



HOTREC voluntary measures to curb alcohol related harm

In compliance with HOTREC's commitment to the European Alcohol and Health Forum, HOTREC organises exchanges of information between National Associations on activities related to the Alcohol Forum.

The list below shows examples of voluntary measures being implemented by HOTREC members at national level in accordance with "[HOTREC guidance document on responsible drinking](#)", namely:

- Practical guidance;
- Exchange of best practices;
- Cooperation with public authorities;
- Cooperation with other stakeholders;
- Codes of conduct and self-regulation;
- Commercial communications;
- Promotions;
- Anti-social behaviour.

The list is disseminated amongst HOTREC members and industry stakeholders in order for best practices to be disseminated and to encourage the setting up of further new practices at national level.

Austria

APRA - Fachband Gastronomie

Practical guidance

APRA cooperates with different partners in the field of prevention from addiction (with public authorities and media, on national and regional level).

National level:

Operation of the internet platform www.promille.at which provides detailed information for restaurants/cafés/bars/discotheques... and the public (especially young people and drivers). The

information contains basic legal regulations (protection of young people, traffic safety), online legal advice for members, tips for handling alcohol and references to actual events. 15.700 users and 38.000 page views per year.

There are also regular Newsletters for enterprises to inform about new developments. The Newsletters is sent 2-3 times per year.

Regional level:

- Training courses for entrepreneurs and staff:
 - Styria: dedicated for all trainees. It takes place 15 times/year, counts with 450 visitors. APRA Styria is the entity organising the trainings.
 - Vorarlberg: 50 times/year. APRA Vorarlberg is one the organisers and finances the trainings.
- Participation in discussion forums

The Forums took place in the following places:

- Tyrol: 210 workshops were organised in schools counting with 5.250 pupils (since 2006: around 2.000 workshops where 52.500 pupils attended was organised). APRA's role counted with the organisation, sponsoring, acquisition of partners, amongst others;
- Styria organised 4 times/year

Best practices

- Mystery shopping's in restaurants/cafes/bars/discos: enterprises are tested regularly every year to see if people under the legal drinking age can obtain alcoholic beverages. After the test the entrepreneur get feedback about the performance of the staff.

Examples:

- Styria: around 300 mystery shopping organised by the public authorities - APRA gives guidance to members;
- Vorarlberg: around 350 mystery shopping were organised. APRA Vorarlberg is the organiser and provides feedback
- Bracelets with different colours (different colours are given to different ages);
- Breath analysers are distributed to the enterprises by APRA's regional associations;
- Creating and promoting non-alcoholic drinks for young people and support for events, e.g.: "Kennidi" (www.kennidi.net).
- Labelling "youth-friendly gastronomy enterprise": Requirements: compliance with the law for the protection of the youth, training of the staff (educational and psychological), mystery checks

Cooperation public authorities

- APRA contributed to the elaboration of the National Action Plan Against Abuse of Alcohol and Enforcement of Health together with the Ministry of Health. It also encourages the implementation of the agreed measures.
- Regional associations participate in advisory boards for protection of young people on regional level (Jugendschutzbeirat des Landes)

Examples:

- Vienna: 3-4 times/year,
- Upper Austria: twice/year
- Styria: 4 times/year
- Activities together with public authorities at national and regional level

Examples:

- “Rauschfrei” (inebriation-free): <http://www.rauschfrei.cc> (partners: VVAT, public authorities).
- “Sei keine Flasche” (Don’t be a bottle – the German word for bottle “Flasche” also stands for loser!); in cooperation with alcoholic beverage traders

Belgium
Horeca Vlaanderen

Practical guidance

- Member of the European Alcohol and Health Forum;
- Horeca Vlaanderen is member of the Arnoldus Group. The Group aims at contributing in the prevention against alcohol abuse and a promotion of judicious alcohol consumption;
- Horeca Vlaanderen signed a covenant concerning behaviour and publicity concerning alcoholic drinks with the Minister of Public Health. The covenant is a proof of the fact that all professional associations concerned from the sector of beer and alcoholic drinks take their social responsibility;
- The Arnoldus Group has cooperated in a partnership with the Belgian Institute for Traffic Safety for the development of the ‘Bob’ campaign which is a great success;
 - o The ‘Bob’ campaign is being held twice a year (summer campaign and New Year campaign): since 2013 Horeca Vlaanderen distributes during these two campaigns adhesives and posters for all the Flemish entrepreneurs (17.000) via our Horeca Vlaanderen Krant; Entrepreneurs who make special efforts to provide an extra service to Bob can promote their businesses on the corporate website <http://www.bob.be/>
- Sensibilisation of horeca entrepreneurs for a justified use of alcohol;
- Adhesives distributed to the entire hospitality sector concerning the legal age for buying and consuming alcohol and liquors (2010/2011); This was repeated in 2015. Both times 17.000 entrepreneurs received the adhesives via our Horeca Vlaanderen Krant; In 2016 we distributed ‘bar briefings’ with a clear summary of the correct rules. We also distributed posters to raise awareness and made instructional movies.
- Training videos are also incorporated in all alcohol-related training sessions of Horeca Vorming Vlaanderen. In 2014 training videos were incorporated in all alcohol-related training sessions of Horeca Vorming Vlaanderen: 12 sessions were organized in which 200 participants were reached. Horeca Vlaanderen will consult with Horeca Vorming Vlaanderen to do this again in all alcohol- related training sessions next year.

