

ANNUAL REPORT 2020



June 2021

European Alcohol Policy Alliance (EUROCARE) was established in 1990 by representatives from Denmark, Sweden, Norway, Germany, Italy, Spain, Portugal, France, and the United Kingdom as concerns grew over the impact of the single market on national alcohol policies. In 1996 the organization was registered in Belgium with a Secretariat. The organization is today registered in Belgium as an AISBL.

Eurocare is today an alliance of non- governmental and public health organisations with 52 member organisations across 22 countries advocating the prevention and reduction of alcohol related harm in Europe.

Member organisations are involved in advocacy and research, as well as in the provision of information and training on alcohol issues and the service for people whose lives are affected by alcohol problems.

Our vision is a Europe where alcohol related harm is no longer one of the leading risk factors for ill-health and pre-mature death. European decision makers recognise the harm done by alcohol and apply effective and comprehensive policies to tackle it. Eurocare is recognised as the leading European public health organisation in alcohol related dialogue and policy development.

Our mission is to promote policies to prevent and reduce alcohol related harm, through advocacy work. The message, regarding alcohol consumption, is “less is better”.

To achieve its mission Eurocare:

-  Advocates for the prevention and reduction for alcohol related harm in Europe.
-  Influences European policy makers by advocating effective evidence-based alcohol policy.
-  Monitors policy initiatives and informs its members.
-  Creates and nurtures ties between organisations at EU level concerned with alcohol related harm.
-  Disseminates information on alcohol related issues.
-  Publishes reports and position papers.

2020

2020 will be remembered for the year of the COVID 19 pandemic. The year we all stayed at home, worked from home and there were no face-to-face meetings, conferences or travels. Eurocare's Secretariat has been working from home since the 12th of March as Belgium is one of the worst hit countries by COVID 19. The Eurocare Board has continued its regular meetings via Zoom.

Health has never been so high on the political agenda as today, both at national and European level. Even alcohol policies are stricter than we could have ever imagined: no selling of alcohol in the evenings and bars and restaurants close. One consequence has been an increased level of online shopping and home deliveries. A working group has been established to gather more information with the lead of Paula Leonard from the Alcohol Forum in Ireland.

EU4Health is gaining strength. Members of the European Parliament (MEPs) reached a deal with the European Council on 2021-2027 EU Health programme. It will be worth 5,1 billion EUR and our call for more prevention has been noted as 20% of the budget will be for disease prevention and health promotion. Eurocare has been calling to include the prevention and reduction of alcohol-related harm into the Europe Beating Cancer Plan. Towards the end of 2020 this seems to be bearing fruit as more MEPs are including this in their call for action.

Eurocare has been coordinating and leading the EU funded project *Focus on Youth, Football and Alcohol (FYFA)* which held its final conference on the 28 May as a webinar. A big thank you to the Scottish government for continuous support and helping Eurocare with the 40% of co-funding needed.

From 2020 Eurocare is involved in two tenders from CHAFEA, as advisor in fiscal policies and the lead in gathering information on health messages and partner in a task on digital advertising.

We would like to thank all Eurocare members for good support in 2020 and looking forward to new activities in 2021!



Tiziana Codenotti
Eurocare President

GOVERNANCE OF EUROCARE 2020

The European Alcohol Policy Alliance Annual General Meeting was held via a Zoom meeting on the 8th of June. The Zoom meeting gathered a total of 28 member organisations (one proxy), who decided on the priorities for the coming year.

Eurocare has a total of 52 members from 22 countries. See the end of the document for an overview of all Eurocare members.

