

The Brewers of Europe's Commitments under the EU Alcohol & Health Forum



Report 2008



The Brewers of Europe
50 years of service, 5000 years of tradition

ABOUT THIS REPORT

This is the first interim report on the implementation of The Brewers of Europe's commitments to the European Alcohol and Health Forum. It covers the first two commitment waves, made in December 2007 and July 2008, and offers the reader an overview of the background, baseline, progress and next steps in relation to the 25 commitments so far filed.

The interim report focuses solely on those initiatives that have been filed as commitments to the European Alcohol and Health Forum under the umbrella of The Brewers of Europe. It therefore neither includes all of the social responsibility initiatives carried out by national brewing associations in Europe, nor does it include those Forum commitments that have been filed directly by brewing companies.

The interim report records the implementation up until 13 November 2008 and each individual commitment report has been compiled and approved by the national brewing association in question, with coordination from the Secretariat of The Brewers of Europe.

An essential part of the process was the involvement of KPMG Sustainability, who were requested to externally verify the interim report. To provide the confidence that the information given and the assertions made were fairly stated, KPMG collected and reviewed, via documents from, and interviews with, the national brewing associations and The Brewers of Europe, the evidence for all the significant claims made in the interim report. This was done on the basis of Prepared-by-Client (PBC) lists, put together by KPMG using the information and the indicators from the 25 commitment forms filed. KPMG then followed up with each commitment filer, to ensure that the evidence was provided for each material statement in the interim report.

The result of this thorough and lengthy process is that this interim report has received independent assurance from KPMG Sustainability.

*Assurance provided by KPMG Sustainability
(See pages 34-35 for details)*

CONTENTS

Executive Summary	4
Foreword by the President	5
Beer and the European Brewing Sector	6
The Brewers of Europe	6
The EU Alcohol and Health Forum	7
The 25 Commitments	8
• Better cooperation and actions on responsible commercial communication	11
• Information and education programmes on the effect of harmful drinking	22
• Information and education programmes on responsible patterns of consumption	23
• Enforce age limits for selling and serving of alcoholic beverages	30
• Promote effective behavioural change among children and adolescents	33
Assurance Report from KPMG Sustainability	34

EXECUTIVE SUMMARY

In June 2007 The Brewers of Europe became a founding member of the European Alcohol and Health Forum. Doing so, Europe's brewers committed themselves to making concrete commitments that contribute to tackling alcohol-related harm. Europe's brewers were not starting from scratch, having already supported and funded over 300 responsibility initiatives over the past 5 years. As for The Brewers of Europe, it is now also stepping up its activities against alcohol-related harm, through the Forum.

When the Forum's database opened in December 2007, The Brewers of Europe filed 14 commitments. This was further added to through a second wave, of 11 commitments, in July 2008. Adding these 25 commitments to the 11 filed by brewing companies, this means that the brewing sector has filed over one third of the commitments so far filed to the EU's Alcohol and Health Forum.

Whilst The Brewers of Europe's 25 commitments do include one major, EU-wide commitment, a key feature of the other 24 is their local element. They are commitments filed by national brewing associations under The Brewers of Europe's umbrella, aiming to help tackle the issues at the national and, often, sub-national level.

The EU-wide commitment focuses on helping to guarantee that self-regulatory systems for beer advertising not only include codes, but also that these codes are operating within effective systems. The Brewers of Europe has committed to 7 operational standards that take, and convert to make them relevant to the beer sector, the components for a best practice self-regulatory model from the European Commission Health and Consumer Protection department's (DG SANCO's) 2006 Report on Self-regulation in the EU Advertising Sector. This EU-wide commitment has been supplemented by a further 12 national commitments on self-regulation and will be further enforced by additional national self-regulatory commitments in 2009.

The other 12 national commitments of The Brewers of Europe work to address issues as important and diverse as:

- De-normalising the binge drinking phenomenon in Finland;
- Knowledge in Italy of the national Association of Obstetricians and Gynecologists' guidance on alcohol and pregnancy;
- Helping to tackle underage consumption in Belgium, Germany, Poland and Romania;
- Discouraging drink-driving in Denmark, Poland and Spain; and
- Promoting responsible consumption in Denmark, the Netherlands and Spain.

A further, key characteristic of The Brewers of Europe's 25 commitments is the number and diversity of partnerships with those wishing to support, finance and associate themselves with the brewers' commitments. Partners include governments at national, local and regional level; national road safety authorities; driving schools; the police; young adult volunteers; health and medical associations; consumer groups; self-regulatory organisations; other NGOs; media; and other parts of the industry.

This local, multi-stakeholder approach taken by The Brewers of Europe was recognised by the European Commission at the meeting of the EU Alcohol and Health Forum's Plenary in November 2008, when an analysis of the Forum commitments so far filed was presented to the Forum members.

Last, but not least, it should be noted that The Brewers of Europe has taken very seriously the emphasis that both the European Commission and the Forum's Charter put on the monitoring of the implementation of commitments. To ensure both an accurate and consistent, but also an independently-verified, reporting of the commitments' implementation, The Brewers of Europe therefore called upon KPMG Sustainability, whose assurance statement, following their detailed involvement throughout the reporting process, is included at the end of this interim report.

FOREWORD BY THE PRESIDENT

Having been elected President of The Brewers of Europe in May 2008, I was delighted to witness the dynamic and constructive role that both The Brewers of Europe and its 26 national brewing associations were playing in the relation to the fight against alcohol misuse.

This is shown clearly in the engagement of The Brewers of Europe in the work of the EU's Alcohol and Health Forum. When I became President, The Brewers of Europe was already the leading committer to the Forum, with 14 commitments, but this impressive figure was added to, less than a couple of months later, with a further 11 commitments.



The Brewers of Europe, its member associations and the thousands of brewers across Europe take the issue of alcohol-related harm very seriously. Throughout the EU's development of a Strategy to support Member States in reducing alcohol-related harm, The Brewers of Europe's message was that "we are part of the solution". I believe that we have demonstrated this in the past, through the large and diverse numbers of responsibility initiatives in which Europe's brewers have been involved, and I am sure that Europe's brewers will continue to demonstrate that we are part of the solution.

On the subject of partnerships, Europe's brewers know that the impact their initiatives can have may be limited unless there are alliances and synergies developed with other parties. We only ask that these partners share our vision, that alcohol misuse must be tackled at the local level, taking account of cultural differences, and that our product not be demonised. It is, after all, alcohol-related harm that we are tackling, not alcohol consumption per se. Through its commitments to the EU Alcohol and Health Forum, Europe's brewers have shown that they are not just willing to do so, but that they are working together in multi-stakeholder partnerships, involving a broad range of different parties and interests. I am very glad that the Commission has recognised this and we also take this as an encouragement to carry on as we have started.

I would also like to mention KPMG Sustainability. It is not always an easy step to open up your files to scrutiny from a third party. But The Brewers of Europe felt that this independent involvement was important, not just to give credibility to the whole exercise, although I certainly hope it does that, but also to ensure that our reporting met the standards laid down in the Forum's Charter.

I would now like to take the opportunity to thank all the national brewing associations, and their company members, that have filed, and are reporting on, commitments to the EU Alcohol and Health Forum. I know that The Brewers of Europe Secretariat has also been working hard on this, but none of this could have happened without the assistance from the Secretariats of the national associations too.

I trust that this interim report is both informative and hopefully an inspiration to both the European Commission and to other Forum members when it comes to identifying good practice in reporting and when exploring potential partnerships for other future initiatives with regard to tackling alcohol misuse.

Next year will I'm sure see further commitments from The Brewers of Europe, but also detailed reporting on some of the national commitments that have been implemented. We are committed to keeping the European Institutions, Member States and all interested parties informed on the progress of The Brewers of Europe in relation to Forum commitments.

Alberto Da Ponte
President

BEER AND THE EUROPEAN BREWING SECTOR¹

An agricultural product

Ever since 6000 B.C. beer has been brewed from natural, wholesome raw materials produced from the land. The four main raw materials from which beer is brewed are malt, hops, yeast and water.

Many different beer styles form an integral part of the brewing traditions. The average alcoholic strength of beer is around 4.5% alcohol by volume (ABV), obtained exclusively from natural fermentation. Some beers though have a higher or lower ABV; for example, 15% of the beer consumed by Spanish people is non-alcoholic beer.

Part of healthy lifestyles

Beer is part of culture and traditions. It has been a staple part of people's diets for thousands of years and, when consumed in moderation, as is done so by the vast majority of drinkers, can form part of a healthy lifestyle. However, excessive and inappropriate beer consumption can be harmful and is associated with many chronic health problems.

A European flagship

European beer sales totalled over 400 million hectolitres in 2005, produced by over 2800 breweries (though this figure is constantly changing as microbreweries spring up across the European landscape). The brewing landscape is characterised by a very large majority of small and medium-sized, family breweries producing around half the total beer brewed, making Europe the home of beer.

A major employer

In Europe (EU 27 + 3), breweries provide jobs for 165,000 employees, whilst around 2.6 million jobs can be attributed to the brewing sector. Each brewery job is matched by 2 jobs in the supplying sectors. Sale of beer in the hospitality sector and through retailers generates considerable employment: an estimated total of 2.1 million jobs in pubs, restaurants and shops.

A contributor to the Lisbon Strategy

The total contribution of the brewing sector to the European economy in terms of value added is 57.5 billion euros per year, comparable to the GDP of the Polish or Austrian economy in the last quarter and equal to around 0.55 percent of total EU GDP. National governments in the EU receive approximately 39 billion euros each year in tax revenues from the production and sale of beer.

