

8 December 2014



Consolidated survey on the voluntary measures developed by the HOTREC national Associations in accordance with:
“HOTREC guidance document on responsible drinking”

Updated October 2014

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.

For this reason, HOTREC launched a new survey on October 2014 in order to gather all the updated voluntary measures that are being implemented by its 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,

Please find the obtained results below.

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.

There are also regular Newsletters for enterprises to inform about new developments.

Regional level:

- training courses for entrepreneurs and staff
- participation in discussion forums

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;
- 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).
- 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 looser!); in cooperation with alcoholic beverage traders

Prevention of Anti-social behaviour

Cooperation between Clubs/Discos and street workers. Street workers visit clubs with the assignment to support young people who have problems in general and especially concerning alcohol and/or drug abuse.

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;
- 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 will be repeated in 2015. Also training videos are incorporated in all alcohol-related training sessions of Horeca Vorming Vlaanderen.
- 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.
- Training sessions to Horeca Vorming Vlaanderen about first aid in relation to drug-abuse and about dealing with aggressive customers;
- 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 from 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
- Published articles magazine / newsletter/ website

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.

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.

Cooperation with other stakeholders

Partnership with the SNDLL (the French professional association for discotheques and recreational places).

Contacts 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)

Prevention of Anti-social behaviour

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

France

UMIH – Union des Métiers et des Industries de L’ Hôtellerie

Practical guidance

- Partnership with sécurité routière: www.securite-routiere.gouv.fr;
- [Partnership with Safe Import, a company providing breathalyzers with special offers for UMIH Members.](#)

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.

Cooperation with other stakeholders

UMIH cooperates with insurance companies and alcohol manufacturers in doing prevention operations.

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 has not developed both of the initiatives, but cooperates with other partners in both campaigns.

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 advises 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_Ania/Brindo_con_Prudenza_2011.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

Ireland

IHF – Irish Hotel Federation

Practical guidance

The Irish Hotels Federation (IHF) provides information on a regular basis to members on Responsible Serving of Alcohol (RSA) Courses which can take place 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 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 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 MEAS (Mature Enjoyment of Alcohol in Society.) MEAS has two key objectives:

- to foster responsible promotion of alcohol within the drinks industry
- to promote the responsible consumption of alcohol among consumers.

MEAS promotes the mature enjoyment of alcohol amongst consumers through [drinkaware.ie](http://www.drinkaware.ie) and works in partnership with Government and other appropriate bodies.

The overall aim of the [drinkaware.ie](http://www.drinkaware.ie) initiative is to promote the responsible use of alcohol, while at the same time challenging anti-social drinking behaviours. [Drinkaware.ie](http://www.drinkaware.ie) have launched Stag & Hen Party Survival Guides with an emphasis on responsible drinking. They run numerous campaigns throughout the year <http://www.drinkaware.ie/campaigns/>

Cooperation with other stakeholders

IHF backs the Coca-Cola Christmas Designated Driver Campaign in association with (among others) the LVA, the VFI, the Road Safety Authority and An Gardaí Síochána (Police).

Self-regulation

Through our association with DIGI, IHF’s members adhere to the MEAS Code. The code applies to a drink’s naming and packaging (including its brand name), to point of sale advertising, promotions, sponsorship materials and branded merchandise. It also applies to

multiple servings of alcoholic products in a single container and requires alcoholic drinks to be clearly distinguished when on display. Through our association with DIGI and MEAS, 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

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-routier.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

Netherlands / KHN

KHN – Koninklijk HORECA Nederland

Practical guidance

Changes in the law/age limits:

The last couple of years there have been major changes in the laws regarding the serving and selling of alcoholic beverages in The Netherlands.

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 new rules, and the ways and options for horeca-entrepreneurs how to cope with these changes, need to be advertised. 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 member of Koninklijke Horeca Nederland, and new members, were and are 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.
- Posters (both in print and 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
- In 2014 special ‘road-shows’ were organized during which explanation is given about the new regulations and the change of the age limit in particular. Special attention was paid to best practices (how to cope with the special issue of the change of the age limit from 16 to 18, some entrepreneurs are dependent on young guests, how to keep them visiting your premises when no alcohol can be sold < 18).

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)

- Developed an **online-training** (e-learning) for anyone dealing with the serving and selling of alcoholic beverages - www.verantwoordalcoholschenken.nl

This training is not required by law and thus voluntary.

The training teaches on: alcohol, the workings of alcohol in the human body, the legislation regarding the serving and selling of alcohol, driving and drinking, how to say 'no' to customers.

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. For instance; 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.).

Cooperation with public authorities

Participation in three national platforms 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

KHN participates in a small financial way in the national drink driving campaign - BOB.

