



responsible
party®

Responsible Travels

19 March 2019

Géraldine Dichamp, Pernod-Ricard

Responsible party is a prevention programme to tackle binge drinking among young adults, launched in 2009



- Pan-European : 32 countries involved
- More than 400 000 students reached



Responsible party is non-branded



Responsible Party has two goals:

Raise awareness among exchange students about responsible consumption of alcohol

Reduce the harmful use of alcohol during parties

Aims



(ESN Moscow, Russia)

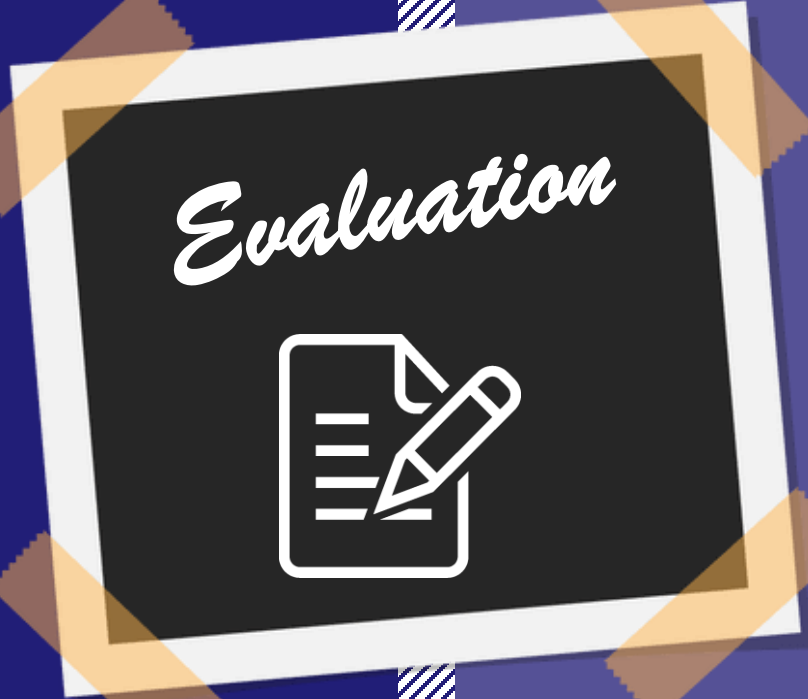


(Sea Battle Stockholm, Sweden)



Scientific and independent evaluation

French Foundation for Research on Alcoholism (FRA)
Pierre Maurage, Université Catholique de Louvain



Relevance of the target

The Evaluation showed once again that *Binge-drinking* is widely present among European students and even more preeminent among exchange students

Encouraging results

Students acknowledge the usefulness of the programme and actually change their drinking behaviour during the party where Responsible Party is present



88.8%

consider
it useful



61.4%

reported a
modification
of their
alcohol-related
behaviors



74.5%

considered that
distribution of water
and responsible
drinking message
as clear and useful



Non-branded programme

The only logo is the Responsible Party one.

Not the theme of the party: a label

This label provides a safer and responsible environment for students.

Peer-to-peer approach

ESN volunteers are trained to be ambassadors of the programme.

Educational partnership, not commercial

The objective is not to sell Pernod Ricard products through Responsible Party.

Key principles



From Sweden to Spain...



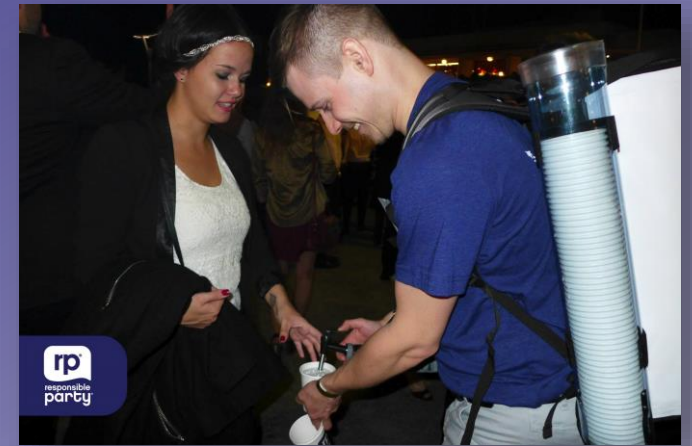
Implementation



ESN Sea Battle, Sweden

(Systematic water distribution with the Responsible Party Water Backpack)
Food distribution
Prevention material – BAC estimators, drunk goggles, condoms, ...)

Whatever the country, whatever the local culture, Responsible Party's messages resonate.



Responsible Party in Spain





Key Success Factors

Peer-to-peer approach

Students are more receptive when other students share information.



Empowerment

We give the students the right information and tools, it is up to them to change.


Moralising students is not an efficient approach.

Flexible and easily adaptable anywhere

Binge-drinking is a global phenomenon, the messages and the tools of the programme are universal and can be adapted everywhere.

Co-creation

Work hand in hand with ESN to define perimeter and evolution of the program



*How could it work
in the Balearic
islands?*

Local adaptation

Responsible Party can be tailored to any context as soon as the aim is to tackle alcohol abuse and binge drinking.

Multi-stakeholders approach

A Global phenomenon cannot be fought by a single actor.

Public recognition fosters partnership

Public authorities are essential to enhance the efficiency of such program and invite everyone around the table.

Thank you