17.59 in 2001) compared to 16,56 units in the control group (versus 17.81 in 2001).



These results also helped to identify areas for improvement.

In 2005 FAS also launched a server training programme "Tú sirves, tú decides" in partnership with relevant stakeholders such as public authorities and the on and off-trade business. Through agreements between FEBE and local municipalities, owners and staff of bars, hotels, restaurants and supermarkets are invited to attend a three hour training session on the responsible service of alcohol. Reminders are published in the press a week before events are organized.

Premises where training has taken place are identified with a sticker on the door certifying it as a "Responsible Business" and mentioned on the website of the local municipality. To maintain this status, the premises must not be reported as violating any law regarding sale to minors, public health or disorder. Attendees receive an accredited certificate issued jointly by FEBE and the local municipality. The campaign is supported with a website including a blog and News section: www.servicioresponsable.com. More than 2,000 people, 175 premises and 22 hospitality schools have taken part in this training.

COMMITMENT 5

Spain was one of the first countries to join the Pan-European designated driver campaign. The name of the campaign "El Lince", "Programa un conductor cada noche" and now "Noc-turnos" evolved over the years to adapt to the target group. Partners include Road Safety Authorities, municipalities, youth representation as well as the on-trade sector.

The objective is to raise awareness of the dangers of drink-driving among young people and to implement the designated driver concept as a normal behaviour. To increase the knowledge of the designated driver figure among young people the concept





is promoted through mass media advertisements such as radio, internet and dedicated micro sites.

On-site promotions are organized by sending “Young Monitors” to bars and discos early in the evening. Their role is to encourage consumers to become a designated driver. Participants receive a card as proof of their commitment and agreement to be checked during the evening. Free soft drinks, T-shirts and vouchers for petrol are given as a reward if the driver tests negative (breathalyzer test). Prior to leaving, all designated drivers are asked to fill in a questionnaire.

The results of the 2009 survey (N=823 aged between 16 and 24 years old) show a decline in social acceptance for drinking and driving and a change of attitude:

- 70% said that they never drink and drive, with a higher percentage in the target group (21 to 25 years old) as well as women.
- 78% refused to be driven home by a drunk-driver.
- 70% said that they would be a designated driver in future.

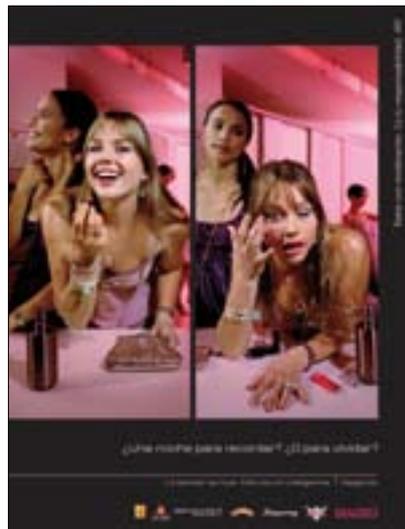
Since the launch of the campaign in 2001, the number of fatalities has decreased by more than 45% in Spain.

COMMITMENT 6

Between 2006 and 2008, most consumer awareness raising campaigns to promote responsible consumption were implemented by companies. For example in Summer 2006 the Diageo “Many me” TV campaign to address excessive drinking reached over 23 million people.

The evaluation revealed that 45% of those interviewed (aged 18 to 35 years old) admitted that the advert made them reflect about risks of alcohol abuse and 37% said they would change their drinking pattern.

This campaign was followed in Autumn 2007 by another mass media campaign: “One night to remember or to forget? The choice is yours” with on-trade activities. This campaign reached 3 million people through TV and more than 750,000 people through the 500 bars involved. Evaluation (N=700) showed that the advert was strongly engaging with half of the respondents claiming to be more likely to drink responsibly (41% of the other half already drank responsibly). 75% considered the campaign more effective with the involvement of the on-trade sector.





In January 2008, FEBE launched a consumer information website: www.consumo-responsable.com. At Christmas 2008, a TV spot was broadcast to promote responsible drinking and disseminate the web address. Since then a number of web games and viral marketing have been organized to maintain a high level of consumer awareness. The number of visits during 2009 was over 109,000, an increase of 300% compared since 2008.

An online survey (N=309) shows that the website is providing useful information; people are likely to visit the site again and to recommend it to friends.

Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.





PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

The Swedish Spirits & Wine Suppliers (SSWS)

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM		
Commitment 2 (a): Marketing code in place	⇒	✓
Commitment 2 (b): Code in line with EFRD CS	✗	✓
Commitment 3: Naming, labelling & packaging		
Commitment 4: Reduce underage drinking	⇒	✓
Commitment 5: Reduce drink-driving	✗	⇒
Commitment 6: Promote responsible drinking	⇒	⇒

COMMITMENT 1

Alcohol advertising is banned for any alcoholic beverages above 15°abv, except at point-of-sale. Below 15° abv, only print advertising is allowed. Since 2005, permitted advertising must have one fifth of the space devoted to information about the risks connected with alcohol consumption (for example: "alcohol can damage your health"). According to the statutory ordinance there are 11 different possible texts to choose from. This commitment is therefore not relevant for Sweden.

COMMITMENT 2

The Swedish law (Alcohol Act) bans all advertising of alcoholic beverages of more than 15%. This means that Self-regulation codes can only be developed as a complement, based on the law, strengthening it and helping in its interpretation.

In 2006, the Brewers of Sweden, the Association of Swedish Advertisers and Swedish Spirits & Wine Suppliers adopted a joint recommendation on advertising for alcoholic and low alcohol beverages. This was most recently revised in 2008 to incorporate missing rules to comply with the EFRD Common Standards.

Regarding alcohol advertisements exclusively, the Alcohol Marketing Supervisor (Alkoholgranskningssystemen, AGM) was set up by the Association of Swedish Spirits and Wine Suppliers and the Swedish Breweries' Association, and it looks after consumer complaints via an independent Scrutineer. AGM can fine members up to the equivalent of €100,000 for breaches of the rules.

The General Swedish advertising SRO, Reklamombudsmannen (Ro.) established in 2009, is an appeal body. The SRO is almost fully compliant with the EASA principles on effective self-regulation (see Annex 5). The only feature missing is "copy-advice" which is carried out by AGM.

COMMITMENT 3

There are no provisions in the code regarding naming, labelling and packaging as they are covered by specific restrictions applied through the retail monopoly Systembolaget.

COMMITMENT 4

In 2006 SSWS launched a school programme "Prata om alkohol" in 2,700 schools in Sweden, covering around 900,000 students aged 13 to 19 years old. The programme is self-instructive, i.e. teachers order the material and implement it on their own (help is provided by telephone or e-mail). Each year, together with local authorities, five training days are organised for teachers.





The Programme is composed of:

Classroom activities

- Divided into four educational levels, based on the level of consumption.
- Focus on: social and life skills aspects; resisting peer pressure; increase the awareness of responsible drinking.

Family skills programme

- How to involve parents in the school-based project.
- Information and advice to help parents discuss the issues with their children at home.