The national institute on addiction, the Trimbos-institute, with the help of a well-known chef developed the 'Happy Drinks' - non-alcoholic cocktails with a twist or a bite. Together with the Trimbos-institute KHN tries to promote **the 'happy drinks'** in the horeca and try to let horeca-entrepreneurs offer another alternative for alcoholic drinks.

Most important is the growing notion among all stakeholders that the alcohol challenges will not be met unless the approach will be an integrated one with all stakeholders on board, including parents, schools, addiction clinics healthcare , government , industry, horeca, retail etc.

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. When entrepreneurs still decide to do so (prices are their prerogative) KHN advocates a voluntary 'code of conduct' with respect to the responsible serving and selling of alcoholic beverages.

In this code there are rules concerning promotions, such as:

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- promotions should not be carried out just before closing time
- promotions should include non-alcoholic beverages
- promotions should not go below 50 % of the normal price

Switzerland

GASTROSUISSE – Hotels and Restaurants

Practical guidance

- campaign concerning responsible drinking, protection of young people and age limits.
- workshop named: "Alles im Griff?" (means: "Everything OK?")

<http://www.gastroprofessional.ch/de/gastroprofessional/mitarbeiter-recht/abgabe-alkoholischer-getraenke/>

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/abgabe-alkoholischer-getraenke/>

Self-regulation + Promotions + Preventing Anti-social

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

United Kingdom

BBPA – British Beer and Pub Association

Practical guidance

- Challenge 21 Campaign – assists pub businesses to comply with the law regarding under age sales - <http://www.beerandpub.com/industry-briefings/challenge-21>
- Challenge 25 Campaign (Scotland) – assists business to comply with age legislation under the Scottish legal system <http://www.challenge25.org/>;
- Articles in the members section of the BBPA website, the daily email update and featured in the monthly BBPA newsletter disseminates information to members, twice – yearly key issues forum informs members on current legal requirements and issues surrounding retail of alcohol;
- The Association also has guidance for pubs regarding the law around children in pubs, and general advice to members on the Licensing Act 2003 which regulates the sale of alcohol.

Best practices

European Alcohol and Health Forum

BBPA is an active member of the EAHF. BBPA currently has a live commitment on raising customer awareness in the on-trade of the number of units of alcohol in their drinks.

<http://ec.europa.eu/eahf/printableReportForm.html?show=1&submissionNumber=1288106010871-1184>

This has resulted in development of unit awareness materials, which are being distributed to pub

businesses, and making unit information available for members to use in their own materials. Examples can be found here <http://www.beerandpub.com/industry-briefings/customer-unit-awareness-campaign>

Cooperation public authorities

- BBPA is a signatory to the UK Department of Health 'Public Health Responsibility Deal'. The Association has pledged to voluntarily raise unit awareness in the on-trade, tackle under-age sales, support community actions to combat alcohol-related harms and financial support for the national responsible drinking charity. A number of BBPA members have signed up to 'Responsibility Deal pledges'; <https://responsibilitydeal.dh.gov.uk/partners/partner/?pa=63>
- The Responsibility Deal pledge on labelling specifies that by the end of 2013 80% of on shelf alcohol packaging will include unit content, UK Chief Medical Officer's guidelines on lower risk consumption and a warning against drinking whilst pregnant. <https://responsibilitydeal.dh.gov.uk/pledges/pledge/?pl=1> This is being monitored by the Portman Group.
- The BBPA sits on the Responsibility Deal Alcohol Network which coordinate action on the alcohol pledges, the Lower Alcohol Working Group which manages action around alcohol unit reduction and promotion and focus on lower alcohol products and the Monitoring and Evaluation group for the Responsibility Deal which ensures that data is robust
- The BBPA is also represented on the Home Office Government and Partners Alcohol Working Group which looks at tackling alcohol related harm and alcohol-related crime and disorder.

Cooperation with other stakeholders

Drinkaware

BBPA members donate to Drinkaware, the charity promoting responsible consumption of alcohol and providing advice and information about responsible drinking. Many BBPA members display the Drinkaware messaging and website address on point of sale materials. <http://www.drinkaware.co.uk/>

BBPA has worked with Drinkaware on the unit awareness campaign outlined above.

The BBPA also promotes training programmes for pub owners and workers from the BII – and other accredited training bodies.

Codes of conduct

The Association and members abide by the Portman Group code on the responsible marketing of alcohol <http://www.portmangroup.org.uk/codes/alcohol-marketing/code-of-practice/rules>

Additionally the Portman Group has recently published a new code of practice on sponsorship which will come into effect from 31st January 2014 and includes a requirement that companies offer a recognisable commitment to promote responsible drinking and/or support community/diversionary activity as an integral part of any sponsorship. <http://www.portmangroup.org.uk/codes/sponsorship-code>

Promotions

UK law currently prohibits ‘irresponsible promotions’ and BBPA members have never actively engaged in promotions incentivising customers to drink irresponsibly. The Government has announced that they will define in legislation activities that would constitute an irresponsible promotion.

