

eurocare

European Alcohol Policy Alliance



Annual Report
2017

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Europe is still the region with the highest alcohol consumption in the world, which contributes significantly to the mortality from non-communicable diseases (NCD). Estonia and Lithuania seems to be taking the lead in introducing new policies with the aim to reduce alcohol related harm among its population. Eurocare is proud to see its member's organisations in the lead and working in close collaboration with the governments. The Estonian Presidency conference '*Cross-Border Aspects in Alcohol Policy – Tackling Harmful Use of Alcohol*' aim was to reduce alcohol-related harm in the EU by strengthening the Member States' capacities to implement effective health policy and tackle cross-border issues. Labelling of alcoholic beverages, cross-border purchases of alcohol, and marketing were the focus of the conference, as well as discussions on research and monitoring concerning alcohol policy. Representatives of different sectors – health, agriculture, culture, finance – were gathered for two days in Tallinn. Eurocare was very happy to be working in close collaboration with the Presidency.

Eurocare is in the lead of the EU funded project *Focus on Youth, Football and Alcohol (FYFA)* which held its kick off meeting in September in Luxembourg. A big thank you to the Scottish government for supporting the project and helping Eurocare with the 40% co funding needed.

Marketing of alcohol is one of the main political issues discussed among Eurocare and its members. There is a once in a decade chance to introduce stricter marketing rules in the EU regulation with the revision of the Audio visual media service directive. However, there seems to be little or none willingness to introduce change among the politicians elected by EUs population, at neither Member State nor EU level. On the positive side – this is a minimum harmonisation directive – so Member States can themselves introduce stricter regulations.

The discussion of labelling of alcoholic beverages has been raised to the Global level by WHO Geneva office introducing the discussion at Codex Alimentarius. This makes us hopeful that consumers in the future will be able to make informed choices with all alcoholic beverages listing their ingredients and have nutritional information per 100 ml, including health information labels.

In November the Supreme Court in the UK finally came with its decision regarding Minimum Unit Price (MUP) and we are looking forward to be following the implementation in 2018. The evaluation of the effect of MUP will be followed closely of both Eurocare and other interested stakeholders.

We are happy to welcome two new members; Danish Cancer Society and United European Gastroenterology (UEG). Eurocare now have a total of 59 members from 24 countries.

We would like to thank all Eurocare members for good support in 2017!

Tiziana Codenottii
President



Mariann Skar
Secretary General



GOVERNANCE OF EUROCARE

The European Alcohol Policy Alliance met 7th and 8th June 2017 for the Annual General Meeting in Brussels, Belgium. The meeting in Brussels gathered 27 member organisations (three proxies), who decided on the priorities for the coming year.

There were Board elections and below are the newly elected members for three years.

EUROCARE BOARD MEMBERS

Representative	Position	Organisation	Country
Tiziana Codenotti	President	Eurocare Italia	Italy
Peter Rice	Vice President	Scottish Health Action on Alcohol Problems (SHAAP)	United Kingdom
Kari Vuorinen	Treasurer	EHYT Finnish Association for Substance Abuse Prevention	Finland
Katherine Brown	Board Member	Institute of Alcohol Studies	United Kingdom
Sven-Olov Carlsson	Board Member	IOGT NTO	Sweden
Suzanne Costello	Board Member	Alcohol Action Ireland	Ireland
Lukas Galkus	Board Member	Alcohol Policy Youth Network (APYN)	International, Slovenia
Marijs Geirnaert	Board Member	Vereniging voor Alcohol-en Andere Drugproblemen vzw (VAD)	Belgium
Myrian Savy	Board Member	Association Nationale de Prevention en Alcoologie et Addictologie (ANPAA)	France
Stig Erik Sørheim	Board Member	Actis – Norwegian Policy Network on Alcohol and Drugs	Norway

Eurocare would like to thank outgoing members of the Board: Vice President Lauri Beekman from Estonian Temperance movement, Kristina Hanula EHYT Finnish Association for Substance Abuse Prevention and Jan Peloza Alcohol Policy Youth Network (APYN) for all their help and support to Eurocare.