THE BREWERS OF EUROPE

The Brewers of Europe currently represents 26 national brewing associations² and around 95% of the beer brewed in the EU. The Brewers of Europe is a founding member of the EU Alcohol and Health Forum and committed to being part of the solution when it comes to tackling alcohol misuse.

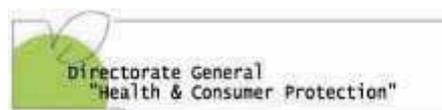
During the past 5 years Europe's 2800+ brewers have supported and funded over 300 responsibility initiatives, mostly at local level and often in partnership with key stakeholders including local authorities, doctors' groups, road safety authorities, NGOs and consumer organisations. We are committed to continuing the sharing of best practice, including within the Alcohol and Health Forum, and the stepping up of activities in line with the EU's strategy to support Member States in reducing alcohol-related harm.

¹ Figures taken from *The Contribution made by Beer to the European Economy*. Ernst & Young. 2006.

² 23 EU countries, plus Norway, Switzerland and Turkey.

THE EU ALCOHOL AND HEALTH FORUM

In October 2006, the European Commission adopted a Communication (soft legislation) calling for an EU strategy to support Member States in reducing alcohol related harm. The priorities identified in the Communication were to:



- Protect young people, children and the unborn child
- Reduce injuries and deaths from alcohol-related road accidents
- Prevent alcohol-related harm among adults and reduce the negative impact on the workplace
- Inform, educate and raise awareness:
 - on the impact of harmful and hazardous alcohol consumption
 - on appropriate consumption patterns
- Develop and maintain a common evidence base at EU level



The Communication also proposed the setting up of an Alcohol and Health Forum to put together experts from different stakeholder organisations and representatives from Member States, other EU institutions and agencies. The Communication stated that the overall objective of this Forum would be to support, provide input for and monitor the implementation of the strategy outlined in the Communication.

In June 2007, the EU Health Commissioner and more than 40 businesses and NGOs set up the EU Alcohol and Health Forum by signing up to its Charter. The Forum now has around 60 members. In order to become a member of the Forum, a business or an NGO has to submit a written commitment to take action, with objectives and information on how the results will be monitored and evaluated.



Furthermore, all commitments are made public through the website of DG SANCO (the European Commission's Health and Consumer Protection department), to facilitate the evaluation of successful initiatives which, in turn, could be examples for other Forum members to follow.

The commitment filing process requires national associations or companies, unless Forum members under the umbrella of a European organisation, to file commitments through their European umbrella. At time of writing, 101 commitments had been filed to the Forum, of which over a third from the brewing sector - 25 from The Brewers of Europe (and its national associations) and 11 from four brewing companies (Anheuser Busch, Heineken, InBev and SABMiller) who are Forum members under The Brewers of Europe's umbrella.

Of course quantity is not everything, and quality of commitments also counts, which is why, in addition to following the Forum's rules in relation to measuring commitment implementation, this report has passed through the assurance of KPMG. Where possible, attempts will also be made to assess the effectiveness of commitments in terms of helping to reduce alcohol-related harm.

To view the Charter of the EU Alcohol and Health Forum, please use the following link:
http://ec.europa.eu/health/ph_determinants/life_style/alcohol/documents/Alcohol_charter2007.pdf.

THE 25 COMMITMENTS

In December 2007, The Brewers of Europe and a number of its Member Associations issued a first wave, comprised of 14 commitments.

In July 2008, The Brewers of Europe and a number of its Member Associations issued a second wave, comprised of a further 11 commitments.

Whilst some of the commitments submitted could be considered under more than one of the Forum priority areas, the table below gives a clear overview of how the commitments so far filed by The Brewers of Europe cover the priority areas identified by the Charter of the European Union's Alcohol and Health Forum, of which The Brewers of Europe became a founding member as a result of the first wave of commitments.

 The Brewers of Europe 50 years of service, 5000 years of tradition	Better cooperation and actions on responsible commercial communication	Information and education programmes on the effect of harmful drinking	Information and education programmes on responsible patterns of consumption			Enforce age limits for selling and serving of alcoholic beverages	Promote effective behavioural change among children and adolescents
			Responsible consumption	Drinking & Driving	Drinking & Pregnancy		
Countries							
EU							
Belgium							
Bulgaria							
Czech Rep.							
Denmark							
Finland							
Germany							
Italy							
Netherlands							
Poland							
Portugal							
Romania							
Spain							
Sweden							
13 Countries	13	1	3	3	1	3	1
			7				

* One beer glass equals one commitment form.

Commitment timetables:

Below you will see the timetables for the implementation and reporting of the different commitments filed by The Brewers of Europe. In relation to this interim report it is therefore important to note that the implementation phase of some of the commitments has not yet begun, whilst others have only recently been carried out, and therefore reporting on the outcomes is less detailed for some than others.

 START DATE	INTERIM REPORTS	END DATE	FINAL REPORT	
Better cooperation and actions on responsible commercial communication				
EU	03/12/2007	13/11/2008 15/06/2009	-	12/04/2010
Bulgaria	03/12/2007	07/08/2008	01/12/2008	10/12/2008
Denmark	03/12/2007	31/12/2008	-	01/01/2010
Netherlands	03/12/2007	31/12/2008	-	01/10/2009
Portugal	03/12/2007	-	-	31/12/2008
Romania	03/12/2007	-	-	30/12/2008
Sweden	01/01/2008	-	-	30/01/2009
Czech Rep.	15/07/2008	31/12/2009	31/12/2010	31/12/2010
Poland	30/07/2008	-	31/12/2008	27/02/2009
	30/07/2008	-	31/12/2008	31/03/2009
	30/07/2008	-	01/07/2009	01/09/2009
	30/07/2008	-	30/07/2009	30/10/2009
Spain	01/01/2009	01/01/2010	-	31/12/2010
Information and education programmes on the effect of harmful drinking				
Finland	02/12/2007	-	31/05/2008	31/05/2008
Information and education programmes on responsible patterns of consumption				
<i>Responsible consumption</i>				
Netherlands	03/12/2007	-	-	06/11/2009
Spain	15/05/2008	-	01/11/2008	15/01/2009
Denmark	15/07/2008	-	-	31/01/2010
<i>Drinking & Driving</i>				
Spain	03/12/2007	-	30/09/2008	01/12/2008
Poland	20/04/2008	-	02/11/2009	07/01/2010
Denmark	17/07/2008	-	30/11/2008	31/01/2009
<i>Drinking & Pregnancy</i>				
Italy	03/12/2007		30/06/2008	31/12/2008
Enforce age limits for selling and serving of alcoholic beverages				
Poland	03/12/2007	31/10/2008	30/10/2008	31/01/2009
Germany	17/01/2008	31/12/2008	-	31/12/2009
Belgium	15/07/2008	30/06/2009	31/12/2010	31/12/2010
Promote effective behavioural change among children and adolescents				
Romania	03/12/2007	-	-	30/12/2008

Multi-stakeholder partnerships in the Forum commitments:

The table below shows the value that The Brewers of Europe and its members attach to working together in partnerships with stakeholders from a wide range of backgrounds. In the case of each committing association we have looked at the partners that are assisting them with the implementation of their commitments and attempted to synthesise and give an overview of the situation. Further information can obviously be found in the individual chapters related to each commitment.

	Partners engaged by Brewers so far in the 25 commitments to the Forum														
	National governments	Local and regional authorities	Road safety authorities	Police Authorities	Other Civil society individuals	Young adults (18-30)	Health and medical associations	Consumer Groups	Self-regulatory organisations	Other NGOs	Other alcoholic drinks producers	Horeca, Retail, Distribution	Agencies and Media	Other industries	Other
Countries															
EU									🍷					🍷	🍷
Belgium												🍷			
Bulgaria					🍷			🍷	🍷				🍷	🍷	
Czech Rep.								🍷					🍷		
Denmark					🍷	🍷	🍷	🍷			🍷	🍷	🍷	🍷	
Finland					🍷							🍷	🍷		
Germany															🍷
Italy	🍷							🍷							
Netherlands								🍷		🍷		🍷			🍷
Poland	🍷	🍷	🍷	🍷	🍷	🍷		🍷	🍷			🍷	🍷		
Portugal								🍷				🍷	🍷		
Romania	🍷			🍷	🍷			🍷				🍷			🍷
Spain	🍷	🍷	🍷			🍷		🍷	🍷					🍷	🍷
Sweden					🍷						🍷				
13 Countries	4	2	2	2	6	3	3	3	8	1	3	4	7	5	5

All the commitments filed by The Brewers of Europe have some element of partnership, stretching to some extremely broad-based coalitions, dependent often on the issue that the commitment is aiming to tackle. This large variety of partnerships demonstrates the innovation and diversity of initiatives in which brewers have sought to engage and also should provide inspiration to other Forum members wishing to engage in similar programmes.

BETTER COOPERATION AND ACTIONS ON RESPONSIBLE COMMERCIAL COMMUNICATION

Within the first wave of commitments from The Brewers of Europe to the Alcohol and Health Forum was one EU-wide commitment to build upon its experience and support its Members in further optimising the effectiveness of the systems for self-regulating responsible commercial communications for beer.



Background and baseline

Before going into any details it is essential to understand the role of both brand advertising and of self-regulation of commercial communications. Brewers advertise their brands in order to convince consumers to consume one beer brand rather than another. Neither the aim nor the result of brand advertising is to increase overall beer consumption.

