

BEER IN MODERATION

Europe's more than 3500 breweries offer consumers over a hundred different beer styles, principally produced locally, with an average alcohol by volume of around 4-5% and also including both stronger specialty beers and lower- or non- alcohol beers. Offering this wide range, brewers respond to both differing and changing demands from consumers in the many countries and regions of Europe.

Brewers recognise that whilst beer is a drink of moderation and its responsible consumption can be compatible with an adult's healthy lifestyle, its excessive consumption, as for stronger alcoholic beverages, can contribute to ill health. This is why brewers have been so active on, for example, tackling drink-driving through campaigns and ensuring effective advertising self regulation.

In addition to the implementation of an EU-wide commitment on advertising self-regulation that outlined seven operational standards to be met in each country, a number of national activities tackling alcohol misuse have been supported by brewers, particularly in partnership with governments, civil society bodies, NGOs and other concerned stakeholders.

" I would like to commend the efforts of your sector to introduce self-regulation to promote responsible beer advertising across Europe. [...] Own-initiatives like this and pro-active involvement of industry representations are an excellent example of industry working with regulators to make legislation truly smart. In the same vein, I commend your action and commitment to addressing alcohol-related harm. "

European Commission President José Manuel Barroso,
Beer Serves Europe 2011

LAUNCH, IMPLEMENTATION, EVALUATION, EXPANSION

The Pledge is being launched with a commitment to take actions in 2012 and beyond. The Pledge implementation will provide input that can feed into the evaluation of the current EU Strategy and into the development of any future EU Strategy.

Implementation activities may be submitted as actions under the EU Strategy through commitments to the Alcohol and Health Forum. It is also hoped that they will provide input to strategies against alcohol-related harm at the national, regional and global levels.

The meetings of the Forum Plenary will provide opportunities to report on progress, including through specific examples of activities undertaken to support the Pledge's practical implementation.

The Pledge will be evaluated annually to allow for ongoing measurement of activities, improvements and expansion in line with best practices.

THE BREWERS OF EUROPE

Rue Caroly 23-25
B-1050 Brussels

T + 32 (0)2 551 18 10
F + 32 (0)2 660 94 02

www.brewersofeurope.org
info@brewersofeurope.org

EUROPEAN BEER PLEDGE

A package of responsibility initiatives from Europe's Brewers

To improve consumer information, ensure responsible advertising, and address alcohol misuse



The Brewers of Europe

EU BEER PLEDGE

The European Beer Pledge is a voluntary initiative by Europe's brewers to support EU Member States in reducing alcohol related harm. Brewers commit to taking concerted and measurable action to improve consumer information, ensure responsible advertising and address alcohol misuse in line with the expectations of citizens and EU policymakers.

Europe's brewers will build on decades of action against alcohol misuse and our position as the leading contributor of voluntary commitments to the European Alcohol & Health Forum. We will ensure increased and improved coverage of the EU with best practice activities to implement the EU Strategy to support Member States in reducing alcohol related harm.

The Pledge highlights brewers' ongoing support for the EU Strategy and its Forum. Transcending all three pillars of the Pledge, the multi-stakeholder approach remains vital to developing and implementing approaches that can be successfully implemented at national level and in line with local expectations and customs.

The Pledge is underpinned by national brewers' associations and companies representing and producing beer across the EU, who take responsibility for its implementation. The Brewers of Europe, uniting national brewers' associations from across the EU, will facilitate implementation by publishing EU toolkits to guide and stimulate the spread of good practices. Evaluations will further help ensure ongoing improvement and adaptation to developments.

By developing a framework to drive future responsibility activities by brewers, the Pledge responds clearly to the EU Commissioner for Health & Consumer Policy's call at the end of 2011 that "the time for stepping up action is now", with a need to "live up to today's challenges by using today's tools".

THE 3 PILLARS OF THE PLEDGE...

1. Increase consumer knowledge of beer & its responsible consumption

Europe's brewers will help increase consumer knowledge of beer and its responsible consumption through the use of a range of platforms, including new technologies, within the frame of existing laws and regulations regarding publicity and claims.

Europe's brewers commit to expanding their use of platforms to increase the information available to consumers, and to work to drive consumers to these educational sources. An important aspect will be to allow the consumer to obtain and absorb the information that he or she needs to receive.

Europe's brewers will seek to increase consumer knowledge on the following areas:

- alcoholic strength;
- product characteristics;
- responsible consumption guidelines, including when it is not advisable to drink;
- the effects of beer consumption.

Whilst the label is an integral part of the approach, brewers will also go beyond, using the label as a vector for directing consumers to other, often more appropriate, communication channels.

2. Ensure responsible advertising & marketing

Europe's brewers will extend best practice in advertising self regulation to encompass new media and ensure that citizens' awareness of complaints mechanisms be further enhanced.

Building upon the implementation of the 7 Operational Standards for responsible beer advertising, digital and social media guidelines addressing in particular the exposure of minors to beer advertising will be implemented across the EU. Europe's brewers will also develop further partnerships for responsible beer advertising with digital and social media providers, in order to ensure that these media are adequately covered.

A toolkit on consumer awareness of the ability and process to complain about potentially irresponsible advertising, covering the background to the issue and highlighting best practice approaches, will guide Europe's brewers to support activities through appropriate bodies to help increase consumer awareness of complaints mechanisms.



3. Address alcohol misuse

Europe's brewers will disseminate and support implementation of best practice campaigns against irresponsible drinking in four areas:

- (I) binge drinking among young adults;**
- (II) alcohol consumption by pregnant women;**
- (III) underage drinking;**
- (IV) drink driving.**

These areas have been identified where brewing companies, individually and through national associations, can establish partnerships to develop and implement initiatives to tackle alcohol misuse. Toolkits presenting the background, research base, key elements for effective initiatives and potential partnerships will be published to guide the process of adaptation, replication and implementation of best practice initiatives across the EU. These toolkits will take inspiration from successful activities that have been piloted in other countries.