- Work together with VAD (association for alcohol and other drug problems) to promote Quality Nights (2012) <http://www.qualitynights.be/>; This is ongoing. In 2015 a non-alcoholic cocktail will be developed for Quality Nights; In 2017 Horeca Vlaanderen launched an inspirational toolbox to inspire entrepreneurs. We give them tips and tricks to enhance their non-alcoholic offer: Good quality, up-selling, foodpairing, recipes, testimonials..
- Training sessions by Horeca Vorming Vlaanderen about first aid in relation to drug-abuse: since 01/05/2000 until 31/12/2015, 246 sessions took place with 2435 participants in total; In 2016-2017 85 sessions took place with 680 participants.
- Training sessions by Horeca Vorming Vlaanderen about dealing with aggressive customers: since 01/05/2000 until 31/12/2015, 150 sessions took place with 1154 participants. Also, in collaboration with municipalities 9 extra sessions took place with 90 participants. In 2016-2017 36 sessions took place with 292 participants.
- House rules to avoid alcohol related nuisance to the neighbourhood;

Exchange of best practices

Local representatives are in constant debate with their local policy makers about alcohol related nuisance to the neighbourhood and how to avoid this. Some of the local representatives have developed 'charters' together with their local policy makers. Hospitality businesses can sign these charters in order to avoid nuisance to the neighbourhood.

See for example <http://www.antwerpen.be/eCache/BED/949.cmVjPTgxNjgyNTM.html> (only in Dutch).

Denmark
HORESTA - Association of the Hotel, Restaurant and Tourism Industry in Denmark

Practical guidance

It is the local municipalities that – in cooperation with the police - have the legal right to issue alcohol- licenses.

Most municipalities establish the so called license boards. In a very large number of these license boards (most of them) – HORESTA is represented with a member.

Thus, every time an alcohol license is to be issued or withdrawn - or not renewed, HORESTA is part of the process.

A very important part of the work of the license boards is to secure, that alcohol licenses are only granted for restaurants, cafés, night clubs, etc. that will enforce a responsible and strict serving-policy, especially towards younger people.

Thus, through the representation of HORESTA in the license boards in the local municipalities and the daily work there, HORESTA develops a solid influence on the serving-policy in Denmark.

HORESTA is also represented in the Alcohol Advertising Board. The monitor a set of guidelines regarding advertising of alcoholic products. A specific aim of these guidelines is to protect children and adolescents form commercials regarding alcohol. The Board is composed by a number of organizations that represents companies/establishments, that sell and advertise alcohol and the guidelines are developed by the participating organizations. The guidelines are based on the regulation in the Danish Act of Marketing and are approved by the Danish consumer ombudsman, who enforce the consumer regulation.

The Board cannot issue fines or other kind of sentences. The Board can only express criticism. However if a company does not take note of the criticism, then the Board can ask the Consumer Ombudsman to initiate a case regarding violation of the Act of Marketing. Thus the guidelines acts as a set of “self-regulating” guidelines for the companies that sell and advertise alcohol.

Best practices

Along with a number of other organizations, who represent companies who sell and advertise alcohol HORESTA has applied for money from a fund established by the Danish Ministry of Health. The aim is to launch a campaign drawing attention on the minimum drinking age, i.e. for the shops and bars selling alcohol and for the adolescents buying alcohol. The campaign is to be launched in 2015.

Finland
FHA – Finnish Hospitality Association

Practical guidance + best practices

- Member of Alcohol and Health Forum;
- Informing members about the goals of EAHF;
- Encourage its member companies to enforce age limits for serving and selling alcoholic beverages – by informing and raising awareness FHA has encouraged member companies to serve alcohol in a responsible way (not selling to intoxicated and under age people);
- Organised some training sessions for restaurants executives and entrepreneurs during the period. For instance, during the fall term 2014 and spring term 2015 FHA organised four training sessions in which around 130 executives and entrepreneurs were reached;
- Published articles magazine / newsletter/ website – FHA has published regularly 1-2 alcohol related articles and shorter briefings in every Vitriini magazine which appears seven times a year. The circulation of the magazine is 10,500 copies. Nearly 11,000 people have visited the section of alcohol in our website during the last year;
- Many alcohol related topics are on the agenda in many of committees and working groups of the association. These committees and working groups meet 2-

3 times a year;

- Counselling to members is done on an everyday basis to sort out problematic situations on legal matters also concerning alcohol related issues (3,000 contacts per year, a significant part of contacts relate to alcohol issues)

Cooperation with public authorities

FHA has been in cooperation with public authorities (mostly alcohol authorities) and policy makers. Participation in seminars organised by public authorities.

