

# eurocare

European Alcohol Policy Alliance



ANNUAL REPORT

2014

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## 2014 – A YEAR FULL OF ACTION

The mission of the European Alcohol Policy Alliance is to promote policies to prevent and reduce alcohol related harm, through advocacy work. The message, in regard to alcohol consumption, is “less is better”. 2014 was the year where we managed to follow several parallel processes at the EU level, such as minimum unit price (MUP), transatlantic trade and investment partnership deal (TTIP), sponsorship in sports and follow up the elections of the new European Parliament and a new cabinet in the European Commission.

The main advocacy topic for 2014 was the continued push for a renewal of the EU Alcohol Strategy. In addition to constantly reminding in different settings, we were also following opinions from the Member States and the European Parliament on this issue. Member States through their Committee on National Alcohol Policy and Action (CNAPA) developed a scoping paper outlining priorities for a new EU Alcohol Strategy. In the European Parliament, a resolution on the need for an EU Alcohol Strategy was on the agenda both before and after the elections. The requests and expressed need for a new EU Alcohol Strategy from all stakeholders is a very positive and important development.

Scottish Health Action on Alcohol Problems (SHAAP) has been following closely Scotland’s attempt to introduce Minimum Unit Price (MUP). MUP has developed into a European issue and SHAAP have joined forces with the Secretariat to push forward the issue at European level. This has been a successful recipe.

EHYT, Finland has kept the Secretariat and Europe informed on the developments on new online regulations on alcohol advertisements in Finland. Lithuania is struggling to get support for changes in legislation in alcohol marketing. There are evolving debates in Ireland and Norway on consumer information and the need for alcohol labelling.

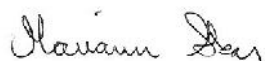
All these processes were included in the 6<sup>th</sup> European Alcohol Policy Conference, 27-28 November. The conference was organised right after the new European Commission was in place, and the conference gave a set of clear policy recommendations for the way forward. More than 300 participants from civil society, public health experts and policy makers met and spent two very interesting days together.

2014 was also a strong year when it comes to organisational matters. We welcomed three new members and had a total of 57 members from 25 countries. At the General Assembly in June we had elections and a new board started their three-year period. We have a dedicated and active staff and also had two interns joining us for 4 month each. All in all, we had an increased capacity which also gave results for the actions.

We would like to thank all Eurocare members for a great year!



Tiziana Codenottii  
President



Mariann Skar  
Secretary General

# GOVERNANCE OF EUROCARE

The European Alcohol Policy Alliance met 4-6 June 2014 for the Annual General Meeting. The meeting gathered 32 members, who decided on the priorities for the coming year. A new Eurocare Board was elected.

## EUROCARE BOARD MEMBERS

Representative	Position	Organisation	Country
Tiziana Codenotti	President	Eurocare Italia	Italy
Lauri Beekmann	Vice President	Estonian Temperance Union	Estonia
Sven-Olov Carlsson	Treasurer	IOGT NTO	Sweden
Stig Erik Sørheim	Board Member	Actis – Norwegian Policy Network on Alcohol and Drugs	Norway
Katherine Brown	Board Member	Institute of Alcohol Studies	United Kingdom
Marijs Geirnaert	Board Member	Vereniging voor Alcohol-en Andere Drugproblemen vzw (VAD)	Belgium
Peter Rice	Board Member	Scottish Health Action on Alcohol Problems (SHAAP)	United Kingdom
Kristiina Hannula	Board Member	EHYT Finnish Association for Substance Abuse Prevention	Finland
Claude Riviere	Board Member	Association Nationale de Prevention en Alcoologie et Addictologie (ANPAA)	France
Jan Peloza	Board Member	Alcohol Policy Youth Network (APYN)	International, Slovenia



## EUROCARE SPECIAL ADVISERS

Eurocare General Assembly appointed five Special Advisers to assist the Board and Secretariat

Representative	Organisation	Country
Savas Yilmaz	Turkish Green Crescent Society	Turkey
Krzysztof Brzozka	The State Agency for Prevention of Alcohol-Related Problems	Poland
Kristina Sperkova	IOGT International	International, Sweden
Maja Stojanovska	ACTIVE - Sobriety, Friendship and Peace	International, Sweden
Wilfred Kamphaussen	Independent	Luxembourg

## NEW MEMBERS OF EUROCARE

Eurocare was happy to welcome Mali Plac (Croatia), Centrum Alma (Czech) and Alcohol Health Network (UK) as new members in 2014. With the three new members, the membership increased to a total of 57 member organisations from 25 European countries. See lift in the end of the document for an overview of all Eurocare members.

