

## 1. Concrete examples or descriptions of the way the alcohol industry influences the national alcohol policy and policymakers

The action plan on drugs and addiction (“Aktionsplan Drogen und Sucht”), which was passed in 2003, serves as the basis for the current drug policy in Germany. It contains greater objectives and preventive measures according to psychoactive substances, just as alcohol. With regard to the EU alcohol strategy of 2006, Sabine Bätzing, the erstwhile Drug Commissioner of the Federal Government, intended to concrete the German alcohol policy and hereby designed a national action program for alcohol prevention (“Nationales Aktionsprogramm zur Alkoholprävention”). It was focused on the reduction of alcohol consumption and the prevention of binge drinking within the German population, for example by reducing alcohol advertisement on TV and in cinema or by banning the sale of alcohol beverages at petrol stations and railroad stations after 10 p.m.

The plan was often revised and eased, but until now not officially passed by the Federal Cabinet. It is assumed that the lobbying activities of the alcohol industry are responsible for the failure of this action program. This is underlined in an article of the German magazine “Die Zeit” (<http://www.zeit.de/2009/21/DOS-Alkohol>).

## 2. Examples of initiatives of the industry on the field of research, education as well as the alcohol and health debate

The campaign “Maßvoll genießen”, initiated by the German association of the spirit industry, is an example of *educational activities* of the local alcohol business. The association regularly publishes information about the responsible handling with alcohol in different living conditions. In 2007 it published a communication guideline for parents with regard to alcohol-related issues ([http://www.massvoll-geniessen.de/images/cms/File/kr\\_broschuere2008.pdf](http://www.massvoll-geniessen.de/images/cms/File/kr_broschuere2008.pdf)). In 2008 it released a brochure with a guideline for the waiving of alcoholic beverages during pregnancy and lactation (containing a preface of the Federal Drug Commissioner; [http://www.massvoll-geniessen.de/images/cms/File/kr\\_broschuere-schwangerschaft\\_2008\\_v11\\_WEB.pdf](http://www.massvoll-geniessen.de/images/cms/File/kr_broschuere-schwangerschaft_2008_v11_WEB.pdf)). And in 2009 a brochure about alcohol consumption at the workplace was published ([http://www.massvoll-geniessen.de/images/cms/File/aaa\\_update2009\\_v4\\_WEB.pdf](http://www.massvoll-geniessen.de/images/cms/File/aaa_update2009_v4_WEB.pdf)).

Other examples of the industry’s *activities on the educational field* are the “**corporate social responsibility**” initiatives of several alcohol producers. The German Brewer Federation for example leads a campaign dealing with the adherence of the German Protection of Young Persons Act (Jugendschutzgesetz – JSchG; <http://www.bier-erst-ab-16.de/kampagne.html>).

In its preventive campaign “Driver’s corner – Getrunken? Nicht fahren!” the “Bacardi Deutschland GmbH” advocates a “zero alcohol limit” in road traffic (<http://www.bacardi-deutschland.de/Unternehmen/UnserEngagement/DriversCorner.aspx>).

And the German Becks brewery also proclaims a “Don’t drink and drive” philosophy within its initiative “geklärt, wer fährt!” ([http://www.geklaert-wer-faehrt.de/index.php?option=com\\_content&view=article&id=2&Itemid=2](http://www.geklaert-wer-faehrt.de/index.php?option=com_content&view=article&id=2&Itemid=2)).

An example of the industry’s *influence on the alcohol and health debate* in Germany is the ongoing discussion about the effectiveness of the local self-regulation system for alcohol marketing. The regulating “Code of Conduct on Commercial communication for Alcoholic Beverages” was implemented by the German Advertising Federation (Zentralverband der deutschen Werbeindustrie – ZAW) whose members are all representatives of the alcohol industry and who praises the German Self-Regulation System for its effectiveness.

As the Drug Commissioner proclaimed her plan of a national alcohol prevention program, the Advertising Federation feared the restriction of alcohol advertisement and by implication published a dossier in which it distorted the current problem of alcohol consumption in Germany. The German Centre for Addiction Issues (DHS), who as well as other NGOs criticizes the Self-Regulating System for not being effective, wrote a critical statement to this dossier and published it on its homepage

([http://www.dhs.de/makeit/cms/cms\\_upload/dhs/zaw-endfassung.pdf](http://www.dhs.de/makeit/cms/cms_upload/dhs/zaw-endfassung.pdf)).

### **3. Reactions of NGO’s, government and public on this influence (for example press articles)**

The reactions of the German Centre for Addiction Issues as a non-governmental organisation on the industry’s activities are various.

For example in 2008 it designed an own “alcohol action plan”, in which it particularly advocates a general ban on alcohol advertising in Germany and on EU level.

In 2009 it published an article about the activities of the alcohol industry in its year book ([Bartsch, G. \(2009\). Die Öffentlichkeitsarbeit der Alkoholindustrie. In: Deutsche Hauptstelle für Suchtfragen \(Hrsg.\) Jahrbuch Sucht 2009. 219-228. Geesthacht: Neuland Verlagsgesellschaft mbH](#)) and moreover created a fact sheet about “Alcohol and Marketing”, containing recommendations about an effective regulation of alcohol advertisement. During its symposium in 2009 lectures about “alcohol and marketing” have been given.

It regularly publishes information and statements according to this topic on its homepage ([www.dhs.de](http://www.dhs.de)) and in its newsletter; and finally states its opinion about effective alcohol advertising regulations in different media, taking into account the EU alcohol strategy as well as the Council conclusions.