



Age limit 18: The new challenge in The Netherlands

Workshop Late Night Entertainment

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Hans Kant

Facts & figures

Member of KHN:
20,400

44,000 horeca businesses



LNE:
> 9,300 pubs
226 night clubs

300,000 employees



13.8 billion turnover/year



Legislation alcohol NL 2013

Types of alcohol & age limit

- Distinction between alcoholic beverages < 15 % (including all wines) and >15 %
- Age limit alcoholic beverages < 15%: 16
- Age limit alcoholic beverages > 15%: 18

Control/verification

- The seller of alcoholic beverages needs to:
 - Ascertain if the buyer is of the right age
 - By checking an official ID

Unless the buyer is evidently over 16/18
- If not, the seller can be held accountable
 - Fine of € 1,360
 - Revocation license

Legislation alcohol NL 2013

Law enforcement

- Municipality (since 01/01/2013)
- The buyer < 16 is punishable for 'having alcoholic beverages in possession'
- No distinction in obligations between 'on-premise' and 'off-premise'



Compliance end of 2013

Mystery Shop Research

- Over-all compliance: 47%
- LNE: 35.6%
- Supermarkets: 55%
- Liquor stores: 63% and 73%
- Sports canteens: 15%

**A huge improvement compared to 2011!
But...still a long way to go!**



Legislation alcohol NL up from 01-01-2014

Age limit

- Age limit for alcoholic beverages < 15% and > 15% = 18

Control/verification

- Same obligations regarding age check (ID) as in 2013

Law enforcement

- Obligation municipality to have a 'local plan and policy on youth and alcohol (including a plan for enforcement)' in place by July 1st 2014
- Obligations to check age by checking ID etc remained exactly the same

Campaign NIX18

NIX18 means ZERO18

- Started by the Secretary of Health end of 2013 (still running)
- Objective: create shift in attitude towards drinking alcohol and smoking under 18 (not normal, not healthy)
- Multichannel communication: television, radio, social networks etc



Actions KHN

Information

- Several articles KHN newsletters
- Several articles KHN Magazine
- Social Media
- White paper
- Workshops incl. best practices

Practical tooling

- Age limit stickers (obligatory)
- Posters: Have your ID ready
- Special discount on 'age verification devices'



Results after one year



- Repetition of the Mystery Shop Research (control age limit for BOTH alcohol & cigarettes)
- Outcome: over-all dramatic
- Compliance in LNE-sector dropped to 15-20 %

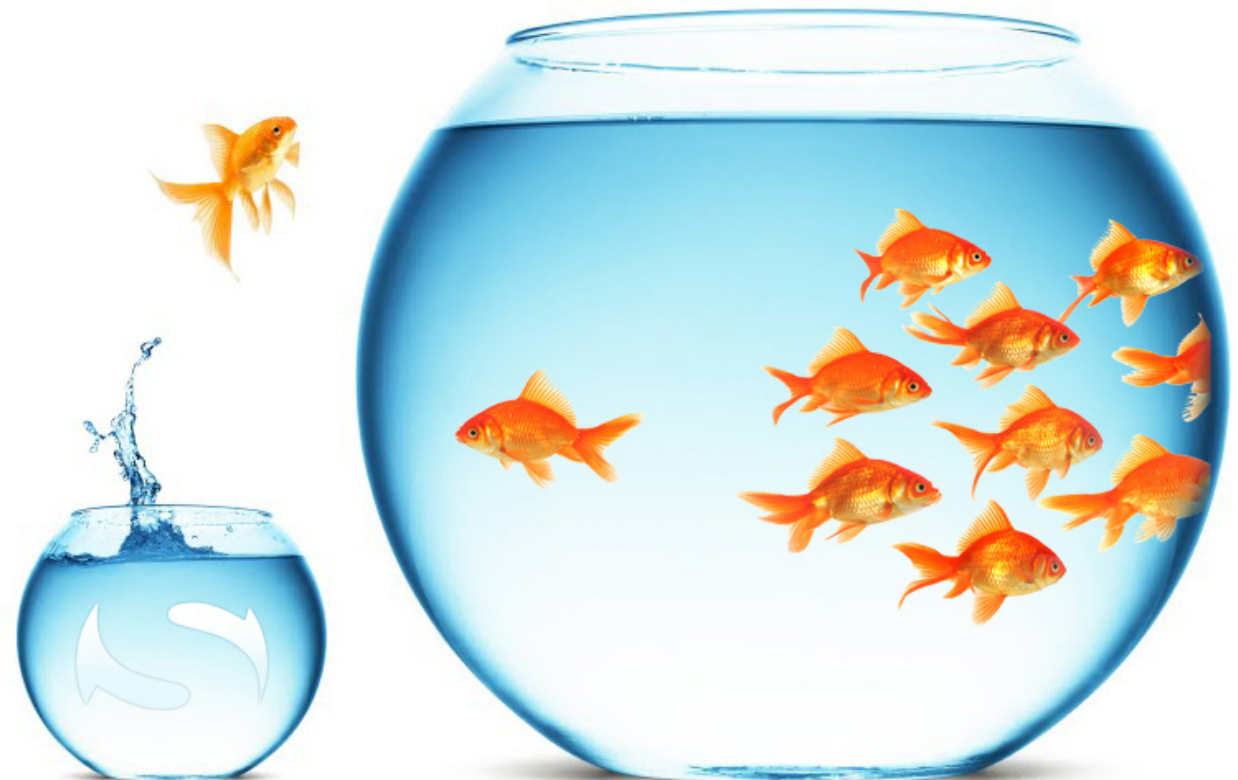
Our problem

- Youngsters just keep on drinking
- Horeca businesses don't follow the law
- Political pressure is increasing:
 - Legal obligation to use an electronic verification device to check ID/age?
 - Removal of cigarette vending machines in LNE?
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Our challenge

How do we create a shift in the NLE-sector
to actually check the ID of *every young* customer?



Any ideas?