School policy programme (implementation strategy)

- Instructions on how to integrate and motivate the entire school.
- Instructions to support and create long-term engagement to change attitude towards alcohol.



Programme also involves a short-story competition about youth and alcohol

- Over 2,000 students participated.
- A short story book containing the best stories is produced each year.

Advertising/campaign contest

- Students all over Sweden have created campaigns to influence young people not to consume alcohol and not to drink and drive.
- In 2010, a campaign contest was organised with the Swedish Road Administration. Around 500 students participated in over 240 different campaigns. The estimated reach of the student campaigns was over 600,000 people.

Each year a quantitative web survey is performed among 400 teachers. The 2009 results show that:

- 70% of respondents believe that the programme influences pupils to delay the age of consumption.
- 80% of respondents believe that the programme led to a better attitude and motivates responsible drinking.
- 96% of respondents say that they would recommend the programme to colleagues.

In January 2010 SWWS decided to launch a longitudinal evaluation of the programme supervised by the Universities of Örebro and Lunds. The aim of the evaluation is to identify how efficient the programme is concerning the change of behaviour in terms of reduced consumption and frequency of consumption, as well as to learn how the programme can improve knowledge and attitudes towards alcohol.

COMMITMENT 5

In Sweden, spirits products are sold through a retail monopoly and the high taxes collected on those are used by the Monopoly to carry out information & prevention programmes on behalf of the overall industry. There is therefore little space for the industry to add anything to the message delivered by the public authorities. However, some company initiatives can be reported over the period. The Absolut Company has been working at reducing drink-driving among employees by installing alcohol lock equipments in company cars as well as in suppliers' trucks.



In 2007 Diageo, together with Harrys on-trade restaurant chain, developed a server training programme as well as communication tools to raise awareness on the risks of drinking and driving:

- T-shirts worn by serving staff carrying the "If you think I look pretty, please take a taxi home" logo.
- Display of the message on posters and stickers on tables and in the toilet areas.
- Water bottles carrying the "Don't Drink and Drive" message are handed out to the guests when they leave the restaurant.



In 2007 the industry initiative "Prata Om Alkohol" (POA) was adapted for the national driving schools organisation "STR" (Sveriges Trafikskolors Riksförbund). Parts of the original school material were re-designed and 1,400 books were distributed among driving schools. The main objective was to give driving teachers support in promoting the "Don't Drink and Drive" message.



In 2010 the spirits industry, in co-operation with the Swedish Road Administration, launched a contest among students encouraging them to create a campaign with the theme Don't Drink and Drive. The contest was launched through web ads and newsletters. A start package for the contest (including films, book and exercises) was sent to schools. About 250 proposals by 500 students have been received. The campaigns, reaching about 600,000 people in Sweden, included posters, you tube-clips, ads (TV, print & radio),

leaflets, music, TV and radio commercials, facebook-pages, blog-pages that can be viewed at: www.berattafor100andra.se.

COMMITMENT 6

As mentioned above, it is the retail monopoly which is responsible for consumer information campaigns to promote responsible drinking. However, in 2003, SSWS launched a consumer information website www.drinkwise.se covering topics such as facts and myths about alcohol, quizzes for people to test their drinking patterns, drink-driving and alcohol & workplace.

Further details can be found in the *Drinks Industry Initiatives Brochures 2006 to 2008* and www.drinksinitiatives.eu.





PARTY INVOLVED IN CEPS CHARTER IMPLEMENTATION

- The Gin and Vodka Association of Great Britain – (GVA)
- The Scotch Whisky Association – (SWA)
- The Portman Group (TPG)

• The Drinkaware Trust (*independent UK-wide, public facing body with the objective of positively changing public behaviour and national drinking culture to help reduce alcohol-related harm. It is funded by industry and supported by the Government and a wide range of stakeholders. Campaign programmes are decided by its Board of Trustees comprised of an equal number of industry and public health members as well as three independent trustees*).

COMMITMENTS	2006	2010
Commitment 1: 75% advertising with RDM	⇒	✓
Commitment 2 (a): Marketing code in place	✓	✓
Commitment 2 (b): Code in line with EFRD CS	⇒	✓
Commitment 3: Naming, labelling & packaging	✓	✓
Commitment 4: Reduce underage drinking	✓	✓
Commitment 5: Reduce drink-driving	✓	⇒
Commitment 6: Promote responsible drinking	✓	✓

COMMITMENT 1

There is no industry-wide agreement to display a Responsible Drinking Message (RDM) on alcohol advertising. However, in 2004 most companies agreed to promote the website www.drinkaware.co.uk on their advertising. Some companies chose to supplement this with a responsible drinking message, the most common being "Please drink responsibly".

As of 1 July 2009 member companies of the Scotch Whisky Association have to include a responsible drinking message on all advertising and print based point-of-sale material.

The last RDM monitoring review by Xtreme in 2009 shows compliance at 87%.

COMMITMENT 2

The UK Self-Regulatory Organisation "ASA" (The Advertising Standards Authority) governs advertising through two Codes of Practice covering all forms of advertising, marketing and communication activities for non-broadcast (such as print, known as the CAP Code) and broadcast (known as BCAP Code). The codes cover general provisions as well as specific rules on alcohol advertising. They are enforced by ASA which is fully compliant with the EASA Principles on self-regulation (see Annex 5).

In addition, The Portman Group's Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks was first introduced in 1996. The Code, which is supported by the industry, applies to all pre-packaged alcoholic drinks and covers the drink's naming, packaging, point-of-sale advertising, brand websites, sponsorship, branded merchandise, advertorials, press releases and sampling. The Code has an open and accessible complaints system. Complaints under the Code are ruled on by an Independent Complaints Panel. If the product is found in breach of the Code, a Retailer Alert Bulletin is issued, asking retailers not to stock the offending product unless and until it has been amended to comply with the Code.

Finally, the SWA Code of Practice sets out minimum standards for the marketing and promotion of Scotch whisky brands. The code is mandatory in the EU. Member companies are requested to



apply it globally. It is enforced by an Independent Complaints Panel which has sanctions at its disposal such as the withdrawal of marketing, naming and shaming or the imposition of fines.

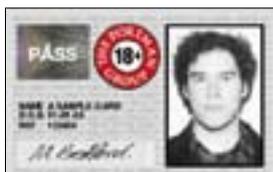
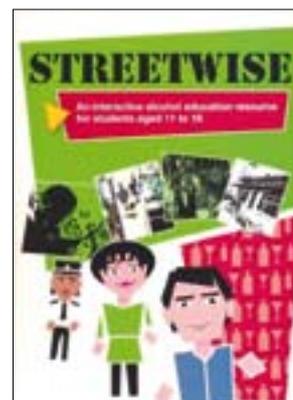
As a result, self-regulation on spirits advertising in the UK is fully compliant with the EFRD Common Standards.

COMMITMENT 3

As mentioned above, naming labelling and packing are fully covered by the Portman Group code which applies a unique sanction system in co-operation with retail stores (withdrawal from shelves of products found in breach with the code).

