



European Alcohol Policy Alliance

Marketing of alcohol lobbies in the « festive » city



49th Urban School, Atelier de Recherche et d'Action
Urbaines
24 March, Brussels

1. Eurocare and its activities
2. Policy framework
3. Availability and sponsorship
4. Examples of public spaces and alcohol interactions
5. Industry lobbying tactics

The **European Alcohol Policy Alliance** was formed in 1990 with 9 member organisations

Today:

- 59 members
- 24 countries
- Secretariat in Brussels



@EUROCAREBRUSSEL

The screenshot shows the Eurocare website with a navigation bar (Home, About Us, Resources, EU Projects, Media Centre, Contact) and a search bar. The main content area includes the Eurocare logo, a word cloud with terms like 'regulation of marketing', 'alcohol consumption', and 'taxes is better', and four columns: 'In focus' (A CALL FOR ACTION), 'Upcoming events' (Regional European Alcohol Policy Youth Conference, INEBRIA 11th congress, 9th International Conference on nightlife, 6th European Alcohol Policy Conference), 'Connect with us' (Twitter, Facebook), and 'Our newsletter' (Subscribe, Read all issues, Members Only). Below this are 'We care about' (EU Alcohol Strategy, Alcohol and Inequalities, Alcohol Policy and the WHO, Marketing, Labelling, Pricing and Taxation, Alcohol and Pregnancy) and 'Eurocare Updates' (12/12/2013: Report shows support for minimum alcohol pricing in the UK; 10/12/2013: European alcohol strategy is still valid).

eurocare

European Alcohol Policy Alliance

Alcohol in all policies



DIAGEO

Raising awareness among decision makers of the harms caused by alcohol (social, health and economic burden) ensuring that these are taken into consideration in all relevant EU policy discussions

Promoting the development and implementation of **evidence-based policies** aimed at effectively preventing and reducing this burden



Alcohol is a component cause of more than 200 health conditions.

Alcohol is a major risk factor for premature mortality.

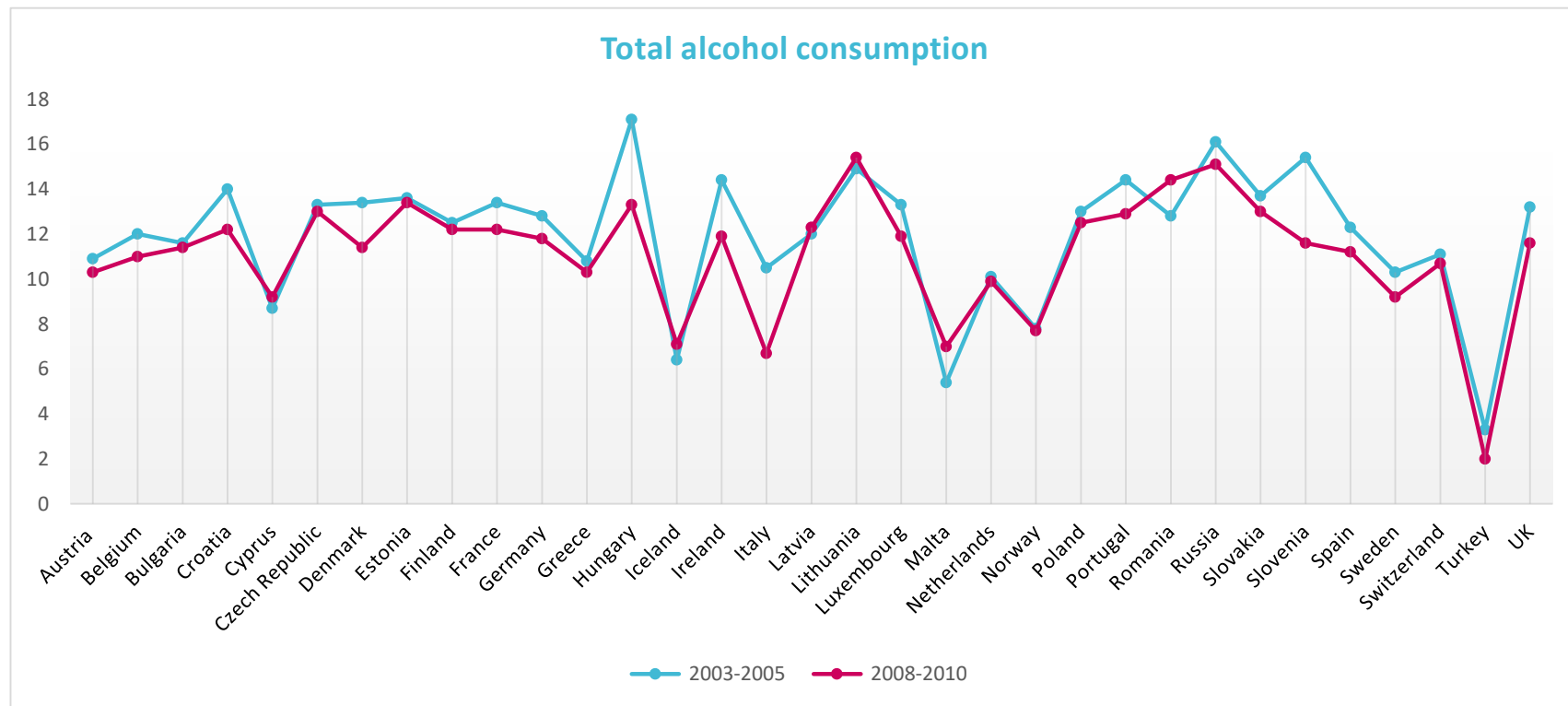
The majority of the burden of alcohol-attributable mortality is from liver cirrhosis, cancer, cardiovascular diseases, and injury.

