

Report: Labelling and health warnings on containers of alcoholic beverages.

Introduction

Goal of this action is to obtain information voluntarily provided by the consumer organizations of the European member states. This information concerns labelling of containers for alcoholic beverages and more specific best practices and innovative projects. The data will be used to build up a database of examples of innovative or good practices, projects or programmes (PPP) on consumer warnings and labelling so that people in one country can learn about what is going on in other countries. The database will be placed on the PHP website:

http://www.optiserver.de/dhs/pathway_for_health_project.html.

Methodology

A contact list was created, mostly involving the CRIOC partner organizations within Europe. For each member state a consumer organization (CO) was contacted giving a total of 26 consumer organizations (see Annex for the complete list of CO's together with their coordinates). The organizations were initially contacted by phone to identify and inform the responsible on this subject within each organization. Regardless of the positive or negative response the phone conversation was followed by sending an email with the questionnaire provided by Peter Anderson together with the coordinates of the BtG partners of the country involved (see annex for mail content and questionnaire details).

When no feedback was received within three weeks a reminder was sent by mail. If there was still no feedback the organization was flagged with "no feedback". Results were bundled and reviewed in this report.

Results

Two countries provided examples. Bulgaria documented one action and Spain documented five actions. Furthermore Lithuania, Denmark and Estonia provided information describing the local situation on alcohol labelling and advertisement. Eight consumer organizations showed some interest but failed to deliver a follow up, even after a reminder was sent by email. The remaining organisations either declined or did not returned information.

We were able to form a view on the current situation and evolutions in France and Finland by consulting publications in the OIVO-CRIOC library and internet research. The same sources partly uncovered the government's future intentions for UK and Ireland in the field of alcohol beverage labelling.

Country	Organisation	Comment
AUSTRIA	VKI	Promised to read the document but no follow up
BELGIUM	CRIOC	
BULGARIA	Nat. Ass. For Consumer Info. & Citizens advice	One example given
CYPRUS	CYPRUS CONSUMERS' ASSOCIATION	Promised to read the document but no follow up
CZECH REPUBLIC	Sdruzeni Obrany spotebitelu Ceske republiky -SOS	No follow up
DENMARK	Forbrugerradet	Provided some contextual info
ESTONIA	Association of Consumers' Protection (ACP)	Provided some contextual info
FINLAND	UGANDI Kuluttajaliitto: The Finnish Consumers' Association	No follow up
FRANCE	INC - Institut National De La Consommation	Promised to read the document but no follow up
GERMANY	V Z B V	Promised to read the document but no follow up
GREECE	KEPKA-Consumers Protection Centre	Promised to read the document but no follow up
HUNGARY	National Association for Consumer Protection in Hungary - NACPH	Promised to read the document but no follow up
IRELAND	C A I	No follow up
ITALY	Federconsumatori	No follow up
LATVIA	Latvia Consumers' Association	formulier zonder info
LITHUANIA	Lietuvos Nacionalinė Vartotoju Federacija	geen voorbeelden, mail met (korte) situatieschets
LUXEMBOURG	Union Luxembourgeoise Des Consommateurs Nouvelles	No follow up
MALTA	GHAQDA TAL-KONSUMATORI - Consumers' Union of Malta	No follow up
NETHERLANDS	Consumentenbond	No interest
POLAND	Federacja Konsumentow	No interest
PORTUGAL	DECO - ASSOCIAÇÃO PORTUGUESA PARA A DEFESA DO CONSUMIDOR	No follow up
ROMANIA	ROMANIAN CONSUMERS' UNION	Promised to read the document but no follow up
SLOVAKIA	Association of consumer research in Slovakia	Promised to read the document but no follow up
SLOVENIA	Slovene Consumers' Association (SCA)	No interest
SPAIN	ACC - AGÈNCIA CATALANA DEL CONSUM	5 examples given
SWEDEN	Sverigeskonsumentrad	No interest

Table 1: Query result "Labelling and best practices" for each contacted CO

Bulgaria

The Bulgarian CO provided an example of a recent survey called "Consumer Surveillance of Alcoholic drinks – vodka and whisky made in Bulgaria". Samples of all different brands were investigated and catalogued. A full picture of the contents and the labelling of the Bulgarian brands of vodka and whisky was obtained, especially the contents of methyl alcohol, as well as numerous examples of misleading, missing or incorrect information on the labels. An example of this catalogue was included in their email.

Denmark

The Danish CO provided some info how marketing of alcohol drinks is regulated. In Denmark there are a set of voluntary guidelines on the marketing of alcohol made by The Danish Consumer Council and trade/industry organizations under the auspices of the consumer ministry. These organizations have put together an independent body called "Håndhævelsesudvalget" (The "monitoring"committee) , which controls that the guidelines are kept. The rules were included in their email.

Estonia

Estonian CO gave a brief overview of current situation and contacted a few stakeholders: ministry of social affairs and Estonian Bridging the Gap partner, the Estonian Temperance Union. At the moment the labelling of alcohol drinks is under discussion. The government is rather sceptic about alcohol warnings, the Estonian Temperance is in favour of introducing these warnings.