## STAFF OF EUROCARE

Eurocare has a secretariat which takes care of the day to day business of the organisation. Because of increased activities in 2014, there were also increased staff resources.

Name	Position
Mariann Skar	Secretary General
Aleksandra Kaczmarek	Senior Policy Officer
Nils Johan Svalastog Garnes	Senior Policy Officer
Sandra Tricas-Sauras	Associated Researcher
Paul Lauwers	Accountant
Pieter-Jan Vermeersch	Intern (spring)
Erik Tate	Intern (autumn)



## EU ALCOHOL STRATEGY

Eurocare key message in 2014 has been the need for a renewal of the EU Alcohol Strategy to support Member States in the prevention and reduction of alcohol related harm. In every activity throughout the year, the need for a new EU Alcohol Strategy has been included and addressed as a recommendation. The main focus has in 2014 been the European Parliament. Thanks to Eurocare members, a wide number of newly elected members of the European Parliament have been contacted and the need for an EP Resolution requesting an EU Alcohol Strategy has been raised.

The Committee on National Alcohol Policy and Action (CNAPA) which consists of Member States representatives have been active and delivered both an Action Plan on Youth Drinking and on Heavy Episodic Drinking (Binge Drinking) (2014-2016) and been preparing a scoping paper for a renewal of the EU Alcohol Strategy to support Member States in the prevention and reduction of alcohol related harm. Eurocare has been proactively engaging with CNAPA in creation of both documents. Eurocare has played a key role in coordination of the NGOs community input to consultation processes accompanying development of the Action Plan on Youth Drinking and on Heavy Episodic Drinking (Binge Drinking) (2014-2016).

Addressing the issue of alcohol related harm through cost effective policies will offer measurable health system savings and enhance the growth and productivity agenda for Europe 2020. Eurocare would emphasise that the updated EU Alcohol Strategy needs to complement the WHO European Action Plan to Reduce the Harmful Use of Alcohol, 2012-2020 and to recognise the evidence base to support effective alcohol policies in Europe, as presented by Alcohol in the European Union (WHO, 2012). An EU Alcohol Strategy would lay out a longer-term context to support the continuation of efforts at the EU level to address alcohol related harm. In line with several Member States, we are disappointed that this to date has not been forthcoming.

Read more in “Eurocare recommendations for a future EU Alcohol Strategy” - November 2014.

### The EU Strategy should address the following areas:

- Alcohol pricing policies
- Marketing of alcoholic beverages
- Availability of alcohol
- Consumer information – product labelling
- Drink driving policies and countermeasures
- Health sector responses for early detection, brief interventions and treatment
- Strategies that alter drinking contexts, backed up by community-based prevention action
- Evidence-based public awareness communication and school-based education to help reduce risks and harm from alcohol
- Raised awareness of dangers from drinking alcohol during pregnancy
- Protection of family and children
- Prevention with special focus on the workplace
- Alcohol research, data collection and monitoring programmes

# EUROPEAN ALCOHOL POLICY CONFERENCE 2014

The European Alcohol Policy Alliance had the pleasure to organise and host the 6<sup>th</sup> European Alcohol Policy Conference, 27th and 28th November 2014 in Brussels. The conference brought together over 300 participants from 36 countries, which ensured a broad representation of stakeholders concerned with alcohol related-harm, with participation from policy and decision makers, civil society, scientists and alcohol and health experts.

The 6th European Alcohol Policy Conference intended to raise awareness among the key policy and decision makers about the current burden of alcohol in Europe, and the multiple health and social problems it creates. It is for this reason that we encourage you to support our Call for a Comprehensive Alcohol Policy Strategy in the European Union. In addition, the conference had the intention to strengthen networks, build capacity and stimulate action to prevent and reduce alcohol related problems at all levels.

Topics covered at the conference were the need for a new EU Alcohol Strategy, price and taxation, health and inequalities, advertisement, information to consumers and the Joint Action on Reducing Alcohol Related Harm (RARHA).

The day before the conference, Eurocare organised a satellite event for Joint Action on Reducing Alcohol Related Harm (RARHA) and hosted the yearly APN Symposium.



Eurocare would especially like to thank our members EHYT ry (Finland), ANPAA (France), IOGT NTO (Sweden), Actis (Norway) and SHAAP (Scotland) for their financial contributions to the conference.