The Board elections were postponed to 2021 and consists of the following members who were elected in 2017 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
Lukas Galkus	Board Member	Youth Health Organisation YHO (previous APYN)	International, Slovenia

Sheila Gilheany	Board Member	Alcohol Action Ireland	Ireland
Irma Kilim	Board Member	IOGT NTO	Sweden
Katleen Peleman	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
Katherine Severi	Board Member	Institute of Alcohol Studies	United Kingdom
Stig Erik Sørheim	Board Member	Actis – Norwegian Policy Network on Alcohol and Drugs	Norway

MEMBERS OF STAFF

Name	Position	Email	
Mariann Skar	Secretary General	mariann.skar@eurocare.org	
Aleksandra Kaczmarek (long term leave from August)	Head of Policy	aleksandra.kaczmarek@eurocare.org	
Sandra Tricas-Sauras	Head of Research	sandra.tricas-sauras@eurocare.org	

Paul Lauwers	Financial Manager		
Nils Garnes (part time September to December 2020)	Senior Policy Officer	nils.garnes@eurocare.org	

POLICY ISSUES 2020

The following issues have been the main policy topics in 2020. Each topic is presented on the following pages.

- Alcohol consumption in times of COVID-19
- Alcohol and cancer
- Labelling of alcoholic beverages
- Commercial communication of alcohol in the digital area
- Focus on Youth, Football and Alcohol
- The 8th European Awareness Week on Alcohol Related Harm

In addition, Eurocare has also responded to several consultations outside these areas, such as WHO action plan to strengthen the implementation of the global strategy to reduce the harmful use of alcohol.

DISSEMINATION

16 newsletters were sent to around 390 contacts (fell from close to 1400 after GDPR regulation).

Tweeter account has around 2910 followers.

Facebook receives on average 18 posts per month and has close to 1350 followers.

PRESS RELEASES 2020

4 February World Cancer Day – Let us talk about alcohol

7 July – European Union after a health pandemic gives even more money to promotion of certain unhealthy products – wine gets more EU funding

EVENTS ORGANISED AND CO-ORGANISED BY EURO CARE 2020

28 May: Final webinar/conference on FYFA – Focus on Youth, Football and Alcohol

8 June: Eurocare General Assembly – Zoom meeting

22 September: Alcohol and Cancer webinar IOGT NTO and Eurocare

4 November: Alcohol Labelling webinar Actis Rusfeltets Samarbeidsorgan, Norwegian Cancer Association and Eurocare

16 November: Alcohol Awareness Week webinar on Alcohol & Cancer

17 November: Alcohol Awareness Week webinar on Alcohol & COVID 19

18 November: Alcohol Awareness Week webinar Alcohol & SDGs

ALCOHOL CONSUMPTION IN TIMES OF COVID-19

The COVID 19 pandemic has changed our societies, how we live and work. Suddenly many of us are working from home, others experience a loss of job as shops, bars, restaurants, and pubs are closed nearly across the EU. We can no longer socialise with family or friends. What are the consequences for alcohol policy? We read in the news that in some places, alcohol consumption is going up while the alcohol producers are reporting loss of sales.

Health has never been higher on the political agenda on all levels within the EU. The European Commission took its first steps towards building the **European Health Union** as announced by President von der Leyen in her State of the Union address: *“Our aim is to protect the health of all European citizens. The coronavirus pandemic has highlighted the need for more coordination in the EU, more resilient health systems, and better preparation for future crises. We are changing the way we address cross-border health threats. Today, we start building a European Health Union, to protect citizens with high quality care in a crisis and equip the Union and its Member States to prevent and manage health emergencies that affect the whole of Europe.”*

Our collective efforts in **EU4Health Civil Society Alliance** (<https://eu4health.eu/>) were initiated and driven by EPHA and EFP and followed by 26 European civil society organisations. It has been a good investment.

The European Commission proposed a new, ambitious stand-alone health programme for the 2021-2027 period – the **EU4Health Programme** of €9.4 billion. However, Member States reduced the amount to €1.7 billion,

jeopardising the EU’s ability and ambition to strengthen healthcare systems and public health protection across EU countries. The European Parliament and Council settle on €5.1 billion health budget.

The question today is: How much can we, as civil society shape the EHU and formulate our recommendations to the presented concept and if in parallel, we will be able to present our own narrative and more ambitious vision for a real EHU? Eurocare has been presenting its call for action as speaker in the meetings within the European Parliament, in Eurocare webinars, in consultation responses, in meetings and emails to decision makers at EU level and on the website.