Lithuania

The Lithuanian CO gave a very brief review of their national status. No actions were or will be initiated concerning warnings or labelling of alcohol containers. There is in fact a very strong presence in the media promoting a positive image of alcohol consumption.

Poland

(summary of conversation by phone)

Poland declined the project based on the fact that alcohol is still a taboo in Poland and although they acknowledged that alcohol is a persistent problem within the polish society they find it too early to become actively involved in projects aimed to tackle the (ab)use of alcohol.

Spain

The first example (2006) concerns the intention to change the legal minimum age for alcohol consumption from sixteen to eighteen years. This example is within the actual scope of this query but could result in the development of new consumer warnings and labels in order to educate, inform and warn the public about this change.

Second examples (2004) handles an educational campaign intended to inform the youth about the dangers of drinking and driving. The idea was taken from a similar English campaign and executed by the Foundation Alcohol and Society.

The third example (1999) is a campaign started by Ministry of Health and Consumer Affairs in 1999 and invited youngsters to reflect on their drinking habits. Out of these reflections an informational brochure was created.

The fourth example explains a yearly recurring campaign "When driving, not a single drop of alcohol" aimed at the whole adult population and launched during holidays, long weekends and Christmas time. Campaign is executed by the Directorate-General of Traffic and aimed at making the population aware about the dangers of drinking and driving.

Fifth and last example (2004) describes an analysis involving beer labelled as non-alcoholic. The main conclusion was that several beers commercialized as "without alcohol" still contained an alcohol percentage below or up to 1%. The goal was to ask the Ministry of Health and Consumer Affairs to make it obligatory to mention on the beers the exact content of alcohol when it is less than 1%.

In most cases campaigns were announced and publicized but the results were not published. Therefore, they were unable to answer the questions regarding the results and whether they were successful and suggested consulting the websites of each action for further information. The current laws involving alcohol drinks and labelling were briefly listed in the document.

Sweden

(summary of conversation by phone)

Upon contacting the CO in Sweden we were informed that they prefer to keep clear of this subject. The motivation lies in the fact that their organisation is formed out of different member organisations. Some of these member organisations are strongly opposed against the promotion or even use of alcohol and prefer a strict anti-alcohol policy. The principles of the CO proscribe on the other hand a rather neutral, apolitical communication, aimed at informing the consumer. Since they are wedged between their own principles and the principles of their member organisations they conclude that it was wiser to decline a participation in this project.

Annex A: received forms and comments

Bulgaria

What is the name of the programme/project/practice (PPP?)

“Consumer Surveillance of Alcoholic drinks – vodka and whisky made in Bulgaria”

What is the level of the PPP (country, regional, municipal)?

National

Why have you chosen to describe this PPP?

It is the first survey. Made by consumers, was in the framework of a number of other consumer products, was based on scientific approach – taking samples from the market, two items from each brand – one for testing and one sealed for control purposes, testing in accredited laboratory and disseminating the results by various means: press conference, brochures, TV and radio interviews, articles in newspapers, training materials in consumer education courses, etc.

Who funded the PPP?

The project was part of a joint project with Consumer International concerned with the food safety.

Who implemented the PPP?

A team from the Federation of Consumers in Bulgaria and the Bulgarian Academy of Consumers

What year did the PPP start?

The Project started in 2003

What are the main aims and objectives of the PPP?

The purpose was to get an objective independent picture of the situation in the food and drinks market in Bulgaria; to disseminate the results among the Bulgarian consumers, giving them tools for making their purchasing decisions and to be aware of the dangers and determining their approach and attitude.; to alert the state bodies and agencies about the realities on the market and to press them to take actions.

How was the PPP developed?

(did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country) - The project was part of a joint project with Consumer International. It was carefully planned and executed.

Who is the target group of the PPP? (age group, gender group etc)

The target group was the Bulgarian consumers, mainly the consumers of alcoholic drinks

What are the main elements or components of the PPP (change in law, education campaign etc) - Setting a team, planning, determining sampling and test methodology, taking samples, testing analysis of the results, report, dissemination, assessment of the results.

Has the PPP been evaluated?
Yes, and the lessons learned were discussed

What are the main results of the PPP?
A full picture of the contents and the labelling of the Bulgarian brands of vodka and whisky was obtained, especially the contents of methyl alcohol, as well as numerous examples of misleading, missing or incorrect information on the labels. The results were made public and were presented to various Governmental bodies. The head of the state body for control of drinks was reprimanded and an ordinance, concerning the information on the labels was approved.

What would you say were the pre-conditions for success for this PPP? - The preconditions for the successful execution of the project were the financial support of the Consumer International, the careful planning of the activities, the experienced staff that executed the project.

What would you say are the main lessons to be learnt from this PPP? - The most important factors for success were the careful planning, the financial support from CI and the qualification of the people, carrying out the research. Also it is worth mentioning that the good relations with the press and media in general contributed to the wide dissemination of the results.