6th European Alcohol Policy Conference  
27-28 November 2014, Brussels  
[www.6EAPC.eu](http://www.6EAPC.eu)

# INFORMATION TO CONSUMERS

The need for information about alcoholic beverages to consumers is an ongoing issue. Eurocare organised an event in the European Parliament 10 September 2014, hosted by MEP Glenis Willmott and presented the issue at the Kettil Bruun Society's conference in Torino, June 2014.

Two reports were published in 2014: the first report was prepared for the event in September which focused on ingredients and the second report for the 6<sup>th</sup> European Alcohol Policy Conference which included all aspects of alcohol labelling (ingredients and health information). Both reports are available on [www.eurocare.org](http://www.eurocare.org).

Several European countries were discussing better information to consumers for alcoholic beverages in 2014, and Turkey, Ireland and Norway were the countries with the greatest developments. Eurocare is pleased to note that the European consumers (BEUC) and more researchers are raising the need to provide more information to consumers through better labelling of alcoholic beverages..

The bad news is the lack of action from the European Commission. The European Commission were supposed to produce in December 2014 a report as obliged by *Provision of food information to consumers* (116/2011), on whether alcoholic beverages should in the future be covered by the EU regulation., So far, the report has not been published.

**WHAT'S NOT ON THE BOTTLE?**  
**10<sup>TH</sup> SEPTEMBER 2014**  
**STATE OF PLAY OF  
ALCOHOL LABELLING  
IN THE EU**  
**15:30 - 17:30**

**EUROPEAN PARLIAMENT, BRUSSELS**  
Hosted by MEP Glenis Willmott (S&D, UK)  
Room PHS7C050

**AGENDA**

- Political challenges  
Opening remarks by  
MEP Glenis Willmott  
15:30
- Alcohol labelling  
An underused way to empower consumers?  
Lars Moller, Programme Manager, WHO Europe  
15:40
- Alcohol and diet  
Consumers right to know  
Ilaria Passarani, Head of the Food and Health,  
the European Consumer Organisation (BEUC)  
16:00
- Labelling:  
Consumer information and better regulation for  
the EU - European Commission perspective,  
Philippe Roux, Head of Unit, DG SANCO C4  
16:20
- Future work on European drinking guidelines  
(update RARHA)  
16:40
- Panel Discussion  
17:00
- Concluding remarks  
MEP Glenis Willmott  
17:30

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## MINIMUM UNIT PRICE (MUP)

2014 was an important year for the MUP case, as the case was taken from Scotland to the European Court in Luxembourg. Legislation to introduce a Minimum Unit Price of 50p was passed without opposition by the Scottish Parliament in May 2012. The legislation has yet to come into force because a consortium of global alcohol producers, fronted by the Scotch Whisky Association (SWA), Spirits Europe and the Comité Européen des Entreprises Vins (CEEV) is fighting its implementation every step of the way. The fight has moved to Europe where, in the latest stage of the legal battle, written opinions from EU Member States were made to the European Court, -(October 2014).

Eurocare worked closely together with our Scottish member SHAAP on MUP in 2014. SHAAP was partly based in the office in Brussels and together we organised an event in Brussels, 5<sup>th</sup> September. Another important action in 2014 was the coordination of contacting individual Member States to present a public health position for the case. Furthermore, we acted as the focal point for the actions from the wider European health community on the MUP case, such as the European Public Health Alliance (EPHA), British Medical Association (BMA) and European Association for the Study of the Liver (EASL).

Eurocare would like to thank SHAAP for the great and fruitful cooperation in 2014.

**Scotland the Brave! – Alcohol Policy in Scotland**

**A seminar to discuss and explore Scotland's innovative Alcohol Policies, including an update on the battle to implement Minimum Unit Pricing (MUP)**

14.00–15.30, Friday, 5<sup>th</sup> September 2014  
Maelbeek Room, Residence Palace, Brussels

**Chair: Dr Katrin Fjeldsted** President, Standing Committee of European Doctors (CPME)

**Speakers**

- Donald Henderson** Head of Public Health, Scottish Government
- Professor Nick Sheron** Royal College of Physicians Representative to EU Alcohol Forum
- Dr Peter Rice** Psychiatrist and Chair of SHAAP - Scottish Health Action on Alcohol Problems
- Paul Bartlett** Marketing Director, C&C Group (Producers of Tennent's Lager)
- Paul Waterson** Chief Executive, Scottish Licensed Trade Association

**Lead Discussant: Dr Roberto Bertollini** Chief Scientist, World Health Organisation.

To request a place, please [click here](#) to register.

