



First year report - April 2013

# EUROPEAN BEER PLEDGE

A package of responsibility initiatives from Europe's Brewers



The Brewers of Europe





## About this report

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Launched in 2012, the European Beer Pledge should be reported on annually, to allow for a regular monitoring of progress but also further opportunities to identify, evaluate and expand best practice activities.

This report constitutes the first year interim report on the European Beer Pledge's implementation. Focusing on activities supported by members of The Brewers of Europe during and since 2012, this interim report represents a snapshot of initiatives carried out by brewers, through associations, companies and broad coalitions, in line with and contributing to, the implementation of the three pillars of the European Beer Pledge.

As such, this report is not an exhaustive catalogue of all those activities supported by brewers since 2012, but focuses on some of the new activities through which brewers have stepped up over the past fifteen months. Many activities are thus not included as they are a continuation of existing initiatives that were already ongoing prior to 2012. The report is also built on the basis of accuracy and thus only includes information that could be substantiated by evidence within the limited timeframe.

Readers have the opportunity to see, pillar by pillar, country by country, some of the activities implemented, through short descriptions and key outcomes where available and verified in line with the external, independent assurance process. Whilst some activities may cross borders and many others may be applicable to more than one of the three pillars, effort has been made to categorise the initiatives clearly and thus also avoid any duplication of reporting.

The report has been compiled principally, though not exclusively, on the basis of reports to be found on the Global Social Responsibility Initiatives database of the Worldwide Brewing Alliance, of which The Brewers of Europe is a member. Furthermore, some activities were also filed as commitments to the EU Alcohol and Health Forum and thus subject to scrutiny through the monitoring process that forms part of the European Commission's compulsory requirements for all parties filing Forum commitments.

An essential element of the European Beer Pledge reporting process is the involvement of KPMG Sustainability, whom The Brewers of Europe has invited to provide limited assurance on the first year interim report. The result of this thorough and lengthy process is that this report has received independent limited assurance from KPMG Sustainability. KPMG's assurance statement can be found at the end of this interim report.



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# Foreword

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## Foreword by Renate Sommer Member of the European Parliament

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**Renate Sommer**  
*Member of the  
European Parliament*

Hosting the launch of the European Beer Pledge in February 2012 in the European Parliament I was impressed by the scope and ambition of the commitment being made not just by The Brewers of Europe, but by the national brewers associations of the European Union and the thousands of beer companies operating across the EU.

As rightly stated by The Brewers of Europe at its launch, the Pledge is a framework for action, but one that should be judged on the actions that take place on the ground, principally at the national and local level. I welcomed the commitment to report annually on the implementation and I was impressed to read this first report. It shows brewers' commitment not just to words, but to action!

As I said at the launch, we already have a huge range of laws in place on alcoholic beverages, including beer, at Member State level. We do not need new legislation to tackle alcohol-related harm. In light of the huge cultural differences in alcohol consumption patterns and various legislative approaches that exist across the European Union this is particularly true at EU level. Even the European Commission emphasised these differences when it published its Communication on an EU Strategy to support Member States in reducing alcohol-related harm, and so did the European Parliament when we delivered our Resolution on the EU Strategy.

However, alcohol-related harm does remain an issue and all parties have a positive role to play - legislators, enforcement authorities, the police, doctors, parents, schools, NGOs and businesses such as the four thousand breweries in Europe. The partnership approach as espoused through the European Alcohol and Health Forum has been embraced by the brewers.

At the launch of the Beer Pledge, Europe's brewers had already taken responsibility for the implementation of well over one third of the commitments filed under the Forum. The brewers have stepped up their work through the Beer Pledge, filed and implemented more commitments, and partnerships across society remain at the heart of the huge majority of the activities supported by brewers since 2012.

Beers and brewers are fundamental to European society, reflecting cultural diversity and helping to bring some joy to the lives of millions of Europeans. As a Member of the European Parliament I am committed to encouraging my fellow MEPs to support a Europe where beer, consumed responsibly and by adults, can play a key part as a provider of jobs, as an important contributor to the economy, and of course as a positive social lubricant that enhances Europeans' lives.

The Beer Pledge and this first report demonstrate that brewers are key contributors to our society who keep their word of being part of the solution.



# Introduction



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## Introduction by Demetrio Carceller President of The Brewers of Europe

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When I was elected President of The Brewers of Europe in November 2012, it was clear that I was also taking over the reins of an organisation that had set out its stall as one of the leading stakeholders supporting the European Union with the implementation of its Strategy against alcohol-related harm.

I was also delighted to see the positive attitude with which both the incumbent Chair of the European Alcohol and Health Forum and MEP Renate Sommer had welcomed the European Beer Pledge at its launch.

I can commit that implementing the Beer Pledge will remain a major priority for The Brewers of Europe, its member associations and individual brewing companies over the course of my Presidency.

Whilst beer is so much more than alcohol, as brewers we are aligned on the fact that we have a key role to play in helping to address alcohol-related harm. This is a responsibility we share with governments, doctors, road safety groups, parents, educators, the police, non-governmental organisations, indeed many parts of our society. Hence the proliferation of initiatives where brewers are in fact partnering with many of these groups in the development, implementation and financing of responsibility initiatives.

As a brewer I also passionately believe in the positive contribution that beer makes to society – to Europe's culture and its economy too. Whilst alcohol can be misused, the responsible consumption of beer brings joy and prosperity to the lives of millions of consumers. Increasing consumer knowledge of the intrinsic properties of beer and the best, and most appropriate, ways to appreciate responsibly the tens of thousands of beer brands on the European market, remains a key pillar of the Pledge and we will intensify our work on this over the next year.

Finally, I'm also delighted that this first interim report's publication is coinciding with the launch by the European Transport Safety Council of a pioneering three-year project against drink driving. The Brewers of Europe is delighted to be partnering with ETSC in this project, offering financial support over its duration, which will become the first joint commitment under the EU Alcohol and Health Forum between a Europe-wide NGO and a Europe-wide business organisation.

I look forward to reporting next year on the implementation of both this new commitment and other activities in line with the European Beer Pledge.



**Demetrio Carceller**  
*President*  
*The Brewers of Europe*



# Executive Summary

## Executive Summary

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The European Beer Pledge was launched in the European Parliament in February 2012 as a framework for brewers' activities in support of the EU Strategy to support Member States in reducing alcohol-related harm. Building on their position as the premier committers to the European Alcohol and Health Forum, where brewers have the lead responsibility for the implementation of over one third of the now two hundred and fifty commitments to action, the Pledge is split into three pillars.

This Executive Summary gives a very brief overview of where activities have been carried out since 2012 and reported in line with the reporting and limited assurance process set by The Brewers of Europe and KPMG. It also provides some preliminary reflections on the activities that have been initiated since the launch of the European Beer Pledge.

