

2008 Report

Social Responsibility of the Spirits Industry



POLSKI
PRZEMYSŁ
SPIRYTUSOWY



2008 Report
Social Responsibility
of the Spirits Industry



Polish corn, mainly rye, has been used for several centuries to produce alcoholic beverages. Vodka is produced by combining spirit with water, and spirit is obtained from starchy plants or plants containing a lot of simple sugars. The latter is produced chiefly from corn, seldom from potatoes, cane molasses or grapes; vodka can also be produced from a solution which is a mixture of fermented sugar and yeast.

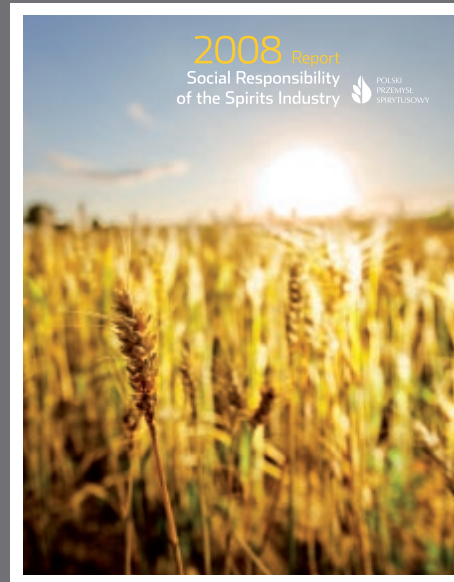


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Introduction

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Committed to responsibility



The report contains information concerning action taken by the spirits industry in 2008 as part of the social responsibility. The representatives of the spirits industry decided to develop and implement programmes that in the long run are to influence the alcohol consumption model in Poland and contribute to solving major social problems related to alcohol abuse. Action taken aims to bring about a real change in social attitudes; this constitutes the first step towards responsible drinking.

Out of concern for promotion of responsible drinking, the spirits industry takes educational action over threats posed by alcohol abuse. This publication is the first report within the scope of action taken by the Socially Responsible Business of the spirits industry. Producers and distributors of

alcoholic beverages are aware of the negative effects of excessive and irresponsible drinking. This is a social problem as well as a threat to the image of the spirits industry. It should be strongly emphasized that the negative effects for society might be caused by irresponsible consumption of any kind of alcoholic beverages, regardless of their strength. Sadly, in Poland, drinking problems are still mainly associated with drinking vodka and other strong alcoholic beverages. In fact, drinking beer, wine or low-alcohol beverages can be just as detrimental.

Leszek Wiwala,
President of the Spirits Employers Association
of the Polish Spirits Industry

Social responsibility of the spirits industry

Alcohol has become a part of our culture and tradition and, thanks to the advancement in technology of industrial production, it is readily available almost everywhere in the world. Alcohol constitutes social life. Therefore, responsible drinking, being socially acceptable, can undoubtedly contribute to a balanced lifestyle. The spirits industry is aware that alcohol abuse and irresponsible alcohol consumption can produce negative social effects. Thus, the industry recognises that it is crucial to promote responsible attitude towards alcoholic beverages among alcohol sellers as well as consumers. This involves educating general public on the consequences of alcohol consumption and warning of situations hazardous to health and life due to consuming even small amounts of alcohol. The latter applies in particular to women expecting babies, to young people and drivers.

One of the fundamental objectives of the social responsibility policy formulated by the spirits industry is to propagate the idea of responsible consumption of alcoholic beverages and appropriate code of conduct on marketing of spirit drinks.

The main objectives of the industry:

- co-operation with the state and local authorities, European Union bodies, circles and organisations for producers and distributors of alcoholic drinks in order to create conditions conducive to the development of the spirits trade;
- implementation of the industry's social responsibility policy;
- promotion of the tradition of spirits production and of products with geographical indication, particularly "Polish Vodka" ("Polska Wódka");
- encouragement to consume alcoholic beverages that come from legitimate sources;

- maintenance of high quality standards of products offered by the spirits manufacturers;
- business skill sharing in the international arena.