One area that has increased its sales is **shopping online and home deliveries**. A small working group has been established with the lead of Paula Leonard from Alcohol Forum Ireland to look into how it works and consequences for alcohol harm.



Alcohol and Covid-19 #awarh20

Alcohol and Covid-19
November 17th, 2020 @ 15:00 (CET)

Tiziana Codenotti, Eurocare
Carina Ferreira Borges, WHO Europe
Jurgen Rehm, CAMH
Emanuele Scafato, EUFAS, ISS, SIA
Nick Sheron, EASL
Mathieu Capouet, Trilnu That, Nick Smith

© Awareness Week on Alcohol Related Harm 2020 #awarh20 - www.awarh.eu

ALCOHOL AND CANCER

Eurocare welcomes the European Commission's initiative on Europe's Beating Cancer Plan and has been calling for tangible results in terms of decreasing cancer prevalence. Cancer was one of Eurocare's main issues for 2020 and our key recommendations for the EU Beating Cancer Plan was communicated to relevant decision makers.

Eurocare organised a webinar on the topic together with IOGT Sweden, United European Gastroenterology, and European Cancer Leagues hosted by MEP Jytte Guteland on 22nd September with 141 participants from all across Europe.

The European Alcohol Awareness Week on alcohol-related harm started on Monday, 16 November 2020 with a webinar on Alcohol & Cancer. The focus in this event was the link

between alcohol and cancer and the forthcoming Europe Beating Cancer Plan. In conjunction with this event, WHO Europe launched its new factsheet for policy makers, Alcohol and Cancer in the WHO European Region.

142 people were registered to the meeting from around the world.

The launch of the Europe Beating Cancer Plan is planned to be 3rd February 2021.

ALCOHOL AND CANCER

WHAT'S AT STAKE IN EUROPE'S BEATING CANCER PLAN?



TIMING
09.45 Zoom lobby opens
10.00 Webinar starts
11.15 End

22 SEPTEMBER 2020
WEBINAR HELD ON ZOOM
REGISTER BEFORE 20 SEPTEMBER AT
WWW.BIT.LY/ALCOHOLCANCERPLAN
TECHNICAL QUESTIONS: KALLE.DRAMSTAD@IOGT.SE



LABELLING OF ALCOHOLIC BEVERAGES



Australia and New Zealand followed France and Lithuania in requiring mandatory pregnancy warning labels on packaged alcoholic beverages on the 31 July 2020.

In the EU, alcohol labels are not regulated to provide information on ingredient and nutritional listings nor the harm the product can cause the consumer. Listing the ingredients contained in a beverage alerts the consumer to the presence of any potentially harmful or problematic substances. Even more importantly, providing nutritional information such as calorie content allows consumer to monitor their diets better and makes it easier to keep a healthy lifestyle. Information about

the risks related with alcohol consumption (damages to health, risk of dependence, dangers associated with drinking during pregnancy, when driving etc) should also be provided by the form of better labelling regime.

Eurocare participated in an event in Norway – Vet du hva du drikker on the 4th November (Do you know what is in your drink?) co-hosted by Actis - Rusfeltets Samarbeidsorgan and Norwegian Cancer Society.

Eurocare is the lead of Task 4 on health messages in the ALHAMBRA tender from 1 September 2020 for 30 months.

COMMERCIAL COMMUNICATION OF ALCOHOL IN THE DIGITAL AREA



Consumers (and non-consumers) are exposed to sophisticated commercial communication aimed at creating positive expectations and beliefs not just about the product itself but how it will make them feel and be perceived by others. Alcohol marketing techniques range from mass media advertising to sponsorship of events, product placement, internet and social media campaigns, merchandise and usage of other products connected with alcohol brands.