COMMITMENT 4

Until 2007, the Portman Group was not only dedicated to self-regulation but was also and heavily engaged in information and education campaigns to help reduce alcohol-related harm, including reducing underage drinking. The last reported campaign by TPG was the “Streetwise” school programme. An interactive CD-ROM containing videos and a virtual town allowing students to learn about the role of alcohol use and misuse in an engaging informative way was distributed (more than 8,000 copies to more than 4,000 schools). In the period between 2006 and 2008, several company initiatives were also reported including the Diageo “Wasted” initiative, a theatre programme which visited between 2006 and 2008 813 schools, reaching 120,000 pupils aged 11 to 14 years old and The Southampton School Alcohol Education project “ThinkB4UDrink” supported by Bacardi Martini received positive feedback from teachers.



As a strategy to reduce underage drinking, server training programmes have been developed with certified accreditation schemes such as the ServeWise programme in Scotland or BIIAB awarding qualifications for Licensed trade in the UK. The industry also took the initiative to develop an ID card to support the on and off-trade checking on the age of customers.

Since 2008, when The Drinkaware Trust became fully operational, the independent charity has used a mix of digital and media relations-based campaigns to reach its three target audiences: adults, young adults and under-18s. In 2009, the Trust launched a three-pronged multi-year effort “Alcohol: what’s the attraction?” together with The Guardian newspaper. Parents, professionals and young people themselves were challenged to define what makes alcohol so appealing, as well as asking them what they thought could be done to improve the UK’s alcohol culture. This was carried out via street surveys and round table debates and through the web.

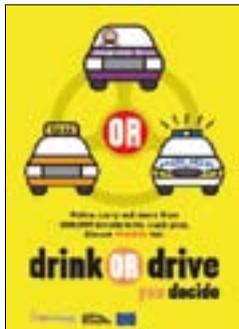
Based on the research findings, a campaign was launched to help combat boredom over the summer period and to highlight that one can have fun without alcohol. Through





the Ultimate Day website, young people aged 16-17 years old were challenged to creatively demonstrate how they would have a great day with their friends without alcohol. Entrants were asked to upload a video or image of themselves alongside an explanation of their ideal day for them and their mates. To gather in one place all the relevant information to tackle underage drinking, dedicated web pages are available at: www.drinkaware.co.uk/talking-to-under-18s.

COMMITMENT 5



The “I’ll be Des” (I’ll be the designated driver) campaign has been running since 2000 and in 2006 a new campaign carrying the strapline “Drink or drive – you decide” was launched by the Portman Group as part of the Pan European Designated driver campaign. The campaign was heavily promoted through a website and materials (posters, coasters, window stickers, postcards, etc) distributed in bars and pubs. Evaluations (N=1086) showed a good level of awareness and nearly all understood the message of not drinking and driving as well as associated risks/penalties. In terms of behaviour, 1 in 5 respondents said that the campaign would prompt them to plan how to get home safely and to refuse in the future a lift from someone who had been drinking.



In 2007 The Portman Group stopped its activities and the industry transferred money and support to the newly founded Drinkaware Trust (see above). Since 2007, the Trust has not undertaken focused activities on drink-driving. However, company activities have been reported between 2007 and 2010 in the area, such as Pernod Ricard with “www.Accept-Responsibility.org.uk”, as well as Brown Forman with the “Safe-Ride” programme and Bacardi Martini with the European campaign “Champions Drink Responsibly”.

COMMITMENT 6

Before 2008, both The Portman Group and the companies were heavily engaged in promoting responsible drinking to consumers with mass media campaigns, unit wheel calculators, and use of drink’s diary to help people monitor their consumption. All these campaigns were sustained over the years and properly evaluated.



Drinkaware campaigning aimed at the adult target audience supports Government initiatives to promote unit guidelines and promote behaviour changes in the UK population. A key driver is the charity’s website www.drinkaware.co.uk (name on advertising and labels) as well as targeted campaigns. Among others, Drinkaware conducted a campaign in 2008 based on research findings

that found one in six people were concerned by the amount of alcohol they’re drinking at home, based on the number of alcohol bottles and cans they recycle. Post campaign research showed that the campaign resonated with adults and led them to contemplate changing their drinking behaviour.

In 2009, the Campaign for Smarter Drinking, an industry-led body launched “Why Let Good Times Go Bad?” (WLG TGB), starting a five-year commitment to target young adult binge drinking. The campaign, now in its second year, targets 18-34 year old “irresponsible shamefuls”, providing hints and tips at





or near point of sale or point of consumption. The campaign, valued at £20 million per year, uses outdoor media, PR, digital, posters, on-site messaging in both the on and off trade and more than 15 million product units to feature its logo. In its first year, the campaign exceeded expectations in terms of media value promised, and an evaluation done by a third party research house found that 85% of the target audience thought the messages were highly relevant to them with 60% saying they were likely to adopt the tips in future.



As part of its annual behaviour change campaigning aimed at young adults and building off of the WLGTGB activity, Drinkaware partnered with Club 1830, a holiday planning group for young adults to reduce alcohol-related harm during holidays. Offering the same hints and tips as WLGTGB, the campaign reached more than 75,000 holiday goers in Summer 2010 through on-premise materials and both the Drinkaware and Club 1830 websites.

Every year since 2007, the Alcohol Awareness Week (AAW) has taken place in October in Scotland. It involves the industry, Government, health stakeholders and volunteers organisation. A toolkit is available for all participants:



- It sets out key aims and messages for the week, ideas on how to get involved, FAQs, a quiz and tips for healthy drinking and details of the promotional materials available to support the week.
- Promotional materials including posters, flyers, beer mats, tent cards, shelf wobblers, unit measure cups, electronic banners for inclusion on websites and email signatures are also available.
- The campaign is also supported with billboard, radio and TV advertising.

The theme for 2009 was "Get more out of..." i.e. get more out of your day, week, and weekend by drinking responsibly. The strap line for the 2009 campaign was: "Alcohol Awareness Week: what's in it for me?" allowing for the retention of the question mark logo which has been consistent across all the AAW campaigns.

A range of "hints and tips" explaining small simple steps consumers can take to help them drink responsibly is designed to tie into the overall theme. The campaign is supported by a dedicated website www.alcoholawarenessweek.com which provides access to the online toolkit and key campaign information. In the last campaign: 221,100 posters; 232,000 flyers; 94,000 tent cards; 400,000 beer mats and 100,000 unit measure cups were distributed. Almost half of those interviewed remembered the campaign and messages.

Further details can be found in the Drinks Industry Initiatives Brochures 2006 to 2008 and www.drinksinitiatives.eu.



KPMG ASSURANCE REPORT

To the readers of the CEPS Charter Implementation Report 2005-2010.

Introduction

The management of the European Spirits Organisation (further referred to as 'CEPS') has requested us to provide limited assurance on the information in CEPS Charter Implementation Report 2005-2010 (further referred to as 'the Report'). The Report, including the identification of issues to be reported, is the responsibility of the CEPS management. Our responsibility is to issue an assurance report on the information in the Report.