One of the first steps taken to meet the objectives was adopting by the Polish Spirits Industry, an organisation representing Polish producers in the European arena, the Charter of the European Spirits Organisation – CEPS on Responsible Alcohol Consumption. The Polish Spirits Industry (PPS) became a member of CEPS in 2004. PPS drew up its own Code of Marketing Practice signed by all associate members. The purpose of the Code of Marketing Practice is to oblige producers and distributors of alcoholic beverages to propagate responsible alcohol consumption, in compliance with the European standards. The code specifies that companies in their marketing and communication activities shall not encourage excessive consumption or abuse of alcohol, and shall not approve of or tolerate such alcohol misuse.

The Polish Spirits Industry has been a member of the union of associations Advertising Council, an organisation responsible for self-regulation in the area of advertising in Poland. It operates in order to raise standards of marketing communication through promotion of good examples and condemnation of unethical and dishonest marketing messages. The self-regulatory system is based on the Code of Ethics in Advertising – a document prepared together by representatives of the advertising market in Poland, that is, advertisers, advertising agencies and the media. The works on incorporating the Code of Marketing Practice as an annex to the Code of Ethics in Advertising are currently in progress.

One of the key objectives set by the spirits industry is to promote responsible sale and consumption of alcohol. Educating society on the influence of alcohol consumption on the human body, effects of drinking, and also warning of situations hazardous to health and life due to consuming even a small amount of alcohol, is an inherent element of the industry's activity.

As the research carried out by PBS (Institute for Social Research) in 2005¹ shows that alcohol abuse is perceived by public opinion as one of the greatest problems. Two dimensions of the problem, in particular, were mentioned by the respondents: pregnant women drinking alcohol and driving under the influence of alcohol. Sadly, the main findings of the research show that common knowledge about the consequences of driving after alcohol is fragmentary and is based predominantly on stereotypes and myths.

¹ The PBS research of 2005 commissioned by PARPA (The State Agency for Prevention of Alcohol Related Problems), based on a sample of 1038 Poles.



**THE SPIRITS INDUSTRY
RECOGNISES THAT IT IS CRUCIAL TO PROMOTE RESPONSIBLE ATTITUDE TOWARDS ALCOHOLIC BEVERAGES AMONG ALCOHOL SELLERS AS WELL AS CONSUMERS.**

15 "Don't drink and drive!"
("Piłeś? Nie jedź!")

12 "A better start for your child"
("Lepszy start dla Twojego dziecka")

18 "A zero blood-alcohol level"
("Zero promila")

20 "Alcohol-free water"
("Woda bez promili")



2

Social campaigns



Lepszy start dla Twojego dziecka

POLSKIE TOWARZYSTWO GINEKOLOGICZNE INFORMUJE:

Każda ilość alkoholu spożywanego w czasie ciąży może prowadzić do uszkodzenia płodu

"A better start for your child" ("Lepszy start dla Twojego dziecka")

11%

OUT OF THE QUESTIONED WOMEN REPORTED HAVING CONSUMED ALCOHOL DURING PREGNANCY.

AIM OF THE CAMPAIGN:

The first edition of the campaign, conducted from July to September 2008, aimed to provide information about the dangers of alcohol consumption during pregnancy.

TARGET GROUP:

The target group comprised women age 18-35, including female students, women at the early stages of their professional career and those with extensive experience and established position, with earnings above the average, living in big towns with population of more than 100 000 inhabitants.

PROBLEM DESCRIPTION:

Knowledge about total abstinence from alcohol during the prenatal period is most crucial for women age 18-35, and therefore, providing information on the effects of drinking alcohol so as to raise awareness, is essential. Even a small amount of alcohol can contribute to permanent neurological changes in foetus; alcohol can cause physical and mental retardation in babies since it crosses the placenta freely from the mother's blood into the baby's bloodstream.

According to the research conducted by PBS in 2005², 11% out of the questioned women reported having consumed alcohol during pregnancy. The most shocking information

is that, of the sample, 2.4% of women were encouraged by their doctors to drink alcohol. This shows that information about the harmful effects of alcohol consumption on women expecting babies should not only be spread among women patients, but also among doctors and medical staff.