In the European Region, alcohol has a causal impact in approximately 15% of all causes of death.

The highest proportion of deaths attributable to alcohol is among men aged 20–39 years.

Facts on alcohol in Europe

The WHO European Region has the highest level of alcohol consumption in the world, in part driven by high consumption in the central and eastern parts of the Region. Consequently, the alcohol-attributable disease burden is also high.



Top 5 European Drinkers

Total pure alcohol consumption per capita, 15+ years old
in liters

Lithuania	18,2
Czech Republic	13,7
Romania	13,7
Bulgaria	13,6
Croatia	13,6

World Health Statistics 2017: Monitoring health for the SDGs

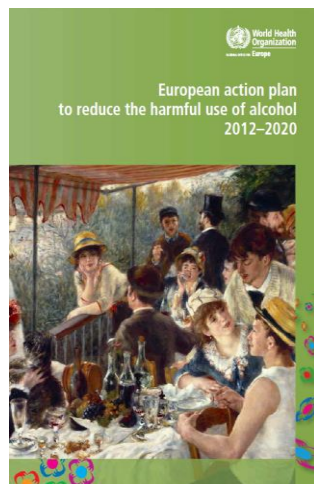
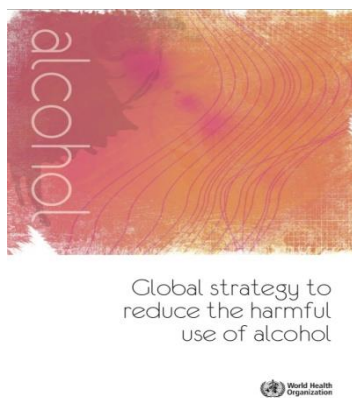
Approximately 70% of the adults in the WHO European Region drink alcohol.

On average, Europeans consume 10.7 litres of pure alcohol per year.

Men consume more alcohol than women; in 2014 the average consumption per drinker was 19.4 litres for men and 12.9 litres for women.

Most alcohol is consumed in heavy drinking occasions (60 g of pure alcohol or more on one occasion) which worsen all risks. Among drinkers, 31.8% of men and 12.6% of women report heavy episodic drinking in the past 30 days.

1. EU level: *An EU strategy to support Member States in Reducing Alcohol Related Harm (2016-2012) and Action Plan on Youth Drinking and on Heavy Episodic Drinking (2016, 2018)*
2. WHO level: *Global Strategy to Reduce the Harmful Use of Alcohol (2010), European Action Plan to Reduce the Harmful Use of Alcohol (2012-2020)*



Three policy areas (the 'best-buys') have proven cost-effective. These population-based measures include:

- ✓ increasing price via taxation
- ✓ restricting access to retailed alcohol (availability)
- ✓ imposing a ban on alcohol advertising (marketing)

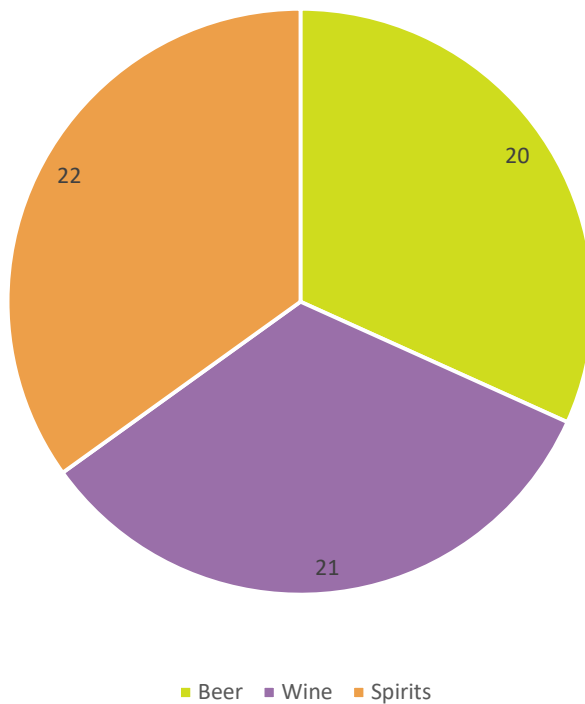
The implementation of even small reductions in the availability of alcohol can bring health gain and reduce violence and harm to people other than the drinker.