What this report shows is that the brewing sector has indeed stepped up its activities, numerically, geographically and in scope. With hundreds of initiatives having already been supported by brewers over the years, what was important was to build on the numerous best practises and key to this was the development of toolkits for the use of brewers but also available to other stakeholders, many of whom partner with brewers in concrete activities addressing alcohol misuse on the ground and in the communities.

Four new European toolkits have been put together, for initiatives against: (i) binge drinking; (ii) alcohol and pregnancy; (iii) underage drinking; and (iv) drink driving. These are shared but also living documents to be updated in light of new developments and best practises that are expected to emerge throughout the implementation of the Beer Pledge.

An interesting development of note is that, whilst ensuring the full extension of best practise self-regulatory mechanisms to brewers' advertising on digital media is a key element of pillar two, which addresses marketing communications, new media have also emerged as key tools for implementing pillars one and two, increasing consumer knowledge of responsible consumption and helping to address alcohol misuse. Consumers' increased use not just of the internet but also other, mobile, devices, has led brewers either to expand existing initiatives to such media or even to put such media at the heart of new initiatives.

One can see from the report that brewers have stepped up:

- Under pillar one, with activities to increase consumer knowledge, in the Czech Republic, Estonia, Finland, Germany, Hungary, Italy, Malta, the Netherlands, Romania, Slovakia, Spain and the UK;
- Under pillar two, with further actions to ensure responsible advertising and marketing, across the EU and specifically in Belgium, Bulgaria, Denmark, Finland, Ireland, the Netherlands, Poland, Romania, Spain and the UK;
- Under pillar three, with campaigns addressing binge drinking, alcohol and pregnancy, underage drinking and drink driving, in Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Hungary, Ireland, Italy, Lithuania, the Netherlands, Poland, Romania, Spain, Slovakia, Sweden and the UK.

This first interim report also show that both brewers' associations and companies have key roles to play in supporting and driving forward the implementation of the Beer Pledge. It seems clear that this all-encompassing approach, using



the different platforms through which brewers' work, is set to continue in future initiatives and should be encouraged. Whilst broad coalitions are integral to a majority of the activities in which brewers are engaging.

A key facet of many of the best practises – partnership building – has been taken on board in the stepping up processes. Government ministries, driving schools, local government, doctors' groups and police authorities are seen as important partners in a growing number of initiatives.

A number of activities are also ongoing or still under development. The follow-up and development of these initiatives will form a key part of the next interim report, reporting on the outcome of the activities and discussions.

In terms of other key next steps, work over the next twelve months will intensify on the strengthening of self-regulatory mechanisms around digital and social media. Furthermore, as work under pillar 1 - increasing consumer knowledge of beer and its responsible consumption – intensifies, the toolkit that guides implementations of activities under that pillar will be developed.

Finally, the reporting process itself has put a spotlight on the fact that not all initiatives are able to provide the same wealth of measurement indicators, thus highlighting the importance of having measurable key indicators and collating results on the implementation and impact of the various initiatives. A key part of the best practise toolkits, work will also be stepped up to measure and gather such data, with the important role this will play in the evaluation, improvement and expansion of best practise activities in support of the Beer Pledge.





# The European Beer Pledge

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## The European Beer Pledge

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Launched in the European Parliament on 28 February 2012 the European Beer Pledge is a voluntary initiative by brewers across Europe to support EU Member States in reducing alcohol related harm. The Brewers of Europe and its members committed 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 committed to building on decades of action against alcohol misuse and their position as the leading contributors of voluntary commitments to the European Alcohol and Health Forum. Europe's brewers committed to ensuring 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.

- **Pillar 1: Increase consumer knowledge of beer and its responsible consumption**
- **Pillar 2: Ensure responsible advertising and marketing**
- **Pillar 3: Address alcohol misuse**

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.

Developing a framework to drive future responsibility activities by brewers, 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, committed to publishing EU toolkits to guide and stimulate the spread of good practices.

The Pledge was launched with a commitment to take actions in 2012 and beyond, with the anticipation that Pledge implementation could also provide input that could feed into not only the evaluation of the ongoing EU Strategy and development of any future EU Strategy, but also into strategies at the national, regional and global levels.

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

Europe's brewers also committed that the Pledge be evaluated annually to allow for ongoing measurement of activities, improvements and expansion in line with best practices. What follows is thus the first interim report on new activities launched and carried out since the announcement of the European Beer Pledge. It should not be considered an exhaustive analysis but an overview, featuring highlights, on which future Pledge activities and interim reports will be built.

Whilst some activities are carried out at national level and supported through the national brewers' associations, others are company activities, conducted either at the national or the global level across a number of the company's country operations.



# Pillar 1:

Increase consumer knowledge of beer and its responsible consumption



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## Pillar 1: Increase consumer knowledge of beer and its responsible consumption

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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 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.

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At the level of **The Brewers of Europe**, discussions on consumer information and the most appropriate ways to increase consumer knowledge of beer and its responsible consumption remain high on the agenda and will continue throughout 2013. For this reason, whilst development of a toolkit remains on the agenda, this has not yet been finalised. This has not, however, prevented companies and associations moving ahead with activities fully in line with pillar one of the European Beer Pledge.

What thus follows is an overview of some of the activities that have been launched or upgraded over the last year, from more traditional, though still very relevant, activities to those that make use of new technologies that would not have been relevant at the launch of the EU Strategy. Such activities covered are therefore websites, media campaigns, publications, consumer research, events, labelling initiatives, videos and social media platforms. Logically, the majority of the activities reported under pillar three also incorporate a key consumer information and citizen empowerment element.



In April 2012 the **Finnish Brewers** launched a new website - <http://www.kohtuullisesti.fi> - to create awareness about responsible consumption. The website follows in the footsteps of the award-winning “Drunk, you’re a fool” campaign and seeks to both spark debate about the still prevailing culture of drunkenness in Finland and encourage every consumer to evaluate their own consumption. The **Finnish Brewers’** “Drunk, you’re a fool” campaign had some success in changing people’s attitudes to and acceptance of binge drinking. “Kohtuullisesti”, loosely translated as “moderately” or “responsibly”, continues discussions on responsible consumption, helping 18-30 year olds to understand better their own consumption, providing information about the benefits of responsibility and moderation.



In **Germany**, a new “Alcohol in the workplace” corporate tool is being finalised, providing information for companies on how to prevent alcohol misuse, implement prevention programs and detect dependence. This new consumer information tool adds to another tool - <http://www.dont-drink-and-drive.de> - which is part of the **German Brewers’** “Bier Bewusst Genießen” initiative. This website, targeted mostly at young drivers, provides, among others, key statistics and information, interactive games and a contact forum whereby young people are also encouraged to create ‘party patrols’ that inform others about the consequences of drink driving.

Die deutschen Brauer  
Deutscher Brauer-Bund e.V.