Please list a website or contact organization or person to find out more information about the PPP Federation of Consumers in Bulgaria
Pavel Karlev, Executive secretary, fcf@mobikom.com, Zhoro marinov Senior expert of the Bulgarian Academy of Consumers, bap@mail.orbitel.bg

Please give full reference details of any published papers and reports on the PPP Brochure is available from the Federation of consumers. Because the file is too big to be sent by e-mail attached is an example of three pages from the brochure

ОСНОВЕН ЕТИКЕТ	ДОПЪЛНИТЕЛЕН ЕТИКЕТ	НЕКОРЕКТНА ПОДВЕЖДАЩ А ИНФОРМАЦИ Я	РЕЗУЛТАТИ ОТ ИЗПИТВАНЕТО
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		<ol style="list-style-type: none"> 1. Некоректна информация - на чужд език; 2. Подвеждащо изписване на използвания алкохол; 3. Липсва номер на производствена партида. 	<p>ВОДКА “АТЛАНТИК”</p> <p>алкохол 37,00 % (38% на етикета)</p> <p>метилов алкохол 0,016 г/куб.дм</p>
		<ol style="list-style-type: none"> 1. Некоректна информация - на чужд език; 2. Подвеждащо изписване на използвания алкохол; 3. Липсва седалище на производителя; 4. Липсва номер на производствена партида. 	<p>ВОДКА “МАКОЙ”</p> <p>алкохол 37,79 % (38% на етикета)</p> <p>метилов алкохол не се доказва</p>
		<ol style="list-style-type: none"> 1. Некоректна информация на чужд език; 2. Подвеждащо изписване на използвания алкохол; 3. Липсва седалище на производителя; 	<p>ВОДКА “ТЪРГОВИЩЕ”</p> <p>алкохол 40,3 % (40% на етикета)</p> <p>метилов алкохол не се доказва</p>

		<ol style="list-style-type: none"> 1. Некоректна информация - на чужд език; 2. Подвеждащо изписване на използвания алкохол; 3. Липсва седалище на производител я; 4. Липсва номер на производствена партида 	<p style="text-align: center;">ВОДКА “САВОЙ КЛУБ”</p> <p style="text-align: center;">алкохол 37,47 % (37,5% на етикета)</p> <p style="text-align: center;">метилов алкохол не се доказва</p>
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Denmark

In Denmark there are a set of voluntary guidelines on the marketing of alcohol made by The Danish Consumer Council and trade/industry organizations under the auspices of the consumer ministry. These organizations have put together an independent body called "Håndhævelsesudvalget" (The "monitoring"committee) , which controls that the guidelines are kept. When the guidelines are disregarded, the body will go public and disclose the name of the company that acts against the guidelines.

Common Standards for Commercial Communications

- 1. The present set of rules shall apply to the commercial communications of all alcoholic beverages with an alcohol percentage by volume of 2.8 corresponding to a percentage by weight of 2.25 or more.**

In the case of commercial communications aimed at children and adolescents, and commercial communications connected with sports, cf. items 5 and 6, the present set of rules shall apply to all alcoholic beverages.

21 December
1999

The commercial communications of alcoholic beverages with a percentage by volume of less than 2.8 must not be easily mistaken for or interact with the commercial communications of alcohol with a higher percentage by volume.

Case 95-176-1
/UBS

Note:

The overall lower limit, which applied according to the 1990-guidelines from the Danish consumer ombudsman, was 2.8 percentage by volume.

In order to strengthen the protection of children and adolescents, the lower limit has been removed in the case of commercial communications aimed at this target group. According to Socialforskningsinstituttet (The Danish National Institute of Social Research), almost $\frac{3}{4}$ of all school children go in for athletics in sports clubs and therefore the lower limit has also been removed in the case of commercial communications in connection with sports.

The term commercial communications also includes the use of the manufacturer's name or company logo, if the name or logo is generally associated with the production, sale or distribution of alcoholic beverages.

As previously, it will be possible for e.g. a brewery to market the manufacturer's name and logo together with non-alcoholic products when these are equally marketed.

- 2. The present set of rules shall be a minimum standard. It shall encourage the companies involved in the commercial communications of alcoholic beverages to act ethically correct and to pay special attention to the social, health and consumer aspects connected with the consumption of alcohol.**

Note:

NOTE

Agreement to set up a committee to enforce the rules regarding the commercial communications of alcoholic beverages.

21 December
1999

A committee will be set up to enforce the rules regarding the commercial communications of alcoholic beverages and to ensure that they are observed.

1. Composition

The committee consists of three persons. An independent chairman with knowledge of commercial communications law, e.g. a lawyer, professor or the like. The chairman is appointed by the parties. Furthermore, the committee shall include one industrial representative and one representative from the Danish Consumer Council. The Danish Consumer Agency acts as secretary to the committee.

The industrial representative represents the branch of trade to which the case in question is related. Thus, the composition of the committee will vary according to each case.

Insofar as a case concerns several branches of trade, the chairman summons representatives from the branches in question. In such case, the votes of the Danish Consumer Council will be increased accordingly so that the distribution of votes between the consumer and trade representatives is equal.