Cooperation with other stakeholders

FHA is in contact on a regularly basis with other stakeholders concerning alcohol issues, e.g.: through a survey on travelers private imports of alcohol.

Self-regulation

In 2010, FHA published self-regulation guidance for selling and serving alcohol responsibly in licenced premises. The self-regulation guidelines for selling and serving alcohol responsibly and other related documents are freely available for download from our extranet website.

France
SYNHORCAT - Syndicat National des Hôteliers, Restaurateurs, Cafetiers et Traiteurs

Practical guidance / cooperation with public authorities

- Information and advice on the obligation for bars to close after 2 a.m. to provide breathalyzers to their clients;
- Partnership with CONTRALCO, a company providing breathalyzers.
- Collaboration with road safety service for the enforcement of the breathalyzers new requirement.

Exchange of good practices

Frequent meetings of the “Cafés/Bars/Brasseries” group of Synhorcat (3 meetings per year).

Cooperation with other stakeholders

Partnership with the SNDLL (the French professional association for discotheques and recreational places). Partnership with “Vin et Société”, French association member of “Wine In Moderation”: use of the “Vin et Société” e-learning tool on responsible drinking by the trainers of Asforest (Synhorcat training structure).

Frequency: one training per week, since mid-September 2015. Each training has 10/15 participants.

Prevention of Anti-social behavior

Participation in the Assembly of Nightlife in Paris and promotes the initiative “The Capital Nights”: these two actions contribute to a better image of nightlife among residents.

Frequency: Around 10 meetings/year (5 comities)

France

UMIH - Union des Métiers et des Industries de L' Hôtellerie

Practical guidance

- Partnership with Sécurité Routière: www.securite-routiere.gouv.fr renewed on march 2nd, 2017 with the signing of a National Charter of Commitments;
- Partnership with Safe Import, a company providing breathalyzers with special offers for UMIH Members.
- Partnership with Captain'Sam on March, 21st 2017: Captain Sam is a smartphone application that offers a chauffeur service that accompanies individuals with their own cars at the end of the evening. It is therefore aimed at people traveling regularly by car and wishing to have fun more responsibly.
- Information and advice to UMIH's members and the profession on UMIH's website, magazine NOUS CHRD, UMIH News ...

Exchange of best practices

- Member of the European Alcohol and Health Forum since 2014
- Members participate in the voluntary system called "*Captain of the evening: the one who drives is the one who does not drink*". The bars/establishments offer one or two consumptions without alcohol. Moreover, the admission is free to the "captain".
- The UMIH Branch of the Cafés, Bars and Nightlife's Establishments regularly discussed on these issues during their branch meetings.
- Taxi cheque: taxi tickets are sold cheaper in the establishment and can be supported by the professional up to 50%

Cooperation with public authorities

UMIH works with MILDECA (joint ministerial mission against drugs addictions) in order to organize a national campaign of information for the youth. UMIH participates regularly at MILDECA meetings (latest on December 2017). UMIH is working with the MIDECA on the bill on health specifically on alcohol.

Cooperation with other stakeholders

- UMIH cooperates with insurance companies and alcohol manufacturers in doing prevention operations;
- UMIH organised several meetings with SpiritsEurope to work together on responsible drinking;
- UMIH organised a meeting on alcohol regulation for 80 mayors in Vendée in September 2015.
- Partnership in 2016 between UMIH 53 (Mayenne) and Couleur Prévention "*Peti'fruits*" that aims to convince consumers that party and conviviality is not always linked to consumption of alcohol. The operation is symbolized by the sale of a cocktail based on fruit juice at the price of 3 euros, to promote freedom and respect of choice: alcoholic

beverages or not. Flyers, coasters, glasses, stand etc are offered to professionals to publicize the initiative and discuss it with their customers.

