



Cooperation in the European Union to prevent irresponsible marketing of alcoholic beverages



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Structure of the presentation

■ Milestones

■ EU alcohol strategy

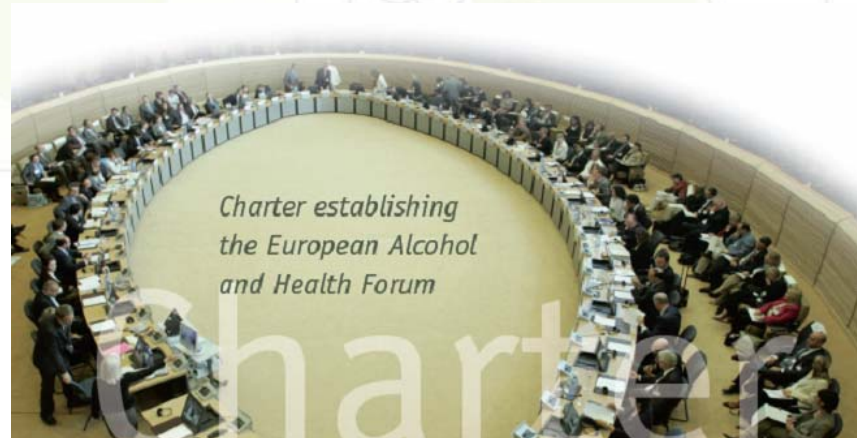
- Key elements
- Priority themes
- Implementation