In order to promote dialogue, continuity and uniform practice, representatives from branches of trade within wine, beer and spirits, may participate as observers in the committee's meetings, even though they are not involved in the case in question.

As most of the cases until now have involved the brewing industry, the Danish Brewers' Association holds a permanent seat in the committee, however, without any voting right in cases which do not concern this branch of trade.

2. Tasks

It is the committee itself, which decides the priority of its tasks. The committee may bring a matter up itself or due to complaints. There is a free right of complaint to the committee and complaints may come from individuals, companies or organizations, etc.

The chairman summons the committee as required. Complaints received are forwarded to the company to which the complaint refers, so that the company may make a statement.

3. Possibilities of sanction

If the committee finds that a specific alcohol advertisement or advertising campaign is in contravention of the present set of rules, the committee may contact the company in question, criticise the commercial communications initiative and in the case of gross or repetitive infringements publish its criticism.

4. Annual report

Once a year, the committee publishes a report on its work. Furthermore, the committee regularly briefs the consumer ombudsman.

The agreement to set up the above committee has been agreed to by the following parties:

Bryggeriforeningen (the Danish Brewers' Association), Dansk Handel & Service (Danish Commerce & Services), Danske Reklamebureauers Brancheforening (the Danish Association of Advertising Agencies), De Samvirkende Købmandsforeninger i Danmark (the Federation of Retail Grocers in Denmark), Foreningen af Danske Spiritusfabrikanter (the Association of Danish Spiritproducers), Forbrugerrådet (the Danish Consumer Council), HORESTA (the national employers' association and trade association of the hotel, restaurant and tourism industry in Denmark) og Vin og Spiritus Organizationen i Danmark (the Wine & Spirits Organization in Denmark).

Copenhagen, 21 December 1999

Estonia

We have no Ministry of Health – health of people and health care is supervised by the Ministry of Social Affairs. So I spoke to Mr. Andres Lipand from the Ministry of Social Affairs who is developing alcohol policy in Estonia. According to him Estonia has no the warnings of alcohol beverages containers. He underlined that this topic has been under discussion at the Ministry of Social Affairs but they did not believe in its positive results in decreasing to use of alcohol. By the Alcohol Act the labelling of alcohol beverage containers may be in foreign language, but on this case the information must be given in Estonian while selling the product.

I also talked to Mr. Lauri Beekman from Estonian Temperance Union. And he confirmed that Estonia has not any kind warnings on alcohol packings. Lauri Beekmann belongs to the list of the project “Bridging the Gap”. I also asked for his opinion about starting the procedure of warnings of alcohol beverages containers and about adding it to the Alcohol Act, as the session of round tables in the Ministry of Social Affairs has just started with alcohol problems discussing, its just a time to make proposals for the warnings of alcohol beverages on containers. His opinion was: to try with all suitable ways to decrease the using of alcohol in republic.

Producing and selling of alcohol gives quite a lot of money. Produces of alcohol are able to pay big sums for the advertising of alcohol. To prevent the advertising of alcohol is very difficult by the government and this is one of reasons why people’s health care can not always be protected.

We think that we are going to apply (together with other interested organizations) for the warnings of alcohol beverage packings to the Alcohol Act. But we do not hope fast success.

Its a pity that our organization could not send you any interesting innovations or PPPs – our consumer protection level is continually not very high.

Lithuania

Sorry for being late. We have investigated situation and asked for responsible Ministries (Economy and Health) but they had answered that no consumer warnings on alcoholic beverages exist or it is going to exist. So no PPP in Lithuania!

So from our organization point of view to stop alcoholism, which is of enormous amounts, we need not only warnings but really effective means – for ex. -social advertising meant for formation negative attitude towards drinking.

Now we have enormous amount of TV advertising which is directed to form positive thinking about alcohol. This advertising should be very much restricted by very /clear/ laws.

Spain

Good practice or programme one

What is the name of the programme/project/practice (PPP?)

Draft bill of measures against the consumption of alcohol by the young persons.

What is the level of the PPP (country, regional, municipal)?

National

Why have you chosen to describe this PPP?

It is an ambitious project of the Government to put into effect the prohibition of selling alcohol to people less than 18 years (as in Spain until now, the national legislation allows the consumption of beer and cider to people under 16 years, whereby some Autonomous Regions have already raised the age for all types of alcohol to 18 years) and also to control the subject of labelling and advertising; but the commissions are still approving and elaborating different points and the draft bill has not been elaborated nor sent to the Congress.

Therefore, we cannot describe it with many details.

Who funded the PPP?

Spanish Government

Who implemented the PPP?

Ministry of Health

What year did the PPP start?

2006

What are the main aims and objectives of the PPP?

To put into effect the prohibition of selling alcohol to persons less than 18 years old, to reduce the consumption, to modify obligations regarding the labels and advertising.

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

In the whole country.

Who is the target group of the PPP? (age group, gender group etc)

All ages, but especially the young people.

What are the main elements or components of the PPP (change in law, education campaign etc)

Change in law.

Has the PPP been evaluated?

It is still being elaborated.

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP.