Multisectoral approach: national authorities, licensing officers, the police, criminal justice systems and the health care sector.

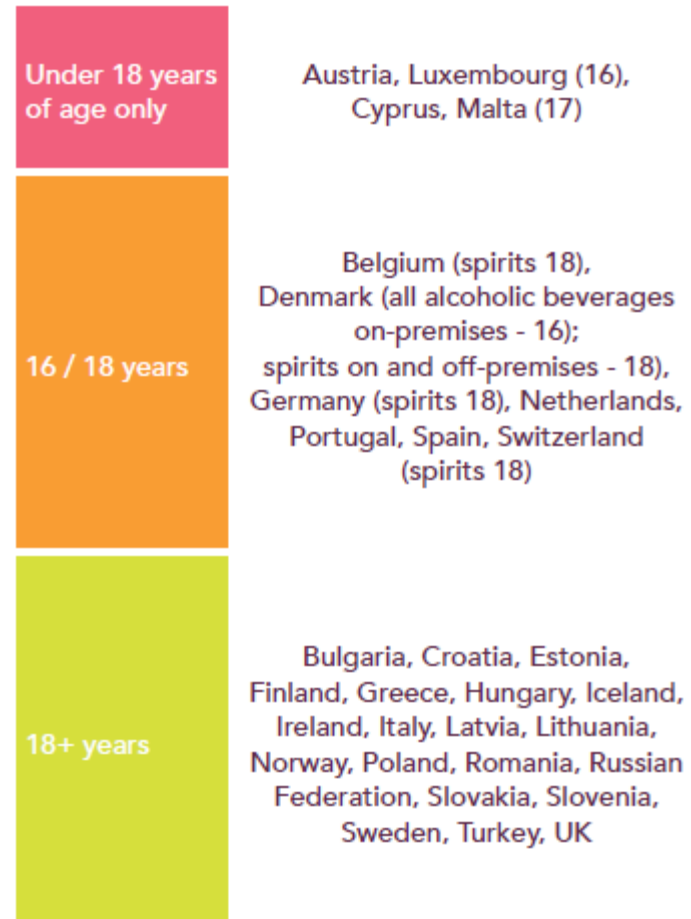
Measures:

- limiting the sale of alcohol to intoxicated and underage customers
- number of outlets
- size and density of outlets
- the days and hours of sale
- drinking in public spaces

Off premises provisions for specific events

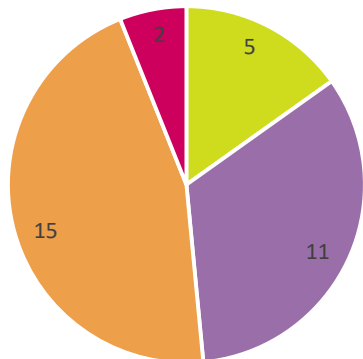


Availability



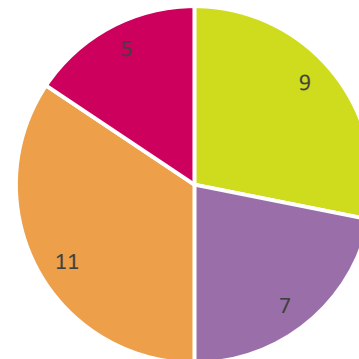
Availability

Educational buildings



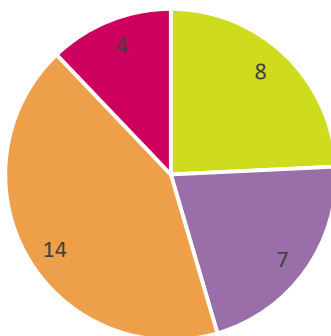
■ voluntary/self-restricted ■ partial restrictions ■ ban ■ no restrictions

Government offices



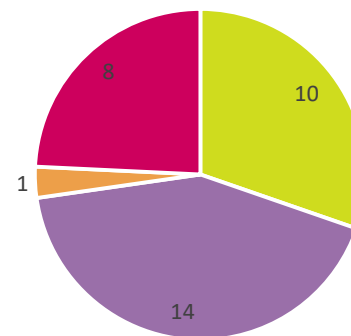
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Healthcare establishments