In **Malta**, an autonomous social aspects organisation called The Sense Group, set up by the **Maltese brewers** and other major producers and importers of alcoholic drinks to conduct awareness campaigns and help cultivate a better understanding of alcohol-related issues revamped its consumer information website - <http://www.drinkawaremalta.com> - in September 2012 with the aim to establish it as the foremost source in **Malta** for information on responsible consumption. The new site has already attracted significant interest and drawn over 3000 unique visitors up to April 2013. Part of the process of increasing consumer knowledge in 2013 has included new consumer research on awareness of responsible consumption, conducted in February 2013.





The **Dutch Brewers** have been part funding for three decades, together with other sectors and a fifty percent contribution from the Ministry of Economic Affairs, the Dutch Foundation for Alcohol Research (SAR). Research is carried out by an independent scientific organisation, TNO, with the aim to contribute to a balanced, greater understanding of the effects of moderate consumption. In December 2012 SAR published a brochure with the results of thirty years of scientific research on the website <http://www.alcoholengezondheid.nl> - where information can be found on consumption guidelines and the state of science around drinking and health. The **Dutch Brewers** in 2013 will now set about making information on responsible beer consumption more readily available to parents and young adults, including through the launch in 2014 of a new website. This goes alongside a commitment from the **Dutch Brewers** to provide information to consumers, either through the label or other appropriate platforms, on nutrients, ingredients and the guidance for pregnant women to avoid alcohol.



Nederlandse  
Brouwers



In **Slovakia**, 2012 saw a landmark first ever common project involving industry and the Public Health Authority of the Slovak Republic (PHASR). The objective of the Responsibility Day was to provide the public with information on the consequences of alcohol abuse and to show them the possibilities for prevention. The PHASR conducted over 3500 examinations in hospitals, pharmacies, shopping centres and other venues across 36 towns. Interested people were examined and over 1800 questionnaires completed regarding alcohol consumption. The **Slovak Brewers** ran a special patrol handing out information leaflets and contact details for the public to obtain further information.



Alongside these new activities are an array of company initiatives, utilising both the label and new technology platforms, to further empower their consumers with the information to make informed choices. Plus a number of ongoing activities supported by brewers as part of a wider alliance, with web platforms such as drinkaware both in **Ireland** and the **UK**. In 2012 <http://www.drinkaware.ie> teamed up with MSN (Microsoft Networks) on an interesting initiative to develop a mini-site with information for consumers on attractively priced deals to help "Reclaim Your Weekend".





In the **UK** a number of brewer initiatives in support of pillar one of the Beer Pledge are also contributing in the framework of the UK Government's Responsibility Deal. The **British Beer & Pub Association** along with other industry members has pledged to, among other commitments, maintain support to the Drinkaware Trust and ensure that by December 2013 over 80% of products on shelves have clear unit labelling and that simple and consistent information on units be available in the on- and off-trade. Brewers signing up to the units pledge include **AB InBev, Aston Manor, Carlsberg, Charles Wells, Thwaites, Diageo, Everards, Frederic Robinson, Fuller, Smith and Turner, Greene King, Heineken, Joseph Holt, JW Lees, Marston's, McMullen & Sons, Molson Coors, SA Brain, SAB Miller, Shepherd Neame, St. Austell, Theakston, Brakspear and Wadworth**. Ongoing evaluation is made by the Public Health Responsibility Deal monitoring and evaluation group.



In **Estonia**, **Carlsberg Saku**, in partnership with the Estonian Social Insurance Board, teamed up to address the specific issue of swimming after drinking. Warning signs on multipacks during the summer months drew people's attention to the sad statistics and risk of such behaviour.



In **Hungary**, **SAB Miller Dreher** runs a program that aims to initiate dialogue on responsible alcohol consumption among Hungarian adults, the government and NGOs by providing information and tools to facilitate and support the dialogue. With a website - <http://www.alkohol.info.hu> - at its core, between April 2012 and March 2013 the campaign was promoted by the world champion motorcyclist Talmácsi Gábor.



**Heineken** in **Romania** has a partnership with The Alliance for Fighting against Alcoholism and Substance Addictions (ALIAT), the main NGO for services in terms of substance addictions. This led to a website - <http://www.alcohelp.ro> - the first Romanian on-line counselling and e-health intervention platform for people with problematic alcohol consumption.





**AB InBev** also used its Global Be(er) Responsible Day (GBRD) in **Belgium** to launch a new website - <http://www.familytalkonline.be> - to help prevent underage drinking by encouraging open, honest communication between parents and children about drinking. The German version of the website reached around 3000 people in 2012, whilst a weblog - <http://www.familytalkonline.nl> - and Facebook page were also launched in the **Netherlands**. The **UK** Facebook page for Family Talk - <https://www.facebook.com/FamilyTalkUK> - was augmented with a series of videos focusing on fathers. Results of a national survey of 2000 fathers to establish when they first discussed the subject of alcohol with their children were used for regional media outlets, to drive awareness of the Family Talk **UK** Facebook page. By the end of 2012 there were 2674 'likes' on the page, the social media campaign on Facebook had reached over 5 million adults and the media coverage had been seen by an estimated 1.4 million consumers.



**SAB Miller** created a website - <http://www.talkingalcohol.com> - to help people to make informed decisions about drinking alcohol based on accurate, balanced information. The site provides information about the risks and benefits of alcohol consumption and links to other valuable resources. It is aimed at adult consumers of alcohol and is available in 8 languages (**English, Czech, Hungarian, Italian, Polish, Spanish, Romanian and Dutch**). By May 2012 the site had received more than 320,000 unique visitors with almost half a million visits. On average 20,000 people visit the site every month. Supported by the **Grolsch** brewery in the **Netherlands**, a regional multi stakeholder radio program for the 14 municipalities of Twente was conducted in 2012 and aimed at reducing underage drinking. The program was supported by the individual municipalities, Ministries of Health and Justice, the police and the on- and off- trade associations. EMOVO monitoring during the campaign showed a reduction in the numbers of underage drinking and a reduction in binge drinking by youth from Twente.



**AB InBev**, also as a Forum commitment, pledged to put two responsibility reminders - the pregnancy logo and the don't drink and drive logo - on all containers by 2014. Meanwhile, 100% of **SAB Miller's** global brand labels carried a responsibility message on the legal age, drink driving or pregnancy by 1 May 2012.

# Pillar 2:

Ensure responsible  
advertising and  
marketing



## Pillar 2: Ensure responsible advertising and 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.

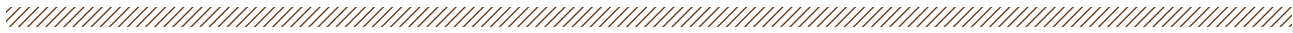
Whilst the Pledge specifically refers to stepping up in integrating new media into self-regulatory systems and increasing consumer awareness of complaints mechanisms, the Pledge also relates to broadly ensuring responsible advertising and marketing by building upon the implementation of the 7 Operational Standards (7OS) for responsible beer advertising. The 7OS commitment was also filed under the European Alcohol and Health Forum and its implementation reported upon in a May 2010 report receiving limited assurance from KPMG. In this report the President of **The Brewers of Europe** in his foreword stated that self-regulation was an ongoing work in progress and that **The Brewers of Europe** would continue building upon the implementation of the 7OS.