- 10th anniversary of the Nightlife Chart in Lyon for which UMIH69 was very involved. In the Nightlife Chart, professionals committed to prevention of risk behaviors eg actions in the field of road safety and the fight against excessive alcohol and drug consumption.
- UMIH organised and participated to a conference in its premises on October 2017 on “The night in France : evolution of ways of consuming and prevention of addictive risks” with Jean-Baptiste LE MOYNE, State Secretary (Ministry of Europe and Foreign Business) to exchange on best practices and solutions to improve alcohol harm prevention.
- During UMIH’s Annual Congress held in Reims on November 2017, a workshop on Security and prevention was partly directed by MILDECA and Emmanuel BARRE, Interdepartmental Delegate on road safety.
- Meeting and regular exchanges with HOTREC on responsible drinking;
- In quantitative terms since January 2015 UMIH has:
 - Published 28 articles on responsible drinking on our website and magazine NOUS CHRD;
 - Organised and participated in two conferences organized on responsible drinking: 5th Nov 2015 at the MICS that welcomed almost 8700 visitors and for the mayors (80 participants) in Vendée on 17th Sept 2015;
- Organised around 20 meetings on responsible drinking (with MIDECA, Spirits EUROPE, HOTREC, ENA, Captain’Sam, Road Safety ...);
- Responded in one year time to approximately 1500-2000 questions on prevention of alcohol-related risks;
- 85% of the independent business unionized: restaurants, bars, nightlife establishments, hotels.

UMIH welcomed around 20 000 visitors per month on its website.

Germany
DEHOGA - Deutscher Hotel-und Gaststättenverband

Practical guidance + Best practices

DEHOGA cooperates with the campaign "Jugendschutz Aktiv" (www.jugendschutzaktiv.de . The site aims to protect young people in general terms. It includes a chapter on alcohol, where information concerning age limits is provided. This campaign is an initiative of the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth.

Furthermore DEHOGA is a partner in the initiative "Schulungsinitiative Jugendschutz" (www.schu-ju.de). This campaign was initiated by the Working Group Alcohol and responsibility of the Bundesverband der Deutschen Spirituosen-Industrie und -Importeure e.V. (BSI).

DEHOGA cooperates with other partners in both initiatives.

Greece

HCH – Hellenic Chamber of Hotels

Cooperation with other stakeholders

- HCH has collaborated with the Association of Greek Wine for the promotion of Greek wine in hotels and there was an engagement from both parties to develop the project respecting the principles of responsible drinking;
- HCH took part in an initiative organized by the Greek Society of Regional Scientists, where experts and representatives of Governmental and non-Governmental Organizations as well as regional wine associations talked about the ways to improve road safety while enjoying wine along with the tourism attractions of the regions.

ITALY

FIPE – Federazione Italiana Pubblici Esercizi

Practical guidance

Distribution of posters on the ban on providing alcohol to children under 16 years in all establishment associated SILB.

Best practices

- Member of the European Alcohol Forum since 2014 Commitments:
- Campaign: “Children under 18 years old? Alcohol no Thank you!” – Even though according to the Italian legislation, young people with 16 years old can for instance drink “draft beer”, SILB-FIPE advices its members to sell alcohol only to 18 years old or more;
- Silb-Fipe participates in the national (and regional consultation) on “road safety” of CNEL (Consiglio Nazionale Economia e Lavoro)

Cooperation public authorities

“Operazione Nasorosso” with the Department of Youth Policy. Objective of the campaign: raise awareness, especially to young people on the consequences of abusing alcohol and consuming drugs <http://www.governodeigiovani.it/2011/2/22/operazione-naso-rosso-i-primi-risultati.aspx>

Cooperation with stakeholders

- National Campaign – “Guido con Prudenza – Brindo con Prudenza” with Ania Foundation and Police_ [http://www.fondazioneania.it/Fondazione Ania/Brindo con Prudenza 2011.html](http://www.fondazioneania.it/Fondazione%20Ania/Brindo%20con%20Prudenza%202011.html)
- Campaign Safety Driver (Roma, Perugia e Milano) www.safetydriver.it
- Regional campaign: “Uno per tutti” (Roma), “Il Pilota” (Toscana), Blu Line (Rimini).

Codes of conduct

Code of ethics with Department of Internal Affairs Behaviour Code SILB

Fipe - #Beremeglio

Practical Guidance

FIPE, in partnership with Federvini, contributed to the elaboration of a guidance document on responsible drinking for the local associations entitled #Beremeglio. Federvini is the Italian Federation of Industrial Producers, Exporters and Importers of Wines, Sparkling Wines, Aperitifs, Spirits, Syrups, Vinegar.

Best practices

Training sessions: #Beremeglio "Pact for quality" signed by Fipe and Federvini encourage its member to serve alcohol in a responsible way and enforce conscious drinking in order to contrast the new reality of alcohol abuse, especially among the very young.

The pilot project started on 23 February 2016 with professional training sessions on responsible drinking, by the territorial associations of Padova to promote the culture of "Mediterranean drinking".

Cooperation Public Authorities

Project presented to the Ministry of Health which will involve over 360 thousand operators throughout Italy who will become "Master of responsible and quality consumption".