■ voluntary/self-restricted ■ partial restrictions ■ ban ■ no restrictions

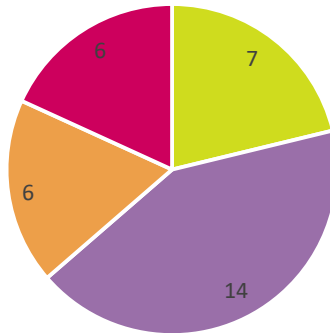
Leisure events



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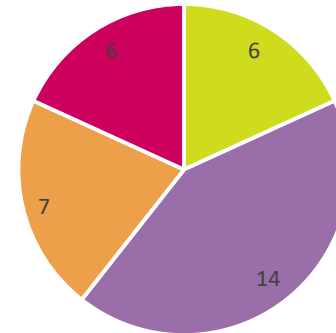
Availability

Parks and streets



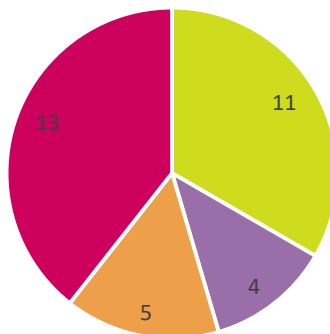
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Public transport



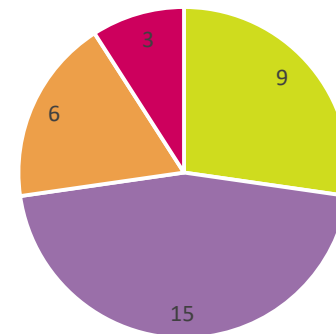
■ voluntary/self-restricted ■ partial restrictions ■ ban ■ no restrictions

Places of worship



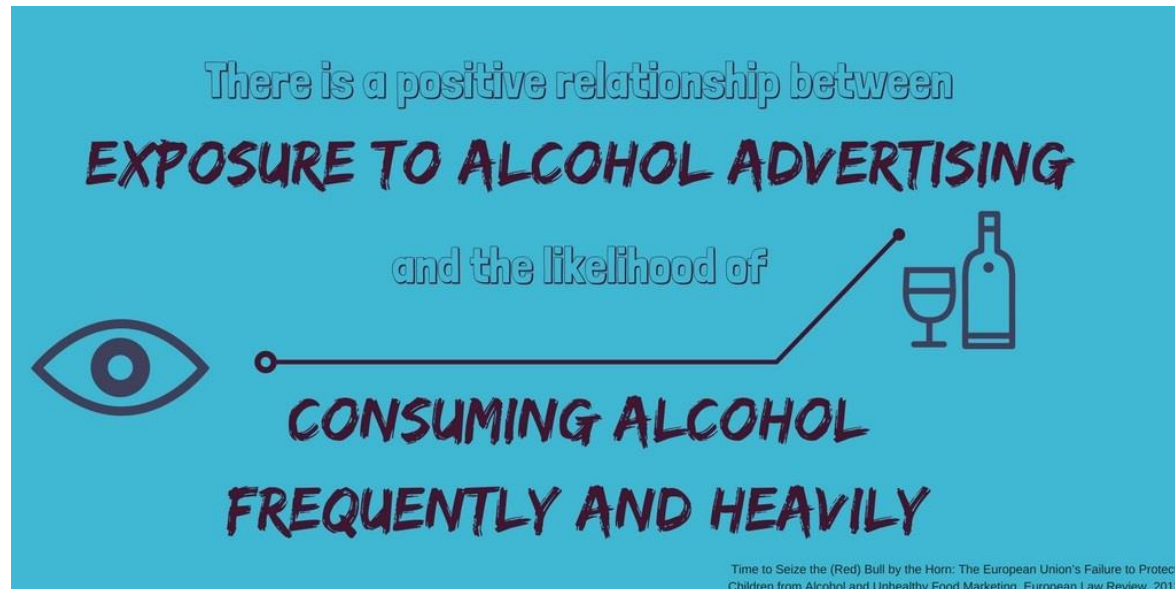
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Sporting events



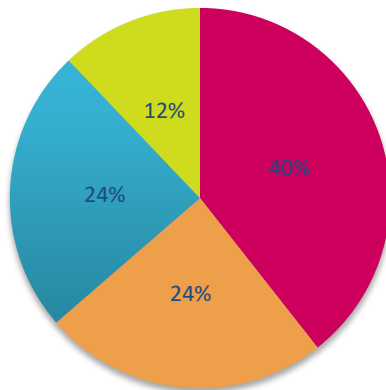
■ voluntary/self-restricted ■ partial restrictions ■ ban ■ no restrictions