Whilst work on a consumer awareness toolkit from **The Brewers of Europe** has begun, this is not yet finalised and remains on the agenda for 2013. What follows are therefore some of the new activities that have been carried out since the launch of the European Beer Pledge.



Following the publication of its Forum commitment on social media, **The Brewers of Europe** hosted the Head of Facebook's EU office at the launch of the Beer Pledge, who welcomed the Pledge and gave her support to the brewers' new commitment. The draft Manual accompanying The Brewers of Europe's Guidelines on Responsible Commercial Communications was updated with a new digital annex explaining how responsible marketing can be implemented across digital media, and helping to define the responsibilities of different parties on social media, in particular the duties of the advertiser. The new annex outlines some of the tools available on social media to help guide improved targeting of adult consumers, including those tools currently available to 'block' access for minors on social media to beer advertising.





A supporting commitment was also launched by the **Spanish Brewers** in April 2012, whereby they committed to developing a new social media code, involving the local self-regulatory organisation Autocontrol. Internal meetings are helping to define the code whilst preliminary discussions on collaboration have taken place with Twitter.



**Brewers of Romania** also filed a Forum commitment whereby, together with the Romanian self-regulatory organisation (RAC), workshops have been run for brewers and agencies: to clarify all the aspects regarding the spirit and the letter of the **Brewers of Romania's** Commercial Code of Communication; to present how the Ethical Committees which judge beer advertising responsibility are working, and; to reiterate the advantages of the copy advice service provided by RAC. All with the aim that brewers be aware of and respect the rules and scope of the Code, whilst those responsible for beer advertising use the copy advice service before broadcasting a commercial communication.



The current **Belgian** Covenant on practise and advertising for alcoholic beverage is based on the Arnoldus Group self-regulatory Code of Conduct that was set up by the **Belgian Brewers**. When the Covenant came into force and was signed by the Health Minister, the advertising ethics committee, the consumer organisations Cric and Test Achats, and the other drinks sectors were then brought under the same system. Following discussions in 2012 involving, among others, the Belgian Brewers and the Health Minister, the Covenant was revised in January 2013 and the new system comes into force in April 2013.



The **Danish** Board on Alcohol Advertising includes representatives from, among others, the Consumer Council, the **Danish Brewers' Association** and an independent President, currently a High Court solicitor. Following revisions to make the revised code of practice both easier to use and easier to interpret, it was agreed also that the Board's website - <http://www.alkoholreklameraevnet.dk> - undergo a makeover. There are now improved interpretation guidelines not just to help companies but to help citizens understand more clearly the functioning of the system. A notable addition is a checklist for companies, put together on the basis of learnings from case materials presented to the Board over the years. As of 2013 the Board also now offers companies, consumer organisations, higher learning institutions, marketing networks and other interested parties the opportunity to book a speaker from the Board to provide a lecture, for example, on the



workings of the system and interpretation of the code. Such lectures can both help companies to interpret the code correctly and help consumers to understand how the code goes beyond the legal acts in place.



In **Poland**, since 2012, the 7 Operational Standards of The Brewers of Europe are fully covered by the **Polish Brewers Advertising Code** and the system governing it. Since 2011 every beer advertisement that is issued is monitored to make sure that it does not violate the Code, regardless of whether a consumer complaint is received. This process helps protect against any lack of awareness of the system amongst some citizens. In 2012 ongoing monitoring of code compliance was conducted and quarterly reports widely distributed to the media, decision makers and partners in order to help increase awareness of the system's functioning. Every quarter a detailed analytical report of monitored press, online, radio, TV and outdoor advertisements, reviewed by the NGO Generation Europe's Polish member (independent jury member in the Polish SRO, Rada Reklamy) is published on the **Polish Brewers'** website. The April 2012 report reviewed 188 beer adverts and the July 2012 report 582 adverts, none of which violated the Advertising Code. The September 2012 report analysed 301 new beer adverts, of which 2 violated the Code, according to the SRO verdict.



Meanwhile, in **Northern Ireland** a Code of Practice on Drinks Promotions applicable to producers, retailers, the on-trade and suppliers was launched in the spring and came into force in September 2012 with the work supported by the Minister for Social Development.



Whilst in **Bulgaria** since February 2012 the **Union of Brewers in Bulgaria's** Code for Responsible Commercial Communications and Standards requires that all beer advertisements carry the message, in Bulgarian, "Consume with pleasure and moderation". The aim being that a message raising awareness about moderate beer consumption act as a "trademark" for the Bulgarian brewers' commercials.





Following its setting up in 2011, the **Finnish Federation of the Brewing and Soft Drinks Industry's** preliminary inspection committee, which is an independent group whose members have expertise in a range of fields, such as marketing, advertising and law, inspected scripts or completed advertisements for alcoholic beverages in 2012. Outdoor advertisements also became subject to inspection in October 2012.



In April 2012 **The Brewers of Europe** also became an associated partner on three new Responsible Marketing Pact (RMP) commitments from the World Federation of Advertisers (WFA), commitments co-owned by companies including **AB InBev, Carlsberg, Heineken and SAB Miller**. As part of the process **The Brewers of Europe** has taken part in numerous consultations in the lead-up to the filing of the commitments, plus RMP workshops coordinated by WFA. Implementing these commitments over the next two years, WFA and the co-owning companies, with assistance as and where appropriate from associated partners will elaborate common standards for responsible alcohol beverage marketing communications on social media, including guidelines to integrate them into national and company codes and consistently apply, enforce and monitor the agreed approach. With the aim to ensure the further dissemination of the 70/30 rule - a recognised effective means of defining appropriate media placement and thereby reducing undue exposure of minors to alcohol beverage marketing communications - the commitment will promote as a common baseline standard the integration of what is today's corporate best practice into self-regulatory rules governing the whole industry. Furthermore, there is also the aim to ensure that self-regulatory rules prohibiting targeting/primary appeal to minors are up-to-date, reinforced where needed, interpreted consistently and applied in spirit as well as to the letter by industry and SROs across the EU.