Brewers do though understand that they have a moral obligation to follow certain ethical standards when advertising. This self-regulation includes, for example, a commitment neither to target advertising at minors, who are legally not allowed to purchase the product, nor to promote or encourage excessive consumption; in other words, behaviours that can lead to health harms. However, self-regulation cannot be expected to solve complex issues such as alcohol misuse and underage consumption. Consequently, self-regulation must not be judged on its capacity to reduce alcohol misuse.

However, this commitment was chosen by The Brewers of Europe in response to a clear call in the Commission's Communication for economic operators, the brewing sector included, to conduct commercial communications in a responsible manner.

THE 7 OPERATIONAL STANDARDS	
Full Coverage	<i>All Communications</i>
	<i>All Actors</i>
Code Compliance	<i>Letter & Spirit</i>
	<i>Copy Advice</i>
Complaints Jury	<i>Independent Members</i>
	<i>Independent Chair</i>
Speed	<i>Fast decisions</i>
	<i>Immediate removals</i>
Sanctions	<i>Act as a deterrent</i>
	<i>Credible</i>
Consumer Awareness	<i>Complaints System</i>
	<i>Jury Decisions</i>
Self-Monitoring	<i>Systematic & Ongoing</i>
	<i>Regular Review</i>

In 2003 The Brewers of Europe prepared Guidelines for Responsible Commercial Communications, whilst in 2004 an internal manual was prepared to assist brewers with interpretation and implementation of the guidelines into national codes. Workshops were organised by The Brewers of Europe for national brewing associations and companies in October 2003, September 2004 and lastly in March 2007, where initial discussions took place with regard to the development of Forum commitments in relation to self-regulation. Whilst shortly prior to the submission of a Forum commitment on self-regulation, The Brewers of Europe approved 7 operational standards for increasing effectiveness of self-regulatory systems.

Progress

The 7 Operational Standards have now been expanded into a detailed set of standards that are a translation for the brewing sector of the basic components for a best practice self-regulatory model on advertising, as outlined in the DG SANCO report on Self-Regulation in the EU Advertising Sector ("Advertising Roundtable").

These expanded standards have been provided to national associations to assist them with benchmarking their systems and guide them in the development of national action plans for meeting the standards.

The Brewers of Europe also organised in March 2008 its fourth workshop on self-regulation, attended by 10 national brewers associations, plus a number of brewing companies and self-regulatory organizations (SROs). A point on self-regulation has also been taken up at all the meetings of The Brewers of Europe's Executive Committee and Secretaries General in 2008, to facilitate the implementation of national action plans, including through exchange of best practice on how to meet the standards.

Associate partners on The Brewers of Europe's commitment are the European Advertising Standards Alliance (EASA) and the World Federation of Advertisers (WFA), with whom close contact has been maintained,



including through joint outreach towards national markets where the national SRO and the brewers need to work together to upgrade the systems. This enhanced cooperation is reflected in the fact that 9 out of the brewers' 12 national commitments filed in relation to marketing self-



regulation have involved joint efforts engaging both the brewers' association and the national SRO. Whilst over the last year The Brewers of Europe has moved closer to the implementation of its Alcohol and Health Forum commitment, EASA has too continued to make progress on the implementation of its own Charter commitment to increase the coverage, in each country across Europe, of effective advertising self-regulatory systems. This is also based on the best practice model agreed by the aforementioned EU Advertising Roundtable.

The fact that 6 more commitment forms were added in the second wave to the original 7 is one of the outputs of The Brewers of Europe's commitment. In relation to this commitment, 9 brewing associations have now made national commitments to the Forum in the field of responsible commercial communications.

Collating inputs with a view to reporting back to the Forum on progress has proved a tricky task, due in part to the difficulty in ensuring consistency across the assessment of the different systems. However, The Brewers of Europe has attempted to present, and will continue to do so, a state of play for beer advertising self-regulation that is clear, not misleading, and in line with the criteria being used for measuring other self-regulation systems.

Next steps

The Brewers of Europe, with the full support of its President, is now working hard to ensure that there are further action plans developed and subsequent Forum commitments from other national brewing associations in the field of self-regulation of commercial communications.

In this light, the next self-regulation workshop is planned for early December 2008, where the main focus will be on how best to address the challenges in relation to fulfilling the 7 operational standards.

Bulgaria



Aligning with The Brewers of Europe's 7 recommended operational standards for national self-regulatory action plans, the Union of Brewers in Bulgaria (UBB) has committed to developing and putting in place all the necessary procedures.



Background and baseline

In 2005 the UBB became the first business organisation in Bulgaria to publicly sign up to a code for responsible commercial communications. In March 2007 the UBB, not yet members of The Brewers of Europe, attended the third workshop on self-regulation of beer advertising.

Progress

🍷 An Independent Arbitration Jury for public complaints has now been established to protect society and ensure transparency of procedures and decision-making. Jury members include co-chairmen - representatives of the Bulgarian Consumers' Federation, an independent university professor, the Association of Advertising Agencies and the Media Association.

🍷 UBB procedures have been put in place for copy advice and recommendations for voluntary modification/withdrawal of any TV, radio, press and billboard adverts. A 3-member independent copy advice jury helps to reduce the risk of rule infringements and enable the UBB to offer a system through which offending advertisements do not reach consumers and public interest is protected.

🍷 UBB procedures have been put in place for obligatory post-monitoring of TV, radio, press and billboard adverts. For better application and coordination, UBB advertisers must inform the UBB Secretary General, beforehand, of the start date of any commercial campaign for beer.

🍷 To generate consumer awareness of the new system, 3 press conferences were organised in January, April and July and attended by over 60 journalists, the Association of Advertising Agencies, the Association of Bulgarian Radio and TV Broadcasters (with whom a memo of understanding for UBB Code compliance was also signed), and the CEOs and marketing managers of all UBB members.

🍷 To increase consumer and governmental institution awareness, in June 2008 UBB spread, via a national newspaper, 3000 copies of a 16-page brochure dedicated to the UBB Code and self-regulatory good practice. The UBB's good practice in self regulation was covered by over 65 publications in national newspapers and electronic media, TV channels, interviews and special information by the Bulgarian National Radio (BNR), meaning an estimated 120 000 citizens have been impacted. In July, a special campaign was broadcast via the BNR, where UBB's self-regulatory initiatives were communicated on air under 4 themes, every Saturday, from 11.30 to Midday.

🍷 In the framework of the UBB project, with the support of the Bulgarian Association of Industry (BIA) and the Association of Bulgarian Advertising Agencies, UBB organised 3 roundtable discussions and 2 seminars to help spread UBB's self-regulatory good practice model among over 35 Bulgarian branch associations, NGOs and governmental institutions. The events were attended by 370 persons. The European Advertising Standards Alliance (EASA) participated as guest lecturers at the April and May events, where the hosts were BIA, UBB and the Association of Bulgarian Advertising Agencies.



🍷 A special reference book has been published that includes detailed information on brewers' self-regulatory practice, the UBB's system, its role in protecting consumers' interest, and other Alcohol and Health Forum initiatives. The book has been circulated to 400 representatives of governmental institutions, consumer organisations, NGOs and branch organisations.

Next steps

The initiatives and results of copy advice, sanction recommendations, and post-monitoring will be publicly announced at least yearly at UBB press conferences, and the results available on request.

Denmark



Putting in place a distinct, easily accessible website to further enhance public awareness in Denmark of the existing rules and procedures that are part of the system of the Danish Common Standards for Commercial Communication for Alcoholic Beverages. This commitment from the Danish Brewers Association constitutes a further step towards implementation of The Brewers of Europe's "7 operational standards".



Background and baseline

Since 2000 the Alcohol Advertising Board has been ensuring that the code of practice for marketing alcoholic beverages in Denmark is enforced. The Board is chaired by an independent chairman, attorney Ejvind Sandal, and the Danish Consumer Council as well as The Danish Brewers' Association, are permanent members of the Board. The Danish Consumer Agency has a fixed observer status on the Board. The members represent the industry, the consumers, the retail, the restaurants and the advertising industries.

Individuals, companies or organisations can make a complaint to the Alcohol Advertising Board if they believe that marketing of alcoholic beverages fails to observe the marketing code for alcoholic beverages. The Alcohol Advertising Board can choose to bring up cases on its own initiative.



Progress

A website was set up in 2008 to facilitate the task of consumers who wish to complain about marketing practices that they feel breach the codes laid down.

The website includes:

- Information on the code, complaints board and more.
- An on-line access form to complain.
- The complaints decided upon.
- A shortened English version of the site.
- An e-newsletter.

Additionally, 5000 small handbooks have been produced to draw consumers and interested stakeholders towards the website and to further increase knowledge of the code, the system for regulating advertising for alcoholic beverages, the website and the capacity for consumers to complain. The website can be seen at <http://www.alkoholreklamaevnet.dk/>.

Next steps

In Spring 2009 the Danish Brewers plan:

- That the independent chairman of the Alcohol Advertising Board will henceforth offer, free-of-charge, a non-binding copy advice service.
- To have all beer advertisements over a two-month period independently monitored, for their conformity with the Common Standards, by the Advertising Association, whose report will be submitted to the Danish Brewers and the secretariat of the Alcohol Advertising Board.
- To fund a campaign by the secretariat of the Alcohol Advertising Board to increase consumer awareness of the system.



Netherlands



This commitment pertains to the third-party monitoring and evaluation by KPMG of all activities performed by STIVA, the Dutch Foundation for the Responsible Use of Alcohol, of which the Centraal Brouwerij Kantoor (CBK) is a founding Member. This expands on the implementation of



The Brewers of Europe
50 years of service, 5000 years of tradition

The Brewers of Europe's commitment entitled: "Commercial Communications for beer: The Brewers of Europe's 7 operational standards".