- regulating the content and volume of marketing
- regulating sponsorship activities that promote alcoholic beverages
- restricting or banning promotions in connection with activities targeting young people
- regulating new forms of alcohol marketing techniques, for instance social media



Sponsorship of sport events

Beer

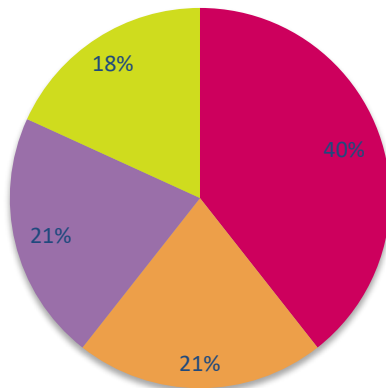


■ No restrictions ■ Voluntary self-restricted ■ Partial restrictions ■ Ban



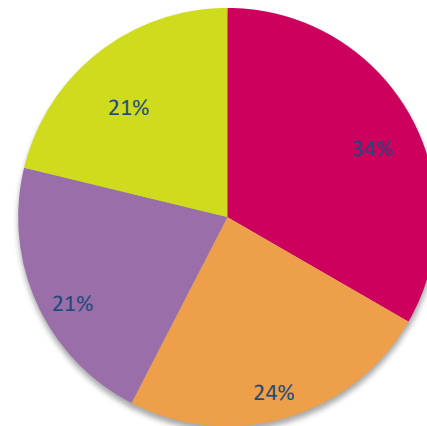
<https://www.marketingweek.com/2017/03/07/football-overcrowded-says-heineken-rugby/>

Wine



■ No restrictions ■ Voluntary self-restricted ■ Partial restrictions ■ Ban

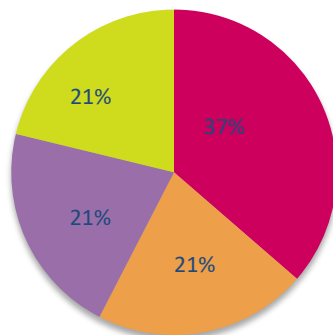
Spirit



■ No restrictions ■ Voluntary self-restricted ■ Partial restrictions ■ Ban

Sponsorship of youth events

Beer

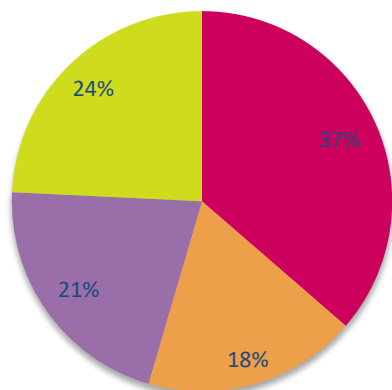


■ No restrictions ■ Voluntary self-restricted ■ Partial restrictions ■ Ban



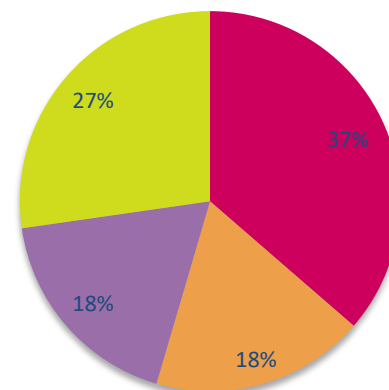
<http://www.nowamuzyka.pl/2011/07/07/heineken-open-er-festival-2011-relacja/>

Wine



■ No restrictions ■ Voluntary self-restricted ■ Partial restrictions ■ Ban

Spirit



■ No restrictions ■ Voluntary self-restricted ■ Partial restrictions ■ Ban



PERŁA SPONSOR GŁÓWNY

15-18 MAJA LUBELSKIE DNI KULTURY STUDENCKIEJ 2014 **AKADEMIKI UM UL. CHODZKI**

Medykalia

Uniwersytetu Medycznego w Lublinie

CZWARTEK 15.05
Workplace, Sztoss, Kudłacz & Non A Dem
MESAJAH
DONATAN & CLEO

PIĄTEK 16.05
ParaVan, Reflux, Looking for Droids
ODDZIAŁ ZAMKNIĘTY
POPARZENI KAWĄ TRZY

SOBOTA 17.05
Adriano & Dzyro & Andy Stroke
donGURalesko
BRACIA FIGO FAGOT

NIEDZIELA 18.05
Cardio, Squid Lickers, Renesans, Crankhaust
HAPPYSAD
STRACHY NA LACHY