Eurocare supports the European Commission in its obligation to lay down clearer, more stringent, and harmonised rules for digital actors’ responsibilities to increase citizen’s safety online and protect their rights. Eurocare has been calling in 2020 for the Digital Service Act (DSA) to focus on the safety of vulnerable users, children, and young people. Special attention needs to be given to areas such as online advertising, as they are a core feature

(and heart of the business model) for most online platforms and currently enjoy competitive advantage compared to traditional media. Eurocare advocates that given the burden which alcohol places on people’s health and its role as a risk factor for cancer, the EU should ensure policy coherence between provisions for online advertising of alcohol (through AVMSD, DSA and other legal instruments) and its health policy goals.

The safety of vulnerable users and in particular children is a challenge. The outbreak of COVID 19 pandemic has clearly confirmed both the importance of digital services and their vulnerabilities.

Eurocare is part of Task 2 on digital marketing in the ALHAMBRA tender from 1 September 2020 for 30 months.

FOCUS ON YOUTH, FOOTBALL AND ALCOHOL (FYFA)

FYFA <http://fyfaproject.eu/> is an EU funded project from the Health Program.

Eurocare is the leading partner and has been working together with International Youth Health Organization (YHO), Fundatia Romtens (Romtens), Romania, Scottish Health Action on Alcohol Problems (SHAAP) - Royal College of Physicians of Edinburgh, United Kingdom Istituto Superiore di Sanità (ISS), Italy, Vereniging voor Alcohol en andere Drugproblemen vzw (VAD), Belgium, EHYT/ Finnish Association for Substance Abuse Prevention, and the Polish State Agency for Prevention of Alcohol-related Problems (PARPA), Poland.

FYFA aimed at generating good practices targeting the reduction of heavy episodic drinking among young people and develop guidance for youth sport clubs regarding alcohol across EU. The FYFA project focused on underage drinking and heavy episodic drinking by studying how youth sport clubs deliver regarding messages on one important risk factor – alcohol - towards preventing non-communicable diseases and thereby supports jobs and growths in EU. It facilitated networking to build EU and national capacities. It achieved among others:

1) To review policies related to young people, sport, marketing, and alcohol with particular focus on football on international, national, and local level.

2) To interview relevant stakeholders and decision makers at international, national, and local level regarding young people, sport, marketing, and alcohol.

3) To identify one local youth football club in six Member States, where young people, aged 13-15 participate in regular sporting activities

4) To interview football club management to find out: attitudes, strategies to reduce drinking and harms for young people

5) To conduct semi-structured interviews with young people in six countries to discuss and to make recommendations to policy makers about young people, sport, marketing and alcohol.

6) To make a video in three settings, using ESPAD framework – with 6 young women and 6 young men aged between 13 and 15 from three countries.

7) To amalgamate the country videos into one video with sub-titles for different countries which will be produced and disseminated.

8) Strengthening capacity of the stakeholders and partners involved through EU networking and good practice exchange.

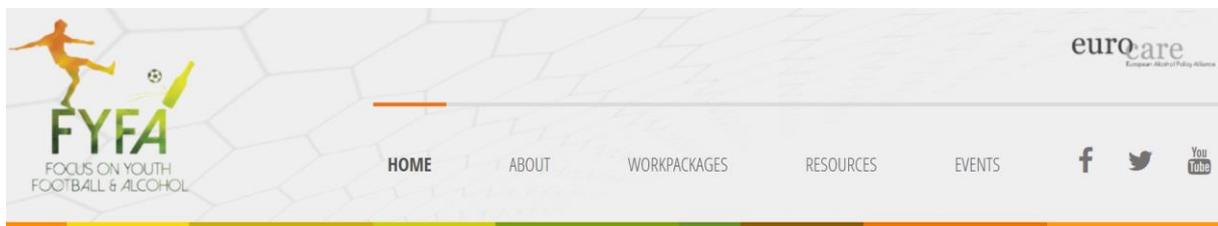
9) To hold an international webinar conference on Alcohol, Sport and Youth – launching the project video where the FYFA project findings and recommendations were shared and discussed.