Ministry of Health and Consumer Affairs: <http://www.msc.es>

Please give full reference details of any published papers and reports on the PPP

It has not been published yet, but after it has been elaborated completely the draft bill will be published on the Congress' website: <http://www.congreso.es>

Good practice or programme two

What is the name of the programme/project/practice (PPP?)

“A full petrol tank for an empty glass”

What is the level of the PPP (country, regional, municipal)?

National

Why have you chosen to describe this PPP?

Because it is an interest of everybody (Public Administrations, associations, foundations and other organizations) to find the formula to show down the consumption of alcohol between the young people.

Who funded the PPP?

Ministry of Social Affairs and Institute of the Youth of the Autonomous Region of Andalusia.

Who implemented the PPP?

Foundation Alcohol and Society

What year did the PPP start?

2004

What are the main aims and objectives of the PPP?

To reduce the number of traffic accidents related with the excessive consumption of alcohol.

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

It has been developed in the whole country, but it has been initiated – as reference point – in a small Andalusian town (La Carlota) with approximately 10.000 inhabitants. A similar English campaign has been taken as reference.

Who is the target group of the PPP? (age group, gender group etc)

Young people.

What are the main elements or components of the PPP (change in law, education campaign etc)

Education campaign.

Has the PPP been evaluated?

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

Intend to end the problem while it is created, in the discos on Saturday nights, a moment where other types of Campaigns or advertisements are forgotten, and to promote the figure of the alternating driver at the same time.

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP Foundation Alcohol and Society:

<http://www.alcoholysociedad.org>

Please give full reference details of any published papers and reports on the PPP

Good practice or programme three

What is the name of the programme/project/practice (PPP?)

“Why is it important to talk about alcohol?”

What is the level of the PPP (country, regional, municipal)?

National

Why have you chosen to describe this PPP?

Because it intends to provoke the reflection and in the same time provides information and offers help.

Who funded the PPP?

Ministry of Health and Consumer Affairs

Who implemented the PPP?

Ministry of Health and Consumer Affairs

What year did the PPP start?

1999

What are the main aims and objectives of the PPP?

To emphasize the prevention.

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

The whole country.

Who is the target group of the PPP? (age group, gender group etc)

Young people.

What are the main elements or components of the PPP (change in law, education campaign etc)

Education campaign.

Has the PPP been evaluated?

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP

Ministry of Health and Consumer Affairs:

http://www.msc.es/ciudadanos/proteccionSalud/adolescencia/docs/GUIA_ALCOHOL.pdf

Please give full reference details of any published papers and reports on the PPP.
Informative guide alcohol consumption of the youth, edited by the Directorate-General of Public Health and Consumer Affairs of the Subdirectorate-General of Health Promotion of the Ministry of Health and Consumer Affairs.

Good practice or programme four

What is the name of the programme/project/practice (PPP?)

“When driving, not a single drop of alcohol” (Special campaign for the control of the alcohol level in the blood)

What is the level of the PPP (country, regional, municipal)?

National

Why have you chosen to describe this PPP?

Because many deaths could be avoided observing the regulation, according to the Directorate-General of Traffic approximately 1000 deaths per year.

Who funded the PPP?

Spanish Government

Who implemented the PPP?

Directorate-General of Traffic

What year did the PPP start?

Each year, especially during holidays, long weekends and Christmas time.

What are the main aims and objectives of the PPP?

The intention is to influence in this factor of risk that causes between 30 and 50% of the total number of deaths in the traffic accidents.

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

The whole country.

Who is the target group of the PPP? (age group, gender group etc)

All ages and genders.

What are the main elements or components of the PPP (change in law, education campaign etc)

Education campaign.

Has the PPP been evaluated?

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP

Directorate-General of Traffic: <http://www.dgt.es>

Please give full reference details of any published papers and reports on the PPP

Good practice or programme five

What is the name of the programme/project/practice (PPP?)

Analysis of beer labelled as “without alcohol”

What is the level of the PPP (country, regional, municipal)?

National

Why have you chosen to describe this PPP?

Because it is an interesting initiative as an incomplete or incorrect label can be confusion for particular groups that should not drink any alcohol, especially rehabilitated alcoholics, pregnant women and persons who take medicines.

Who funded the PPP?

Organization of Consumers and Users (OCU)

Who implemented the PPP?

Organization of Consumers and Users (OCU)

What year did the PPP start?

2004

What are the main aims and objectives of the PPP?

To ask the Ministry of Health and Consumer Affairs to make it obligatory to mention on the beers the exact content of alcohol when it is less than 1%. Many beers that are commercialized as “without alcohol” in Spain, contain some alcohol, in some cases nearly 1%. This has been found out by the Organization of Consumers and Users (OCU) that claims that this information has to be given on the label.

How was the PPP developed? (did it start as a pilot PPP in one part of the country, or was it implemented countrywide; was it transferred from another country)

The whole country.

Who is the target group of the PPP? (age group, gender group etc)

All ages and genders.

What are the main elements or components of the PPP (change in law, education campaign etc)

Changes in law and education campaign.

Has the PPP been evaluated?

What are the main results of the PPP?