Na wszystkie koncerty **WSTĘP WOLNY**

Start godz. 18

SZCZEGÓŁOWY PLAN NA WWW.FACEBOOK.COM/MEDYKALIA.UMLUBLIN

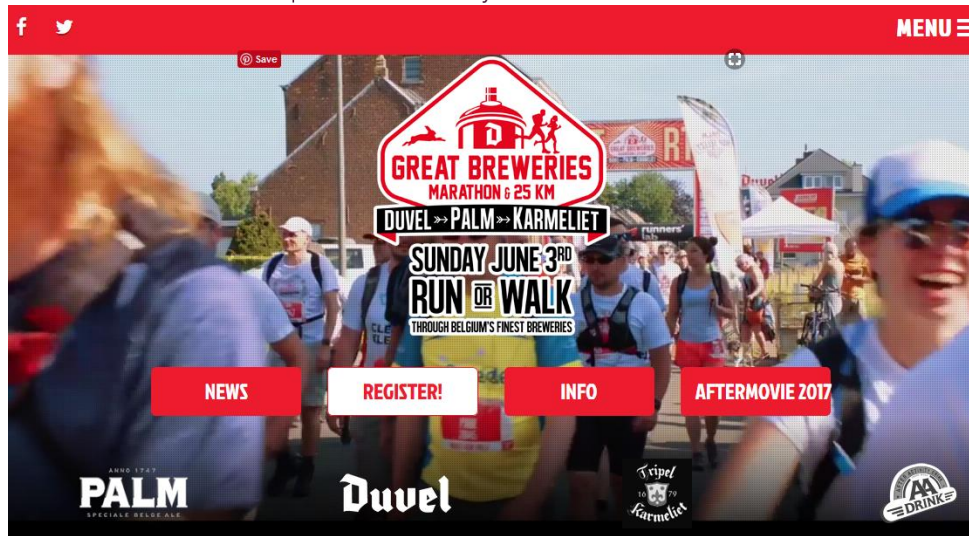
ZAKAZ WNIOSZENIA ALKOHOLU NA TEREN IMPREZY

ORGANIZATORZY
PIONIER ART, VIFON, TBV

PARTNERZY
CenterMed, PROFILINGUA, CZEKOLADA

PATRONI
freee, dziennik

PATRONAT HONOROWY
PREZYDENT MIASTA LUBLIN, WZYSTOTÓW ŻUR



Source: <http://www.sport.be/greatbreweriesmarathon/2018/en/>

CAN YOU WINE?



Thirsty? Why not try a unique **9 mile** run/walk with the added bonus of **4 wine stations?**

<https://holmfirthevents.co.uk/event/wineathlon-2015/>

Finland 2015

- Additional restrictions concerning the advertising of beverages containing 1.2–22% alcohol by volume (total advertising ban for stronger beverages remains).
- The ban on TV advertising of alcohol was extended and concerns now the period 07:00 to 22:00.
- Alcohol advertising on radio was banned except for the period 07:00-22:00.
- Ban on alcohol advertising in outdoor and indoor public places; the ban applies to billboards, bus stops, public transport and commercial transportation vehicles, railway and bus stations and public areas in shopping malls.
- Ban on use of games, lotteries and contests to advertise alcoholic beverages. Restrictions were introduced concerning alcohol advertising disseminated through electronic communication networks, for example social media platforms; prohibition to use consumer-generated textual or audiovisual material to advertising.

Poland 2018

- Allowing local authorities to ban the sale of alcohol between 10pm and 6am. The bill does not differentiate between vendors, and as such also includes petrol stations. The only exception made is 'beer gardens' especially popular in Poland in the spring and summer period.
- Allowing local authorities to determine the number of alcohol outlets (permissions to sale alcohol). This will limit the physical availability of alcohol - for instance around schools and places frequented by children. New licensing provisions for local authorities will also include alcoholic beverages below 4.5% (beers) which was not previously the case.
- The law is also set to introduce a ban on alcohol consumption in public spaces, unless otherwise permitted by local authorities.

- All alcoholic drinks must be separated from other products in stores
- In shops bigger than 450m² alcohol must not be seen by a customer except in the special area
- Municipalities can regulate on- sale hours (off- sale hours are already regulated by the state)
- Mystery shopping to discover sales to minors and illegal alcohol sale
- Fines will be increased
- The mandatory size for health warnings in printed media (20%)
- Multibuys and happy hours will be banned

- Advertisement of alcoholic beverages can contain only the name of the drink, the type of the drink, the name of the producer, the brand, the state and the region of origin, the content of ethanol, the image of the sale package of the beverage and the description of the characteristics of the beverage (colour, taste, aroma)
- The TV add cannot contain any image of a living creature or animation objects, indicate positive impact of alcohol, tell stories, describe positive atmosphere etc
- All outdoor advertising banned
- Alcohol advert watershed moved from 9pm to 10pm
- Alcohol advertisement in social media banned except on the site/account of alcohol producer or retailer
- The alcohol producer or retailer cannot produce the content aimed to be shared by users or use the consumer produced content in/ as advertisement
- All kinds of consumer games are prohibited

Why threaten the Estonia Government when they are trying to ensure you have healthy consumers?