Another research³ carried out by Ipson in March 2005 shows that Poles are aware of the harmful effects of alcohol on pregnant women. Regrettably, at the same time their friends, family, the media and doctors do not take this issue seriously. "One shot won't do any harm" – they often say.

Almost one third (31.7%) of the questioned Poles was familiar with the following statement: "A woman expecting a baby can regularly drink small amounts of red wine". This opinion causes alcohol consumption by pregnant women to be socially acceptable, whereas even one glass of wine drunk by a mother-to-be can have very serious consequences for her child.

ACTION TAKEN AS PART OF THE CAMPAIGN:

The campaign "Lepszy start dla Twojego dziecka" (A better start for your child) was supported by a range of printed materials (leaflets, post-

2,4%

OF WOMEN EXPECTING BABIES WERE ENCOURAGED BY THEIR DOCTORS TO DRINK ALCOHOL.



ers, stands) and a dedicated website was launched (www.lepszystart.com.pl).

Posters and leaflets were distributed in 600 health and gynaecological clinics across Poland. Information materials were also sent out to 1000 chemists' shops across the country. The campaign was also launched in the press and electronic media (including the biggest web portals: wp.pl, onet.pl, interia.pl and gazeta.pl).



The campaign creation was preceded by qualitative research that made it possible to establish the direction for advertising so as to reach the target group most effectively. Advertisements could be seen in such titles as Dziecko,

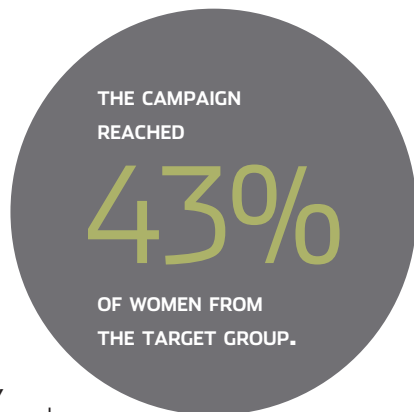
Mam Dziecko, Wysokie Obcasy, Przekrój, and Metro. Partners of the campaign from outside the industry included: The Polish Gynaecological Society, The Polish Confederation of Midwives, The Main Council of Nurses and Midwives, and The National Consultant for Midwifery and Gynaecological Nursing.

Two well-known and responsible mothers, Magdalena Różczka and Jagna Marczałajtis, became ambassadors of the campaign.

CAMPAIGN OUTCOMES:

On the basis of the research conducted on a representative group of 300 women age 20-35, it was established that the campaign reached 43% of women from the target group. The attitude of 11% of respondents towards the issue of drinking alcohol during pregnancy has changed. The target group of the campaign to be reached was to comprise women living in big towns with population of more than 100 000 inhabitants, with secondary and higher education. The next campaign is directed at women from small towns and villages as well.

² The PBS research of 2005 commissioned by PARPA (The State Agency for Prevention of Alcohol Related Problems), based on a sample of 1038 Poles.
³ Research commissioned by Fundacja "Rodzić po ludzku" (the Foundation for Childbirth with Dignity) in 2005. The research was conducted between 5-9 March 2005 on a representative random quota sample of 1000 Poles age ≥ 15



"Don't drink and drive!"

("Pięś? Nie jedź!")

AIM OF THE CAMPAIGN:

The first edition of the "Pięś? Nie jedź!" (Don't drink and drive!) campaign, conducted in 2008 in Lublin, Trójmiasto and Olsztyn, aimed to provide information about the dangers of drinking and driving.

TARGET GROUP:

The target group comprised young drivers age 18-30. According to the police statistics driving under the influence of alcohol among drivers from this group causes most accidents. In this age group reckless driving and lack of common sense contribute to accidents caused by drink driving.