The FYFA project has generated and promotes new and innovative good practices targeting the reduction of both underage drinking and heavy episodic drinking. With new information from local, national, and international levels, the partners searched for recommendations/guidelines for use of

alcohol in youth sport clubs and at local level – what views do the young people have.

The project developed recommendations based on the findings in six Member States. The project tested and discussed what kinds of tools are available and have they been evaluated. The evaluation process was based on the standards developed in Work package 6 in the RARHA project on good practice Joint

Action 2014-2016). Throughout the implementation of the project, consortium members interviewed and worked with several stakeholders that are relevant in the youth and sport clubs - like Olympic Committee, National football league, decision makers at different levels etc.



Focus on Youth, Football & Alcohol

FYFA 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.

Excluding tobacco and caffeine, alcohol is the psychoactive substance used most by young people in the European Union. Underage drinking and heavy episodic drinking of alcohol is of particular concern in Europe because it is related to the health and welfare of the population. A number of studies have linked alcohol use by young people to various problems, both short and long term.

EVENTS

no upcoming events

THE 8TH EUROPEAN AWARENESS WEEK ON ALCOHOL RELATED HARM



The Awarh (<http://www.awarh.eu/>) took place between 16th – 20th November 2020 and is a joint initiative of European Alcohol Policy Alliance (Eurocare),

European Association for the Study of the Liver (EASL), European Liver Patients' Association (ELPA), European Brain Council (EBC), European Federation of Addiction Societies (EUFAS) and United European Gastroenterology (UEG). This year's campaign has been organized in close collaboration with WHO/Europe-Alcohol team.

Endorsers of the Awarh are European Cancer Leagues (ECL), European Association for the Study of Obesity (EASO), European Cancer Patient Coalition (ECPC), European Oncology Nursing Society (EONS), European Patients Forum (EPF), European Public Health Alliance (EPHA), Eurochild, Mental Health Europe (MHE), Health & Trade, and European Chronic Disease Alliance (ECDA).

The aim of Awarh is to increase awareness of the need to address alcohol-related harm in Europe and highlight the need for an integrated approach to alcohol policy.

In 2020 the focus during the week was on alcohol policies regarding Cancer, COVID -19, and Sustainable Development Goals.

Three webinars were organized during the Awareness Week by the partners and WHO/Europe on ZOOM Platform. 2020 has been a special year with no face-to-face meetings.

Alcohol & Cancer - Monday, 16 November 2020 15:00 – 16:15

The focus in this event was the link between alcohol and cancer and the forthcoming Europe Beating Cancer Plan. In conjunction with this event, WHO Europe launched its new factsheet for policy makers, Alcohol and Cancer in the WHO European Region.

A total of 142 people registered to the meeting and around 104 people participated.

Alcohol & COVID-19 - Tuesday, 17 November 2020 15:00 – 16:15 CET

The focus of this event was the impact alcohol has on COVID-19 and steps taken to reduce the risks. Our speakers gave us up to date information on this issue.

Out of 118 participants registered, around 90 participated during the whole event.

Alcohol and Health Policies in Europe and UN Sustainable Development Goals (SDGs) - Wednesday, 18 November 2020 15:00 – 16:15 CET

The focus in this event was on how evidence-based alcohol policies can contribute to achieving the United Nations Sustainable Development Goals (SDGs) in Europe. In conjunction with this event, WHO Europe is also launching its new factsheet for policy makers, Alcohol consumption and sustainable development and there was a presentation of a new Special Issue Alcohol Control Policy and Health in Europe of the International Journal of Environmental Research and Public Health.

A total of 94 participants were registered to this event, and around 76 participated.

#AWARH20 on Twitter: More than 170 unique tweets using the hashtag awarh20.