Background and baseline

CBK and STIVA have a long-lasting history of self-regulation of commercial communication and social responsibility related programmes dating back to 1978. Annual reports are available on request to provide further information.



Since its inception, STIVA has, among other issues, been responsible for the self-regulation of the commercial communications of the Dutch producers and importers of beverages containing alcohol.

Progress

Following the launch of the EU Alcohol and Health Forum, KPMG Sustainability issued, in October 2007, the first assurance report on STIVA's activities, including in the field of self-regulation. This assurance report was conducted in accordance with the ISAE (International Standard on Assurance Engagements) 3000 Standard.

With particular reference to self-regulation of commercial communications, this commitment has enabled the CBK to draw lessons and report back to the Alcohol and Health Forum on the following:

- 📌 A new Code that came into effect on 1st July 2008 emphasises specifically the importance of the spirit of the Code.
- 📌 Since 1st September 2008, the requests for optional copy advice are being monitored (to note that copy advice from the SAO committee is mandatory for TV and radio).
- 📌 On behalf of CBK, STIVA urged the Dutch SRO to speed up the complaints procedure and the SRO is now working on the introduction of a faster process.
- 📌 The absence of middle-long term paper is now being taken care of.
- 📌 A further manual for the copy advice committee is being developed.

Links to further information relating to the commitment include:-

- 📌 www.cbk.nl;
- 📌 www.stiva.nl.

Next steps

- 📌 Non-official questions about the Dutch Alcohol Advertising Code will be monitored and a report made upon STIVA's findings.
- 📌 At least 4 in-house briefings/presentations at marketing departments of brewing companies will be carried out, plus there will be a national workshop.
- 📌 In 2009, the Code celebrates its 30th anniversary and activities such as national and international meetings are planned to commemorate this and to re-explain the significance of the Code.



Portugal



The Portuguese Brewers committed to the development of the self-regulation system through further key elements, including copy advice, an enhanced review mechanism for the beer code, and systematic monitoring. It is a step towards the implementation of The Brewers of Europe's European commitment entitled "Commercial communications for beer: The Brewers of Europe's 7 operational standards".



The Brewers of Europe
50 years of service, 5000 years of tradition

Background and baseline

The Portuguese Brewers consider the responsible advertising, marketing and promotion of beer as one of their main priority areas for action. After a beer specific code was adopted in 2006, in cooperation with the Portuguese retail and hospitality representative organizations, a protocol was agreed in May 2007 between the Portuguese Brewers and ICAP (Instituto Civil da Autodisciplina da Publicidade), the Portuguese Self-Regulatory Organisation, to ensure that the beer code was managed through the ICAP's system.



ICAP
INSTITUTO CIVIL DA AUTODISCIPLINA DA PUBLICIDADE

Importantly, beer advertising is now judged by an independent jury set up by the ICAP. A vital element for effective self-regulation is to ensure that consumers are made aware of the possibility to comment on commercial communications, file complaints if they so wish and receive feedback on the functioning of the self-regulatory system in place. Hence the wish of the Portuguese Brewers to focus on this important consumer awareness element in 2008.

Progress

By joining ICAP, and following the setting up of the EU Alcohol and Health Forum, the Portuguese Brewers focused on further establishing the above system, enhancing Portuguese consumers' awareness of the system and reporting on progress.

- ☛ In 2007/2008 a press conference was organised on self-regulation and code brochures have been disseminated in seminars, attached to brewers' newsletters and distributed in meetings with other stakeholders and the government.
- ☛ Under the May 2007 protocol agreement between ICAP and the Portuguese Brewers, ICAP made a copy advice service available to brewers. So far in 2008, advice given to brewers represents around 6% of all requests.
- ☛ Since September 2007, ICAP has been systematically monitoring all beer advertising shown on TV and, in the last 3-month report, it can be seen that two advertisements were referred to the ICAP's independent jury.

Next steps

In 2009, the Portuguese Brewers will:

- ☛ Organise a self-regulation workshop particularly targeted towards its brewer members;
- ☛ Deliver at least two media press releases about the beer self-regulation system in order to further enhance consumer awareness;
- ☛ Establish a roadmap with ICAP to extend the systematic, ongoing monitoring of beer advertisements also to non-TV beer advertising.

Romania



The Brewers of Romania's commitment aims to develop a national action plan for implementing all of The Brewers of Europe's 7 recommended operational standards. This activity is therefore part of The Brewers of Europe's commitment to establish further accountable self-regulation systems for commercial communications for beer.



The Brewers of Europe
50 years of service, 5000 years of tradition

Background and baseline

The Brewers of Romania's members signed their first Code of Commercial Communication in 2005 to demonstrate their commitment to actively promote the highest ethical standards in commercial communication and safeguard consumers' interests.

This Code applies to all forms of commercial communications including: advertising, sponsorship, outdoor events, promotions (on-premise & off-premise), website content, consumer PR, merchandising, point-of-sale materials, packaging and labelling claims, for all beer brands produced by the Brewers of Romania's members.

In particular the Code regulates such important aspects as: responsible drinking, underage drinking, driving after drinking, alcohol content presentation, social and sexual success, health claims and association with hazardous activities.

Progress

The Brewers of Romania have become a member of the Romanian Advertising Council (RAC) and, to help them to meet their Forum commitment, the Romanian Brewers code's integration into the RAC code was approved in December 2007 by a vote at the RAC's General Assembly.



In March 2008 a protocol was agreed between the Brewers of Romania and the RAC with regard to the further development of the self-regulation process. The RAC's ethical committee is now the independent, external jury looking at the compliance of beer advertising with the self-regulation code. So far, no advert has been found non-compliant with the code.

Despre noi

Ce este RAC
Consiliul Roman pentru Publicitate este o organizatie profesionala, non-guvernamentala, non-profit, independenta, infiintata in anul 1995, cu scopul de a sprijini dezvoltarea in Romania a unui mediu de afaceri decent si etic, prin intermediul Codului de Practica in Publicitate pe care l-a elaborat.

Ce insemnanta are sa intram in RAC
Consiliul Roman pentru Publicitate doreste sa devina sectorul de publicitate din Romania transparent, in cadrul legal existent, un sistem etic de autorreglementare in domeniu, in spiritul cooperarii totale si sa asigure protectia consumatorilor de publicitate si a publicitatii, in general, intr-o maniera eficienta si pozitiva.

De ce noi am ales sa ne alinam la RAC
Ceea ce ne-a facut noi un pas spre reglementarea domeniului publicitatii, autoritatea ar fi fost-o, cu siguranta, in acest mediu, din nefericire, anevoie ca autoritatea statului nu beneficiaza de competenta unor specialisti credibili dintr-un domeniu publicitar si acest lucru poate conduce la un potential impact negativ asupra pietei legislative/reglementarelor din domeniu si mai ales la implementarea acestora. In cele mai multe tari europene functioneaza cu succes sistemele de autorreglementare si de aceea credem ca un astfel de sistem trebuie dezvoltat si in Romania.

Cine sunt membrii RAC:

Care sunt beneficiile aderarii la RAC:

- Autoritate in relatia cu printr-un statut
- Promovarea intereselor membrilor
- Informare rapida si prompta in domeniul publicitatii
- Mediu de afaceri sanatos celui de consumator, al celui in ceea ce priveste publicitatea
- Alinarea la tendinta generata: autorreglementare in domeniu

Mesaje catre:

- Agentii
- Media
- Consumatori

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Next steps

From December 2008 the reflection process will begin on further developments that may need to be made to the Romanian system for self-regulating beer commercial communications, to bring the system into line with The Brewers of Europe's 7 Operational Standards.

Sweden



Brewers of Sweden have committed to further enhancing public awareness of the self-regulatory system, and particularly the means through which a consumer can complain about an advertisement. This commitment is a step towards the implementation of The Brewers

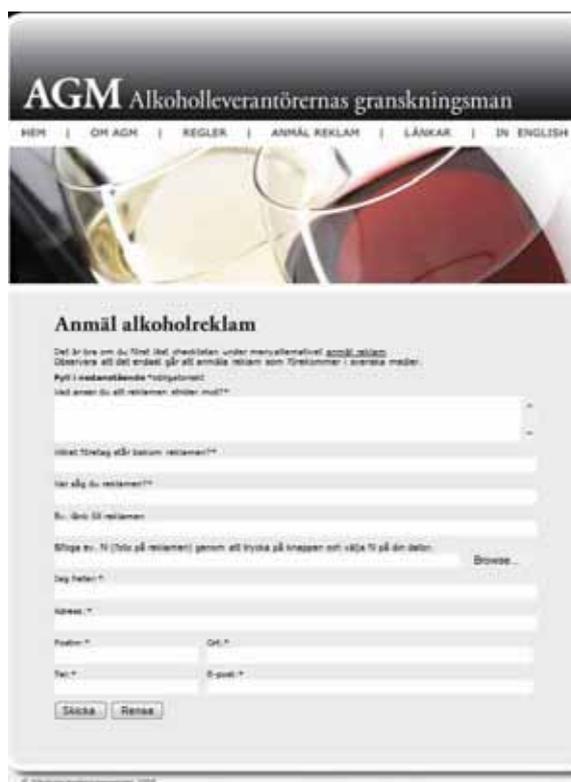


of Europe's commitment entitled "Commercial communication for beer: The Brewers of Europe's 7 operational standards".

