

POLISH SPIRITS INDUSTRY RUNS EDUCATIONAL PROGRAMS FOR OVER 10 YEARS WITH IMPRESIVE RESULTS

The key issue in our activities is promoting a responsible model of alcohol sale and consumption. This involves providing the public with information about the effects of alcohol consumption, compliance with situations in which drinking even a small amount of alcohol can be dangerous for health and life, and persuading people to completely abstain from drinking when it is necessary. The proof of the effectiveness of our actions are the results, which clearly show that educational activities are more effective in changing attitudes of alcohol consumers than restrictions. Alcohol is a part of our tradition and culture, and its responsible consumption can be a part of a balanced lifestyle. Most consumers use alcohol responsibly, while maintaining moderation. In every society there is a group that drinks, although they should not, and we have been running a number of selectively targeted actions, which in previous years have brought positive results.



BETTER START FOR YOUR CHILD

Although the number of women declaring abstinence during pregnancy has been increasing for several years, there is still an urgent need to encourage gynecologists to educate women about the risk of drinking alcohol while pregnant. **83% of women** say they have not been informed by gynecologists about the harmful effect of alcohol consumption during pregnancy. * Therefore, in 2019 the campaign „Better start for your child” is present at conference series Gynecology 2019 organized by UNIQUE WORK (formerly G-Pharma). As a part of **16 congresses** that take place in various Polish cities, issues related to education about the need to maintain abstinence during pregnancy, and in particular ways of communication between the doctor and the patient, are discussed. This is a very important element of the campaign allowing direct access to gynecologists who have daily contact with patients awaiting a child. In addition, the activities are directed to pregnant women. We reach them via social media: Facebook and Instagram, as well as the educational portal www.lepszystart.com.pl, where there is regular communication regarding FAS and FASD, research and statistics on harmfulness of alcohol consumption during pregnancy, as well as fighting alcohol and pregnancy myths, which are quite firmly rooted in our culture.

f 68 112 fans **@** 196 observers
lepszystart.com.pl 2,000 users

Results of the survey conducted on the mp.pl portal on 6-20/12/2018



ALCOHOL. ALWAYS RESPONSIBLY

Social campaign „Alcohol. Always responsibly.” was launched in 2016. This year, a different aspect of the campaign was promoted under the hashtag # zTwarzą (#save your Face). We want to show how the behavior of the person who consumed too much can be perceived. For this purpose, we cooperated with actors Michał Mikołajczak and Tomasz Ciachorowski. They have published short films in the form of instaStories from the event, where one of them is going over the line with drinking, and the other reports everything from the perspective of a sober person. This shows young adults who happen to consume too much alcohol, that they are perceived differently than they think. They can speak too loudly, be bothersome, be intrusive or simply unhappy. The campaign „Alcohol. Always responsibly” raises the topic of conscious and responsible consumption of alcohol. Through activities carried out since 2016 in social media (Facebook, YouTube, Instagram), billboard campaign, the key message of our campaign has already reached over **18 million people!** The main goal is to make people aware that no matter what kind of alcohol they consume, the same substance is present, C₂H₅OH. That is why every alcoholic beverage, regardless of the type and percentage of alcohol content given, should be drunk responsibly.

f 26 715 fans **@** 587 observers
pijodpowiedzialnie.pl 300,000 users

ACTIVITIES OF ZP PPS MEMBERS

DIAGEO POLSKA SP. Z O.O.



Diageo has been running an educational campaign „Alcohol is a responsibility. Drink sensibly” since 2010. It teaches consumers what alcohol is and how it affects the body. In order to reach the widest possible audience, activities

are carried out on the Internet and at alcohol points of sale. During the last action, 25% of all students of Universities of Uniform Services in Poland completed the e-learning prepared by the company. The action, organized in June 2019 in Biedronka, shop visited every day by more than 4 million customers, allowed to broadly inform consumers about the principles of responsible consumption of alcohol at the place of purchase.

More information: www.drinkiq.com/pl, FB: @pijrozwaznie

BROWN-FORMAN POLSKA SP. Z O.O.

RESPONSIBILITY TODAY. EVERYDAY.

is the slogan that sets the direction of all Brown-Forman Polska’s activities in the area of responsible sales, promotion and consumption of alcohol. Our company organizes each year MONTH OF RESPONSIBILITY. It is a series of educational activities devoted to shaping a culture of responsible alcohol consumption. Each year we focus on one of the selected topics. So far, these have been, among others: responsibility in business, promotion of moderation in alcohol consumption, prevention of alcohol consumption by minors and lack of tolerance for driving any vehicle under the influence of alcohol. The activity of Brown-Forman Polska in the area of CSR caused that in 2019 the company was accepted into the group of entities associated in the Responsible Business Forum.