Eurocare issued an open letter to Carlsberg and Olvi regarding their interference in Estonian's government latest alcohol policy reforms.

Mr Cees 't Hart, CEO Carlsberg

Mr Lasse Aho, CEO Olvi plc

Open letter: Why threaten the Estonia Government when they are trying to ensure you have healthy consumers?

I am writing to you on behalf of the European Alcohol Policy Alliance (Eurocare), which is an alliance of 60 public health organisations (mainly non-governmental organisations) from 25 European countries dedicated to the prevention and reduction of alcohol related harm.

We have been informed that Carlsberg and Olvi are threatening the Estonian Government to withdraw from Estonia if they move forward in their alcohol policy plans, which aim at improving health of its population (<http://arileht.delfi.ee/news/uudised/carlsbergi-ja-olvi-juhid-hoiatavad-juri-ratast-olleaktsiisi-tostmine-sunnib-meid-oma-investeeringuid-umber-hindama?id=76503989>).

This is contradictory to the information and the image given over the years by Carlsberg as a company caring about alcohol-related harm in the European Alcohol and Health Forum. Moreover it appears not to be in the spirit of your global social responsibility initiatives, as can be found here; <http://gsri.worldwidebrewingalliance.org/search>

Eurocare would like to ask Carlsberg and Olvi to reconsider their policy and instead congratulate Estonia Government for prioritising the health of its citizens. The proposed alcohol policy plans are based on recognised international agreements. Reducing youth drinking and alcohol-related road accidents are in line with UN's sustainable development goals. Both WHO's Global strategy to reduce harmful use of alcohol and WHO's European action plan to reduce the harmful use of alcohol 2012–2020 recommends Member States 'to reduce exposure to alcohol marketing, and in particular to protect children and youth from alcohol marketing of all kinds'.



Carlsbergi ja Olvi juhivad hoiatavad Jüri Ratast: õlleaktsiisi tõstmine sunnib meid oma investeeringuid ümber hindama (130)



Toimetaja Romet Kreek
majandustoimetuse
reporter

48 f t e p k



<http://arileht.delfi.ee/news/uudised/carlsbergi-ja-olvi-juhid-hoiatavad-juri-ratast-olleaktsiisi-tostmine-sunnib-meid-oma-investeeringuid-umber-hindama?id=76503989>

- No alcohol sales in petrol stations since January 1, 2016
- Use and advertising of discount campaigns for alcoholic drinks prohibited in the shops, since November 1, 2016
- Increase in excise tax for all alcohol products since March 1, 2017
- The legal age to purchase or consume alcohol is increased from 18 years to 20 years old from January 1, 2018
- Alcohol retailers will have a right to ask for legitimation from buyers if there is uncertainty if the person is younger than 25 years old from January 1, 2018
- Restricting off-premise sale of alcoholic beverages (exceptions: airports, ferries, train bars/shops) from 10 am until 8 pm Monday to Saturday, and 10am to 3 pm on Sunday since January 1, 2018
- Total ban on alcohol advertising including few exemptions (such as a logo of producers in sales areas or on memorabilia) since January 1, 2018



2017-04-27 / BY MOTIEJUS RAMAŠAUSKAS / ANALYSIS, NEWS

Music culture under threat from new alcohol ban

The past few weeks regular festival-goers the government, I

Stands in the petrol stations placing personal responsibility for the ban of sales in on MPs and government members and encouraging clients to contact.



15 VERILAS FINANSAI BENDROVĖS ENERGETIKA TRANSPORTAS ŽEMĖS ŪKIS KVADRATINIS METRAS KARJERA MEDIJOS

VERILAS • BENDROVĖS

Publikuota: 2017 kov 22d. 13:01

„Carlsberg“ vadovai: jei būsime priversti išeiti iš Lietuvos – nedvejosime



Personal discount cards to MPs offered by a chain of petrol stations

TEGUL MEILĖ LIETUVOS DEGA MŪŠŲ ŠIRDYSE!



Gerbiamas Seimo nary,

Esame lietuviško kapitalo degalinių tinklo įmonė, sėkmingai dirbanti Lietuvoje jau dvidešimt metų. Norime Jus pasveikinti su artėjančia šeimo rudens sesija, bei palinkėti produktyvumo, išsvėrės ir sėkmės darbuose, kurie laukia. Šia proga, kad efektyviau ir sklandžiau įgyvendintumėte savo tikslus, greičiau ir už mažesnes sąnaudas pasiektumėte rinkėjus, Jums dovanojame UAB „EMSI“ vardinę nuolaidų kortelę, bei dovanų kuponus kavos puodeliui.