Background and baseline

In Sweden the scope for self-regulation is severely limited by the fact that, since 1994, the Alcohol Act has banned all advertising for alcoholic beverages over 2.25%ABV (alcohol by volume). Since 2003, however, alcoholic beverages under 15%ABV can advertise in periodicals and other journals. Additionally, the Alcohol Act lays down rules for the content of the permitted advertisements.

The existing system included a Scrutineer who independently ensures that member companies observe the Alcohol Act and the shared recommendation in their information, marketing and market conduct. The Scrutineer does this by monitoring continuously member companies' marketing and information activities.



Progress

In March 2008, a website in Swedish and English was designed and launched, to inform consumers about the system regulating commercial communications for alcoholic beverages. This website also provides an easy-to-use form and guidance for consumers who may see drinks' advertising and to issue a formal complaint towards the Scrutineer. The Scrutineer's case assessment then includes drafting, considering and making decisions on issues raised in connection with market monitoring or after an application from an authority, company or individual.

The website can be seen at <http://www.alkoholgranskningsmannen.se/index.asp>.

Czech Republic



CBMA fully supports the commitment of The Brewers of Europe to further strengthen self-regulation systems and intends to contribute to its implementation via the upgrading and coordination of the two existing self-regulation systems in the Czech Republic.

This commitment is a step towards implementation of The Brewers of Europe's European commitment on the 7 operational standards by upgrading the Czech self-regulatory system for beer advertising in line with some of the standards: Full code coverage (all brewers - all practitioners); Fast procedure (quick jury decision); Consumer awareness (awareness of the self-regulatory system).

Background and baseline

The Czech Beer & Malt Association (CBMA) policy of responsible business conduct regarding alcohol was developed in 2003. All 30 CBMA brewer members are committed to running their commercial communications according to the Ethical Code.

Since 2007 the codes of the Rada Pro Reklamu (RPR) - the Czech Advertising Standards Council, and the CBMA have been compatible:

- The CBMA Ethical Code, which controls and handles complaints from companies within the CBMA.
- The general advertising self-regulation system run by the RPR and based on the Advertising Act,

Progress

Building on this new partnership with the RPR the CBMA has:

- Since July 2008, been informing its members regularly on complaints and decisions, also using the e-Pivo newsletter and web-pages for this reason;
- Informed the public and consumer protection organisations on CBMA activities in the field of self regulation and on the fact that RPR is open for complaints about beer advertising from the general public.



Next steps

The CBMA will:

- Organise on 12 November 2008 a seminar on self-regulation for the marketeers of brewing companies and advertising agencies working for the brewing companies;
- Work to decrease the number of industrial breweries not running their commercial communications according to the Ethical Code;
- Organise further seminars for the marketeers of brewing companies and advertising agencies at least once a year;
- Help to improve the procedure by which the RPR's Arbitration Council reaches decisions, with the aim to use frequently the "per rollam" method in order, from 2009, to reach decisions in two weeks;
- Continue to inform the public and consumer protection organisations, particularly utilising the occasions of the twice-yearly press conferences focused on social responsibility, on CBMA and RPR activities in the field of self regulation and on the possibility to complain.

Poland



The signatories of the Polish Brewers (Union of the Brewing Industry Employers in Poland - ZPPP) Code have decided to improve the existing self-regulatory system by upgrading the Code and joining the Rada Reklamy, which is a Polish self-regulatory organisation (SRO). This commitment, split into 4 to incorporate all the necessary elements, is a further step towards implementation of The Brewers of Europe's 7 operational standards.



The Brewers of Europe
50 years of service, 5000 years of tradition

Background and baseline

Until this year brewers in Poland had been working within the self-regulation framework of the Polish Brewers' Code. To process complaints, there was a committee chaired by an independent lawyer, but composed only of brewer representatives and one representative from the public television. No time limits were set for processing complaints and these complaints could only be filed by signatories and no free copy advice existed. The Code did not cover all forms of commercial communications, the only media participating was public television and 10% of the beer market was not covered.

Progress

In order to ensure independent judgements and fast procedures for processing complaints:

- ✦ In July 2008 the upgraded Code was introduced into the Code of Ethics of the Rada Reklamy, which accepts complaints from anyone and whose jury is wholly independent from the brewing industry,
- ✦ A brewer company must now respond to a notification of a complaint in writing within 14 days, the Council then has to set up a jury within 4 days and the judgment must be passed within 10 days.

In order to expand the scope of communications covered by the system:

- ✦ The upgraded Code now covers further types of communication (i.e. packaging, promotions, sponsorships, comparative advertising, direct marketing etc.), and since July 2008 it has been included as an additional special alcohol regulations chapter in the Code of Ethics of the Rada Reklamy;
- ✦ Brewers and media not yet engaged in the system have been invited to sign up to the Rada Reklamy.



Next steps

In order to build an adequate understanding of both the letter and spirit of the Code, and help to reduce cases of non-compliance, Polish Brewers will:

- ✦ Organise training workshops for 20 marketing practitioners so they can subsequently educate their marketing teams (1st Q of 2009);
- ✦ Invite third party organisations for consultations on improvements (October – November 2009);
- ✦ Set up, in cooperation with the Rada Reklamy, a free, fast and confidential copy advice service available to brewers in Poland (October 2008).

In order to ensure improved public awareness of the possibility to file complaints against marketing communications for beer:

- ✦ A publicity campaign (incl. press conference, press release, media interviews etc.) will be run and a consumer poll will be conducted before and after to measure awareness (1st half of 2009);
- ✦ Consumer info-lines and websites of all brewer signatories' and Polish Brewers will contain relevant details and links for filing complaints (in line with a publicity campaign);
- ✦ 8 key consumer organisations will be informed officially about the complaints procedure (in line with a publicity campaign).

Spain



Cerveceros de España has recognised the need to adapt its system. The commitment outlined below is therefore the social responsibility of the Spanish brewing sector towards consumers in general and in accordance with The Brewers of Europe's 7 Recommended Operational Standards.



Background and baseline

In 1995 Cerveceros de España and the brewing sector reached an unprecedented agreement in Spain, whereby all Beer Commercial Communications would be created with a sense of Social Responsibility and systems would be put in place to ensure that no communications transgressed the limits of human ethics, dignity and integrity. Through the experience acquired over thirteen years it has been necessary to adapt this framework to ongoing developments, through the incorporation of ideas that were initially not considered or not relevant. The situation pre-commitment includes that:

- ☛ All communications are covered except internet and mobile phones, and all brewers and practitioners are included.
- ☛ One independent consumers' organisation (Confederación de Consumidores y Usuarios - CECU) was present in the Jury
- ☛ No time limit was laid down for decisions following complaints.
- ☛ Awareness of the system (including complaints procedure) was maintained thanks to the websites of Cerveceros de España, CECU, UCE and the Spanish self-regulatory organisation (Autocontrol).
- ☛ A joint annual monitoring report was produced by Cerveceros de España, CECU and Autocontrol.



Progress

This commitment is due to start on 1 January 2009.

Next steps

By 2010:

- ☛ The Code will also cover digital communications (internet & mobile phones).
- ☛ New measures will be developed in relation to minors and digital communications (web/sms/chats).
- ☛ Confidential copy advice will be offered for brewers' television commercials.
- ☛ A second independent consumer organisation (Unión de Consumidores de España - UCE) will be on the jury.
- ☛ A 15-day deadline will be in place for decision making, then 10 days for removal/modification.
- ☛ The reasoning and conclusions of the Jury will be published on the websites of UCE, CECU and Cerveceros de España.
- ☛ UCE will also contribute to the joint annual monitoring report.
- ☛ No advertising shall show main actors below 21 years old consuming beer or promoting consumption.
- ☛ Companies will reinforce the message of the "La Carretera te pide SIN" campaign in some commercial communications.



INFORMATION AND EDUCATION PROGRAMMES ON THE EFFECT OF HARMFUL DRINKING

Finland

"Drunk, You're a fool!"



The Finnish brewers decided to widen their responsibility actions to target also harmful drinking habits through a campaign that aimed to make young adults stop and think about their own use of alcohol, while at the same time sparking off wider debate about Finnish drinking habits.



Background and baseline

Health campaigns in Finland have traditionally focused on the effects of drinking on health, whilst alcohol abuse and binge drinking had been condoned by society in general to far great an extent. Furthermore, the new EU strategy to support Member States in reducing alcohol-related harm and the decision to set up an Alcohol and Health Forum were results of the Finnish Presidency of the EU in 2006.

Progress

As a consequence of the continued tolerance of binge drinking in Finland and the political decisions



mentioned above, notably the setting up of the Forum, the Finnish brewers decided to widen their responsibility actions to target also harmful drinking habits. The new "Drunk, You're a fool" education campaign was therefore devised at the end of August 2007.



The initiative was carried out nationwide in Finland, starting during the autumn 2007. It was organised in co-operation with some of the leading media corporations, restaurants, digital media companies

and external academic researchers.

The campaign is targeted primarily at 18-30-year-old adults and aimed both to challenge individuals to think personally about their drinking habits and to spark off debate on Finland's binge drinking culture.



The bulk of the campaign is focused strongly on the Internet but this has also been advertised through ads in other media channels. To see more of the campaign, please visit <http://www.kannissaoletaalio.fi>.

Next steps

An essential part of this initiative was the evaluation of the bulk of the campaign by a set of highly reputed, independent, academic researchers. The independent academic evaluation of the campaign will be published in November 2008. It is hoped that this campaign might become a pilot for a whole new style of alcohol education schemes in countries where the binge drinking has become a behavior condoned by society.