EUROCARE SPECIAL ADVISERS

The Eurocare Board has appointed Wilfried Kamphausen as special advisor to the Board and Secretariat.

NEW MEMBERS OF EUROCARE

Eurocare was happy to welcome two new members; Danish Cancer Society and United European Gastroenterology (UEG). Eurocare now have a total of 59 members from 24 countries. See the end of the document for an overview of all Eurocare members.

ALCOHOL MARKETING – Make AVMSD healthy

The Audio-visual media service directive (AVMSD) is currently open for review. A new legislative proposal amending the AVMSD was adopted by the European Commission on 25 May 2016 after a public consultation. The discussion is now ongoing among Member States in the European Council and in the European Parliament. For more information about the REFIT Evaluation and Impact Assessment of the EU Audio-visual Media Services Directive 2010/13/EU (AVMSD) – see <https://ec.europa.eu/digital-single-market/en/audiovisual-media-services-directive-avmsd>.

The European Alcohol Policy Alliance (Eurocare) welcomed the revision of the current Directive and hopes that it will result in a better framework for minimising the adverse impact of alcohol commercial communication especially on young people. Eurocare together with colleagues related to food have been actively advocating:

1) Minimising the exposure of health harmful marketing to youth: Mandatory measures are needed to minimise exposure of health-harmful marketing to youth, regardless of whether the advertising is directly aimed at them or not. Measures should cover television, on-demand services and online video-sharing platforms and include an EU-wide watershed that adequately captures children's and adolescents viewing times (e.g. between 6:00 and 23:00). Due to their very nature, self-regulation and voluntary commitments to date have failed to solve important health challenges.

2) Exclude alcohol and HFSS food from product placement and sponsorship. Product placement and sponsorship of alcoholic beverages and HFSS food are effective marketing techniques. Product placement and sponsorship for these products should be subject to the same provisions currently governing tobacco and medicinal products.

3) Ensure that Member States can effectively limit broadcasts from other countries on public health grounds. The efforts of frontrunner governments to reduce the negative health effects of alcohol and HFSS foods marketing should not be undermined by broadcasters established in other countries. The European Commission proposal to this effect should be supported.

So far there is little reason to be optimistic. Politicians at both national and European level are not encouraging stricter regulation. On the positive side – this is a minimum harmonization regulation which makes it possible for Member States to implement stricter regulation particularly targeting needs at Member State level.

CONSUMER LABELLING

In March 2017, the European Commission published a long overdue report on alcohol labelling required by Regulation (EU) No 1169/2011 on the provision of food information to consumers as it exempted alcoholic beverages (containing more than 1,2% by volume) from the obligation to provide information to consumers. Unlike other food products, they do not have to list their ingredients or provide nutritional information.

The report clearly states that objective grounds have not been identified that would justify the absence of information on ingredients and nutritional information on alcoholic beverages or a differentiated treatment for some alcoholic beverages, such as 'alcopops'. The report's conclusions appear to be driven by a political decision as it is giving the alcohol producers a year to deliver a self-regulatory proposal that would cover the entire sector of alcoholic beverages. The Commission will assess the industry's proposal and if it is unsatisfactory, it will launch an Impact Assessment.

For the consumers to make a truly informed choice all alcoholic beverages should follow the current provisions in the Regulation (EU) No 1169/2011, that is per 100ml. Listing ingredients contained in a beverage alerts the consumers to the presence of any potentially harmful or problematic substances. Even more importantly, providing nutritional information such as energy content allows consumers to monitor their diets better, and makes it easier to keep a healthy lifestyle.

Labels need to be regarded as an opportunity for impact over time, rather than setting the expectation that they will affect immediate behavioural change.