Meanwhile, brewing companies have continued with the implementation of existing or augmented corporate codes. The global marketing communication policy of **Carlsberg** sets out the standards for all points of contact with consumers in all media formats, including sponsorship and social media. Using its Global Commercial Communications Code **AB InBev** has committed in **Belgium** to strive to train all of its sales and marketing employees on the Code. In the **Netherlands** this training also included the code of STIVA, the social aspects organisation supported by brewers and other sectors. **Heineken** also has its Global Rules on Commercial Communication and training sessions were run for its marketing team in **Belgium** by the local self-regulatory organisation, JEP. In **Ireland** training for its marketing and consumer facing employees takes place regularly, with the self-regulatory code restricting sampling to a limit of one pint, whilst responsible event sponsorship implies a limit of two pints for all purchases, the use of plastic glasses and mandatory ID for purchases. At **SAB Miller**, the company's Policy on Commercial Communication rules that all its companies must have an internal Sales and Marketing Compliance Committee which is charged with ensuring that all commercial communication complies with the Code. It must provide internal and external marketing and sales personnel with a copy of the Code and oversee and ensure implementation of annual training related to the Code.



# Pillar 3:

Address  
alcohol misuse

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## Pillar 3: Address alcohol misuse

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

- a. binge drinking among young adults;
- b. alcohol consumption by pregnant women;
- c. underage drinking;
- d. 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.



Europe's brewers have a long history of supporting initiatives aimed at directly tackling situations of alcohol misuse and promoting a more responsible behaviour towards alcoholic drinks and beer in particular. **The Brewers of Europe** over the past twelve months has finalised four toolkits to cover the four areas identified above. These toolkits do however remain open documents, which can be updated in light of new developments, including new elements of best practise that may become apparent from national, local or company initiatives supported by brewers or other key stakeholders in the fight against alcohol misuse. These toolkits will be shortly available in the publications section of **The Brewers of Europe** website, alongside this report and open to the scrutiny and constructive input of all stakeholders, with the aim of ensuring that they remain relevant and useful tools to encourage the dissemination and uptake of best practises.

What follows, split according to the four sub-areas under this pillar of the European Beer Pledge, are a variety of activities that have been carried out and supported by brewers, either as companies themselves or as part of broader coalitions, in particular through national associations. These differences in approach often reflect the differing capabilities and expertise of the different actors at the national level.

What also typifies activities under pillar three is the extent and diversity of partnerships that have been established across society. On the ground, brewers are teaming up with governments, NGOs, doctors' groups and many other stakeholders to achieve the common aims of targeting and reducing alcohol misuse.

## Binge drinking among young adults



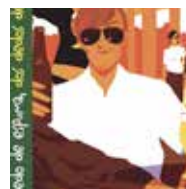
In April 2012 the “Rethinking our Drinking” campaign run in **Ireland** by MEAS (Mature Enjoyment of Alcohol in Society), the Social Aspects Organisation supported by industry stakeholders including the Irish brewers, entered its second phase. Whilst the overall campaign aims to promote a change in people’s attitudes towards alcohol misuse, this second phase encourages people to adopt a more moderate style of drinking and promotes the benefits of drinking at a slower pace. This phase of the campaign built upon research carried out at the start of 2012 that showed that intolerance of public drunkenness is strong and over 80 percent of people had become “much more aware of excessive drinking and how it affects others”. Research by Millward Brown Landsdowne in January 2013 showed that, following the “Pacing” campaign, 67 percent of over-18s “think about the pace of their drinking more than they used to”, whilst 64 percent said they “think about how much they drink more than they used to”. Closely linked, the awareness level of <http://www.drinkaware.ie> amongst 18-29 year olds (the site’s key target audience) increased to 91 percent.



MEAS



In 2012 the **Spanish Brewers** continued their support of the long-running “Un Dedo de Espuma, Dos Dedos de Frente” (“A thick head on your beer but not on your shoulders”) campaign. Always on the lookout to keep the campaign fresh with innovative ideas to keep it relevant, the **Spanish Brewers** continued with the expanded use of digital communication platforms, running a new interactive digital youth poll to understand the drivers of consumption and a micro-statement competition through Twitter. Collaborators on the programme have included the Ministry of Agriculture, two Spanish Consumer Organisations (CECU and UCE), the Extremadura regional government, Leon city hall, the European Institute of Design (IED) and Club of Creatives (C de C).



In the **Netherlands**, the **Dutch Brewers** through STIVA (the Dutch Foundation for the Responsible Use of Alcohol) support each year an alcohol policy day for student unions, a meeting that gathers, to raise awareness of the dangers of excessive drinking, the executive committees of all student unions that are members of the National Chamber of Student Unions. The initiative is undertaken with the support of LKvV (the Dutch League of Sororities and Fraternities) and 46 student unions in 13 cities take part. In 2012 the event was also expanded to the annual meeting of all boards of the 47 student convents. The Dutch Chamber of Student Convents, of which they are all a member, launched in April 2012, with the financial support of STIVA, an online tool to help its members respect the responsible selling and serving of drinks in the bars. Whilst one thousand students were expected to take the test in 2012, in fact two thousand had done so by the end of the year.



Nederlandse  
Brouwers

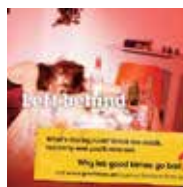


STIVA





In the **UK**, also as part of the Public Health Responsibility Deal, the **British Beer and Pub Association** and other industry members pledged to maintain at least through to 2013 the levels of financial support and in-kind funding not just for Drinkaware but also for the “Why let good times go bad?” campaign. Costing one hundred million pounds over five years, the campaign was cited in the UK government’s 2012 alcohol strategy as a good example of how to make appropriate information easily accessible for young adults. Research by Millward Brown showed that 80 percent of 18-24 year olds claimed to have adopted at least one of the campaign tips to help them moderate their drinking.



**AB InBev** in **Belgium** and **Netherlands** uses its sponsorship of the top football league to reach fans with responsible drinking messages, including by partnering with the football clubs. Server training is provided to all clubs, whilst signs at grounds are also used to draw fans’ attention both to the program and its Facebook site, where fans are also encouraged to sign up along with well-known campaign supporters such as the Dutch national team manager.



**Carlsberg** used its sponsorship of the Euro 2012 football championships to deliver the responsible drinking message, brand ambassadors either handing out responsible drinking wristbands or collecting pledges to responsible drinking from 375 000 fans in **Poland** and Ukraine. The message was carried on advertising around the pitches for the 31 matches and on plastic cups and displays at the fan parks visited by 6.6 million people during the tournament.



In the **UK**, **Heineken**, as part of a partnership with Addaction, the UK’s leading specialist drug and alcohol treatment charity, supported the setting up of a specialist alcohol service in Brent in the period 2011-2013. The program supports men and women with recognised drink or drug problems who are returning to Manchester after release from prison. The project aims to reduce or stop young adults’ alcohol use by addressing underlying problems and increasing their knowledge and awareness of alcohol issues, to help them make safer choices. The program works in partnership with police and probation services to proactively engage young adults.