INFORMATION AND EDUCATION PROGRAMMES ON RESPONSIBLE PATTERNS OF CONSUMPTION

Responsible consumption

Netherlands

Information material on responsible drinking patterns



The Dutch brewers (via CBK) wished to play a role in helping professionals to be better informed about the Dutch Health Council's guidelines on responsible drinking (2006).

Background and baseline

Dutch Brewers and the CBK have long advised Dutch adults to drink beer responsibly. Indeed, since 1990 many (since 2005 all) beer commercials carry a message to drink in moderation. Via STIVA (The Dutch Foundation for the Responsible Use of Alcohol) they inform the public, including via their website - www.stiva.nl. Now CBK can also facilitate the publication and dissemination of the official advice of an independent body: The Health Council.



A cooperation agreement was therefore set up with the Dutch Union of Dietitians and the Dutch Corporation of Dietitians.

Based on research commissioned by CBK and on the advice of the Health Council, a need was identified to provide dietitians with information on responsible alcohol consumption and to make this measurable, e.g. how much does "responsible" mean?

Progress

The first phase included in-depth interviews with 24 dietitians and a later survey among 200 dietitians.



Subsequently, 1500 information brochures and 2000 memo pads were printed to assist dietitians with counseling their patients, by helping patients to measure their weekly alcohol consumption and to inform them on responsible consumption. These materials were distributed to the 1100 first tier dietitians operating in the Netherlands.

Furthermore the CBK set up a stand at the Dietitians' annual assembly in 2007 and 2008 and invitations were sent to all first tier dietitians to remind them of the material.

Next steps

After positive evaluation CBK wishes to continue with other (health) professionals. This initiative is therefore continuing to be developed into 2009 with the further exploration of this commitment towards other target groups.

Spain

"Un dedo de espuma, dos dedos de frente"



Cerveceros de España decided to further develop their social awareness campaign which aims to educate about the importance of moderate and responsible consumption, especially by young adults (18-30 years) - "Un dedo de espuma, dos dedos de frente".

Background and baseline

Since 2000, in collaboration with the Consumer's Union of Spain (UCE) and the Spanish Confederation of Consumers and Users (CECU), Cerveceros de España has been running this campaign. It is a social awareness campaign which aims to educate about the importance of moderate and responsible consumption, especially by young adults (18-30 years).



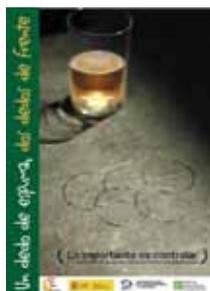
Since 2003, a competition has been running for young adults between 18 and 30 years in



order to develop creative materials for the education campaign. Each year more than 2000 posters and 6000 leaflets are distributed across Spain about

the competition to universities, cinema schools, photography / art / graphical design colleges, youth information centres and cultural institutes.

The competition has two categories: graphic and audio-visual. For the audio-visual category, students present a digital spot in which they transmit the messages of responsible consumption. The winning



spot is distributed later in cinemas across the country. For the graphic category, participants create a postcard design to be distributed in bars, theatres and discos.



The campaign until now has only used more traditional means to communicate such as postcards and a basic (not too well-known) website, which was created in the summer of 2007 to give details of the campaign and the competition rules and requirements.

In 2007, the campaign was run in co-operation with the Ministry of Agriculture and with the support of two Regional Governments.



Progress

In 2008, by adding to the tools from previous campaigns, the effectiveness of the campaign's message has been further enhanced, through e.g.:

- 🔦 An upgraded, more interactive website, which helped obtain a 20% increase in campaign participation in 2008. There are 5320 individuals registered on the campaign website, whilst 31060 individual visitors used the website between June and November 2008.
- 🔦 Interlinking the website with further digital communication platforms e.g. social networking sites (such as facebook and myspace), youtube, online advertising, segmented mail, blogging, banners, SMS and WAP. There are 6200 individuals who used mobile phones to interact with the campaign.
- 🔦 Developing additional partnerships and support, particularly with further Regional Governments in Spain.



Next Steps

The commitment is due to finish in November and the campaign report produced in January 2009.

Denmark

“Er du klar?”



Bryggerforeningen (The Danish Brewers) committed to developing some tools that aimed to promote effective behavioural change among teenagers and help parents to set the right standard for behaviour for their children regarding responsible alcohol consumption.

Background and baseline

Research has shown that many teenagers don't know where the line is drawn by their parents when it comes to alcohol and parties, and many parents don't know how and where to set it. Thus parents don't know enough about social behaviour among teenagers and simply don't understand or are unaware of what's going on at the parties. Research has also shown that teenagers listen to their parents concerning alcohol.

Bryggerforeningen therefore therefore decided to develop a strategy on a social responsibility concept, whereby two websites would act as the epicentres of all the campaigns.

Progress

On the 15th of July 2008 the “Er du klar? (Are You Ready?)” social responsibility concept and two websites were launched and opened to the public.



The website www.erduklar.com seeks to inform young people about alcohol and social behaviour. The picture drawn is based on research on what is normal drinking behaviour and what is not. Characteristics of common young subgroups and their drinking behaviour are given. Attention is paid to what is moderate and normal and what is alcohol abuse.

The website www.klarsnak.com is specifically focused on education and encouraging the parents to start a dialogue with their children concerning their drinking behaviour. The website provides a framework and gives arguments for moderate responsible drinking behaviour, including setting the right standards when to start to drink. Therefore, the aim is to inform parents about moderate alcohol consumption and help them to define appropriate rules for their children on the subject.



Bryggerforeningen also developed a tool, named 'the challenge', in which parents can challenge teenagers and vice versa, through a questionnaire on the websites. The one who is challenged gets notified on his/her cellphone and is invited to participate. The questionnaire is on alcohol and parties (at home and in the clubs). This tool seeks to facilitate a dialogue between teenagers and their parents and aims to set the right responsible standards for the teenager, concerning alcohol and parties.

On the 15th of July and in the days thereafter:

- 🍷 2000 newsletters and booklets highlighting the concept were sent out to stakeholders.
- 🍷 A press release was circulated through the news bureau Ritzau;
- 🍷 A national newspaper brought the story exclusively, national TV reported the story in the news, and the national programme “Deadline” ran an exclusive 20-minute debate on the concept.
- 🍷 The Danish National Board of Health welcomed the concept.

Next steps

The concept and homepages will continue to be developed through new initiatives and larger campaigns. A cooperation will also be developed with Natteravnene (a Danish volunteer organisation) to help contribute to reducing harmful drinking behaviour in Danish nightlife, particularly targeting teenagers and their parents. A group of scientists will be set up to provide the concept with ideas and new knowledge.

Drinking & Driving

Spain

"La Carretera te pide SIN"



The Spanish brewers made a commitment to further develop an educational campaign targeted at helping to reduce drinking and driving.

Background and baseline

The Spanish beer sector is aware that we must not drive under the effects of alcohol. It puts in danger not just the life of the driver, but also the whole society who could be affected by this antisocial action.

Cerveceros de España is strongly opposed to drinking and driving and fully supports measures and initiatives targeted at the problem. They support educational and preventive programs as the best avenues to transmit responsible messages to drivers.

Since 2000 the Spanish Brewers have been funding and supporting, in partnership with many different stakeholders, the "La Carretera te pide SIN" road safety campaign. The creativity of the campaign is characterised by the use of positive and educational language to transmit to the public in general, and young adults in particular, the message of the campaign, without talking down to them. In the campaign's image appears three roads, each one has a form of a letter and as a whole form the word: "SIN" (WITHOUT), trying to show that the road demands that alcohol not be consumed when you are taking the car.

'La Carretera te pide SIN', which also relies on the support of 8 parties working in the area of road safety in Spain, helps to raise awareness of drivers and pupils of the driving-schools on the message that



drinking and driving are totally incompatible. Every summer a media campaign is run to reinforce the message of this campaign. In 2004 the Campaign received an award from the European Commission and became part of the European Road Safety Charter.



Progress

Following the launch of the Alcohol and Health Forum in June 2007, a new cinema spot was brought into the campaign.

Building on the success of using different media, the Spanish Brewers also broadened the scope further in 2008 and discussed how best to harness support from the internet, one of the most important media vehicles nowadays to reach people, to act as an additional tool to convey the messages against drinking and driving.



The 2008 campaign was run in co-operation with the DGT National Traffic Authority; AOP Spanish Association of Oil Operators; CNAE National Federation of Driving Schools; RACE Royal Motor Club of Spain; AEC Spanish Highway Association; ADA National Breakdown Service Organisation; FITSA Foundation Technological Institute for the Safety of the Car; RACC Automobile Club, and CEA European Car Commission.

Poland

"Klub Drivera" ("Responsible Drivers' Club")



The Polish Brewers have created a Responsible Drivers' Club as part of their ongoing engagement in initiatives targeted at reducing alcohol misuse and, in this case, drinking and driving.



Background and baseline

In Poland, 8% of road accidents are caused by drunk drivers and, every year, police controls reveal over 160,000 instances of drunk driving. Although social awareness of the problem seems high, police statistics do not show major improvements, indicating that changing driver attitudes and behaviour demands long-term activities focused both on education and controls.

In October 2006 the Polish Brewers (ZPPP) signed the European Road Safety Charter and launched a nationwide designated driver programme, targeted at drivers aged 18-30. Educational activities in HoReCA were supported by random police controls of drivers.