Lunch will be provided from 13.00–14.00 for those attending this event.

**#MUPsaveslives**

**SHAAP** SCOTTISH HEALTH ACTION ON ALCOHOL PROBLEMS  
[www.shaap.org.uk](http://www.shaap.org.uk)

**BMA**

**epha** EUROPEAN PUBLIC HEALTH ALLIANCE

**eurocare** European Alcohol Policy Alliance

Organised by SHAAP and Eurocare | Supported by EPHA and BMA Europe.

## OTHER ONGOING ISSUES

	<p><b>ALCOHOL MARKETING</b></p> <p>Eurocare continued its work on marketing by following DG CONNECT’s work, present at the Greek Presidency Council Conference and initiated work on sponsorship and Formula One. Eurocare also arranged a policy debate on Social Media and Alcohol Marketing, 5 June, Brussels with 42 participants</p>
	<p><b>TOO YOUNG TO DRINK – FASD CAMPAIGN</b></p> <p>Eurocare was one of the partners in the FASD campaign 9th September, led by our member EUFASD. After a series of successful FASD events, alcohol and pregnancy has been included as a natural topic in alcohol policy contexts and was one of the focus areas in the EU Action Plan on Alcohol, launched September.</p>
	<p><b>AWARENESS WEEK ON ALCOHOL RELATED HARM</b></p> <p>Eurocare took part also in this year’s alcohol awareness week, led by European Liver Patients Association (ELPA). The week was held in the end of November and organised a roundtable in the European Parliament, a meeting for Health Attaches in Brussels, and ended with the 6EAPC.</p>
	<p><b>JOINT ACTION - RARHA</b></p> <p>Eurocare is an associated partner in RARHA, and we are involved in Work Package 2 (Evaluation), 5 (Drinking Guidelines) and 6 (Toolkit). One of our tasks for 2014 was to organise a RARHA satellite event, held the 26<sup>th</sup> November with 108 participants.</p>
	<p><b>EUROPEAN PARLIAMENT</b></p> <p>2014 was election for the European Parliament, and Eurocare contacted the Party Groups asking for commitment on the topic and provided members with updates.</p>
	<p><b>LET IT HAPYN</b></p> <p>Eurocare is one of four partners in the coordination of the project, started in 2013 and ends in 2016.</p>
	<p><b>STAKEHOLDER FORUMS</b></p> <p>Eurocare is participating in several stakeholder forums of the European Commission</p> <ul style="list-style-type: none"> <li>• DG SANTE: EU Alcohol and Health Forum</li> <li>• DG SANTE: EU Health Policy Forum</li> <li>• DG CONNECT: Community of Best Practice</li> <li>• DG AGRI: Civil Dialogue on Wine</li> <li>• DG TRADE: Civil society dialogue</li> <li>• Other non-formalised stakeholder meetings (e.g. DG ENTR, DG TAXUD)</li> <li>• Eurocare is also in similar forums in WHO and OECD</li> </ul>

# COMMUNICATION

## IN 2014 EUROCARE ISSUED THE FOLLOWING PRESS RELEASES

- 4th February: Alcohol and Cancer - the forgotten link
- 21<sup>st</sup> March: Joint Statement: Tackling alcohol related harm requires better actions
- 27 March: Opening the door to alcohol industry lobbying - what's wrong with the new WHO policy proposals
- 30<sup>th</sup> April: Alcohol Minimum Unit Price case to be decided by European courts
- 9<sup>th</sup> May: Drink driving kills – 5,600 deaths could be saved
- 17<sup>th</sup> May: Calories we forget to count- alcoholic drinks
- 12<sup>th</sup> June: Alcohol industry versus health ministry 2:0
- 2<sup>nd</sup> July: Why is the EU wasting tax payers' money in wine subsidies?
- 2<sup>nd</sup> September: Doctors take battle to implement "Scotland the brave's" Alcohol Minimum Unit Price policy to Brussels – Joint Press Release
- 10<sup>th</sup> September: What's not on the bottle? Public health organisations call on
- 14<sup>th</sup> October: European Alcohol Policy Alliance warmly welcomes the New European Code Against Cancer
- 12<sup>th</sup> November: Open letter: Alcohol Advertising in Formula One: An Irresponsible Message
- 27<sup>th</sup> November: Is the EU drinking its future away? 6th European Alcohol Policy Conference Press Release

## DISSEMINATION

Issued **10 newsletters** which were sent to around **1800 contacts**

Tweeted **100 times per month** and had over **1000 followers**

On **Facebook** Eurocare places on average 15 posts per month and reached close to **500 likes**.