FIPE, in April 2017, also participated at the "Alcohol prevention day" organized by the Ministry of Health about safety standards that associations must promote in order to allow adequate and informed alcohol consumption

Cooperation with other stakeholders

FIPE promotes the "Campari Academy", which is an itinerant event that crosses the most important Italian cities where famous international bartenders will create courses based on the art of drinking and quality cocktails.

In March 2017 FIPE has participated at the permanent observatory on youth and alcohol organized by Confindustria.

Commercial communications

In April FIPE has published articles about alcohol in magazine MIXER and shorter briefings during the rest of the year.

Ireland

IHF – Irish Hotel Federation

Practical guidance

Information on a regular basis to our members on Responsible Serving of Alcohol Training Courses (both on-line and on-site) The RSA programme was developed by the Department of Health, the Drinks Industry Group of Ireland and with the full support of the Licensed Vintners Association (LVA), the Vintners Federation of Ireland (VFI) the Irish Hotels Federation (IHF), The Restaurants Association of Ireland (RAI) and Irish Nightclubs Association. The IHF has committed to continue to promote the training programme to their members via email and through the IHF website. The programme is available all year round online (on average the site is visited 3,000 times per month) and a RSA course information is provided 2/4 times a year.

The IHF also works closely with Lorraine Compton, Solicitor who had developed and designed a Responsible Service of Alcohol training programme to be incorporated into induction training for hotel staff.

Best practices

The IHF is a member of DIGI (Drinks Industry Group of Ireland.) DIGI is a supporter of Alcohol Beverage Federation of Ireland (ABFI). ABFI engages in responsible marketing and promotion, and is governed by some of the strictest regulatory codes in the world. They work with stakeholders to ensure that only adults purchase alcohol, and favour severe sanctions against adults who help minors to purchase our products.

Cooperation with other stakeholders

IHF backs the Coca-Cola Christmas Designated Driver Campaign in association with the Licensed Vintners Association, the Vintners Federation of Ireland, the Restaurants Association of Ireland and the Irish Nightclub Industry Association.

Self-regulation

ABFI and its members support the self-regulatory system, which is flexible and better able to react quickly to new developments in marketing and advertising than legislation would be. Through our association with ABFI, IHF members abide by some of the strictest codes for advertising and marketing in the world to ensure responsible promotion of their products.

Lithuania

LHRA – Lithuanian Hotel and Restaurant Association

Preventing Anti-social behaviour

Together with the breweries and local alcohol producers LHRA is developing social advertising activities on TV- video clips about responsible drinking with famous young tennis or basketball stars.

Luxembourg

HORESCA - Fédération Nationale des Hoteliers, Restaurateurs et Cafetiers

Practical guidance

- Campaign in cafés for responsible drinking, protection of the minors, no Alcohol (beer) under the age of 16. A lot of night establishments are reserved to **the adults**;
- Horesca cooperates with sécurité-routière. The site www.securite-routiere.lu envisages protecting especially young people and people who consumed alcohol over the limit to be able to drive. The idea is to prevent them from driving cars when they are drunk. This is done through shocking campaigns with pictures along the roads. Another example is the campaign Raoul roule (the driver never drinks alcohol). Drive safely is the main aim. HORESCA has not developed the campaigns but cooperates with Sécurité Routière;
- Developed special Bus service called “Nightrider” carrying people to the restaurant and back home, on request, for a reasonable fee. Service available in the entire country. The bus service prevents accidents due to the abuse alcohol.

Best practices

- Campaign launched by HORESCA together with the City of Luxembourg and the Automobile Club in order to enforce the creation of a new Taxi offer, at a better price. The campaign also helped to implement a new regulation for taxi service in 2015 which should reduce the cost of the fares.
- Special campaign to prevent drunken people to drive (offering a free alcohol self-test to the clients)
- HORESCA members perform voluntary control of IDs before serving alcohol to young people.
- Campaign launching the use of wine-bags, to carry the wine left in a bottle
- New quality campaign for Cafés & bars - Horesca launched a new campaign on November 20th 2015. This campaign is called “Wëllkom”. Its main objective is to increase the offer and quality of small cafés and bars. The campaign has a criteria and is to be followed and respected by the owners of the cafés and bars. One of the criteria is to sell food (snack’s or local product) in those places and to fight alcohol abuse (but not its moderate consumption)
- HORESCA, in collaboration with a department of the Luxemburgish Ministry of Health will teach bar tenders how to fight abuse of alcohol
- The campaign will be launched together with the Ministry of Economics.
- Wellkomm- Welcome Label for bars: www.wellkomm.lu
- New campaign: Alcool, moins c’est mieux- Alkohol weniger ist besser. (sécurité routière)

Netherlands

KHN - Koninklijk HORECA Nederland

Practical guidance

Starting the 1st of January 2013 the enforcement of the law concerning the selling and serving of alcoholic beverages was delegated to the municipalities (before enforcement was carried out by a national organization). Starting the 1st of January 2014 there is only one age limit in The Netherlands, 18 – for all alcoholic beverages (before, alcoholic beverages with no more than 15% alcohol and wines could be sold to guests of 16 years and older). The mayor plays a central role in the enforcement-task. As of the 1st of July 2014 municipalities are obliged to have a ‘prevention- and enforcement-plan’ on alcohol and youth.