The commitment to the Alcohol and Health Forum, creating the Responsible Drivers Club, has support from the National Road Safety Council, the National Police Headquarters, local municipal authorities and media. It is a continuation of the Polish Brewers' program to extend the relationship with customers who have already got accustomed to the message, to involve them in a club and spread the idea of sober driving amongst friends.



Changing attitudes and habits is always the most difficult part of any educational program. We believe that the commitment's mechanisms and tools, based on one-to-one communication with consumers (both in HoReCA and online), have a great potential to influence attitudes, to fight social acceptance of drunk driving and to encourage consumers to promote responsible patterns of behaviour. Those who commit never to drive after drinking and to be a designated driver can become members of the Responsible Drivers' Club.

Progress

- 🍷 The internet platform – <http://www.klubdrivera.pl> - was developed in April 2008;
- 🍷 Following a pilot phase in Lublin in April 2008, the lessons learnt were incorporated into campaigns in Gdansk and Sopot;
- 🍷 In the 3 cities, trained programme animators involved 11,159 people in interactive animations where customers can get to know the program and the idea of the designated driver concept and role.
- 🍷 1,458 people have made the commitment and joined the Responsible Drivers' Club.



Next steps

The numeric objective is to recruit 2,500 members of the Club in the first year (2008) and another 2,000 in 2009. Members of the Club will be engaged with different contests and educational tools to encourage them to become ambassadors for sober driving. In the next, "online" stage, in 2009, recruitment will be done mainly through different "play and learn" activities to encourage members to invite their friends to participate (knowledge contests, members-recruit-members mechanism etc.). The objective is to create a "community" of responsible drivers who will:



- 🍷 Become members of the Responsible Drivers' Club;
- 🍷 Identify with attitudes and behaviours promoted by the Club;
- 🍷 Spread the idea of the Club and its principles of responsible driving amongst friends and relatives.

Denmark

"Er du klar til at køre?"



The Danish Brewers are concerned about youth drunk driving and therefore wished to put a focus on this topic in 2008.

Background and baseline

Research has shown that most accidents involving young people and drunk driving take place on weekends and in the evening. Since the target group, young adults aged 18 to 25 is heavily represented in nightclubs and at concerts, it was decided that these would be suitable areas for running campaigns. The aim was to target the passengers as well as the drivers and provide them with information on the consequences and risks of drunk driving. In January 2008 the Danish Brewers conducted research on the target group and drunk driving and also looked at similar national and international organisations for best practices.

For the concerts, a partnership was set up with Carlsberg (Tuborg) and the Muscular Dystrophy Association and it was decided to run the campaign during the Green Concerts season, which takes place in 8 Danish cities in July. For the nightclubs, a partnership was set up with NOX (the association for nightclubs) and it was decided to run the campaign in nightclubs in around 50 towns across Denmark during 'Danish Health Week' at the start of October. Next to this, a movie and bluetooth application were developed, a youth team was formed, posters, T-shirts, banners, alcohol testers, alco-goggles and badges were ordered, and a campaign car was arranged.



Er du klar til at køre?

Progress

During the Green Concerts in July, visited by 190,000 people, the 11-person youth team divided into two teams and tested 7000 drivers, 3000 badges were handed out, and the movie was shown



32 times. Green Concerts also developed a 'press kit' with information on the campaign and a photographer was hired to publish photos on the websites and for the media.



During the nightclub events in October, 500 youth staff, wearing campaign T-shirts, raised awareness in 47 nightclubs of an estimated 18,000 guests aged between 18 and 25, e.g. through the use of alco-goggles that



simulate drunkenness, 375 posters and 1000 alco-tests.

The campaigns were both highlighted at the youth homepage www.erduklar.com and the parent homepage www.klarsnak.com through a link from the homepages of Green Concerts and the participating nightclubs. Press releases were also published for the local and national media.

Next steps

A campaign targeting driving schools is going to be developed, whilst there are plans for cooperation with Danish Regions on the issue of drinking and driving.



Drinking & Pregnancy

Italy

"If you're expecting a child, alcohol can wait"



AssoBirra, the Italian Brewers Association, wished to inform and sensitise the public about fetal alcohol spectrum disorders and how to prevent them. The campaign targeted obstetricians and gynecologists, and women of child-bearing age, especially those who are planning a pregnancy or who have just become pregnant.



Background and baseline

The campaign 'Se aspetti un bambino l'alcol può attendere' ['If you're expecting a child, alcohol can wait'] was developed in collaboration with SIGO - the leading professional association of Italian obstetricians and gynecologists. A need was identified in Italy to inform and sensitise both women of child-bearing age and doctors specialised in gynecology and obstetrics on foetal alcohol-related syndromes and how to prevent them, with one of the key messages being that no quantity of alcohol is safe during pregnancy. The campaign was supported by the Italian Ministry of Health through its "guadagnare salute" ("win health") initiative.

Progress

An information kit published under the direction of experts from SIGO was mailed to 5,000 obstetricians and gynecologists of SIGO. The kit includes a booklet and CD-ROM, both targeting doctors, with the most recent scientific literature on the subject, and an educational poster targeting women, to be displayed in doctors' surgeries, hospitals and medical schools. There is also a mini-site with sections dedicated both to doctors and women: <http://www.seaspettiunbambino.it>.

SE ASPETTI UN BAMBINO, L'ALCOL PUÒ ATTENDERE

CAMPAGNA DI INFORMAZIONE PER PREVENIRE I DANNI FETALI
LEGATI AL CONSUMO DI ALCOL IN GRAVIDANZA

AREA GINECOLOGI AREA DONNE



The campaign was also supported by the scientific journal of SIGO, 'Gynaecology & Obstetrics,' through the publication of an in-depth article on the problem of fetal alcohol-related pathologies.

The initiative was given further prominence via a targeted press conference on 11 December 2007, targeted press office activities and, furthermore Roberta Capua (a future mother in the eighth month of pregnancy) took on the message of the initiative in full, becoming the official spokesperson of the campaign. The result in the media being that there were 73 total mentions, including daily newspapers (e.g. Il Sole 24 ore, the principal national financial daily), high circulation periodicals on women and health, radio, TV and the web.

Next steps

An ex-post questionnaire to evaluate the campaign's activities is expected before the end of 2008.

ENFORCE AGE LIMITS FOR SELLING AND SERVING OF ALCOHOLIC BEVERAGES

Poland

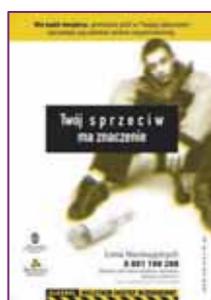
"Alkohol nieletnim dostęp wzbroniony" (Alcohol – underage access denied)



This educational campaign supported by the Polish Brewers' aims to limit minors' access to alcohol. The key objectives are to encourage retailers to act responsibly and according to the law, to educate shop assistants how to refuse alcohol to underage customers and to raise social awareness and sensitivity to the problem of alcohol sales to the underage.

Background and baseline

The current program is a further development of a campaign started in 2003 and then implemented through the years 2003 to 2006. Its key assumptions



were based on consumer studies which showed that adults do not understand the role they can play in reducing sales of alcohol to minors and in many cases retailers do not respect the law and sell alcohol to underage customers. The main partners were the Office for Competition and Consumer Protection, the Children's Rights Ombudsman, Trade Organisations, and Media. In 2008, some research on consumer opinions and attitudes showed that over 90% of Poles believe that selling alcohol to minors is a bad and serious problem, but still only 42% declared that they react if they see a shop assistant selling alcohol to an underage customer.



Progress

The commitment had a few key target audiences: (i) All individuals who sell or serve alcohol (shop owners, shop assistants, owners of bars/pubs/clubs and bartenders); (ii) Adult Poles – potential witnesses of underage alcohol sale; and (iii) Media and opinion-leading groups. Activities included:

- 5 types of educational materials were distributed to 50.000 points of sale (POS) by brewers' sales forces, local authorities and police;
- Media advertising (one month TV campaign in August 2008, using a 30 minute spot on selected channels);
- Video training material, developed in cooperation with an NGO called Parents Against Alcohol Sale to Minors (ROPSAN), included in the set of materials delivered to retailers; A documentary series on underage alcohol sales developed by the Public TV and aired on the Public TV channel (twenty five 5-minute episodes, aired in January and February 2008);
- Letters appealing for support sent to the local police headquarters in 50 localities);
- Quantitative research, in August 2008 on consumer attitudes towards the problem and, in October 2008 on retailers' attitudes and their perception of the campaign;
- 70 telephone interviews in October 2008 with local authorities, using a questionnaire to check their involvement in any educational actions against underage alcohol sales



Next steps

- Collecting reports from every brewing company involved in distribution, confirming delivery of materials to POS;
- Communication and cooperation with police and local authorities (responding to queries and delivery of educational materials if requested);
- Development of the next edition of the campaign for 2009.

Germany

"Bier? Sorry. Erst ab 16"

Die deutschen Brauer
Deutscher Brauer-Bund e.V.



The commitment of the DBB was to empower German breweries and other parts of the brewing chain to contribute to enforcing the Youth Protection Act, with particular reference to selling and serving beer.



Background and baseline



The German Brewers are committed to contributing to raising awareness of the need to tackle underage drinking and this scheme is part of that commitment.

Furthermore, the Youth Protection Act provides that beer should not be sold or served to individuals under 16.

It is necessary not just to ensure that personnel in retail/hospitality sectors respect the law forbidding the selling/serving of alcoholic beverages to minors, but particularly to ensure that adults who are buying drinks, then providing them to minors, are aware of the law.