## REPORTS AND PAPERS 2014

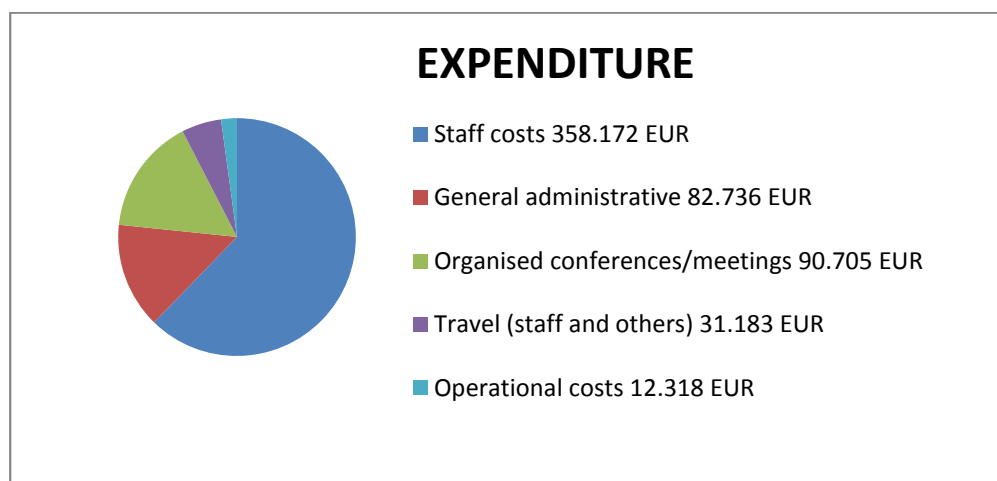
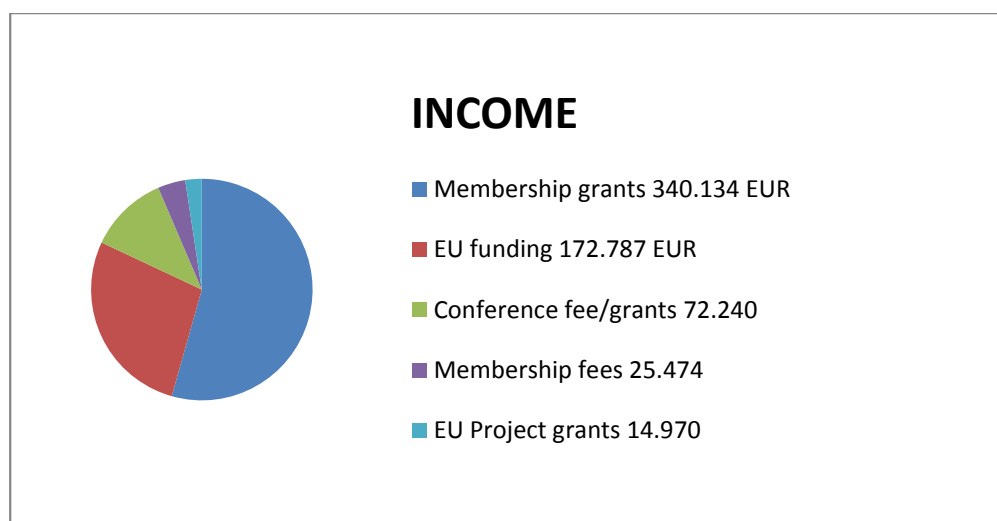
- **January:** Eurocare Response to Structure for EU Alcohol Action Plan
- **March:** Eurocare suggestions for changes to the EU Alcohol and Health Forum
- **March:** NGO comments on the future of the Science group
- **September:** What's not on the bottle? Eurocare Reflections On Alcohol Labelling (ingredients)
- **November:** Alcohol marketing and social media - Eurocare reflections 2014
- **November:** Why should we care about alcohol?
- **November:** What's not on the bottle? Eurocare Reflections On Alcohol Labelling (ingredients and health information)
- **November:** European Alcohol Policy Alliance recommendations for a future EU Alcohol Strategy
- **December:** Alcohol Purchase Age Limits in Europe

## 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 2014 Eurocare was granted both an operating grant and a conference grant from the Health Programme in the European Commission. In addition Eurocare has received funding for participating in two EU projects; RARHA – Joint Action with Member States to prevent and reduce alcohol related harm and Let it hAPYN – Alcohol Policy Youth Network is the leading partner.