What would you say were the pre-conditions for success for this PPP?

What would you say are the main lessons to be learnt from this PPP?

Please list a website or contact organization or person to find out more information about the PPP

www.ocu.org

Please give full reference details of any published papers and reports on the PPP

Additional information

In most cases campaigns are announced and publicized but the results are not published. Therefore, we were not able to answer the questions regarding the results and whether they were successful. In order to obtain the results, we recommend contacting via the given websites as the results are internal data that are normally not published.

Regarding the labelling, there is the Royal Decree 1334/99, 31/7/99, through which it is approved the general Norm for the labelling, presentation and advertising of alimentary products. Congressional Record 24/8/99. The articles which make reference to this subject are the following ones:

Article 9. Alcohol degree

The drinks with an alcohol degree higher than 1,2 volume per 100 have to include the indication of the alcohol degree in volume. The figure corresponding to the alcohol degree includes one decimal maximum and will be followed by the symbol «% vol» and can be preceded by the word «alcohol» or the abbreviation «alc».

The form of specifying the alcohol degree in volume for products corresponding to customs group 22.04 (wine of fresh grapes, grape must, except group 20.09) will be determined by the obligatory norms of the European Community or by the own Spanish.

Article 11: Date market

On the label of any alimentary product, the date of duration, or in this case, the expiry date will appear.

4. Without prejudice of the Community regulations of direct application or of the national ones that incorporate the Community norms which impose other indications related to the date, the following products do not have to indicate the minimum duration date:

- b) The wines, rich wines, sparkling wines, flavoured wines and similar products obtained from fruits different than grape as well as the drinks of the codes NC 2206 00 31 00, 2206 00 51 00 and 2206 00 81 00 and elaborated from grape and grape must.
- c) Drinks with an alcohol strength of 10 per 100 or more in volume of alcohol.

Legislation about the Sale, Consumption and Advertisement of Alcoholic Drinks:

- Royal Decree 1100/1978 , of 21 May, through which the advertisement of tobacco and alcohol drinks in the Government's media is regulated.
- Royal Decree 2816/1982, of 27 August, through which it is approved the general regulation of police officers for public activities and recreational activities.
- Law 34/1998, of 11 November, general of advertisement.
- Order of 7 November 1989, in which is prohibited the sale and distribution of tobacco and alcoholic drinks in public school centres depending on the Ministry of Education and Science.
- Royal Decree 1045/1990, of 27 July, which regulates the tolerances admitted for the indication of the alcohol degree in volume on the label of alcohol drinks for final consumption.
- Law 10/1990, of 15 October, related to sports. Article 67 prohibits the introduction and sale of any alcoholic drink in facilities where sport competitions are held.
- Organic Law 1/1992, of 21 February, about civil security.
- Law 25/1994, of 12 July, through which the directive 89/552/cee is incorporated into the Spanish legal system. It deals with the coordination of legal and administrative regulations of the member countries related to the practise of television radio fusion. (Congressional Record nº 166 of 13 July 1994).
- Law 22/1999, of 7 June, modification of Law 25/1994, of 12 July, through which the directive 89/552/cee cee is incorporated into the Spanish legal system. It deals with the coordination of legal and administrative regulations of the member countries related to the practise of television radio fusion.
- Royal Decree 1334/1999, of 31 July, through which is approved the general norm of labelling, presentation and advertisement of alimentary products.
- Royal Decree 2282/1998, of 23 October, through which is modified the articles 20 and 23 of the circulation regulation, approved by Royal Decree 13/1992, of 17 January . (Congressional Record nº 266, of 6 November 1998).
- Royal Decree 1428/2003, of 21 November, through which is approved the general circulation regulation for the application and development of the text articulated of the Law of traffic, motor vehicle circulation and road security, approved by the Legislative Royal Decree 339/1990, of 2 March (Congressional Record nº 306, of 23 December).

Annex B: Contacten labelling and innovative projects

Austria

VKI - Verein für Konsumenteninformation

Mariahilfer Str.81

A - 1061 Wien

Tel: +34 1 588 77 0

Fax: +34 1 588 77 71

Web: www.konsument.at

Email: bbeck@vki.or.at (Birgit Beck - BEUC)

EMatt@vki.or.at (Eva Matt - food&drinks)

konsument@vki.or.at (organization)

Bulgaria

Federation of consumers in Bulagaria

35A Stefan Stambolov Str., Office 1

1303 Sofia

Tel: +359 2 833 32 85

Fax: +359 2 833 32 85

Web : www.consumers-bg.com

Email: pavlik@consumers.cz (Pavel Karlev - chairman)

nspisg@mail.orbitel.bg (Zhorro Marinov - organization)

fcb@mobikom.com (organization)

Legal representative: Pavel Karlev (chairman)

Cyprus

Cyprus Consumer Association

Akropoleas Street 5, Office 1

2000 Nicosia

Tel: +357 22516112

Fax: +357 22516118

Web: www.cyprusconsumers.org.cy

Email: cca@spidernet.net (George Tsiapouras - organization)

Legal Representative: Petros Markou (President)