Context and scope

In the Report CEPS describes its members' efforts and progress in relation to the implementation of the CEPS Charter. Our engagement was designed to provide limited assurance as to whether the information in the Report is, in all material respects, prepared in accordance with the internal reporting criteria of CEPS. Procedures performed to obtain limited assurance are aimed at determining the plausibility of information and are less extensive than those performed to obtain reasonable assurance.

Reporting criteria

There are no generally accepted standards for reporting on promoting responsible alcohol consumption. CEPS applies its own internal reporting criteria, being the seven commitments of the CEPS Charter on Responsible Alcohol Consumption as described on page 71 and 72 of the Report. Six commitments have been included in the progress report per country; the seventh commitment relates to the annual progress reporting of the Charter Implementation.

Assurance Standards

We conducted our engagement in accordance with the International Standard for Assurance Engagements (ISAE 3000): Assurance Engagements other than Audits or Reviews of Historical Financial Information, issued by the International Auditing and Assurance Standards Board. Amongst others, this standard requires that the assurance team members possess the specific knowledge, skills and professional competencies needed to understand and review the information in the Report, and that they comply with the requirements of the IFAC Code of Ethics for Professional Accountants to ensure their independence.

Considerations and limitations

Performance data are subject to inherent limitations given their nature and the methods used for determining, calculating and estimating such data. It is important to view the performance data in the context of the explanatory information provided in the paragraph "About this report...". Our review was limited to an assessment of the accuracy of the information on progress made against the commitments. We do not issue an opinion on the suitability of the commitments for reducing alcohol related harm, nor on the effectiveness of the activities undertaken.

Work undertaken

We reviewed the information in the Report, based on:

- a review of the systems and processes used to generate this information;
- a visit to three national member organisations to gain insight into the consistency of the quality of information reported, and into the quality of the reporting controls at CEPS level;
- a review of internal and external documentation and internet sources;
- interviews with CEPS staff;
- a media search for the identification of material issues in relation to the elements of the CEPS Charter on Responsible Alcohol Consumption;
- an appraisal of the Report in its entirety against available and gained knowledge and understanding of the sector.

Following our review we discussed changes to the draft Report with CEPS, and reviewed the final version of the Report to ensure that it reflected our findings.

Conclusion

Based on our procedures performed, nothing came to our attention to indicate that the information in the Report is not, in all material respects, prepared in accordance with the internal reporting criteria of CEPS.

W.J. Bartels

Amstelveen, 27 Oktober 2010
KPMG Sustainability



ANNEX 1: CHARTER ON RESPONSIBLE ALCOHOL CONSUMPTION (NOVEMBER 2005)¹²



The European Spirits Organisation

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E-mail : ceps1@skynet.be www.europeanspirits.org

Brussels, 2 December 2005

CEPS CHARTER ON RESPONSIBLE ALCOHOL CONSUMPTION

INTRODUCTION

Spirit drinks have been enjoyed by European consumers for thousands of years. When drunk responsibly, as they are by the vast majority of consumers, spirit drinks form part of a balanced and healthy lifestyle and make a major contribution to the EU society, culture and economy.

Excessive or irresponsible consumption of spirit drinks, like all alcoholic beverages, may cause harm, not only to the individual consumer but to society at large. The European Spirits Industry has a long standing commitment to responsibility, both through its own actions in marketing its products responsibly, and by its programmes to combat alcohol misuse and to promote responsible consumption by those adults who choose to drink.

The purpose of this Charter is to ensure that this commitment continues and, where appropriate, is reinforced.

THE CHARTER

1. Responsible drinking messages

All CEPS members agree to promote the responsible consumption of spirit drinks. Where permitted under national law, by 2010, 75% of advertising (print including billboards, TV/cinema and website) undertaken by CEPS members will include responsible drinking messages. The form, content and size of the communication will be up to individual CEPS members to decide, but it must be clearly visible to consumers and it is strongly recommended that these decisions are taken in consultation with relevant national stakeholders.

2. Codes of conduct on marketing of spirits drinks

All CEPS members will ensure that no form of commercial communication about their products should encourage or condone the excessive consumption or misuse of spirit drinks or specifically target under age drinkers. All CEPS members fully adhere to the principles enshrined in The Amsterdam Group's Common Standards on Commercial Communications. These principles cover:

- Misuse

1

¹²Six commitments for CEPS members and one additional commitment for the CEPS head office.

- Under-age drinking
- Drinking and driving
- Hazardous activities, workplace and recreation
- Health aspects
- Pregnancy
- Alcohol Content
- Performance
- Social success
- Sexual success

All national codes of conduct in all EU Member States should incorporate as a minimum the principles laid down in these Common Standards by 2010, taking into account the specificities of existing self-regulation mechanisms. Whilst enforcement of national codes can only be down to national law and practise, systems must exist at the national level to ensure compliance amongst CEPS members. CEPS members should also play a role in establishing national systems whereby irresponsible behaviour by non CEPS member spirits producers can be condemned or limited.

3. Product development

Experience suggests that the launch of new products may cause particular public scrutiny. In developing new products CEPS members undertake to do so in a responsible manner and apply the same rules and high standards as those applicable to the marketing of existing spirit drinks.

4. Under Age drinking

CEPS members support an EU wide minimum purchasing age for alcoholic beverages. CEPS members will work closely with national authorities in ensuring that minimum purchasing age legislation is enforced, by contributing, for example to Retail and Server Training Schemes and to campaigns to enhance awareness of the legal drinking age, or in their terms and conditions of supply with retail and hospitality outlets.

5. Drinking and Driving

CEPS members will continue to work with national authorities in ensuring the dangers of drinking and driving are widely communicated, through, for example, supporting drink driving programmes.

6. Education

In order to encourage more effectively responsible consumption of spirit drinks, 'responsible consumption' must be defined. CEPS and its members will work with decision makers and other stakeholders, at the national and where relevant EU level, in agreeing definitions of sensible and dangerous drinking levels and implementing the wide communication thereof.

7. Implementation of the CEPS Charter

CEPS will annually review and report publicly on the progress of implementation of this Charter. On the basis of this annual evaluation, CEPS will:

- identify and propose areas for improvement in those markets where it is required;
- identify best practice and promote it widely.

2

Signed: Brussels, November 2005.