In 2017, the World Health Organisation placed alcohol labelling on the agenda of Codex Alimentarius. This allows for the momentum to be moved to the global level. The WHO proposal touches upon the ingredients listing and nutritional information as well as inclusion of health-related information on packaging.

Apart from Eurocare there is not any organisation following up the issue and being willing to support WHO efforts to improve alcohol labelling on the global level. Over the years Eurocare has also developed the necessary expertise in the field which places it in a unique position to take this issue forward.



Self- regulation is no regulation

7 June 2017 in Norway House

The event was organized in collaboration between Alcohol Action Ireland and Eurocare and more than 70 people from around 30 countries were gathered.

Commissioner Andruikaitis, Irish Health Minister Marcella Cocoran Kennedy, Maris Jesse from the Estonian Presidency and MEP Lynn Boylan gave an important political support to the event.

Evidence on the need for action was given by Professor Pat Kenny and Gerard Hastings in addition to Marjatta Montonen from Finland and Myriam Savy from France.



Focus on Youth, Football and Alcohol

FYFA is a EU funded project from the Health Program and Eurocare is the leading partner. It is a joint initiative aiming to reduce underage drinking and heavy episodic drinking among young people, as both strongly affect the health and welfare of Europe's population.

FYFA will review policies related to young people, sport, marketing and alcohol with particular focus on football on international, national and local levels.

Relevant stakeholders and decision makers will be interviewed at all levels. We will identify one local youth football club in six Member States, where young people, aged 13-15 participate in regular sporting activities and interview football club management to find out: attitudes, strategies to reduce drinking and harms for young people.

Finally FYFA will organise an international conference on Alcohol, Marketing, Sport and Youth – launching the project findings and recommendations early 2019.

The Scottish Government has kindly supported the project.

For more information see <http://fyfaproject.eu/>



Alcohol labelling seminar in the European Parliament

28 September

Hosted by MEP Jytte Guteland

"People have a right to know what is really in the products they buy. The EU legal framework must ensure that consumers can make truly informed and easily comparable choices for all alcoholic beverages, just as they can for other products. Therefore, we should close the current loophole in the Food Information to Consumers regulation so that the content in all alcoholic beverages is provided per 100ml" said MEP Jytte Guteland.

Key note speakers included:

- Commissioner Andriukaitis
- Emanuele Scafato, Istituto Superiore di Sanità, Italy
- Triinu Täht, Estonian Ministry of Social Affairs
- Emma Calvert, The Consumer Organisation, BEUC
- Pierre-Olivier Bergeron, the Brewers of Europe
- Mariann Skar, European Alcohol Policy Alliance



Estonian Presidency
of the Council of the
European Union

Estonia Presidency

Eurocare was proud to be working closely together with the Estonian Presidency. The Estonian Presidency worked actively with Member States in discussing alcohol policy at both EU and Member State level, ending with Council Conclusions highlighting several areas of action and call on the European Commission to:

- Produce and adopt a new EU Alcohol Strategy
- Monitor and evaluate the adequacy of the current measures in the online advertising of alcoholic beverages
- Support Member States in the framework of a new Joint Action – RARHA
- Support research and studies in areas such as for instance cross-border purchases
- Propose better provisions for alcohol labelling by the end of 2019

The Presidency hosted a conference on alcohol policy titled "*Cross-Border Aspects in Alcohol Policy – Tackling Harmful Use of Alcohol*".

The two-day conference, 30-31st October, attracted a number of speakers from the European Commission, OECD and WHO as well as those from academia, and the public, private and not-for-profit sectors. Jevgeni Ossinovski, Estonian Minister for Health and Labour, gave the conference's keynote speech, "Alcohol in the borderless world - challenges and opportunities" together with Health Minister Aurelijus Veryga Lithuanian.

Eurocare and its members were actively participating, both speaking and chairing in the Plenary.

