



# POLICIES AND PARTNERSHIPS TO REDUCE DRINKING AND DRIVING

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**DIAGEO**

## ABOUT DIAGEO

- + World's leading premium drinks company across spirits, beer and wine
- + 25000 employees worldwide
- + Europe is our second largest region globally
  - Over 7000 employees
  - Global headquarters
  - Home to iconic brands
- + Creating long term values to shareholders and the communities where we operate



## RESPONSIBILITY & SUSTAINABILITY

### Our value chain



Over 200 responsible drinking programmes in 49 countries globally

### Our impacts



## OUTLINE

1. Partnerships to reduce drinking and driving
2. Advocating for effective policies

## DIAGEO'S ACTIONS TO TACKLE DRINKING AND DRIVING

+ Drinking and driving: a key concern for Diageo

DRINKiQ.com

+ Our approach to tackling alcohol misuse:



- + Responsible marketing and consumer information
- + Working in partnerships to address misuse
- + Supporting effective policy approaches

+ Signatory to the European Road Safety Charter

+ Member of the European Alcohol and Health Forum



# PARTNERSHIPS TO REDUCE DRINKING AND DRIVING



*Join the Pact.com*  
NEVER DRINK AND DRIVE

- + A global programme to commit consumers to never drink and drive
- + Over 800.000 consumers in 30 countries joined the pact
- + Shaping positive attitudes: 84% more likely not to drink alcohol at all if they have to drive
- + A platform for global engagement

## SUPPORTING LAW ENFORCEMENT JTP IN HUNGARY

- + Mika Hakkinen in support of the police's work to enforce drink drive limits
- + The 'Never drink and drive' message reached 6 million people
- + Engaging our employees
- + A 'natural partnership' between Diageo and the National Police





## NGO PARTNERSHIP CITY WALKERS IN GREECE

- + Shaping consumer attitudes to drinking and driving, based on relevant research
- + 'Every step you take is your choice' message reached over 1 million consumers
- + Using various channels: website, Facebook, mobile, traditional media, on-trade events



The Mayor of Athens with the President of RSI attending a City Walkers event

'We welcome our long lasting collaboration with Diageo Hellas, which brings together the private sector and civil society to address a very important issue in Greece.'

*Vasiliki Danelli-Mylona,  
President of Road Safety Institute "Panos Mylonas"*

## PARTNERSHIP WITH RSI AND ETSC AVENUE PROJECT

- + Gold sponsorship of a major educational, experiential training and research project to address road safety
- + A platform for broad engagement with drivers all over Greece, through sophisticated training centers, the NESTs (Networks and Education for Safety in Traffic)
- + 2880 adult consumers trained in the first 4 months of operation November 2011 – March 2012



# A MULTI STAKEHOLDER PARTNERSHIP DIVERTITI RESPONSABILMENTE IN ITALY



- + Promoting responsible drinking and the concept of designated driver
- + With the patronage of the Ministry for Youth
- + In Partnership with ACI and research foundation Umberto Veronesi



Automobile Club d'Italia

In collaborazione con **EtilOk**  
un progetto di responsabilità sociale promosso da



## DIVERTITI RESPONSABILMENTE



- + A mix of channels
- + Half million consumers reached over 5 years
- + 96% considers the designated driver concept as a good practice to avoid drinking and driving
- + 53% claim to always use a designated driver when they go out



## GETTING TO A LARGER SCALE PARTNERSHIP WITH CARREFOUR IN ITALY



**QUANDO L'ALCOL È Ø**

- a digiuno
- se guidi
- se hai assunto farmaci
- in gravidanza
- se sei minorenne

**BERE RESPONSABILMENTE**

Non esiste un consumo di alcol sicuro per la salute. Ma se si beve alcol è importante non farlo mai a digiuno e non superare le quantità **giornaliere** considerate a basso rischio dal Ministero della Salute e dall'Istituto Superiore della Sanità:

12 grammi di alcol puro = Unità Alcolica (U.A.) =

**2-3** unità di alcol per gli uomini

**1-2** unità di alcol per le donne

**1** unità di alcol per gli ultra 65enni

**0** unità di alcol al di sotto dei 16 anni

- + Reached over 6 million consumers in 60 hypermarkets
- + 81% evaluated the information in the communication materials very useful
- + 75% could calculate BAC and assess how much alcohol they drank

# ADVOCATING FOR EFFECTIVE POLICIES

## ETSC DRINK DRIVING POLICY NETWORK

- + 18 Drink Driving Monitors providing regular update on Member State policy developments
- + 5 expert seminars across Europe (Belgium, Greece, France)
- + 2 policy papers (Young and Recidivist Drivers and Traffic Law Enforcement)
- + A ranking of EU Member States' performance in tackling drink driving and a compendium of four European case studies

## DIAGEO POLICY POSITIONS

- + A consistent and stringent penalty system with tougher penalties for repeat and high BAC offenders
- + High visibility enforcement to ensure compliance with BAC limit
- + Lower BAC for novice drivers and public transport drivers
- + The use of alcohol interlocks for repeat offenders



## POLICIES AND PARTNERSHIPS



Automobile Club d'Italia



Governo Italiano  
Ministro della Gioventù



[drinksinitiatives.eu](http://drinksinitiatives.eu)