ANNEX 2: LIST OF CEPS MEMBERS IN EU-24 IN 2010¹³

-  **AUSTRIA**
 - › Fachverband der Nahrungs- und Genussmittelindustrie Österreichs – (FNGO)
-  **BELGIUM**
 - › Fédération Belge des Vins et Spiritueux asbl – (FBVS) / Belgische Federatie van Wijn en Gedistilleerd vzw – (BFWG)
-  **BULGARIA**
 - › Association of Producers, Importers and Traders of Spirit Drinks – (APITSD)
-  **CZECH REPUBLIC**
 - › Union of the Czech Spirits Producers – (UCSP)
-  **DENMARK**
 - › Foreningen af Danske Spiritusfabrikanter c/o Pernod Ricard Denmark A/S – (FDS)
-  **ESTONIA**
 - › Alcohol Producers Association – (APA)
-  **FINLAND**
 - › Finnish Food and Drink Industries' Federation – (ETL) / Finnish Alcoholic Beverages Industries' Association – (FABIA)
-  **FRANCE**
 - › Bureau National Interprofessionnel du Cognac – (BNIC)
 - › Fédération Française des Spiritueux – (FFS)
-  **GERMANY**
 - › Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V. – (BSI)
 - › Bundesverband der Obstverschlussbrenner e.V. – (BOVB)
-  **GREECE**
 - › Federation of Greek Distillates and Spirits – (SEAOP)
-  **HUNGARY**
 - › Hungarian Spirits Association – (HSA)
-  **IRELAND**
 - › Irish Spirits Association – (ISA)
-  **ITALY**
 - › Federazione Italiana Industriali Produttori Esportatori e Importatori di Vini, Acquaviti, Liquori, Sciroppi, Aceti ed Affini – (FEDERVINI)

¹³ At the end of 2008, Cyprus & Slovenia resigned from CEPS.



LATVIA

- › Association of Latvian Spirits Producers and Distributors – (LADRIA)



LUXEMBOURG

- › Fédération Luxembourgeoise des Producteurs de Vin et Spiritueux – (FLPVS)



MALTA

- › The Malta Chamber of Commerce, Enterprise and Industry – (TMCCEUI)



THE NETHERLANDS

- › Commissie Gedistilleerd – (CG)



POLAND

- › Polish Spirits Industry – (PPS)



PORTUGAL

- › Associação dos Comerciantes e Industriais de Bebidas Espirituosas e Vinhos – (ACIBEV)
- › Associação Nacional de Empresas de Bebidas Espirituosas – (ANEBE)



ROMANIA

- › GARANT – Federation of Alcohol Industry and Spirits from Romania – (GARANT)



SLOVAK REPUBLIC

- › Association of Manufacturers of Alcohol and Alcoholic Beverages in Slovakia – (AMAABS)



SPAIN

- › Federación Española de Bebidas Espirituosas – (FEBE)
- › Federación de Bodegas del Marco de Jerez – (FEDEJEREZ)



SWEDEN

- › The Swedish Spirits & Wine Suppliers – (SSWS)



UNITED KINGDOM

- › The Gin and Vodka Association of Great Britain – (GVA)
- › The Scotch Whisky Association – (SWA)



EUROPEAN SPIRITS COMPANIES LIAISON GROUP (ESCLG)

- › Bacardi-Martini Ltd
- › Beam Global Spirits & Wine
- › Brown-Forman Beverages UK Ltd
- › Davide Campari Milano SpA
- › Diageo Plc
- › Moët Hennessy
- › Pernod Ricard
- › Rémy-Cointreau S.A.



ANNEX 3: RESPONSIBLE DRINKING MESSAGES (RDM) IN ADVERTISING IN EU-24

COUNTRY	COMMENTS
 Austria	Voluntarily applied by some brands, with an invitation to use the consumer information website address: www.verantwortungsvoll.at
 Belgium	According to a Convention signed on 12 May 2005 by drinks producers, distributors, the SRO (JEP), etc., any form of advertising (cinema, TV, radio, posters, website) must display an RDM for which the positioning, character type and size have already been defined: ▶ Message for beer products: “ <i>Une bière brassée avec savoir se déguste avec sagesse</i> ” (“ <i>Taste our carefully brewed beer wisely</i> ”). ▶ Message for other products: “ <i>Notre savoir-faire se déguste avec sagesse</i> ” (“ <i>Taste our know-how wisely</i> ”).
 Bulgaria	In April 2010, a code of conduct was adopted by APITSD which requires RDM on advertising: “ <i>Consume responsibly</i> ” (in Cyrillic) which is the same message as the consumer information website address www.konsumirai-otgovorno.bg (with latin letters).
 Czech Republic	Voluntarily applied by some brands with an invitation to use the consumer information website address: www.pijsrozumem.cz (enjoy responsibly).
 Denmark	Voluntarily applied by some brands, with an invitation to visit the consumer information website address www.1421.dk .
 Estonia	By law, a health warning statement must appear on advertising.
 Finland	Nearly all member companies of FABIA include an RDM on a voluntary basis where permitted.
 France	Since 1991 (Loi Evin), advertising for alcoholic beverages containing more than 1.2% abv ¹⁴ must include the following message: “ <i>L’abus d’alcool est dangereux pour la santé</i> ” (“ <i>The abuse of alcohol is dangerous to your health</i> ”). In addition, professional guidelines exist on the position, character type and size of the message and the following words added: “ <i>À consommer avec modération</i> ” (“ <i>Consume in moderation</i> ”). Where possible, members are also promoting the consumer information website address: www.2340.fr .
 Germany	As from April 2009, members of the German Association, BSI, include an RDM “ <i>Maßvoll genießen!</i> ” on all their commercial communications which is also the consumer information website address.
 Greece	All advertising must carry the “ <i>Enjoy responsibly</i> ” message. In addition, all ENEAP members display the consumer website address: www.apolafste.ypefthina.eneap.gr .
 Hungary	In March 2007, members of the Hungarian Spirits Association agreed on an RDM “ <i>Minőséget, mértékkel!</i> ” (“ <i>Quality not quantity</i> ”).
 Ireland	Since 2005 MEAS members (i.e. companies and trade associations) agreed to use the following message: “ <i>Enjoy [brand name] sensibly</i> ”: with an invitation to visit www.drinkaware.ie .

¹⁴ Alcohol by volume.

COUNTRY	COMMENTS
 Italy	The Charter of Ethics (June 2010) foresees that all advertising should carry an RDM. The wording has not been defined but the most commonly used is <i>"bevi [brand] responsabilmente"</i> .
 Latvia	By law, a health warning statement must appear on advertising: <i>"Alcohol consumption has a negative impact"</i> .
 Luxembourg	No progress made since the last report: voluntarily applied by some brands.
 Malta	Agreement within the newly adopted code (May 2010) to promote the consumer information website address as an RDM www.drinkawaremalta.com .
 The Netherlands	As from 1 July 2008, the revised STIVA Code requires the use of an RDM on all broadcast commercials and print advertising: <i>"Geniet, maar drink met mate"</i> (<i>"Enjoy, but in moderation"</i>) is included on 100% of all spirit drinks adverts. STIVA has adopted an additional message for people under 16 years old to encourage them not to drink www.alcoholonderde16natuurlijkniel.nl (<i>"alcohol below 16, certainly not"</i>).
 Poland	The Polish Spirits Association (PPS) code of Marketing Conduct for the Polish Spirits Industry includes a provision that all advertisements, promotional and information materials should contain an RDM which may be the consumer information website: www.pijodpowiedzialnie.pl .
 Portugal	Since 2002, all advertising (TV, print, website, excluding radio) should contain the following sentence: <i>"Be responsible. Drink moderately"</i> . As from June 2009, member companies of ANEBE have the option to supplement the message with a reference to the consumer information website www.babacomcabeca.pt .
 Romania	Agreement within the newly adopted code (July 2010) to promote the consumer information website address as an RDM www.consuma-responsabil.ro .
 Slovak Republic	Forum PSR Slovensko adopted a Code of Ethics on 11 June 2010. The last provision invites members to insert an RDM on all advertising and promotion material where possible: <i>"Pi s rozumom."</i> which is in line with the consumer information website www.pijsrozumem.sk .
 Spain	In 2008, members of FEBE adopted a new message: <i>"Disfruta de un consumo responsable"</i> (<i>"Enjoy responsible drinking"</i>). All members of FEBE, representing 95% of all spirits advertising in Spain should include the new slogan in their advertising campaigns. The RDM also became a consumer information website address in 2010: www.disfrutadeunconsumoresponsable.com .
 Sweden	Since 2005, all Swedish alcohol advertisements must have one fifth of their space devoted to a health warning message (11 messages available).
 United Kingdom	There is no industry-wide agreement to display responsibility messages on alcohol advertising. Member companies of The Portman Group (TPG) have agreed to promote the website, www.drinkaware.co.uk on their advertising. Some companies choose to supplement this with a responsible drinking message, the most common being <i>"Please drink responsibly"</i> . As from 1 July 2009 member companies of the Scotch Whisky Association have to include a responsible drinking message of all advertising and print point-of-sale material.