Preventing Anti-social behaviour

The BBPA is supportive of a number of organisations and schemes which work at a local level to reduce alcohol related crime and anti-social behaviour and to promote a safer and thriving night time economy. These include:

National Pubwatch

BBPA provides financial support to National Pubwatch, and is actively involved with the organisation sitting on the steering group. BBPA promotes the work of pubwatches to its members and will continue to do so. Pubwatches are local voluntary schemes run by pubs to assist businesses in reducing alcohol related disorder and problem customers and liaise with police and local authorities where appropriate. <http://www.nationalpubwatch.org.uk/>

Business Improvement Districts

The BBPA is an active supporter of Business Improvement Districts (BIDs). The BBPA was active in the setting up of the country’s first night time economy BID in Nottingham. The establishment of a bid focused exclusively on the night time economy has made an enormous difference to the city, with falling crime rates, much improved safety and better businesses to the extent that the bid was instrumental in the city obtaining the purple flag award for excellence. BBPA promotes the use of BIDS to members across the country and will continue to do so. <http://www.ukbids.org/about-BIDS.php>

Best Bar None

Best Bar None schemes, which are aimed principally at nightclubs and up-tempo bars and pubs, contribute significantly to the promotion of good practice and are aimed at producing well-run venues which can translate into better behaviour in the surrounding public places. The BBPA sits on the board of Best Bar None and promotes its work to members and will continue to do so. <http://www.bbnuuk.com/>

Purple Flag

Purple Flag is an accreditation scheme that recognises excellence in the management of town and city centres at night. Purple Flag aims to raise standards and improve the quality of towns and cities at night. https://www.atcm.org/programmes/purple_flag/WelcometoPurpleFlag

Portugal – AHPORT

AHPORT – Associação Portuguesa de Hotelaria, Restauração e Turismo

Best practices

AHPORT is a member of the Portuguese National Forum for Alcohol and Health and has its own commitment towards the Forum. Its main objective is to raise awareness on the hazardous consequences of consuming alcohol in an abusive way.

Cooperation public authorities + self-regulation

AHPORT has its own “Manifesto”, since 2009, where it is stated that AHPORT is willing to cooperate with the Ministry of Health and public administration bodies to reduce alcohol

consumption amongst minors and reduce excessive drinking.

Cooperation with stakeholders

AHPORT signed on 11 November 2013 a Protocol with Wine in Moderation Portugal on Responsible Service. The initiative includes training targeting barmen; wine servers and other professionals related to the hospitality sector, as well as an online platform, where participants will be able to access exams and have access to a certificate of compliance. AHPORT has also launched together with WIM a book called: “The responsible service makes the business sustainable” which is addressed to all people working in restaurants/bars, which represents an important code of self-regulation.

Spain / FEHR

FEHR – Federación Española de Hostelería

Best practices + cooperation with other stakeholders

- Campaigns developed with other partners related to road safety. Namely the awareness-raising campaigns on drink and driving developed by FEHR and the Association of Spanish Brewers. The campaign is called "The road asks you! - drink non-alcoholic".
The campaign recommends drinking non-alcoholic beer, especially if you're driving. The aim is to motivate people not to drink before driving. The message is communicated through brochures, posters and the web site www.lacarreteratepidesin.org
FEHR collaborates in this campaign since 2001. DGT (General Directorate of Traffic) and other organizations also cooperate in this campaign;
- Different campaigns organized during holiday season (e.g.: Carnival), where posters were distributed reminding that alcohol should be drunk with moderation;
- FEHR develops the partnership “Wine in Moderation” at national level;
- In 2012 FEHR signed with the Ministry of Health an agreement to train their professionals and introduce best practices in order to prevent massive abuse of alcohol and drug use in nightlife spaces, especially among the young. Through this agreement, the hospitality sector is committed to responsible alcoholic beverage dispensing and to promote alternative transportation for those drivers who have consumed alcohol.

Sweden

Visita – Swedish Hospitality Industry

Practical guidance and best practices

Visita is on a daily basis advising members on legal matters concerning alcohol issues.

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 members of Visita are obliged to serve alcohol in a responsible way.

Visita is a member of Alcohol and Health Forum.

Visita attends HOTREC's and Alcohol Forum-meetings and informs it's members of questions discussed and decisions taken there.

Visita is during HOTRECs meetings related to alcohol issues contributing to the exchange of information between the national associations in HOTREC on questions concerning reduction of alcohol-related harm.

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.

Visita is - in cooperation with authorities and other parties - arranging at least two larger meetings every year for establishments serving alcohol (including non-members of Visita) and informing of the importance of responsible service of alcohol and the importance of cooperating with the authorities concerning these questions.

Cooperation with other stakeholders

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