The recent rules, and the ways and options for horeca-entrepreneurs how to cope with these changes, need to be advertised constantly. Koninklijke Horeca Nederland provides guidance and help on different levels:

- A ‘white paper’ with all the relevant information on all changes in law and regulations
- Each new member of Koninklijke Horeca Nederland is provided with ‘age-stickers’ with which we enable them to fulfill the legal obligation to communicate the age limit at the entrance of the enterprise. For existing members stickers are available on demand.
- Posters (downloadable) with which entrepreneurs can communicate to their guests that they have to provide an ID (when under 25) so that the barkeeper/waitress can check if the guests are of the right age
- A ‘toolkit’ with practical help and position papers to help our local associations (246 in total) in their local lobby on the municipality-level

KHN managed to lobby (5 years) successfully on national level in the sense that young people below the age of 18) who are in the possession of alcohol in public accessible places (including horeca) are punishable (fines)

Best practices

There are ongoing numerous initiatives in which the hospitality businesses at *local level* together with local police force, local addiction services, local supermarkets and liquor stores, schools, sports associations etc. join forces and start all kinds of projects concerning responsible drinking, especially aimed at adolescents.

- **Example 1:** carnival is celebrated in a big way in the southern part of The Netherlands. In an increasing number of local partnerships the hospitality sector and municipality (mayor and local supervisors) make special plans together to make sure that the opportunities for the underage to purchase alcohol are as small as possible (people need to identify themselves before the 5-day- carnival-spectacle starts after which they are given a special bracelet, a special tent where no alcohol is served is put up for the underage etc.);
- **Example 2:** In De Koog, a town on one of the Dutch islands in the North (with a lot of

tourism) entrepreneur's set up a special booth in the bar district where youth have to identify themselves before going out. Only the 18+ get a special bracelet and only customers with a bracelet can order alcohol in the bars and discotheques;

- **Example 3:** In the city of Utrecht municipality and local horeca entrepreneurs teamed up to strengthen the ID-check by horeca-staff members (every ID should be checked in order to determine whether the customer is 18+ unless he/she is clearly old enough.). Participating entrepreneurs (voluntary) pay a certain amount in order to get advice how to better check ID's but also for mystery visitors to check on the performance of the staff. The mystery visits are strictly used for feedback and not for handing out fines. 'In return' the participating entrepreneurs are not on the priority list of the local inspectors. The first results of this approach seem promising.

Cooperation with public authorities

- Participation in the national platform of discussion and action.
- In 2013 the Ministry of Health started a national campaign: "NIX 18 (translated: NO18). The aim is to discourage young people under 18 to drink alcohol or smoke. This campaign will be carried out for several years. In order to strengthen the message of this campaign Koninklijke Horeca Nederland uses the logo of the campaign in as many ways as possible (for instance on the age-limit-stickers).

Cooperation with other stakeholders

- In 2016 KHN carried out a campaign with the association of breweries in The Netherlands which was both aimed at the customers as well at the bar-staff. The slogan was: 18 years? Prove it!. The aim was to 'normalize' the showing of ID when ordering alcohol. And also it should be completely 'normal' that an ID is then checked by bar-staff. 10.000 toolkits with posters, table-tents and stickers were produced. 5500 were sent directly to the members of KHN in the café/bar-discotheque-sector
- A special website was set up in cooperation with other stakeholders (alcohol industry but also the supermarkets and liquor stores) where best practices are shared how to prevent that alcohol is sold and served to the underage.

Codes of conduct and self-regulation

Members of Koninklijke Horeca Nederland who are caught repeatedly not upholding the legal age limit and their obligation to check ID are excluded from our association.

Promotions

KHN takes the position that it is best NOT to use record low prices with alcoholic beverages.

Practical guidance

Norway has among the strictest rules for alcohol advertising in the world. As a rule, advertising for alcohol is strictly prohibited, the only exception being equipment used in preparation and serving of alcohol and some small exceptions concerning neutral presentation of products on web pages and sector-magazines meant for internal circulation. Members of the hotel, restaurant and café sector regularly attend gatherings hosted by the Norwegian Hospitality Association (NHO Reiseliv) where the Norwegian rules for alcohol consumption and advertising are explained and discussed. Both internal legal experts and representatives from all government levels give lectures at these gatherings. The members are actively seeking information about how to act in accordance with the rules. The gatherings also provide a platform for an exchange of best practices.