Photos of the conference are available here: <https://www.eu2017.ee/photos/conference-cross-border-aspects-alcohol-policy-tackling-harmful-use-alcohol>



Minimum Unit Price

The Scottish Government passed legislation to set a minimum price for alcohol in April 2012, with no opposition in Parliament, but the implementation of the law has been delayed by legal challenges here and in Europe.

On the 15th November 2017, the UK Supreme Court ruled that Minimum Unit Pricing (MUP) of alcoholic drinks was legal. Rejecting the appeal by the Scotch Whiskey Association (SWA), spiritsEUROPE and Comité Européen des Entreprises Vins (CEEV), the Supreme Court found that MUP is compatible with European Union law.

Scotland will be implementing MUP from May 2018.



AWARENESS WEEK ON ALCOHOL RELATED HARM

Eurocare organized this year's alcohol awareness week, with the support of Margaret Walker – pro bono. A big thank you to Margaret for her support.

The week was held from 20 – 24 November. Awareness about the link between alcohol and cancer was the topic this year. The message being, no level of alcohol consumption has been found to be definitively safe.

MEP Biljana Borzan kindly hosted an event in the European Parliament on the 23 November and gathered a full meeting room with about 40 participants. Speakers included Marilys Anne Corbex, World Health Organization, Thierry Ponchon, United European Gastroenterology, Anne Friis Krarup & Dorte Dahl, Danish Cancer Society, European Commission Actions – Ana Sarasa Renedo, Joint Research Centre.

The Estonian Presidency hosted a breakfast meeting for Health Attaches with several of the same speakers.

Eurocare would like to thank for all the support that was given during the week.



STAKEHOLDER FORUMS

Eurocare is participating in several stakeholder forums of the European Commission.

- DG SANTE: EU Health Policy Forum
 - DG CONNECT: Community of Best Practice
 - DG AGRI: Civil Dialogue on Wine
 - DG TRADE: Civil society dialogue
 - DG ENTR, DG TAXUD)
 - Eurocare is also in similar forums in WHO and OECD
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REPORTS AND PAPERS 2017

January: Response to consultation Global Accelerated Action for the Health of Adolescents (AA-HA!) Implementation Guidance Draft

February: Response to the mid term evaluation of the Third Health Program (2014-2020)

April: Response to Modernising and simplifying the Common Agricultural Policy (CAP)
Comments on the Inception Impact Assessment for Directive 2008/118/EC, DG Taxud

May: Open letter to WHO Dg candidates: keep policy and priority setting free of commercial influence, the Lancet vol 389 – co-signatory

July: Response to General arrangements for excise duty – harmonisation and simplification
Response to the structures of excise duties applied to alcohol and alcoholic beverages

October: Response to WHO's 13th General Programme of Work 2019 – 2023 (GPW13) Online submission

December: Response to the roadmap to CAP for wine sector

IN 2017 EUROCARE ISSUED THE FOLLOWING PRESS RELEASES

11 January Alcohol marketing influences youth drinking, warn public health experts

3 February Celebrating World Cancer Day 2017 - but not with alcohol

28 February Scottish Government urged to curb alcohol marketing to protect children

13 March Alcohol Labelling - What is really in our drinks?

25 April Members of European Parliament will not protect young people against alcohol marketing

8 June Self-regulation is no regulation

9 September Too young to drink

28 September Call for alcohol labelling

15 November UK Supreme Court MUP ruling

20 November 5th Alcohol Awareness Week on Alcohol Related Harm

8 December Will Juncker's Commission have the courage to work on alcohol?

DISSEMINATION



Issued **9 newsletters** which were sent to around **1300 contacts**



Tweeted **around 106 times per month** and had over **2100 followers**



On **Facebook** Eurocare places on average **34 posts** per month and reached close to **810 likes**.

FINANCES

The European Alcohol Policy Alliance is dependent on receiving financial resources from its members and governmental support. Membership fees are low and more contributions are needed if the Secretariat is to have a leading role in developing alcohol policy at EU level. In 2017 Eurocare has received funding for leading the EU project, funded by the health Programme; FYFA – Focus on Youth, Football and Alcohol.