## Alcohol consumption by pregnant women

Whilst there were limited new developments in national association activities on the issue of drinking by pregnant women, further companies, including in the context of the CEO Global Commitments signed up to by the major brewers, committed to including on packaging the guidance for pregnant women to avoid alcohol. This will likely result in the further dissemination and increased awareness of alcohol and pregnancy pictograms which already appear on a number of drinks' containers across Europe.



This comes in addition to the materials funded by the **Italian, Spanish and Danish Brewers** for pregnant women, including in partnership with the Italian and Spanish Societies of Obstetrics and Gynecology. In 2012 the **Spanish Brewers** worked on investigating new ways to transmit the message, in this case, through the Spanish Society of Midwives. After several meetings, an agreement was signed by the two parties with the following objectives: Development of information materials and specifically the publication of a consensus document (whose approval is still pending) on beer and lactation, to be presented to the public; Participation in activities to promote accurate information about nutritional guidelines for women who are breastfeeding and food choices for a prudent diet and healthy lifestyle, and; informing, educating and guiding on the incompatibility of alcohol consumption with this period in life and the option to include in the diet non-alcoholic beer.



In **Slovakia SAB Miller Pivovary Topvar** launched a new alcohol calculator application for women also with detailed information about foetal alcohol syndrome and the effects of alcohol on women. The launch of the app was followed by a seminar involving general doctors and officers from the public health authority.



In **Poland** an education program has been supported since 2012 by **SAB Miller Kompania Piwowarska** to promote awareness of Foetal Alcohol Syndrome and fundraise for the NGO "Fastrygą". Most activities are conducted online via social media but hard-copy educational materials are also provided to attendees of childbirth classes. The program was developed in association with the NGO Fastryga, Doctors, FAS experts and midwives. Over 16,000 internet users took part in the fundraising and educational activity based on the Facebook application.





## Underage drinking



The **Union of Brewers in Bulgaria (UBB)** has supported since 2010 the programme “Parents, talk to your child about alcohol”. In 2012 this project continued under the slogan, in Bulgarian, “Sport is the better way for children to grow up”. The goal of the campaign is to promote family sport and physical exercise as an alternative to underage drinking, encouraging parents to motivate teenagers to practice sports. Partners included the Ministry of Physical Education and Sports, the Sofia Municipality Centre for Addictions and the NGO Solidarnost, plus two national newspapers and other media. External parties were involved from the start, with over 300 members of the public submitting proposals for the campaign logo. Donations from the **UBB** maintained sports facilities and a Family Sports Week in Sofia was attended by over 850 people, with prizes given to the most active families during that week and at other events across the Sofia district. Media coverage, leaflets and brochures helped further disseminate the campaign’s messages, with independent research in December 2012 showing that over 20 percent of Sofia residents aged 18+ knew about the campaign. The campaign will be further developed, also with the support of the Ministry of Labour and Social Policy, and run in 2013 as an EU Alcohol and Health Forum commitment.



2012 also marked the 20th anniversary of the Observatory on Young People and Alcohol supported by the **Italian Brewers (Assobirra)**. The celebration was marked by a number of activities, including the publication of an extensive volume entitled, in Italian, “Alcohol and youth: what has changed in twenty years?”, which also included a specific longitudinal analysis of the behaviour of Italians with respect to alcoholic beverages since 1991. The Observatory also organised an event jointly with the University of Rome La Sapienza, featuring contributions from SIMA (the Italian Society of Adolescent Medicine) to discuss publicly the results of research on the awareness and potential patterns of alcohol misuse amongst various categories of youth. Another event, which should be repeated annually, brought together stakeholders, also to discuss openly the issues regarding collaboration at both institutional and private sector level on alcohol policy.





The **Polish Brewers'** campaign "Appearances can be deceptive, ID not" continued in **Poland** in 2012 with support from the Ministry of Justice, the Ministry of Economy and the National Police. Nearly 500 local authorities (20 percent of all Polish communes and two thirds more than in 2011) joined the campaign to prevent sales of alcohol to minors and raise awareness of the underage drinking problem amongst retailers, parents and teachers. An estimated 30 thousand points of sale, half a million parents, 12 thousand teachers and 60 thousand local police officers received the education packs, whilst there were almost 700 media hits. The most active communes received an award during a ceremony at the Ministry of Justice.



The **Danish Brewers** in 2012 supported a new and innovative activity targeted specifically at minors managing the celebrations around their confirmation and entering into adulthood. Together with the NGO Nightravens, municipalities and organisation Blue Monday, minors can access the Blue Monday App through a QR (Quick Response) code. Minors are confronted with the following messages: Blue Monday should be celebrated by minors without any alcohol at all; Other minors debut later than you think; Don't drink if you are a minor. The Blue Monday App is promoted to minors in the four biggest Danish cities in the spring and in the autumn. At these times teenagers are celebrating that they have confirmed their beliefs in Christianity. This tradition is divided between family parties and youth activities, the following Monday being called Blue Monday.



In **Lithuania** the **Brewers' Guild** continued its campaign against underage drinking - <http://www.aludariai.lt/lt/socialine-atsakomybe/> - where a famous Lithuanian basketball player asked adults not to buy alcohol for them. Faces from other phases of the campaign were the highest ranked Lithuanian tennis player and a famous DJ. The campaign appeared on top news portals, outdoor billboards and newspapers, whilst an 18+ sign appeared on over two million beer bottle caps throughout the duration of the campaign. According to research, 75.5% of target group respondents have seen at least one of the TV commercials.





In **Belgium**, **AB InBev** now includes a responsible serving module in its bar staff training schemes and has committed to including clauses in new/renewed contracts to promote the distribution of ID-checking education materials to sales outlets and to communicating an online responsible serving module on all B2B websites where on-trade and retail businesses purchase its products.



In **Hungary** in 2012 **SAB Miller Dreher** began a campaign to encourage managers and staff at HORECA outlets to become key advocates of alcohol responsibility and demonstrate the benefits of encouraging alcohol responsibility in their venues. The goal was to help the managers understand the business environment more deeply, with the curriculum including the dangers of irresponsible alcohol consumption. As a pilot program 20 HORECA and 20 trade partners (small and medium sized) were selected and invited to attend one and a half days of training. During a full day business simulation they tried different kinds of business decisions, where alcohol responsibility was also integrated. The participants also received point of sale materials to promote responsible alcohol consumption within their venues.



## Drink driving



2012 saw the **Italian Brewers (Assobirra)** launch their latest initiative under the <http://www.beviresponsabile.it> umbrella, following on from “Diglielo tu”, “O bevi o guidi” and “Se aspetti un bambino l’alcol può attendere”. Promoted over the summer in 2012, “Movida alternativa” addressed young adults on the subjects of both binge drinking and drink driving. In cooperation with local authorities the initiative toured **Italy**, visiting the nightlife centres of Milan and Florence with an information corner, drink drive simulator and alco-goggles.