At the national level The Norwegian Directorate of Health provides a course called "responsible hosting" which can be taken online. The course is directed towards employees in the restaurant and cafe sector. The participants get an introduction to the most relevant parts of Norwegian alcohol legislation and knowledge about the effects of alcohol on the human body.

Exchange of best practices

Norwegian authorities and representatives from the hotel, restaurant and café sector regularly cooperate with both Norwegian businesses and businesses from other countries to exchange experiences with projects directed towards reducing alcohol and drug consumption. Especially projects from neighbouring country Sweden have been adapted to the Norwegian nightlife and implemented.

Cooperation with public authorities

The Norwegian capital Oslo have since 2011 organized a project called SALUTT (A Norwegian acronym for "Together we'll make city nightlife safer ".) The mandate given was through a proactive approach towards a selected group of establishments to reduce and prevent: service of alcohol to clearly intoxicated individuals, service of alcohol to minors, violence and public disorder in Oslo." The project was modelled after the STAD-project in Stockholm, Sweden, and was a structured and long-term undertaking, consisting of cooperation and dialogue between the industry and the authorities, education and raising competence levels and an increased amount of inspections, and an increased level of supervision. The result of the project was a decrease in over-serving and fewer cases of violence and public disorder. Similar project have taken place in the Østfold County, between the municipalities Sarpsborg, Fredrikstad og Hvaler (a project called MAKES), and also in the Romerike region (called Trygt uteliv).

In 2013 in the city of Kristiansand most of the pubs, bars and nightspots cooperated with the

police, the labour inspection authorities and the the municipality in a project called "Responsible handling of alcohol" («Ansvarlig alkoholhåndtering»). The pubs and bars had to provide education for the employees in correct behaviour concerning alcohol legislation, and had to accept controls every weekend. At the same time, the municipality stopped withdrawing permits for serving alcohol if a rule was broken. The project ended against the will of the business in 2016.

Cooperation with other stakeholders

Akan, the workplace advisory centre for issues relating to alcohol, drugs and addictive gambling and gaming, was founded in 1963 by representatives from the Norwegian Confederation of Trade Unions [LO] and the Confederation of Norwegian Business and Industry [NHO]. The board of Akan consists of two representatives from LO, two from NHO and one from the Ministry of Social Affairs. These parties are also the financial contributors to the activities of Akan. Our objective is to prevent drug and alcohol abuse in Norwegian workplaces and to provide help to employees with alcohol, drug and gambling problems. Akan's activities are based on collaboration between employers and employees. A defined policy and clear guidelines for dealing with alcohol-, drug- and gambling problems in the workplace are important elements in Akan's activities. So far, mostly large enterprises have established an Akan system. However, a drug and alcohol policy is also important for small and medium-sized enterprises.

During the traditional Norwegian pre-Christmas party season in 2017 (known as "julebord"), The Norwegian Hospitality Association (NHO Reiseliv) cooperated with the labour union Fellesforbundet in a campaign called "#NOTONTHEMENU". The goal of the campaign was to raise awareness about sexual harassment of the working staff, overconsumption of alcohol and unwanted behaviour. Norwegian employers are obligated by law to provide a safe environment for the staff, and the campaign was welcomed and supported by both the employers and staff.

After #NOTONTHEMENU, two bartenders launched the project "The Saviour". "The Saviour" is an alcohol free drink given as a welcoming drink or during the night as a reminder to limit the alcohol consumption. The drink comes with a coaster with the text "Welcome to us. We hope that all our guest and employees have a fantastic night. Together against sexual harassment." The project was supported by The Norwegian Hospitality Association (NHO Reiseliv) and the Enterprise Federation of Norway, the labour unions Fellesforbundet and Parat, The equality and anti-discrimination ombudsman and the labour inspection authorities, supported the project.

Sweden

VISITA - Swedish Hospitality Industry

Best practices

- Visita is on a daily basis advising at least 2-3 member companies on legal matters concerning alcohol issues. Three of VISITA's legal advisers has alcohol related issues as one of the main subjects.
- Visita is marketing and selling the book "Responsible handling of alcohol". A new edition of the book was released late summer 2014.
- According to the member-rules in Visita's Ethic rules the 5 020 member companies of Visita are obliged to serve alcohol in a responsible way.
- Visita is a member of the European Alcohol and Health Forum.
- Visita attends HOTRECs meetings at least 3-4 times a year and informs it's members of questions concerning alcohol-related issues discussed and decisions taken there.
- Visita contributes to the exchange of information between the national associations in HOTREC on questions concerning reduction of alcohol-related harm during HOTREC's meetings related to alcohol issues.