Su UAB „EMSI“ vardine nuolaidų kortele (aktyvuota - jau veikia) atsiskaitant gryniais pinigais arba banko kortele Jums bus suteikta:

- Nuo 11 ct iki 6 ct nuolaida visų rūšių degalams
- Nuo 50 % iki 30 % nuolaida ploviklos paslaugoms, kava, užkandžiams

Jeigu nutartumėte užsipildyti degalus mokėti ne iš karto, o vėliau, siūlome įsigyti UAB „EMSI“ kreditinę kortelę. Naudojantis šia kortele, už atskaitinio mėnesio pilymus sąskaitą faktūrą atsiųsime sekančio mėnesio 5d., kurią reikės apmokėti per 30d. Kreditinei kortelei gauti, prašome užpildyti pridėtą sutartį ir atsiųsti el. paštu arba paštu.

5 key provisions

- 1. minimum unit pricing;
- 2. labelling of alcohol products and notices in licensed premises;
- 3. regulation of advertising and sponsorship of alcohol products;
- 4. structural separation of alcohol products in mixed trading outlets; and
- 5. regulations of the sale and supply of alcohol products (promotions).

Alcohol sponsorship ban would hurt sports industry - Cttee

Updated / Tuesday, 2 Jul 2013 19:23



Committee has recommended that a code of practice for the consumption of alcohol with stadia be drawn up

Alcohol Bill will cut €8.5m sponsorship of arts events, says drinks industry

Festival organisers are nervous about new legislation that will curb drinks companies' advertising

Mon, Jun 26, 2017, 21:00

Ciarán D'Arcy



Sources: <https://www.irishtimes.com/news/health/alcohol-bill-will-cut-8-5m-sponsorship-of-arts-events-says-drinks-industry-1.3134475>
<https://www.rte.ie/news/2013/0702/460120-alcohol-sponsorship/>



Source of the picture: <http://www.uefa.com/insideuefa/about-uefa/administration/marketing/news/newsid=1947396.html?redirectFromOrg=true>

Franck Lecas:

http://www.eurocare.org/media_centre/previous_eurocare_events/7th_european_alcohol_policy_conference_ljubljana_22_and_23_november_20162/conference_presentations

- Brazil 2014 - ‘Budweiser Law’ successfully pressured Brazil into passing a bill, allowing beer sales in soccer stadiums.

“Alcoholic drinks are part of the FIFA World Cup, so we’re going to have them. Excuse me if I sound a bit arrogant but that’s something we won’t negotiate.”

“The fact that we have the right to sell beer has to be a part of the law.”

[Jerome Valcke \(FIFA’s secretary\) in 2012](#)

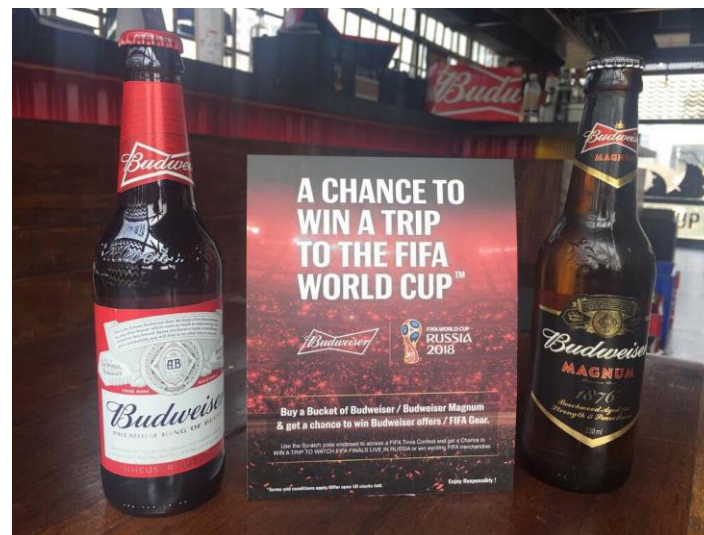


- The prohibition on any advertising for beer on radio, TV, printed media and online has been eased until the end of 2018 because of the upcoming Football World Cup.



Beer Buzz: FIFA's beer sponsor to sue 2018 World Cup stadium

19 Jan, 2018 17:59



Sources: <https://www.rt.com/sport/416440-beer-world-cup-russia/>
<https://twitter.com/search?q=%23LightUpTheWorldCup>

1. Attacking evidence-based policies that threaten profits
2. Attacking the science and scientists
3. 'Doubt is our product,' as one tobacco executive wrote in 1969
4. Embed themselves in government and dominate any policy-response to harm caused by their product – 'responsible companies', 'part of the solution' gives seat at the table to stop any regulation early
5. 'continuous dialogue' with its critics

**Thank you
for your
attention**

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