■ EU framework

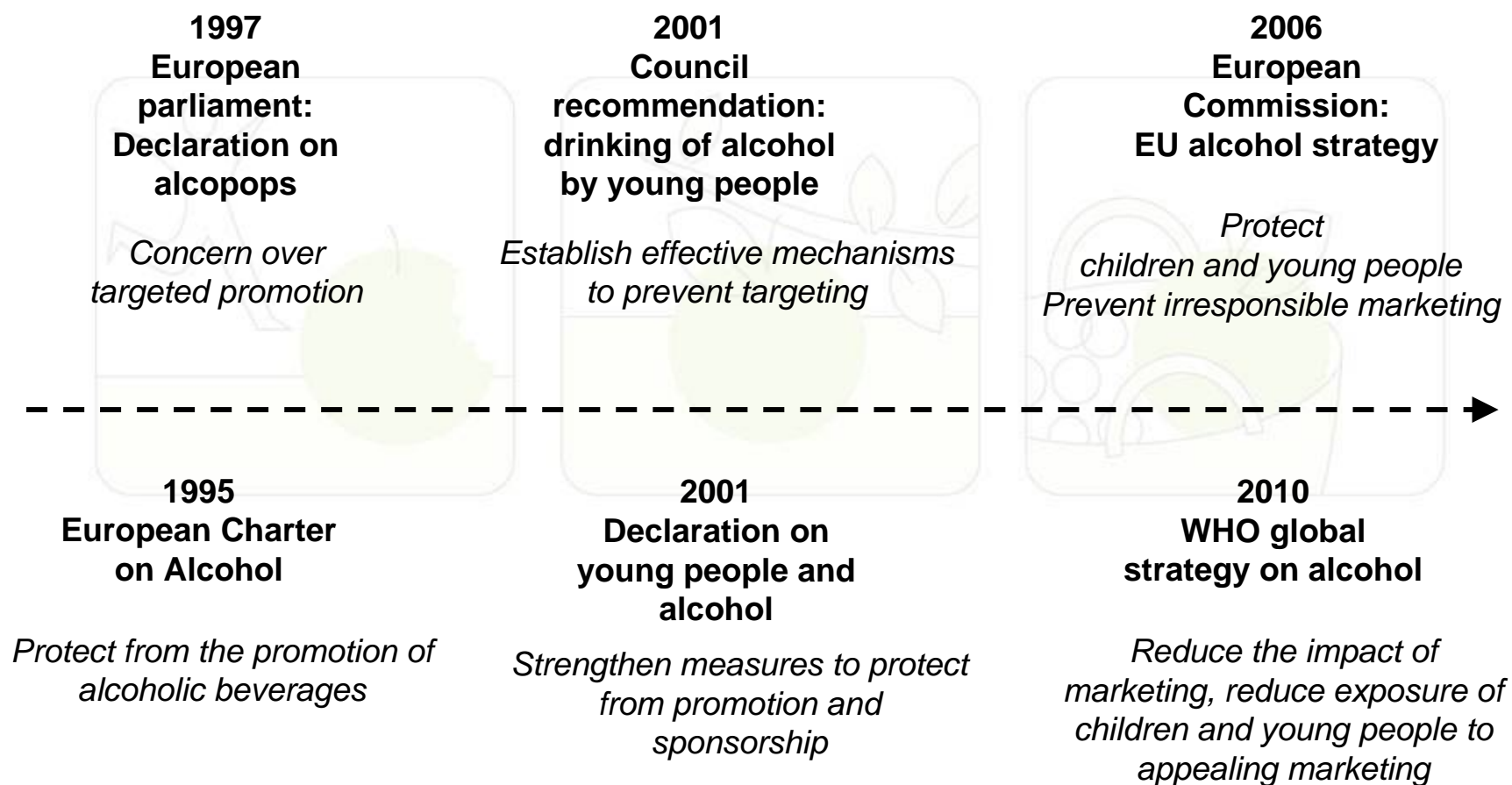
- Legislation
- Self regulation

■ Action at EU level

- European Alcohol and Health Forum
- EU-funded projects
- Way forward



Milestones in mutually reinforcing processes





EU Alcohol Strategy - key elements

- Focussed on priority themes: relevant in all Member States, action and coordination at EU level has added value.
- Coordination and mobilisation at EU level, exchange of good practice.
- Strong push for action needed:
 - action across sectors, in broad range of areas
 - action by a variety of stakeholders
 - action at all levels, from local to global
- Pragmatic: willing to go with whatever can deliver results - voluntary action, regulation, mixed.



EU alcohol strategy - priority themes

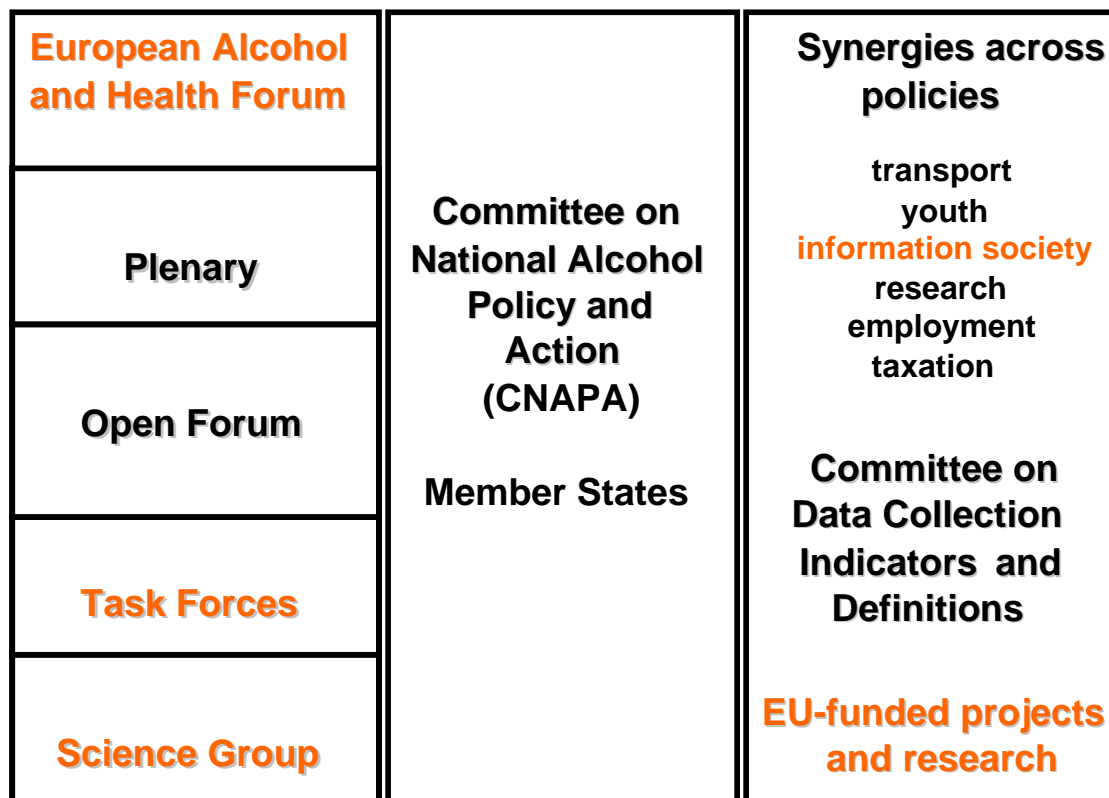
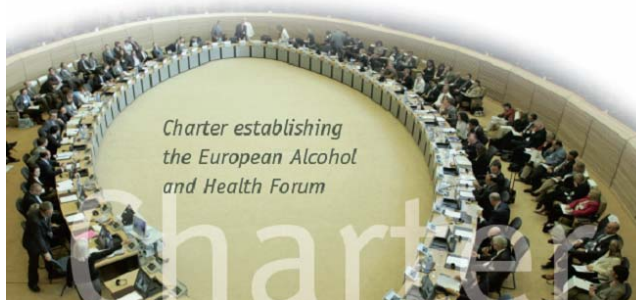
- Protect **young people, children** and the unborn child.
- Reduce injuries and deaths from alcohol-related road traffic accidents.
- Prevent alcohol-related harm among adults and reduce the negative impact on the workplace.
- Inform, educate and raise awareness: impact of harmful and hazardous alcohol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