Cooperation with public authorities

- Visita is regularly in contact with local authorities in Sweden concerning alcohol issues.
- Visita is participating together with authorities in projects like STAD (Stockholm Prevents Alcohol and Drug Problems) in Stockholm and RUS (Restaurants Development Co-operation) in Gothenburg with the purpose to through education and research reduce alcohol-related harm and in particular service to under-age and intoxicated people. In the STAD-project in Stockholm 700 persons in the restaurant business participated in the course on responsible service of alcohol during 2017.

Cooperation with other stakeholders

Visita is in contact on a regularly basis with other stakeholders on different matters.

Switzerland

GASTROSUISSE – Hotels and Restaurants

Practical guidance

- Campaign concerning responsible drinking, protection of young people and age limits.
- Sommelier courses (wine, spirits, beer) include the issue of “handling alcohol” in one lesson

Best practices + cooperation with public authorities GastroSuisse works together with the Swiss Alcohol Board (SAB). Under this partnership the following actions have been developed:

- Workshop and seminar documents
- School modules
- Posters
- Flyers (age calculators)
- Code of practice
- Different articles for different websites, newspapers and magazines~
<http://www.gastroprofessional.ch/de/gastroprofessional/mitarbeiter-recht?&cmspid=411610>

Cantonal organizations for alcohol prevention organize the following events (previously done by GastroSuisse):

- workshop named: "Alles im Griff?" (means: "Everything OK?")
<http://www.gastroprofessional.ch/de/gastroprofessional/mitarbeiter-recht?&cmspid=411610>

Self-regulation + Promotions + Preventing Anti-social

[Campaign](#) in association with the Swiss Alcohol Board (SAB).

UK

ALMR

Practical guidance

- Practical Guidance with regard to the sale of alcohol and other hospitality issues is provided primarily by the Institute of British Innkeeping (BII). The BII provides qualification courses to enable prospective licensees to obtain a Personal Licence and further nationally accredited courses providing advanced legal and practical guidance.
- Pub companies provide additional training to prospective tenants, managers and staff with respect to the responsible selling of alcohol.
- Trade Associations such as the ALMR provide advice and guidance to their members on a regular basis.

Cooperation with public authorities

- The chief national initiative is through the UK Public Health Responsibility Deal: Alcohol Pledges which was launched in 2011. The Responsibility Deal is composed of a number of pledges made by companies and organisations in regard to the sale and marketing of alcoholic beverages.
- Targets and reports are primarily for individual companies and these are reported in depth on the National Health Service website: <https://responsibilitydeal.dh.gov.uk>
- The ALMR is a partner to the deal and specifically encourages its members to sign up to relevant pledges made under the Alcohol Responsibility Deal. The main features are:
 - *Awareness of Alcohol Units in the On-trade*
provide simple and consistent information in the on-trade (e.g. pubs and clubs), to raise awareness of the unit content of alcoholic drinks
 - *Tackling Under-Age Alcohol Sales –*
ensuring effective action is taken in all premises to reduce and prevent under-age sales of alcohol (primarily through rigorous application of Challenge 21 and Challenge 25)."

Results:

- 300,000 "Under 21" posters distributed plus many more freely downloaded
- "Challenge 25" provided by SBPA

Core commitment to "foster a culture of responsible drinking which will help people drink within guidelines".

To support this a target of 1bn units of alcohol will be removed from the market by December 2015"

Results:

- Reduction of 1 Billion units achieved in 2015
- Customer Unit Awareness Posters available

- **Support for schemes appropriate for local areas that wish to use them to address issues around social and health harms ;**

- Best Bar None and Pubwatch, which set standards for on-trade premises

Results:

- 75 Best Bar Schemes focused in town centres.
- Over 200 registered Pubwatch schemes.

- Business Improvement Districts, which can improve the local commercial environment.

Cooperation with other stakeholders

The ALMR and its members support a number of other stakeholder groups including:

- Drinkaware (Drinkaware is funded by the industry - £5 million a year)
- The Portman Group
- National Pubwatch
- Best Bar None
- Community Alcohol Partnerships

All the above support best practice in the hospitality trade through various publications and initiatives.

Best practices

ALMR members promote best practice in many areas of the hospitality business, not least in the responsible sale of alcohol. Members are actively engaged in Business Improvement Districts around the UK which aim to improve safety and reduce crime and disorder as their principal aim.

Members comply with The Portman Group “Code of Practice on the Naming, Packaging and Promotion of Alcoholic Drinks”.

“Managing Safety in Bars, Pubs and Clubs” guidance available for free from the BBPA.

Self-regulation

Proof of Age Standards Scheme (PASS)

PASS is an industry funded scheme providing verifiable proof of age cards to young people, encouraging the responsible sale of alcohol.

Most of the UK Responsibility Deal could be classified in part at least as self-regulation.