STAKEHOLDER FORUMS AND MEMBERSHIPS

STAKEHOLDER FORUMS

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

- DG SANTE: EU Health Policy Forum
- DG AGRI: Civil Society Dialogue on Wine
- DG AGRI: Civil Society Dialogue on Spirits and Olive
- DG TRADE: Civil Society Dialogue



World Health Organization

Eurocare was following the 70th session of the Regional Committee for Europe online as accredited of regional non-State actors not in official relations with WHO to the WHO Regional Committee for Europe

CODEX ALIMENTARIUS – International Food Standards – Eurocare has Observer Status and is following the labelling discussions.

MEMBERSHIPS

Eurocare is a member of the following organisations:

- European Public Health Alliance (EPHA)
- EU4Health – civil society associations
- Global Alliance of NGOs for Road Safety
- NCD Alliance – associated member

FINANCES 2020

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

In 2020 Eurocare has received funding for leading the EU project, funded by the 3rd Health Programme; FYFA – Focus on Youth, Football and Alcohol and are participating in two tenders from CHAFA. United European Gastroenterology (UEG) are sharing offices with Eurocare.

Eurocare	2020
Income	
Membership fees	21.300,00
Grants from Actis Rusfeltets samarbeids organ	246.184,14
Grants from Scotland	9.470,77
Other operational incomes	235,00
Alcohol Awareness Week	7.373,46
EU Funded projects (FYFA)	13.290,00
Cost recuperation	30.217,00
Tax on wage reduction	460,72
Financial income	1,95
TOTAL	328.533,04
Expenditure	
Direct costs	12.244,93
Meetings and conferences	4.071,68
Rental utilities and building costs	45.371,15
Maintenance	2.562,94
Administrative expenses	25.230,72
Equipment and communication	90,18
Consultancies and external services	6.098,29
Salary costs and social charges	234.620,89
Depreciations	344,82
Financial costs	365,77
Result	331.001,37
Results of the year/loss	-2.468,33
TOTAL	328.533,04

EUROCARE MEMBERS 2020

Belgium	VAD - Vereniging voor Alcohol-en Andere Drugproblemen vzw
Czech Republic	A.N.O – Association of Non-Governmental organisation (ass member)
Denmark	Alcohol and Society Danish Cancer Society
Estonia	Estonian Temperance Union
Finland	EHYT - Finnish Association for Substance Abuse Prevention
France	Association Addictions France
Germany	DHS - Deutsche Haputstelle fur Suchtfragen Deutsche Guttempler IOGT e.V
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	NTAKK - Lithuanian National Tobacco and Alcohol Control Coalition
Netherlands	STAP - Stichting Alcoholpreventie
Norway	Actis – Policy Network on Alcohol and Drugs IOGT Norway Frelsesarmeens Rusomsorg Av og Til
Poland	PARPA - The State Agency for Prevention of Alcohol related problems Krajowa Rada MONAR
Portugal	Centro de Alcoplogia Nova Rumo SAAP - Sociedade Anti-Alcoólica Portuguesa
Slovenia	Inštitut Utrip
Spain	Fundación Salud y Comunidad Asociación de Ex-alcoolicos Españoles Socidrogalcohol Associació RAUXA FCAR - Federació Catalana D'Alcohòlics Rehabilitats
Switzerland	Addiction – Info Switzerland
Sweden	IOGT-NTO Swedish Council on Alcohol and Drugs MHF - Motorförarnas Helnykterhetsförbund
Turkey	Turkish Green Crescent Society Turkish Alcohol Platform
Ukraine	Nazareth, Charitable Foundation
United Kingdom	IAS - Institute of Alcohol Studies Alcohol Change UK Alcohol Focus Scotland Balance, North East Alcohol Office SHAAP - Scottish Health Action on Alcohol Problems
United States	California Alcohol Policy (ass member)
International	Blue Cross International EUFASD - European FASD Alliance EMNA - European Mutual Help Network for alcohol related problems EASL - European Association for the Study of the Liver NordAN - Nordic Alcohol and Drugs Policy Network UEG - United European Gastroenterologists YHO - Youth Health Organisation

52 members in 22 countries