

D-1208-428-MV
Brussels, December 2008

Interim Monitoring Report

HOTREC Commitment

Raising awareness of National Associations / Call for actions

As member of the Alcohol Forum, HOTREC committed itself to:

- *Inform regularly its national member associations on the activities of the Forum;*
- *Encourage its national associations to develop their activities in relation to the objectives of the Forum, with a special focus on responsible drinking and the enforcement of age limits for serving and selling alcoholic beverages;*
- *Invite its national associations to make commitments within the Forum;*
- *Organise the exchange of information between national associations on activities related to the Forum or similar fora;*
- *Facilitate dialogue and cooperation between its national associations and other members of the Forum.*

Types of planned activities within the commitment

Target group:	Hospitality industry: executives and staff of national member associations
Measures/tools:	Seminar / Meeting / Article / Newsletter / Website / Recommendation / Position Paper

Report on the activities undertaken, so far, by HOTREC in relation to the various aspects of its commitment:

- **Inform regularly its national member associations on the activities of the Forum**
- **Organise the exchange of information between national associations on activities related to the Forum or similar fora**

HOTREC reported on the Alcohol Forum in its newsletter *Live from Brussels*. The newsletters were circulated to the national associations and were uploaded on HOTREC website:

- *Live from Brussels* N° 42, page 6, 8 April 2008,
(http://www.hotrec.eu/files/view/482-live_from_brussels_n42-e-version_final.pdf)
- *Live from Brussels* N° 43, page 11, 23 September 2008
(http://www.hotrec.eu/files/view/512-live_from_brussels_n43.pdf)

HOTREC reported on the Alcohol Forum in each of the press releases issued on the occasion of its General Assemblies in Paris (10-11 April 2008) and Prague (6-7 November 2008):

- Press release, 57th General Assembly, Paris
(http://www.hotrec.eu/files/view/490-d-0408-184-eb-press_release-final-15_april_2008m.pdf)
- Press release, 58th General Assembly, Prague
(http://www.hotrec.eu/files/view/515-d-1008-373-aw-prague_pr.pdf)

HOTREC also issued a press release on the occasion of the Finnish and Swedish associations joining the Alcohol Forum. The press release was circulated to the national associations and was uploaded on the HOTREC website:

- *“More national associations join the European Alcohol and Health Forum”*, 16 April 2008
(http://www.hotrec.eu/files/view/492-d-0408-188-mv-press_release-alcohol-forum-16-04-08.pdf)

In addition, HOTREC dedicated to the Alcohol Forum a special section of its website:

http://www.hotrec.eu/pages/policy_areas/health/

From this section, hospitality associations and stakeholders can get access to detailed information on the activities of the Forum (commitments, plenary meetings, Task Forces, etc.) through a direct link to the official webpage of the European Commission.

The section also provides a link to the full text of the commitments made, so far, by HOTREC and its member associations within the Forum:

http://www.hotrec.eu/pages/policy_areas/health/alcohol_main_documents/

- **Encourage its national associations to develop their activities in relation to the objectives of the Forum, with a special focus on responsible drinking and the enforcement of age limit for serving and selling alcoholic beverages**
- **Invite its national associations to make commitments within the Forum**

The British Beer and Pub Association (BBPA), the Finnish Hospitality Association (FHA) as well as the Swedish Hotel and Restaurant Association (SHR) joined the Alcohol Forum and made the following commitments:

- BBPA will take actions aimed at reducing the sale of alcohol to under-aged through the “Challenge 21” programme, staff training and information campaigns.

- FHA committed itself to further promote responsible selling and serving among its member companies, through the exchange of good practices, the development of guidelines, voluntary actions as well as information and counselling programmes.

- SHR will promote initiatives in relation to responsible serving of alcohol, with a special focus on the enforcement of rules concerning under-aged and intoxicated people (e.g. information campaigns and counselling programmes).

Further details on the commitments of the national associations within the Forum can be found on the HOTREC website at:

http://www.hotrec.eu/pages/policy_areas/health/alcohol_main_documents/

➤ **Facilitate dialogue and cooperation between its national associations and other members of the Forum**

In order to facilitate dialogue and raise the awareness of its national associations on the activities of other members of the Alcohol Forum, the Secretariat of HOTREC invited important stakeholders of the hospitality industry to present their commitments.

So far, the following organisations were invited at the HOTREC General Assemblies to present their activities within the Forum:

- EuroCommerce, HOTREC General Assembly in Paris, 10 April 2008;
- Brewers of Europe, HOTREC General Assembly in Paris, 10 April 2008;
- CEEV - *Comité Européen des Entreprises Vins*, HOTREC General Assembly in Prague, 6 November 2008.

Each meeting of the General Assembly was attended by over 70 representatives (Presidents, Secretary Generals and CEOs) of hospitality associations from 25 European countries.

Agenda of the Paris General Assembly – Annex 1

List of participants of the Paris General Assembly – Annex 2

Agenda of the Prague General Assembly – Annex 3

List of participants of the Prague General Assembly – Annex 4

Press release on the 57th General Assembly in Paris

(http://www.hotrec.eu/files/view/490-d-0408-184-eb-press_release-final-15_april_2008m.pdf)

Press release on the 58th General Assembly in Prague

(http://www.hotrec.eu/files/view/515-d-1008-373-aw-prague_pr.pdf)

Always in the framework of its commitment to facilitate dialogue between its national associations and other members of the Forum, the HOTREC Secretariat accepted to meet with representatives of the beer company Anheuser-Busch. HOTREC agreed to circulate to all its member associations the invitation to attend the Conference of Anheuser-Busch on “Social-Norms” (Brussels, 31 March 2009). The Conference is part of the Anheuser-Busch commitment within the Alcohol Forum. In this way, HOTREC will help to disseminate information about a Conference, which could contribute to spread best practices on responsible drinking and the “social norms” approach.

Finally, HOTREC made a presentation during a meeting of the Task Force on Marketing Communication (16 July 2008) of the Alcohol Forum, reporting on “*How the hospitality industry views and applies the various “self-regulation codes across the value chain” issued by the alcohol producers*”.

In summary, HOTREC has undertaken the following actions:

Invitation to member associations to join the Forum

- British Beer and Pub Association (BBPA)
- Finnish Hospitality Associations (FHA)
- Swedish Hotel and Restaurant Association (SHR)

Dialogue with other members of the Alcohol Forum

- Brewers of Europe
- EuroCommerce
- CEEV – *Comité Européen des Entreprises Vins*

Discussions among member associations

- Special internal meeting on “Alcohol Forum and related issues” in December 2007
- General Assemblies in Paris (10-11 April 2008) and in Prague (6-7 November 2008)

Website

- New section on the Alcohol Forum, including detailed information on commitments

Newsletter *Live from Brussels*

- Sections on the Alcohol Forum, *Live from Brussels* N°42 and N°43

Press releases

- “*More national hospitality associations join the Alcohol Forum*” (16 April 2008)
- Press release on the 57th General Assembly in Paris (10-11 April 2008)
- Press release on the 58th General Assembly in Prague (6-7 November 2008)