ANNEX 4: SELF-REGULATION SCHEMES IN EU-24

The information provided in this document focuses on three areas of self-regulation for spirit drinks:

- **Self-Regulatory Codes for spirit drinks:** information as to whether there are self-regulation rules in place governing advertising of spirit drinks. When the code owner is a Self-Regulatory Organisation (SRO), this implies the spirits advertising is covered by a specific section of the national self-regulation code. Otherwise the code is owned by the Social Aspects Organisation (SAO) or the CEPS member in that country. This column also provides information on the status of inclusion of the provisions contained in the EFRD Common Standards on Commercial Communications (CS) in the national code, that is, the status of implementation of the CEPS Charter (Charter commitment 2 – codes of conduct on marketing of spirit drinks).
- **Enforcement Mechanism:** information on how the code valid for spirit drinks is being enforced, by which organisation and – in case the organisation is a national self-regulatory organisation (SRO) – what activities they cover.
- **Provisions on Naming, Packaging and Labelling:** are seen as one way to ensure that product development follows the same rules and high standards as those applicable to the marketing of existing spirit drinks. The table below aims to provide information on which countries such rules exist.

COUNTRY	SELF-REGULATORY CODE FOR SPIRIT DRINKS	ENFORCEMENT MECHANISM (TO BE READ IN CONJUNCTION WITH ANNEX 5)	PROVISIONS ON NAMING, PACKAGING & LABELLING
 Austria	<ul style="list-style-type: none"> › Code owner: Österreichischer Werberat (ÖWR) (SRO). › Some provisions of the CS missing, including the provisions the 70/30 media threshold for minors and age of models. 	<ul style="list-style-type: none"> → Code enforced by the SRO (ÖWR). → SRO compliance with EASA Principles for effective self-regulation: all but “own-initiative monitoring”. 	Not mentioned in the code, but the Code of Procedure for complaints defines advertising in a rather broad sense.
 Belgium	<ul style="list-style-type: none"> › Code signatories: Belgian Government, FBVS and other associations. › All provisions of the CS are included except 70/30 media threshold for minors and age of models. 	<ul style="list-style-type: none"> → Code enforced by the SRO (JEP). → SRO fully compliant with EASA Principles for effective self-regulation. 	Not explicitly mentioned but covered by the broad definition of the term marketing in the explanation of the Code’s scope.
 Bulgaria	<ul style="list-style-type: none"> › Code owner: Association of Producers, Importers and Traders of Spirit Drinks – (APITSD). › All provisions of the CS are included. 	<ul style="list-style-type: none"> → Code enforced by the SRO (NCSR). → SRO compliance with EASA Principles for effective self-regulation: all but “own-initiative monitoring”; “copy advice” and “promotional activities”. 	Not covered in code.

	COUNTRY	SELF-REGULATORY CODE FOR SPIRIT DRINKS	ENFORCEMENT MECHANISM (TO BE READ IN CONJUNCTION WITH ANNEX 5)	PROVISIONS ON NAMING, PACKAGING & LABELLING
	Czech Republic	<ul style="list-style-type: none"> › Code owner: Forum PSR (SAO). › The Union of Czech Spirits Producers has not formally subscribed to the Ethical Code of Forum PSR. › All provisions of the CS are in place. 	<ul style="list-style-type: none"> → Code enforced by the SRO (RPR). → SRO compliance with EASA Principles for effective self-regulation: all but “own-initiative monitoring”; “promotional activities” and “consultation on code drafting”. 	Packaging is addressed explicitly in the Ethical Code of Forum PSR.
	Denmark	<ul style="list-style-type: none"> › Code signatories: alcoholic beverages producers, industries, consumers and authorities. › All provisions of the CS included. 	<ul style="list-style-type: none"> → The code is enforced by the Alcohol Advertising board (not part of the SRO network). → The Alcohol Advertising Board complies with the key features for effective self-regulation. 	Not covered in code.
	Estonia	<ul style="list-style-type: none"> › Code Owner: Alcohol Producers Association – (APA). › Some provisions of the CS in place except 70/30 media threshold for minors and age of models. 	<ul style="list-style-type: none"> → SRO under development. 	Not covered in code.
	Finland	Due to the highly restrictive legislative environment, self-regulation is not an important element for alcohol advertising.	<p>Although not specific to the spirits industry, it should be mentioned that self-regulation for advertising is enforced by two bodies:</p> <ul style="list-style-type: none"> → The Council of Ethics in Advertising: considers issues regarding the ethical dimension of advertisements. → The Board of Business Practice: deals with business-to-business disputes about unfair commercial practice, e.g. misleading and comparative advertising. 	



COUNTRY	SELF-REGULATORY CODE FOR SPIRIT DRINKS	ENFORCEMENT MECHANISM (TO BE READ IN CONJUNCTION WITH ANNEX 5)	PROVISIONS ON NAMING, PACKAGING & LABELLING
 France	<ul style="list-style-type: none"> › Code owners: "Entreprise & Prévention" (SAO). › Code compliant with EFRD CS but the 70/30 rule is governed by FFS since a General Assembly decision in 2010. 	<ul style="list-style-type: none"> → Code enforced by the SRO (ARPP). → SRO fully compliant with EASA Principles for effective self-regulation. 	Covered by specific guidelines in the SAO code.
 Germany	<ul style="list-style-type: none"> › Code owner: Deutscher Werberat (DW) (SRO). › All provisions of CS covered through the DW code and the BSI Grundsatzpapier. 	<ul style="list-style-type: none"> → Code enforced by the SRO (DW). → SRO compliance with EASA Principles for effective self-regulation: all but "independent element in jury". 	Covered in the German spirits association (BSI) Grundsatzpapier.
 Greece	<ul style="list-style-type: none"> › The Declaration Plan of Principles and Self-Regulation was signed by the Federation of Greek Distillates & Spirits (SEAOP) and the Association of Alcoholic Drinks Distributors (ENEAP), together with the Ministry of Health. › All provisions of the CS are included thanks to new additions adopted in June 2010. 	<ul style="list-style-type: none"> → Code enforced by the SRO (SEE). → SRO fully compliant with EASA Principles for effective self-regulation as currently expending to Digital Media. 	Now covered by the newly adopted provisions in June 2010.
 Hungary	<ul style="list-style-type: none"> › Code owner: "Önszabalyozo Reklam Testület" (ÖRT) (SRO). › The Hungarian Spirits Association (HSA) has subscribed to the ÖRT code. › All the CS provisions are covered including age for models and media threshold for minors adopted in September 2009. 	<ul style="list-style-type: none"> → Code enforced by the SRO (ÖRT). → SRO fully compliant with EASA Principles for effective self-regulation. 	Article 1 of the code defines its scope as "business practices towards the consumer in general".