Protect children and young people

- Under-age drinking, binge drinking
 - age limits for selling and serving
 - restrictions on marketing likely to influence young people
 - broad-based community action supported by education and media messages
- Children in families with alcohol problems
 - awareness and support
- Harm from alcohol during pregnancy
 - awareness-raising among women, the general public, medical professions

Implementing the EU Alcohol Strategy

- Synergies across EU policies
- Cooperation with Member States
- Stakeholder action



European Alcohol and Health Forum

■ Aim: to generate action across society

- curb under-age drinking
- enforce age limits
- change behaviour
- inform, educate
- provide consumer information
- promote responsibility in advertising and sales

Youth, health and
consumer NGOs,
medical professions,
insurers

Observers:
Member States,
EESC, WHO, OIVW



Alcohol producers,
wholesalers,
retailers, caterers

Advertisers,
sponsors, publishers

Commission services

August 2011: 65 members, 190 actions

Full information and reports in database: <http://ec.europa.eu/eahf/index.jsp>



EU framework: legislation

- **Audiovisual Media Services Directive (AVMS) 2007**
 - Audiovisual commercial communications for alcoholic beverages shall not be aimed specifically at minors and shall not encourage immoderate consumption of such beverages (III 9e).
- **Additional criteria established in Television Without Frontiers (TWF) Directive 1989 (AVMS VII 22)**
 - No link to enhanced physical performance, driving, social or sexual success
 - No claims regarding therapeutic qualities, stimulant, sedative, means of resolving personal conflicts
 - No emphasis on high alcohol content, no depiction of abstinence or moderation in negative light
- **AVMS (XII 33): Commission to report on application (December 2011)**
 - Including whether the rules on advertising have afforded adequate protection for children.



Situation in EU Member States

Alcohol strategy progress report 2009:

- Mix of statutory and self regulation
 - Statutory restrictions most common for TV and radio
- Restrictions may apply to all alcoholic beverages or to given types
- Restrictions on placement or content
 - Mandatory warnings on alcohol advertisements in 8 MS
- Frequent adjustments
 - For example introduction or adjustment of watersheds for TV advertising of alcohol to protect of children



EU framework: self-regulation

- AVMS 2007 calls on Member States to promote co-regulation and self-regulation in the AV media services domain*
 - Member States should recognise the role which effective self-regulation can play as a complement to the legislative mechanisms in place.
- Advertising Round Table 2006
 - Organised by DG Health & Consumers
 - European Advertising Standards Alliance, NGO experts, Commission officials
 - Outlined best practice model for self regulation
 - Criteria for effectiveness, independence, coverage

*http://ec.europa.eu/avpolicy/reg/avms/index_en.htm



Action foreseen in EU alcohol strategy

■ EU level action on commercial communication

- Commission will work with stakeholders to create sustained momentum for **cooperation on responsible commercial communication**
- Main aim: support EU and MS action to prevent irresponsible marketing
- Long-term objective: single code of commercial communication for EU and national level
- **Monitoring performance of self-regulatory codes**, including by independent parties



European Alcohol and Health Forum

■ Members' commitments to action

- Around 50 actions involve cooperation to promote responsibility and prevent irresponsible commercial communication and sales

■ Task Force on Marketing Communication

- To examine best practice to promote responsibility
- To build upon the Advertising Round Table
- To examine trends in marketing

■ EAHF Science Group

- Comprising independent experts
- To provide scientific guidance on specific issues upon request from EAHF



EAHF commitments to strengthen self-regulation of alcohol advertising

- Single company or group of companies – revision of code, training etc.
- Whole sector – revision or extension of code, training, monitoring etc.
 - European Committee for Wine Enterprises (CEEV)
 - The Brewers of Europe
 - The European Spirits Organisation (CEPS)
 - The European Forum for Responsible Drinking (EFRD)
- What's new
 - Introduction of 30/70 rule = no targeting of children
 - Extension of self regulatory code to digital marketing