In 2012, the fifth phase of the **Brewers of Romania's** campaign “Pass the wheel when you drink, the concept remained the same as in 2011 but there was a different approach. The new media partner was a well-known Romanian radio station. The idea was that using a pair of alcohol goggles (glasses that replicate the effects of alcohol intake) five DJ's from the radio station were invited to try to drive a car. The “experiment” was shared with their fans during their radio shows or on Facebook pages. The “experiment” was also filmed and posted on the Facebook page “Iubesc berea”.



In **Poland** activities around the Responsible Drivers Club were focused on social media in 2012. The objective was to create a real trend for designated driving, especially among young adults. Apart from ongoing activities (daily posts, discussions) there were two educational contests prepared for the followers: one dedicated to traffic regulations, the other a communal creation of a list with “10 rules for a responsible driver”. The fan page of the Club had gained 1700 followers by June 2012, a number which grew nearly ten times to over 15 000 by end February 2013, far beyond the 10 000 fan target set at the start of the initiative, with the level of interactivity also far exceeding the objective originally set. Coordinators of the Responsible Drivers Club profile proposed a set of initiatives including special contests on Facebook regarding road safety and sober driving. Having also been one of the leading participants at the official inauguration in 2011 in the Polish Parliament of the United Nations Decade for Action on Road Safety this activity builds on the **Polish Brewers'** cooperation with the parliamentary team for road safety that is coordinating activities related to the UN initiative in **Poland**. A special Facebook/mobile application called “Super Designated-Driver” which counts every kilometre that a person/member makes as a designated-driver is planned for 2013. It is hoped that people will aspire to the rank of “super designated-driver”, encouraging competition among users. A mobile phone app developed by **SAB Miller Kompania Piwowarska** with endorsement from regional road traffic police and taxi companies was downloaded over 50,000 times by May 2012, whilst also being awarded prizes in the prestigious Golden Arrow Contest in the category for mobile marketing.





The **Belgian Brewers**, who helped initiate the first ever designated driver campaign, which became the template for such campaigns across the rest of Europe and the world, continued their support to the BOB campaign in 2012 with the latest innovation designed to keep the campaign fresh and impactful. A partnership with the Belgian Road Safety Institute and Assuralia, the 2012 Christmas campaign featured the message “3 bises pour BOB” (“3 kisses for BOB”). It was displayed along highways as well as on television. A special “BOB kit” was sent to companies giving helpful tips for the safe return of their employees after a New Year’s reception or company party. The campaign is more and more evolving from a campaign with highlights in December-January to one with a second pillar in the summer. The next step will be to cover more or less the whole year. **AB InBev**, which also helped give birth to the BOB campaigns also used its non-alcoholic products to deliver the messages against irresponsible drinking, and in particular drink driving, offering tastings on the occasion of Global Be(er) Responsible Day and promoting a non-alcoholic beer brand at the drive-in cinemas during the summer.



Run now for over a decade, the **Spanish Brewers’** campaign La Carretera te pide Sin (“the road demands you alcohol free”) continued in 2012 to garner further institutional support, in addition to the support of the National Traffic Authority and National Federation of Driving Schools. New alliances were formed in 2012 with the Spanish Federation of Municipalities and Provinces (FEMP). Distributed in 2012 were campaign-branded merchandise such as steering wheel covers, sun visors and posters for petrol stations. Additionally were broadcast radio commercials and over a thousand billboards carried the campaign message. The campaign was presented at national level to the Director General for Traffic, the President of FEMP and the President of the Joint Committee on road safety and sustainable mobility. Whilst separate regional presentations were made for Valladolid, Malaga, Murcia and Valencia. Taking a non-repressive approach, the campaign message is clear that the road demands alcohol not be consumed when taking the car, whilst non-alcoholic beer is an option for those who wish to consume beer.



Building on an initiative of the **Czech Beer and Malt Association (CBMA)** started in 2011 in partnership with the **Czech** police to promote non-alcoholic beer to drivers who wish to drink beer but must not drink and drive, a new website was launched in June 2012 - <http://www.ridimpijunealkopivo.cz>. Furthermore, ten promotional activities were run at festivals over the summer and 146 promo-days were organised. Over 5500 drivers were contacted and more than 5000 single-use alcohol breath tests with the project logo and 5300 samples of non-alcoholic beer distributed. Since the beginning of the cooperation with the Czech police, over 10 000 drivers have been approached (4681 in 2011). Research showed that 79% of Czech people questioned said that they consume non-alcoholic beer before or whilst driving once a week to once a month. On 17 October 2012 were presented summary results of the activities conducted through the campaign.







The **Dutch Brewers**, already committed to supporting the Dutch BOB campaign for the next three years and signatories to the European Road Safety Charter, will support the SportBOB initiative by making alcohol free beers available to sports clubs and sharing best practise amongst members of how alcohol free beer can be more readily available at events. In 2012, one of the new additions to the Dutch BOB campaign was the targeting of middle aged people visiting friends and relatives at home, delivering the message that they too should organise a BOB before they leave. **AB InBev** also ran in 2012 in Breda the “stay fresh” campaign, in co-operation with the police of Central and West-Brabant, Safe Traffic Netherlands (Breda), Peutax and the government of Breda, to reduce alcohol-related traffic accidents. It was aimed mainly at sports people having a drink after the match.



Nederlandse  
Brouwers



In **Croatia**, **Carlsberg** provided free public transport to concert and festival goers, including via a special bus decorated with the responsible drinking message, whilst **Heineken Karlovacka Pivovara** ran a campaign in partnership with the Croatian Driving Schools Association across 107 driving schools and under the auspices of the Ministry of Interior Affairs as part of the National Road Traffic Safety Program. The campaign was launched at a press conference in February 2012 with the aim to educate 7000 learner drivers as part of their obligatory theoretical classes, also with the use of alco-goggles.



In **Bulgaria** “Alcohol Is a Bad Driver” - <http://www.alcoholbadriver.bg> - is a campaign supported by **Kamenitza** that targets primarily active drivers (24-45 years old) and novice drivers - the focus of the campaign since 2012. In 2012 alco-goggle tests were held in 6 of the biggest Bulgarian cities, where some participants had the opportunity to wear the goggles in a vehicle driven by a professional rally driver. Run since 2008, each subsequent edition of the campaign drives it a step further and improves its organisation, expanding its geographical scope and the number of participants. Collaborators include the Deputy Prime Minister, Minister of Interior, the Union of Bulgarian Drivers and the State-Public Consultative Commission on Issues of Road Safety. Since 2012, the campaign key message is also displayed on non-alcoholic beer. In 2012 alone there were 250,000 unique visits to the official Facebook page of the campaign. In 2012, **Kamenitza** undertook to “institutionalise” the “alco-goggles”, submitting an official proposal to the State-Public Consultative Commission on the Issues of Road Traffic Safety, to include the goggles in the program for obtaining a driving license. In 2013, the process of including the ‘alco-goggles’ in the educational program for novice drivers will be a major focus of the campaign. In 2012, the fifth edition of the campaign was awarded 1st place in the “Annual awards for road safety” in the category “Initiatives organized by companies”.