COUNTRY	SELF-REGULATORY CODE FOR SPIRIT DRINKS	ENFORCEMENT MECHANISM (TO BE READ IN CONJUNCTION WITH ANNEX 5)	PROVISIONS ON NAMING, PACKAGING & LABELLING
 Ireland	<ul style="list-style-type: none"> › Code owners: Content Code: The Advertising Standards Authority Ireland (ASAI) (SRO). Placement Code: Alcohol Beverage Federation of Ireland monitored by the Alcohol Marketing Communications Monitoring Body (AMCMB) (SRO). Naming, Packaging and Promotions Code: MEAS (SAO). › All the above codes are complementary. › All provisions of the CS are in place. 	<ul style="list-style-type: none"> → Code enforced by SRO and SAO (for naming, packaging and promotions). → SRO fully compliant with EASA Principles for effective self-regulation. → The key principles are also applied by the SAO (MEAS). 	Covered in the MEAS Code.
 Italy	<ul style="list-style-type: none"> › Code owner: <i>"Istituto dell'Auto-disciplina Pubblicitaria"</i> (IAP) (SRO). › All the CS provisions are covered including age of models and media thresholds for minors thanks to the Charter of Ethics adopted in June 2010. 	<ul style="list-style-type: none"> → Code enforced by the SRO (IAP). → SRO compliance with EASA Principles for effective self-regulation: all but "own-initiative monitoring". 	Not specifically mentioned but the term advertising is defined very broadly in the Preliminary and General Rules section of the code. The Charter of Ethics adopted in June 2010 is specifically covering promotion.
 Latvia	<ul style="list-style-type: none"> › Code Owners: Latvian Advertising Association and the Latvian Spirits Organisation (LADRIA). › All provisions of CS covered through both codes. 	No SRO in place but codes enforced by the Board of Ethics (independent jurat panel; copy-avice and online consumer complaints) and by the Council of Ethics.	Covered in regulation and in the code of LADRIA.
 Luxembourg	<ul style="list-style-type: none"> › Code owned by the local SRO (CLEP). › Includes some provisions on alcohol. › Not signed by the Spirits industry. 	The SRO (CLEP) was established in May 2009 and has not yet implemented all the EASA Principles for effective self-regulation.	Not covered in code.



COUNTRY	SELF-REGULATORY CODE FOR SPIRIT DRINKS	ENFORCEMENT MECHANISM (TO BE READ IN CONJUNCTION WITH ANNEX 5)	PROVISIONS ON NAMING, PACKAGING & LABELLING
 Malta	<ul style="list-style-type: none"> › Code owner: The Sense Group (SAO). › The code was revised in May 2010 to include all CS provisions. 	No SRO established but the Broadcasting Authority deals with consumer complaints for TV & Radio advertising.	Covered by the scope of the code.
 The Netherlands	<ul style="list-style-type: none"> › Code owner: STIVA (SAO); the code is included into the broad "Nederlandse Reclame" Code of the SRO (SRC – Stichting Reclamecode). › Code includes all provisions of the CS. 	<ul style="list-style-type: none"> → Code enforced by the SRO (SRC). → SRO fully compliant with EASA Principles for effective self-regulation. 	Covered by the alcohol beverages specific rules.
 Poland	<ul style="list-style-type: none"> › Code owner: Polish Spirits Industry (PPS). › Code adopted in 2006 includes all provisions of the CS. 	<ul style="list-style-type: none"> → Code enforced by the SRO (<i>Rada Reklamy</i>). → SRO fully compliant with EASA Principles for effective self-regulation as currently expanding to Digital Media. 	Not specifically mentioned but covered under the broad definition of advertising within the code.
 Portugal	<ul style="list-style-type: none"> › Code owner: The Civil Institute of Advertising Self-Regulation (ICAP) (SRO). › Almost all CS provisions are in place. › Provisions to be added: age of models & 70/30 media threshold for minors. 	<ul style="list-style-type: none"> → Code enforced by the SRO (ICAP). → SRO fully compliant with EASA Principles for effective self-regulation. 	No provision on naming, labelling and packaging.
 Romania	<ul style="list-style-type: none"> › Code owner: Romanian Advertising Council (RAC-SRO) which includes some CS provisions. › On 22 July 2010, the Romanian Forum for Responsible Drinking (SAO) adopted a specific spirits code which is fully compliant with the CS provisions. The code is to be enforced by the SRO. 	<ul style="list-style-type: none"> → Code enforced by the SRO (RAC). → SRO compliant with EASA Principles for effective self-regulation: all but "own-initiative monitoring" and "appeal procedure". 	Covered by the scope of the newly adopted code.

COUNTRY	SELF-REGULATORY CODE FOR SPIRIT DRINKS	ENFORCEMENT MECHANISM (TO BE READ IN CONJUNCTION WITH ANNEX 5)	PROVISIONS ON NAMING, PACKAGING & LABELLING
 Slovak Republic	<ul style="list-style-type: none"> › Code owner: Slovak Advertising Standards Council (RPR) (SRO) which includes some CS provisions. › On 11 June 2010, members of the Forum PSR Slovensko (SAO) adopted a spirits code which is fully compliant with the CS provisions. The code is to be enforced by the SRO. 	<ul style="list-style-type: none"> → Code enforced by the SRO (RPR). → SRO almost fully compliant with EASA Principles for effective self-regulation as currently expanding to Digital Media. Missing “appeal procedure”. 	Covered by the scope of the newly adopted code.
 Spain	<ul style="list-style-type: none"> › Code owner: “Federación Española de Bebidas Espirituosas” (FEBE). › All CS provisions are in place. 	<ul style="list-style-type: none"> → Code enforced by the SRO (Autocontrol). → SRO compliance with EASA Principles for effective self-regulation: all but “own-initiative monitoring”. 	Naming, packaging and labelling are not specifically mentioned but covered under the broad definition of advertising within the code.
 Sweden	<ul style="list-style-type: none"> › Code owner: Brewers of Sweden, the Association of Swedish Advertisers and Swedish Spirits & Wine Suppliers. › All CS provision are in place. 	<ul style="list-style-type: none"> → Code enforced by AGM (<i>Alkoholgranskningsmannen</i>) in first instance and the Ro (<i>Reklamombudsmannen</i>) in appeal. → SROs almost fully compliant with EASA Principles for effective self-regulation: copy advice is offered by AG. Expanding the scope to digital media is underway. 	Specific restrictions apply for naming, labelling and packaging through the retail monopoly.