Eurocare is dependent on receiving substantial support from Actis Rusfeltets samarbeidsorgan and IOGT-NTO also in the future. The Scottish government has given crucial financial support to Eurocare the last years. SHAAP has from mid-2013 supported the Secretariat with manpower, focusing especially on engaging health professions to work on the prevention and reduction of alcohol related harm.

Travel and accommodation costs involved in the Board meetings are covered by the Board members themselves, with the exception of those who come from member organisations with very limited resources.

Europe against Drugs (EURAD) secretariat is hosted by Eurocare and fully funded by Actis Rusfeltets samarbeidsorgan. For administrative reasons they are included in the Eurocare accounts.

Eurocare	2017
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Income	
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Grants	271.181,66
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Other income	53.257,75
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Financial income	43,92
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Results of the year/loss	
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TOTAL	324.483,33
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Expenditure	
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Meetings and conferences	30.837,48
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Rental utilities and building costs	33.135,33
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Maintenance	9.520,84
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Administrative expenses	10.119,92
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Equipment and communication	7.848,70
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Consultancies and external services	20.508,05
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Salary costs and social charges	213.216,45
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Depreciations	344,81
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Financial costs	318,86
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RESULT OF THE YEAR	-1.367,11
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TOTAL	324.483,33
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EUROCARE MEMBERS 2017

Belgium	Vereniging voor Alcohol-en Andere Drugproblemen vzw (VAD)
Bulgaria	Foundation Horizonti 21
Czech Republic	Centrum Alma
Denmark	Alcohol and Society Danish Cancer Society Central Denmark Region, Alcohol and Traffic Secretariat NGO Fontana
Estonia	Estonian Temperance Union
Finland	Finnish Association for Substance Abuse Prevention
France	Association National de Prevention en Alcoologie et Addictologie (ANPAA)
Germany	Deutsche Hauptstelle für Suchtfragen (DHS), Deutsche Guttempler IOGT e.V
Greece	Oasis
Hungary	Centre for Healthy Hungary
Ireland	Alcohol Action Ireland North West Alcohol Forum
Italy	A.I.C.A.T (Associazione Italiana Club Alcolisti in Trattamento) Eurocare, Italy Associazione Aliseo ONLUS Gruppa Logos – Onlus
Lithuania	Agapao Lithuanian National Tobacco and Alcohol Control Coalition
Netherlands	STAP, Stichting Alcoholpreventie
Norway	Actis – Policy Network on Alcohol and Drugs IOGT Norway Frelsesarmeens Rusomsorg (Salvation Army Av og Til
Poland	The State Agency for Prevention of Alcohol related problems (PARPA) The Polish IOGT Foundation Krajowa Rada MONAR
Portugal	Centro de Alcoplogia Nova Rumo

	Sciedade Anti-Alcodlica Portuguesa (SAAP)
Russia	Centro de Alcoologia Ricardo Pampuri Foundation Union Society
Slovenia	UTRIP
Spain	Foundacion Salud yComunidad Asociacion de Ex-Alcoholicos Espanoles Scidrogalcohol Associacio RAUXA Federacio Catalana D'Alcoholics Rehabilitats (FARC)
Switzerland	Addiction – Info Switzerland
Sweden	IOGT-NTO Swedish Council on Alcohol and Drugs MHF
Turkey	Turkish Green Crescent Society Turkish Alcohol Platform
United Kingdom	Institute of Alcohol Studies Alcohol Concern Alcohol Focus Scotland Balance, North East Alcohol Office Scottish Health Action on Alcohol Problems (SHAAP)
International	Alcohol Policy Youth Network Blue Cross International NordAN (Nordic Alcohol and Drugs Policy Network) EUFASD, European FASD Alliance EMNA (European Mutual Help Network for alcohol related problems) EASL (European Association for the Study of the Liver) UEG (United European Gastroenterologists)

59 members in 24 countries