Eurocare is dependent on receiving substantial support from Actis Rusfeltets samarbeidsorgan and IOGT-NTO also in the future. 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.



<b>Eurocare</b>	<b>2014</b>
<b>Income</b>	<b>625.608</b>
Grants	452.457
Other operational income	25.474
Other income and deductions	147.328
Financial results	349
Interest	323
Other financial profits	26
Extraordinary Profits	0
Results of the year/loss	50.495
<b>TOTAL</b>	<b>625.608</b>
<b>Expenditure</b>	
Exploitation expenditure	573.317
Meetings and conferences	171.448
Rental utilities and building costs	28.588
Maintenance	8.058
Administrative expenses	9.829
Equipment and communication	5.819
Consultancies and external services	37.821
Salary costs and social charges	308.806
Depreciations	2946
Other running costs	0
Financial costs	1.796
Costs of depts	0
Other financial costs	1.796
Extraordinary costs	0
Extraordinary cost	0
<b>RESULT OF THE YEAR</b>	<b>50.495</b>
<b>TOTAL</b>	<b>625.608</b>

# EUROCARE MEMBERS 2014

<b>Belgium</b>	Vereniging voor Alcohol-en Andere Drugproblemen vzw (VAD)
<b>Bulgaria</b>	Foundation Horizonti 21
<b>Croatia</b>	Mali Plac <b>NEW 2014</b>
<b>Czech Republic</b>	Centrum Alma <b>NEW 2014</b>
<b>Denmark</b>	Alcohol and Society Central Denmark Region, Alcohol and Traffic Secretariat IOGT Denmark NGO Fontana
<b>Estonia</b>	Estonian Temperance Union
<b>Finland</b>	Finnish Association for Substance Abuse Prevention
<b>France</b>	Association National de Prevention en Alcoologie et Addictologie (ANPAA)
<b>Germany</b>	Deutsche Haputstelle fur Suchtfragen (DHS), Deutscher Jugendschutz-Verband (German association for youth protection) Deutsche Guttempler IOGT e.V
<b>Greece</b>	Oasis
<b>Hungary</b>	Centre for Healthy Hungary
<b>Ireland</b>	Alcohol Action Ireland North West Alcohol Forum Dothain
<b>Italy</b>	A.I.C.A.T (Associazione Italiana Club Alcolisti in Trattamento) Eurocare, Italy Associazione Aliseo ONLUS Gruppa Logos – Onlus
<b>Lithuania</b>	Agapao Lithuanian National Tobacco and Alcohol Control Coalition
<b>Netherlands</b>	STAP, Stichting Alcoholpreventie
<b>Norway</b>	Actis – Policy Network on Alcohol and Drugs
<b>Poland</b>	The State Agency for Prevention of Alcohol related problems (PARPA) The Polish IOGT Foundation Krajowa Rada
<b>Portugal</b>	Centro de Alcoplogia Nova Rumo Sciedade Anti-Alcodlica Portuguesa (SAAP) Centro de Alcoologia Ricardo Pampuri
<b>Russia</b>	Foundation Union Society
<b>Slovenia</b>	UTRIP
<b>Spain</b>	Foundacion Salud yComunidad Asociacion de Ex-Alcoholicos Espanoles Scidroalcohol Associacio RAUXA Federacio Catalana D’Alcoholics Rehabilitats (FARC)
<b>Switzerland</b>	Addiction – Info Switzerland
<b>Sweden</b>	IOGT-NTO Swedish Council on Alcohol and Drugs MHF
<b>Turkey</b>	Turkish Green Crescent Society
<b>United Kingdom</b>	Institute of Alcohol Studies Alcohol Concern Alcohol Focus Scotland Alcohol Health Network <b>NEW 2014</b> Balance, North East Alcohol Office Scottish Health Action on Alcohol Problems (SHAAP)
<b>International</b>	ACTIVE - Sobriety, Friendship and Peace Alcohol Policy Youth Network Blue Cross International EUFASD, European IOGT International NordAN (Nordic Alcohol and Drugs Policy Network)