BACARDI - MARTINI POLSKA SP. Z O. O.



Bacardi Martini has started a social campaign with the charity organization Lonely Whale, which aims to significantly reduce the use of disposable plastics. As part of the cooperation, Bacardi Martini committed to removing „irrelevant” plastics unsuitable for recycling in its entire supply chain, aiming to eliminate billions of plastic straws by the end of 2020. Many entities are invited to join the campaign, including consumers who can join the movement and share their ideas through the hashtag **#TheFutureDoesntSuck**.

WYBOROWA PERNOD RICARD



Responsible Party is a joint initiative of Pernod Ricard and Erasmus Student Network. The aim of the program, which has been run for over 10 years, is to promote responsible alcohol consumption. Every year, students - campaign ambassadors - reach their colleagues in 32 countries, including Poland. So far, in Europe, the program has reached 400,000 students, and as part of the implementation of global CSR commitments, the Pernod Ricard Group plans to reach one million young people and cover the entire world by 2030.



POLISH SPIRITS INDUSTRY

” There are risks and costs to action. But they are far less than the long-range risks of comfortable inaction. **John F. Kennedy**

20

social programs and campaigns

10

years of effective social actions in Poland

The number of road accidents caused by drunk drivers in 2008-2018 dropped by **50%**

2/3

less women declare alcohol consumption during pregnancy

6000

trained sellers

100

experts

150

media and social partnership



POLISH SPIRITS INDUSTRY

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„Better start for your child” is a campaign rising awareness about harmful effects of alcohol on child growth. The message of the campaign was developed together with the Polish Gynecological Society and is straight forward - any amount of alcohol consumed during pregnancy can lead to fetal damage

Activities:

- Participation in gynecological congresses
- Cooperation with medical media
- Educational film
- Collaboration with youtubers
- Workshops for medical students and young doctors

- Leaflets and posters in pharmacies and clinics
- Articles and information about the campaign in magazines and portals on parenting

Results:

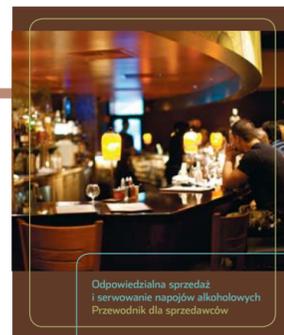
- Reaching **100,000 pregnant women** per year with campaign's key message
- Increased awareness among future moms. Within 10 years, the number of women declaring alcohol consumption during pregnancy decreased **from 14% to 6%**



www.lepszystart.com.pl



Workshops „Responsible sale and serving of alcoholic beverages” are directed to alcohol sellers and servers. Workshops' program emphasizes good practices and standards during the sale and serving of alcohol. Coach explains sellers how important their decision is, who to sell or give alcohol to, and in particular not to sell alcohol to minors. Trainings are carried out as a part of the campaign „Here we check if you are an adult”, building a team of responsible sellers.

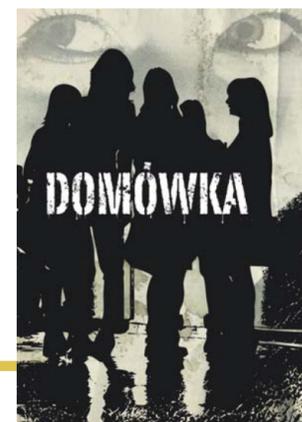


Our actions and results:

- **100 towns and communities** hosted workshops
- **6 000 trained sellers and servers**
- **80 social and local partners**
- **98% participants** rate the workshop as useful and helpful in everyday work



„House party” is a film directed to young people, promoting safe and healthy lifestyle. Prepared together with Metropolitan Police Headquarters and MONAR Association, it obtained the recommendation of the Education Development Center (ORE) and from many years is used as a tool in preventive activities for students.



„Here we check if you are an adult” is a campaign aimed at reducing the availability of alcohol for underage. Shops from all over Poland, which sell alcoholic beverages, are invited to participate in the campaign. Joining the program is a commitment to control identity documents of young people and not sell alcohol to minors.

Partners of the campaign: Polish Chamber of Commerce and the Polish Organization of Trade and Distribution as well as retail chains: Kaufland, Gama, Rabat Detal, SPAR. The campaign was organized under the patronage of the Minister of Economy and the Chief Commander of the Police.