Czech Republic

Sdružení Obrany Spotřebitelů České Republiky

Rytířská 10

CZ-110 00 Praha 1

Tel: +420 224239940

Fax: +420 224239941

Web: www.consumers.cz

Email: pavlik@consumers.cz (Karel Pavlik - organization)

Legal Representative: Libuše Olívková (vice-chairman of the Republic committee)

Denmark

Forbrugerrådet

Fiolstræde 17

Postbox 2188

1017 København K

Tel: +45 77 41 77 36 (Boye Mette - food&drinks)

Fax: +45 77 41 77 42

Web: www.forbrugerraadet.dk

Email: fbr@fbr.dk (organization)

mb@fbr.dk (Boye Mette - Food&drinks)

ska@fbr.dk (Sofie Andersen - BEUC)

Estonia

Association of Consumers' Protection (ACP) Ugandi

Ravila 48-41

40508 Tartu

Estonia

Tel: +372 742 4481

Email: ugandi@solo.delfi.ee (organization – Erika Paloveer)

Legal representative:

Finland

Kuluttajaliitto: The Finnish Consumers' Association

Kasöörinkatu 3

00520 Helsinki

Tel: +358 9 877 50120

Fax: +358 9 877 50120

Web: www.kuluttajat-konsumenterna.fi

Email: suomen@kuluttajaliitto.fi (Turunen Sinikka - organization)

Legal representative: Maili Mustonen (President)

France

Institut National de la consommation (INC)

Rue Lecourbe 80

75015 Paris

Tel: +33 1 45 66 20 84

Fax: +33 1 45 66 21 50

Web: www.conso.net

Email: jp.loisel@inc60.fr (Jean-Pierre Loisel - Projects)

Legal Representative: Eric Briat (general manager)

Germany

Verbraucherzentrale Bundesverband – vzbv

Eisenstraße 106

12435 Berlin

Tel: +49 30 53 60 73 3

+493025800401 (Anne Lore Koehne - Food&drinks)

Fax: +49 30 53 60 73 45

Web: www.verbraucher.org

Email: koehne@vzbv.de (Khoene - Food&Drinks)

Legal representative: Dieter Kublitz

Greece

Consumers' Protection Center - KEPKA

Tsimiski Str 54

GR 54 623 Thessaloniki

Tel. +30 2310 233 333

Fax. +30 2310 242 211

Web: www.kepka.org

Email: consumers@kepka.org (organization)

Legal representative: Nikolaos Tsemperlidis

Hungary

NACPH (National Association for Consumer Protection in Hungary)

Logodi u. 22-24

1012 Budapest

Tel: +36 1 311-7030

Fax: +36 1 331-7386

Web: www.ofe.hu

Email: szep@ofe.hu (Gabor Szep - organization)

ofebp@t-online.hu (organization)

Legal Representative: István Garai (President)

Ireland

CAI - Consumers' Association of Ireland Ltd.

43 - 44 Chelmsford Road

Dublin 6

Tel: +353 1 497 8600

Fax: +353 1 497 8601

Web: www.consumerassociation.ie

Email: cai@consumerassociation.ie (Judy Dunn - organization)

Legal representative: Dermott Jewell

Italy

Federconsumatori Piemonte Onlus

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10152 Torino

Tel: +39 011 81 59 300

Fax: +39 011 81 46 700

Web: www.federconsumatori-torino.it

Email: presidenza@federconsumatori-torino.it

C.Giani@Bentleyconsulting.It (Carlo Giani - Food&Drinks)

Legal Representative: Giovanni Dei Giudici (President)

Latvia

Latvian National Association for Consumer Protection (PIAA)

Brivibas Street 55, 2nd entrance

LV-1010 Riga

Tel: +371 7 296 884 (Tekla Zabova - chairperson)

+371 9 414 010 (Marina Zeltina - organization)

Fax: +371 7 296 884

Web: www.consumer-guide.lv/english/piaa.htm

Email: piaa@delfi.lv

macibudv@bulduri.lv Marina Zeltina (organization)

Legal Representative: Tekla Zabova (chairperson)

Lithuania

Lithuanian National Consumers Federation (LNCF)

Stikliu - 8

LT-01131 Vilnius

Tel: +370 2 615929

Fax: +370 2 615979

Web: www.varrotojai.info

Email: alvita@takas.lt (Alvita Armanaviciene - President)

Legal Representative: Alvita Armanaviciene (President)

Luxembourg

Union Luxembourgeoise Des Consommateurs Nouvelles

55 Rue Des Bruyères

1274 Howald

Luxembourg

Tel: + 3524960221

Fax: + 352494957

Web: www.ulc.lu

Email: ulc@pt.lu (organization)

Ak@Ulc.Lu (Alexander Kieffer - organization)

Legal Representative: Mario Castegnaro (President)

Malta

Consumers' Union of Malta - Ghaqda Tal- Konsumaturi

Triq Zakkarija 34/10
CMR 01 Valletta
Tel: +356 99495954
Fax: +356 21221210
Web: www.camalta.org
Email: benny.b.bonello@um.edu.mt
Legal Representative: Benny Borg Bonello (President)