In **Sweden** in 2012, in a collaboration between the Swedish Road Transport Administration and **Carlsberg**, guests at restaurant chain Harrys were met by a startling installation of a car crashed into a wall. Touring Harrys restaurants for three months, the installation aimed to get people to stop and think, whilst also carrying information on the risks of drink driving. In the bar guests received non-alcoholic drinks, including mineral water with the 'don't drink and drive' message. A petition website - <http://www.jagtaransvar.se> - also gathered Swedes committed to not taking the wheel intoxicated in 2012.



In **Slovakia**, **Heineken** partnered in 2012 with the Slovak Auto Tourist Club to target young drivers aged 18-25, using 'alco-goggles' and a crash simulator, including through campaign activities at high schools and universities in the Bratislava region. **SAB Miller Pivovary Topvar** also continued its "Meet Your Guardian Angels" campaign, updating the ProMile - <http://www.promileinfo.sk> - BAC calculator for Android phones, whilst a new ProMile Lady application was also developed as part of a multi-faceted education campaign built in cooperation with the NGO Oz Prima and the Ministry of Transport.





# Methodology and Structure



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## Methodology and Structure

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The report structure is based around the three pillars of the European Beer Pledge, with pillar three then further split according to the four sub-areas highlighted in the Pledge. Launching the Pledge it was stated clearly that it would have to be underpinned by activities from national brewers' associations and companies representing and producing beer across Europe.

Through the Beer Pledge all members of The Brewers of Europe committed to stepping up with activities in line with the Pledge, supporting the broad objectives of all three pillars. However, not all brewers or countries should be expected to carry out all identified activities under all three pillars, since this decision should be taken in light of the requirements and priorities on the ground, including the specific challenges to be faced, in addition to the capabilities of each organisation, also from a resourcing perspective.

The cultural differences also lead to differing approaches in terms of implementation, this report therefore covering activities financed solely by brewers but also those supported by a broader coalition of stakeholders.

This report relates to activities started on or after 1 January 2012 and those ongoing on or after the date of the Beer Pledge launch – 28 February 2012. Included in this report are initiatives by associations and companies in the following countries: Belgium, Bulgaria, Croatia, the Czech Republic, Denmark, Estonia, Finland, Germany, Hungary, Ireland, Italy, Lithuania, Malta, the Netherlands, Poland, Romania, Spain, Slovakia, Sweden and the UK. The end date of the reporting period is March 2013.

The full definitions and criteria document can be found on the public website of The Brewers of Europe alongside this report. For reporting it was requested to indicate key dates, place of activity, objectives, target audiences, activities carried out, information on partners, and results, plus links and contact points for important further information. Reporting principles for ensuring report quality included accuracy, balance, completeness, timeliness and comparability.

Under the individual pillars, definitions and criteria were set by The Brewers of Europe according to which KPMG would also carry out the assurance process. These included:

- Under pillar one, outlining examples of the different information platforms, the means by which consumers may be directed to such sources and the definition of expansion, both geographically and technically;
- Under pillar two, clarifying that the 7 Operational Standards (see May 2010 report on responsible beer advertising through self-regulation) remain the reference point, outlining how partnerships with digital and social media providers may be expanded, and elaborating on the tools for implementing this pillar;
- Under pillar three, defining the scope of activities covered, outlining some criteria for defining good practice (e.g. partnerships, third party endorsement, measurable indicators, repetition and replication), as also covered in the four toolkits

An essential element of putting together this first year interim report was the involvement of KPMG Sustainability, who were requested to externally verify the report. To provide confidence that the information in the report is an accurate reflection of the state of play of activities, KPMG collected and reviewed, via documents from, and interviews with, national brewing associations and individual brewing companies, the evidence for all the significant claims made in the report. The rigour of this process has resulted in the removal of some claims and statistics that could not at this stage be substantiated with evidence meeting the criteria set by KPMG.

KPMG

Sustainability's  
Independent  
Assurance Report to  
The Brewers of Europe

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# KPMG Sustainability's Independent Assurance Report to The Brewers of Europe

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## To the readers of the European Beer Pledge, First year Report

We were engaged by the management of The Brewers of Europe to provide assurance on The European Beer Pledge First year Report (hereafter: The Report). The management of The Brewers of Europe is responsible for the preparation of The Report, including the identification of material issues. Our responsibility is to issue an assurance report based on the engagement outlined below.

### What was included in the scope of our assurance engagement?

Our assurance engagement was designed to provide limited assurance on whether The Report is presented, in material respects, in accordance with the reporting criteria. We do not provide any assurance on the achievability of the objectives, targets and expectations of The Brewers of Europe. Procedures performed to obtain a limited level of assurance are aimed at determining the plausibility of information and are less extensive than those for a reasonable level of assurance.

### Which reporting criteria and which assurance standard did we use?

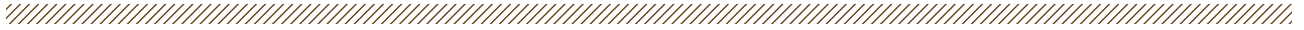
The Brewers of Europe applies internally developed criteria that are based on the commitments as included in the European Beer Pledge launched on February 28th 2012 and are further described in the 'Methodology & Structure' section. It is important to view the information in The Report in the context of these criteria. We believe these criteria are suitable in view of the purpose of our assurance engagement.

We conducted our engagement in accordance with the International Standard for Assurance Engagement (ISAE 3000): Assurance Engagement other than Audits or Reviews of Historical Financial Information, issued by the International Auditing and Assurance Standards Board. This standard requires, among others, that the assurance team possesses the specific knowledge, skills and professional competencies needed to provide assurance on sustainability information, and that they comply with the requirements of the Code of Ethics for Professional Accountants of the International Federation of Accountants to ensure their independence.

### What did we do to reach our conclusion?

Our procedures included the following:

- Interviews with relevant staff at The Brewers of Europe responsible for providing the information in The Report and the implementation of the European Beer Pledge at The Brewers of Europe level;
- Evaluating internal and external documentation to determine whether the information in The Report is supported by sufficient evidence;
- Visits to two member organisations to review the source information and documentation provided by the member organisation in relation to the claims made in The Report.



During the assurance process, we discussed with The Brewers of Europe the necessary changes to The Report, and determined that these changes have been included in the final version.

## **Conclusion**

Based on the procedures performed, as described above, nothing has come to our attention to indicate that The Report is not presented, in all material aspects, in accordance with the reporting criteria.

W.J. Bartels, Partner  
KPMG Sustainability, Part of KPMG Advisory N.V.  
Amsterdam, 25 April 2013



# Notes

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## Notes

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The Brewers of Europe