COUNTRY	SELF-REGULATORY CODE FOR SPIRIT DRINKS	ENFORCEMENT MECHANISM (TO BE READ IN CONJUNCTION WITH ANNEX 5)	PROVISIONS ON NAMING, PACKAGING & LABELLING
United Kingdom	<p>Code owners:</p> <ul style="list-style-type: none"> › Advertising Standards Authority (ASA): CAP and BCAP codes for broadcast and non-broadcast advertising: general provisions and specific rules on alcohol. › The Portman Group (TPG) code for naming, packaging and promotions of alcoholic drinks (including digital media guidelines since 2009). › The Scotch Whisky Association (SWA) Code. › All codes include all CS provisions and go beyond them in some cases (for example, the media threshold 75/25). 	<ul style="list-style-type: none"> → CAP and BCAP codes are enforced by the SRO – The Advertising Standards Authority – which is fully compliant with the EASA Principles. → The TPG code is monitored by the staff and complaints are dealt with by an independent Jury Panel. An Alert Bulletin is sent to retailers requesting them not to stock products in breach of the code until they are amended. → The SWA code is enforced by an Independent Complaints Panel which has sanctions at its disposal such as the withdrawal of marketing initiatives from the market or the imposition of fines. 	<ul style="list-style-type: none"> → Provisions on naming, packaging and labelling are covered in The Portman Group Code. → Labelling and packaging is explicitly mentioned in the scope and definition of the SWA Code of Practice.

Sources: European Spirits Organisation – CEPS members/ SAOs/ EFRD/ SROs and the European Advertising Standards Alliance (EASA).

Glossary of terms

SRO: Self-Regulatory Organisation: body set up and funded by the advertising industry to apply a code or rules regulating advertising content (for example, see www.easa-alliance.org).

SAO: Social Aspects Organisation: body set up and funded by the drinks industry to promote responsible drinking and to help reduce alcohol-related harm (list available on the EFRD website, see www.efrd.org).

The EFRD Common Standards on Commercial Communications comprise of a set of provisions for responsible marketing which have been endorsed by the European Spirits Organisation – CEPS.



ANNEX 5: SELF-REGULATION ENFORCEMENT ACROSS EU-27

EASA CHARTER COMMITMENTS SUMMARY 2009:

The summary sheet offers a simplified overview of national self-regulatory bodies' implementation of the commitments set out in EASA's 2004 Self-regulatory Charter. It should be read with the

understanding that it does not fully reflect all the particularities of existing effective SR systems in the EU, notably in Germany and Scandinavian countries. For more detailed information on the commitments, please see the EASA publication: Advertising self-regulation in Europe – the Blue Book 5th edition (2007).

Self-regulatory feature	EU 15															
	A	B	DK	FIN	F	DW	WBZ	GR	IRL	I	L	NL	P	E	S	UK
Self-regulatory body	✓	✓	1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Code	✓	✓	✓	✓	✓	✓	n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓
Copy advice	✓	✓	x	✓	✓	✓	✓	✓	✓	✓	x	⇒	✓	✓	x	✓
Own-initiative monitoring	⇒	x	x	x	✓	✓	x	✓	✓	x	x	✓	✓	x	⇒	✓
Free handling of consumer complaints	✓	✓	x	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Online complaints facility	✓	✓	x	x	✓	✓	✓	✓	✓	✓	⇒	✓	✓	✓	✓	✓
Publication of decisions	✓	✓	x	✓	✓	✓	n/a	✓	✓	✓	⇒	✓	✓	✓	✓	✓
Appeals procedure	✓	✓	x	✓	✓	✓	n/a	✓	✓	✓	x	✓	✓	✓	✓	✓
Stakeholder involvement*	✓	✓	2	2	✓	✓	n/a	✓	✓	✓	✓	✓	✓	✓	2	✓
Promotional activity	✓	✓	x	✓	✓	✓	x	✓	✓	✓	⇒	✓	✓	✓	✓	✓
Website	✓	✓	x	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Remit includes DMCs	✓	✓	x	✓	✓	✓	✓	⇒	✓	✓	⇒	✓	⇒	✓	⇒	⇒
*Stakeholder involvement:																
a) Broad consultation in code drafting	✓	✓	2	2	✓	✓	n/a	✓	✓	⇒	x	✓	✓	✓	2	✓
b) Independant element in jury	✓	✓	x	✓	✓	x	n/a	✓	✓	✓	✓	✓	✓	✓	✓	✓

Self-regulatory feature	EU 10										EU 2	
	CY	CZ	EE	HU	LV	LT	MT	PL	SK	SL	BG	RO
Self-regulatory body	⇒	✓	⇒	✓	x	✓	x	✓	✓	✓	✓	✓
Code	✓	✓	⇒	✓	✓	✓	x	✓	✓	✓	✓	✓
Copy advice	x	✓	x	✓	x	✓	x	✓	✓	✓	x	✓
Own-initiative monitoring	⇒	x	x	✓	x	x	x	✓	✓	x	x	x
Free handling of consumer complaints	⇒	✓	⇒	✓	x	✓	x	✓	✓	✓	✓	✓
Online complaints facility	⇒	✓	x	✓	x	✓	x	✓	✓	⇒	✓	✓
Publication of decisions	⇒	✓	x	✓	x	✓	x	✓	✓	✓	✓	⇒
Appeals procedure	⇒	✓	x	✓	x	✓	x	✓	x	✓	✓	x
Stakeholder involvement*	✓	✓	x	✓	x	✓	x	✓	✓	✓	✓	✓
Promotional activity	⇒	⇒	x	✓	x	✓	x	✓	✓	✓	x	⇒
Website	⇒	✓	x	✓	x	✓	x	✓	✓	✓	✓	✓
Remit includes DMCs	x	✓	x	✓	x	✓	x	⇒	⇒	⇒	✓	✓
*Stakeholder involvement:												
a) Broad consultation in code drafting	✓	x	x	✓	x	✓	x	✓	✓	⇒	✓	✓
b) Independant element in jury	⇒	✓	x	✓	x	✓	x	✓	✓	✓	✓	✓

- Key:
- ✓ In place
 - ⇒ In development / Partially in place
 - x Not in place
 - 1 Aspects of advertising self-regulation are in place in Denmark for sectors but there is no general dedicated SRO
 - 2 2 In Scandinavian countries the ICC Code is directly translated and applied. Current ICC policy is being adapted to include non-binding consultation with stakeholders
 - n/a Not applicable – the SRO applies anti-competition law
 - DW** Deutscher Werberat – deals with matters of taste and decency
 - WBZ** Wettbewerbszentrale – applies unfair competition law

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