Netherlands

Consumentenbond

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2500 BA The Hague
Netherlands
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Fax: +31 070 445 45 96
Web: www.consumentenbond.nl
Email: gkramer@consumentenbond.nl (Gerard Kraüer - organisatie)

Poland

Federacja Konsumentow

Pl. Powstańców Warszawy 1
Poland
Tel: +48 228272893 (Karolina Dabrowska - Food&Drinks)
Fax: +48 228279059
Web: www.federacja-konsumentow.org.pl
Email: elas@federacja-konsumentow.org.pl (organization)

Portugal

DECO - Associação Portuguesa para a Defesa do Consumidor

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1269-160 Lisbon
Tel: +351 21 371 02 18
Fax: +351 21 371 02 99
Web: www.deco.proteste.pt
Email: fsantos@deco.pt (Fernanda Santos)
Legal Representative: Jorge Manuel Morgado Fernandes (Secretary General)

Romania

Romanian Consumers' Union

10, Cetatea Histria, A2/27 Sector 6
Bucharest
Romania
Tel: +40744889863
Email: aradu@romtelecom.ro (Radu Apostol)
Legal representative: Radu Apostol

Slovakia

Association of Consumer Organizations in Slovakia

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06401 Stara Lubovna
Tel: +42 1 52 43 26 047
Fax: +42 1 52 43 26 047
Web: www.spotrebiteľiask.sk
Email: asocitci@stonline.sk (Bozena Stasenkova)
asociaciask@stonline.sk (organization)
Legal Representative: Bozena Stasenkova (President)

Slovenia

Zveza Potrošnikov Slovenije - ZPS
Kresna 10
Trebnje
SL 8210
Slovenia
Tel: +386 41 733 993
Fax: +386 1 4333 337
Web: www.zps.si
Email: pacienti@zps-zveza.si (Jana Ursic Huc - organisation)

Spain

Secretary/International Relations of the European School of Consumers Cantabria

Tel:
Fax:
Web: www.e-cons.net
Email: eva@e-cons.net (Eva Hoyos - Food&Drinks)
Legal Representative:

Sweden

Sverigeskonsumentrad

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102 32 Stockholm

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Fax: +46 8674 4329

Web: www.sverigeskonsumentrad.se

Email: jens.henriksson@sverigeskonsumentrad.se (Jens Henriksson - Beuc)

Legal Representative: Jan Bertoft (general Secretary)

Systembolaget

Kungsträdgårdsgatan 14

Stockholm

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Web: www.systembolaget.se

Email: lana.mellberg@systembolaget.se (Lena Mellberg)

UK

Which?

Which?

2 Marylebone Road

NW1 4DF London

United Kingdom

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Fax: +44 20 7770 7600

Web: www.which.co.uk

Email: helen.west@which.co.uk (Helen West)

Annex C: Sample mail

Innovative or good practices, projects or programmes on consumer warnings and labelling of alcohol.

Dear colleague,

As we discussed on the phone we invite you, or your co-worker involved in this matter, to briefly describe concrete examples of practices in your country concerning **consumer warnings and labelling on alcoholic beverage containers**.

You probably know that the EU Commission is preparing a strategy to reduce alcohol-related harm and that one of the key areas is consumer information. (http://ec.europa.eu/health/ph_determinants/life_style/alcohol_en.htm)

On behalf of CRIOC (www.crioc.be) , a research centre of Belgian consumer organizations, we are participating in a larger European project: "PHP (Pathways for Health Project) on alcohol.

It is a project of DHS (German Head Office for Dependency Matters - see <http://www.dhs.de/englisch.html>) in association with Eurocare (<http://www.eurocare.org>) and the Institute of Alcohol Studies in London.

The goal of this inventory is to build up a database of examples of innovative or good practices, projects or programmes (PPP) on consumer warnings and labelling so that people in one country can learn about what is going on in other countries. The database will be placed on the PHP website:

http://www.optiserver.de/dhs/pathway_for_health_project.html.

A concrete example of a project is the French initiative where producers have to put a warning for pregnant women on alcohol containers (by Law of 11/02/2005). We are aware that your initiatives might not be official ones but projects of industries, codes of conducts.... It is up to you to use your own expertise, experience and professional judgement to describe what you think is innovative and interesting for others.

We attached the form to be filled out, with some instructions for completion.

We sincerely hope that you can complete the forms and return them to us by e-mail (ingrid.vanhaevre@oivo.be - joost.vandencruyce@oivo.be) by 15th October 2006.

This questionnaire is specifically directed to consumer organizations but you can always contact the local member of the Eurocare network for additional information on PPP's. This is in your case Walter Farke, coordinates can be found on <http://www.eurocare.org/btg/apn/members/apn.html>.

If there are any questions or queries, please do not hesitate to get in touch.

We will also come back to you in October to ask for your opinions and suggestions concerning consumer labelling of alcohol in view of preparing practical recommendations to the EU Commission.

I hope we can join our forces for a maximal consumer protection against alcohol-related harm and look forward to hearing from you.

Thanks a lot for your cooperation.