Progress

The DBB have made available to the many German brewers and their representative associations adaptable tools that can be used as a concrete contribution to public awareness raising and law enforcement. These include campaign logos, posters, leaflets, guidance documents.

Whilst a number of brewers are using more often the messages of the umbrella campaign "Bier bewusst genießen" ("Enjoy Beer responsibly") and are therefore unwilling to add a second logo, the larger breweries or groups in particular are using the logos on websites, posters, trays etc.

Furthermore, the Association of Petrol Station owners and the Association of Franchise Gastronomy (who received 200 educational brochures in November 2008) were contacted by the DBB to support and encourage the training of staff in petrol stations and gastronomy.

During 2008 the campaign has been presented to both external audiences (to gather support), e.g.:

- A workshop on 17 January 2008 attended by around 75 people, including government officials;
- The German Agricultural and Food Fair on 18-27 January 2008;
- This was the focus of the DBB's message to Members of Parliament on the German Beer Day;
- This has been presented in numerous bilateral meetings with politicians and journalists, as well as potential partners and supporters, such as the wholesalers, the associations of discotheque- and bar-owners, the retail sector and others.

And internal audiences (to increase roll-out), e.g.:

- DBB workshops and steering committee meetings throughout 2008;
- Meetings with, and of, the regional member associations of the DBB.

Information about the campaign and an overview of all the campaign material, training modules and messages spread to the German Brewers' members and partners for external use (e.g. fairs, receptions, communications etc.) and internal use (e.g. training, for example, of bar personnel) can be found at the website: <http://www.bier-erst-ab-16.de>.



Next steps

- A review will be undertaken to ascertain how to further disperse the campaign material and help to ensure greater outreach from the campaign;
- There will be a recommendation for all brewers to install an access control on every brand's webpage, combined with the logo "Bier. Sorry. Erst ab 16" and a link to the corresponding webpage;
- Currently the DBB is working on stickers, which can be affixed to mobile beer dispensers at festivals or tradefairs and to sales booths.

Belgium

Respect 16



"Respect 16" is a campaign to increase awareness concerning the restrictions for serving and selling alcohol to minors (<16 years old). The objective of this campaign is to inform those people who are confronted with potential underage drinkers (e.g. bars, restaurants, retail, family) on how not to serve beer to minors.

Background and baseline

The Belgian Brewers have over the years invested a lot of time and effort in prevention and information campaigns concerning alcohol misuse and including regarding under age consumption where, for example, in "The Self-regulation code for beer advertising" the Belgian Brewers committed to effective self regulation and not targeting minors.

In addition, it was felt that the Belgian legislation on the minimum drinking age was incomplete and required both more clarity around the importance of the legal drinking age and more awareness concerning respect of the legal drinking age.

The campaign aims to engage key players in the value chain, with the final objective to engage individuals within the organisations in the value chain not to sell beer to minors.

Up until the commitment was submitted, the campaign had only been supported and developed by one of the members of the Belgian Brewers Association.

The main objectives are to:

- ☛ Implement the campaign throughout the value chain of the Belgian Brewers and their members;
- ☛ Cooperate with FeBeD (the Belgian member of CEGROBB – the European Federation of Associations of Beer and Beverages Wholesalers) to engage the hospitality and retail sectors, to enable as broad an implementation field as possible for the "Respect 16" campaign;
- ☛ Cooperate and engage at business to business (retail and event organisations) level, whereby sales teams will brief the providers of alcoholic beverages (i.e. pubs, restaurants, retailers, distribution, event organizers etc.) about "Respect 16".

Progress

The process has included:

- ☛ Development and distribution of the "Respect 16" material (e.g. beer mats, place mats, door stickers etc.) that will reach the targeted sectors (e.g. sellers and servers of beer) and the wider public of (potential) consumers
- ☛ Further developing and promoting the "Respect 16" website: <http://www.respect16.be>.

Next steps

The Belgian Brewers, with the support of their partners in the distribution chain, will continue to distribute the campaign materials throughout the value chain and to spread the campaign's message that beer should not be sold to minors under the legal purchasing age.

The campaign will continue into 2009 and its evaluation reported back to the Alcohol and Health Forum and other relevant stakeholders, particularly at national level.



PROMOTE EFFECTIVE BEHAVIOURAL CHANGE AMONG CHILDREN AND ADOLESCENTS

Romania

"Alcoolul nu te face mare"



The Brewers of Romania's campaign aims to dissuade minors from drinking alcoholic beverages, particularly through empowering youths themselves to educate and guide their peers.

Background and baseline

This campaign was designed and initiated in collaboration through written protocols with the Ministry of Education, Research and Youth and the General Inspectorate of the Romanian Police.



In May and June 2006, with help from the General Inspectorate of the Romanian Police, informative materials were distributed in all high schools in the capital city Bucharest. The World Boxing Champion Leonard Doroftei also visited a few high schools, telling students about performance and success in life.

In October 2006, a competition was launched challenging high-school students to create sites to communicate to their friends such messages as "Alcoolul nu te face mare" ("Alcohol does not make you a grown up").

In a poll to measure the efficiency of the pilot program, high-school students declared that the campaign had helped them understand the harmful effects of alcohol consumption at their age and, most importantly, they had learnt ways to help a friend who frequently drinks alcohol.



In 2007, the campaign was extended to the national level, targeting students aged between 14 and 18. Two short educative films "What does it mean to be cool?" and "The price of a sporting life" were distributed to almost 2000 high-school pupils, who could also receive the counsel of the well-known Romanian psychologist Dr. Christin Andrei who toured around the schools.

Progress

The campaign in 2008 has further broadened the campaign, whereby:-

- 🕒 Dr. Andrei has visited further high schools from 7 major Romanian cities (Bucharest, Cluj, Timisoara, Iasi, Pitesti, Constanta and Targu Mures);
- 🕒 With the assistance of the campaign partners and through the training of trainers, there is now a national network of over 1200 volunteers who act as campaign ambassadors;
- 🕒 The two educational films are now part of the counseling classes held by the volunteer teachers. In just the first 6 months of 2008, over 160,000 teenagers took part in the classes;
- 🕒 In May 2008, 3000 campaign guides were distributed to parents, whilst a further 3600 parents and teachers from 108 high schools received the guidance during teacher-parent meetings. Since May 2008, the educational guide has been downloaded from the campaign website 4000 times;
- 🕒 Staying faithful to the peer education concept, high school pupils were invited to enter by 5 November a competition to develop a campaign addressed to their school peers and based on the "Alcoolul nu te face mare" concept.



Next steps

A report on the implementation of this commitment, including a national survey to see whether the main objective of 22% of teenagers between 14 and 18 understanding the risks of underage drinking has been reached, is planned for the end of 2008.

ASSURANCE REPORT FROM KPMG SUSTAINABILITY

To the readers of the first interim report on The Brewers of Europe's commitments under the EU Alcohol and Health Forum.

Introduction

The management of The Brewers of Europe has requested us to provide assurance on the information in the first interim report on The Brewers of Europe's commitments under the EU Alcohol and Health Forum (further referred to as the "Report"). The Report, including the identification of issues to be reported, is the responsibility of The Brewers of Europe management. Our responsibility is to issue an assurance report on the information in the Report.

Context and scope

In the Report, The Brewers of Europe describes progress made against its commitments under the EU Alcohol and Health Forum. Our engagement was designed to provide limited assurance as to whether the information in the Report is fairly stated. 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 the promotion of responsible alcohol consumption. Progress reporting on each commitment follows the measurement systems specified in the individual commitments, based on a format provided by the European Alcohol and Health Forum. With regard to the self-regulation commitments on commercial communication, the 7 Operational Standards of The Brewers of Europe provide guidance to member organisations and form the basis for reporting on progress in the Report.

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. This Standard requires, amongst other things, that the members of the assurance team 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. 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:

- Prepared-by-client lists formulated for each of the 25 commitments outlining the evidence required to substantiate any claims in relation to the implementation of the commitments.
- Telephone interviews with the persons responsible for the commitments at national member organizations.
- A visit to The Brewers of Europe for a review of underlying documentation in relation to claims made about progress on the EU-wide commitment as well as of the systems in place for the collection and processing of data.
- A review of documentation provided by the committing member organizations in relation to the claims made in the report, including visits to four member organisations.
- 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 The Brewers of Europe, and reviewed the final version of the Report to ensure that it reflected our findings.

Conclusion

Based on the above, the information in the Report does not appear to be unfairly stated.

Commentary

Without affecting the conclusions presented above, we would like to draw the readers' attention to the following:

The readers' ability to appraise the efforts made by The Brewers of Europe to reduce alcohol related harm would be further enhanced if the report elaborated more on the context of the activities undertaken in relation to the individual commitments. In particular, we would recommend that more information on the nature and scale of the issues addressed in relation to the size and outreach of the commitments be included in any future report.

Outlining an overall strategic vision together with an explanation on how the individual commitments are expected to contribute to its realization would further help the readers in assessing the information contained in the report. In this regard, it is noteworthy that the 7 Operational Standards already spell out specific expectations in the area of commercial communications. We would recommend The Brewers of Europe to further outline the organization's overall vision for the promotion of responsible beer consumption, including a roadmap for achieving time-bound objectives while recognizing the diversity of local social, political and legal situations.

We also recommend that The Brewers of Europe provides further information on possible performance gaps, including the reasons behind such shortcomings and remedial action, as well as possible dilemmas faced in defining and implementing the commitments. In our opinion this would further increase its credibility.

W.J. Bartels RA
Amstelveen, 17 December 2008
KPMG Sustainability

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The Brewers of Europe
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