7000 points of sale joined the campaign, and more are joining. On the website there is a “Map of Responsible Shops in Poland” showing the points of sale in the program.

More on: www.tusiesprawdzadoroslosc.pl

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018



“Have you been drinking? Don't drive”

is a long-term project promoting sobriety on roads, implemented, among others, within the government program „Safer Together”.

Activities:

- Leaflets at petrol stations and handed out during police checks
- Broadcast of a short material (audio and video) in tv, cinemas, city transport and universities
- Posters in nightclubs
- Advertisement and press releases

Results:

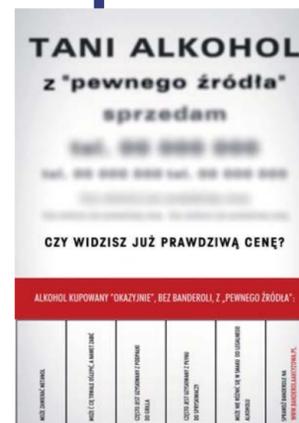
- **92% recognize** the campaign, according to evaluation studies
- **11 Road Safety picnics**
- **1.4 million viewers** in studio cinemas
- Almost **1 million students** from 90 universities in 19 cities reached by the campaign
- Number of road accidents caused by intoxicated drivers decreased by 50% from 6,375 in 2008 - to - 2,779 in 2018



After a series of social debates on alcohol in 2014-2016, which took place in 5 cities, with 50 experts involved, we found out that Poles are not aware of the amount of alcohol in individual beverage. It was confirmed by the research carried out by ZP PPS in 2016. Therefore, we decided to launch the campaign **„Alcohol. Always responsibly.”**, which refers to sensible and responsible consumption of alcohol. The main purpose is to educate that regardless of the type of alcohol we consume, the same substance



is present - C₂H₅OH. After two years of activities, in an evaluation study, 20% of respondents declared that they had contact with the campaign, **77%** positively assessed it, while **78%** confirmed that such campaigns are necessary. To sum up activities in all communication channels in 2016-2018, over **18 million people** met with key message.



“Stop Illegal Alcohol”

is a campaign responding to the wave of poisoning by alcohol from an illegal source, designed to increase public awareness about the dangers of consuming such alcohol. Initiated in 2013, it was the answer for worrying data related to the consumption of illegal alcohol in Poland. The aim of the activities was to make the public aware that there is no reliable source of illegal alcohol, and each bottle of such drink may contain substances harmful to life and health.

Activities:

- Areas of operations: north and south-east of Poland
- **100 billboards**
- **306 radio advertisements**
- **2000 posters** near marketplaces
- **110 press releases** and publications on Internet

Results:

- **91% of respondents** positively rated the campaign
- **97% of respondents** rejected the possibility of buying illegal alcohol in the future

ACTIVITIES SUPPORTED BY ZP PPS:

- 14 editions of „Night without an accident”, when during one weekend a year, volunteers in clubs encourage drivers to give up alcohol consumption, in order to safely drive their night out companions.
- Educational events organized by local police headquarters (11 events), including in Warsaw; Lublin; Gdańsk and Olsztyn.
- Cooperation with the Addiction Prevention Center in Gdańsk for the „Youth without alcohol” and „Full Control” campaigns. Activities were directed at young people addressing the problem of responsible drinking, including issues of coping with stress and social circumstances.
- Promoting the Information System on Excise Strip Stamps (SIBA) created by the Polish Security Printing Works (PWPW) and the Ministry of Finance. This system allows the consumer to check whether the product has a legal strip stamp. For this purpose, on the website www.banderoleakcyzowe.pl consumers can enter the series, number and year of issue of the strip stamp.
- Supporting the Positive Knowledge Lab created and coordinated by Monar, a comprehensive prevention program addressed to young people, teachers and parents. One of the tools of the program was the film House Party - realized in partnership with the Warsaw Metropolitan Police Headquarters. The program was included in the database of recommended prevention programs.
- Website www.pijodpowiedzialnie.pl, where consumers can learn principles of safe drinking, deal with myths about alcohol consumption, and use the calculator, showing how long it will take them to digest a certain amount of the alcohol. Over past two years, the online platform has been visited by **almost 3.5 million people**.
- A series of social debates in 2014-2016 addressing issues related to building a culture of responsible alcohol consumption. The aim of the project was a dialogue with the administration and health experts and to identify specific issues that may be targeted by the industry.