EAHF commitments to support implementation across advertising media

- Association of TV and radio sales houses (Egta)
 - Compendium of statutory regulations and alcohol industry codes
- European Association of Communication Agencies
 - Guide for agencies on alcohol marketing self regulation codes
- European Publishers Council
 - Dissemination of information on the extension of self-regulation of marketing to digital media, including alcohol marketing
- European Sponsorship Association
 - Recommendations to sports and cultural events rights holders on their relationship with alcohol sponsors



Task Force on Marketing Communication

- *Self-regulation: mapping exercise report*
 - Elements of the self regulation framework in Member States and at EU level in 2009
- *Targeting/Not targeting youth: mapping exercise report*
 - Practices in 2009 regarding audience composition
 - 30/70 rule (spirits); 50/50 rule (beer, wine)
- Update report planned for 2011: progress towards the Advertising Round Table best practice criteria
 - Effectiveness: copy advice, complaints procedure, publishing results, sanctions for non-compliance
 - Independence: involvement of stakeholders in code development and adjudication bodies
 - Coverage: across all activities and channels involved in marketing



EAHF Commitments for monitoring alcohol marketing

- European Centre for Monitoring Alcohol Marketing (EUCAM)
 - Set up by the Dutch Institute for Alcohol Policy (STAP) with Eurocare Italia, IOGT-NTO & associated NGOs
 - Development from pilot project to continuous activity
 - Overviews of marketing regulations in EU
 - Overviews of research on the impact of alcohol marketing
 - Trend reports on alcohol marketing
 - Training for NGOs in monitoring compliance with self-regulatory codes
 - Drawing on results of EU-funded projects



EU-funded projects and research

EU Health programme

- Enforcement of national Laws and Self-regulation on advertising and marketing of Alcohol ELSA 2005-2007
- Focus on Alcohol Safe Environment FASE 2008-2010
- Monitoring Alcohol Commercial Communications in Europe AMMIE 2009-2010
 - Lead partner in all: Dutch Institute for Alcohol Policy STAP
 - Total EU funding € 922 000
 - Number of MS involved: ELSA 23, FASE 5, AMMIE 7 MS

EU Research Framework Programme

- Alcohol Measures for Public Health Research Alliance AMPHORA 2009-2012
 - WP4: Young people's exposure to alcohol marketing & impacts on drinking habits
 - Involves 32 research institutions, 11 MS (+NO, CH)



Alcohol Policy Youth Network (APYN)

- Result of joint action and joint commitment under the EAHF of the European Youth Forum and Eurocare
- Established 2008 by 25 youth organisations
- Member of the EAHF
- EU funding 2008-2010 € 108 000
- Capacity building and empowering for youth organisations; assessing young people's views; building bridges for cooperation also outside Europe
- www.apyn.org
- *Report on the impact of marketing, price and availability on young people's consumption levels, July 2011.*
 - Online survey, respondents from 41 countries
 - Mapping exercise, participants from 11 countries



EAHF Science Group: scientific opinion 2009

- Does marketing communication impact on the volume and patterns of consumption of alcoholic beverages, especially by young people?
 - Different methodologies have been used to address the issue
 - Longitudinal studies are the best placed to offer insights into the nature of the relationship
 - Scientific opinion based on review of 13 longitudinal studies:

“Alcohol marketing increases the likelihood that adolescents will start to consume alcohol, and to drink more if they are already consuming alcohol.”



More action needed...

- To reduce exposure of children and young people to alcohol advertising and sponsorship.
- To increase transparency and openness in Self Regulatory Organisations – involve NGOs, medical associations, parents and youth organisations.
- To deal with new forms of communication such as social media – in good and in bad.
- To address cut-price promotions for alcoholic beverages: happy hours, two-for-one, drink-all-you-can...
- Across the board: need to move from structures, plans and commitments to delivering concrete results.



EU citizen support for action on alcohol advertising

Eurobarometer survey 2009 (2010)

- 77% totally agree that alcohol advertising that targets young people should be banned.
- 82% agree that warnings should be placed on alcohol advertisements to warn pregnant women and drivers of alcohol related risks.
 - 53% totally agree
 - 29% tend to agree



EU alcohol strategy runs till 2012

Monitoring and evaluation to inform discussion on the next steps:

- Joint EC/WHO survey: trends in alcohol consumption, harm and alcohol policy development across MS
- Report on progress towards best practice model of self regulation of alcohol advertising
- Report on young people's exposure to alcohol marketing on TV and Internet
- Report on the market and self/regulation regarding alcoholic beverages with appeal for young people
- Independent evaluation of the implementation of the EU alcohol strategy



Further info

DG Health & Consumers website

- <http://ec.europa.eu/health>
- http://ec.europa.eu/health/alcohol/policy/index_en.htm

EU Public Health Portal

- <http://health.europa.eu>