PROBLEM DESCRIPTION:

According to the statistical data of the Police Chief Headquarters in Poland (2007), intoxicated people were involved in 6503 road accidents (13.1% of the total number of accidents) resulting in 774 deaths (13.9% of the total number of deaths) and 8193 people injured (12.9% of the total of injuries).

A state of intoxication has not been recorded in the statistics of road accidents as a cause of accidents.

It is rather perceived as a circumstance accompanying a specific mistake made by a road user. From this perspective in Poland alcohol was present in the body of:

- every 7th driver that was found guilty of causing an accident in 1997,
- every 10th driver in 2001,
- every 9th driver in 2007.

In 2007 drivers constituted the largest group of intoxicated offenders. They caused 3420 accidents resulting in 409 deaths and 4928 injuries. The above data shows the importance of educational action on the effects of alcohol on driving performance.



In 2008 a research agency – TNS OBOB and an advertising agency Fabryka Komunikacji Społecznej (Social Communication Factory) were commissioned by the National Council for Road Safety to carry out quantitative research. The research, conducted in Lublin, revealed that nearly 73% of young Lubliners think that intoxicated drivers are one of the main causes of road accidents, apart from speeding (57%) and reckless driving (55%). More than half of Lubliners, while in a club, pub or café, saw people who drove after drinking alcohol. 15% of respondents admitted having driven a car after drinking alcohol, and 32% have been a passenger in a car driven by someone on drink. At the same time, 3 in 4 respondents were aware that alcohol consumption impaired driving-related skills.

Killing others (69%), killing oneself (45%) and having one's driving licence taken away (48%) were seen as the most serious consequences of drink driving. Sadly, every third young driver saw nothing wrong with driving after having drunk a small quantity of alcohol.



**STO LAT!
STO LAT!**

**NAWET TYLE NIE WYSTARCZY,
ŻEBY ZAPŁAĆ ZA ŻYCIE INNYCH.**

PIEŚ? NIE JEDŹ!

WŁĄCZ MYŚLENIE

www.pilesniejedz.pl

AFTER THE CAMPAIGN NEARLY

50%

50% OF RESPONDENTS DECLARED
TO CHANGE THEIR ATTITUDE TOWARDS
DRINK DRIVING.

ACTION TAKEN AS PART OF THE CAMPAIGN:

The campaign included social programmes and increased roadside police sobriety checks. It was an example of co-operation between business and government sectors and NGOs. The pilot action was carried out in Olsztyn, Lublin and Trójmiasto as part of an international campaign launched by the Global Road Safety Partnership (GRSP) based in Geneva.

Commercials were broadcast on regional television, on local radio stations and shown in cinemas. The campaign adverts were displayed on buses, driving school cars, billboards, and at petrol stations. The campaign was accompanied by a series of social programmes, such as awareness activities in nightclubs and discotheques, aimed at young drivers in particular.

In December 2008, with the Christmas season in mind, another phase of the "Pięś? Nie jedź! Włącz myślenie" (Don't drink and drive! Use your head.) campaign was set up. It was meant to raise awareness of drivers of their responsibility, regardless of the prevailing festive mood of joy and utter relaxation. The campaign, including a TV and radio spot, press adverts and articles in a Polish national daily, and a web site www.pilesniejedz.pl, was to remind people that neither Christmas nor New Year's Eve can be an excuse for drink driving.

The results of the research done in the first stage of the project (random sobriety checks and a survey among drivers) indicate that taking the wheel after drinking alcohol is a commonplace phenomenon accepted by young people.

The reactions of the people around us are not favourable, either; very often a person who decides not to drink because they are driving is not encouraged to keep to their decision, but most often is ridiculed and talked into drinking. Young men are particularly vulnerable to becoming involved in such behaviour. The study revealed that they display little common sense when it comes to consequences of their actions. They are, if at all, afraid of losing their driving licence, but more serious consequences connected with putting their own lives and those of others at risk do not seem to be taken into account at all.

The project was initiated by the Road Safety Partnership together with national partners: the National Council for Road Safety, the Police Chief Headquarters, the Polish Spirits Industry, the Safe Driver Foundation and local organisations.

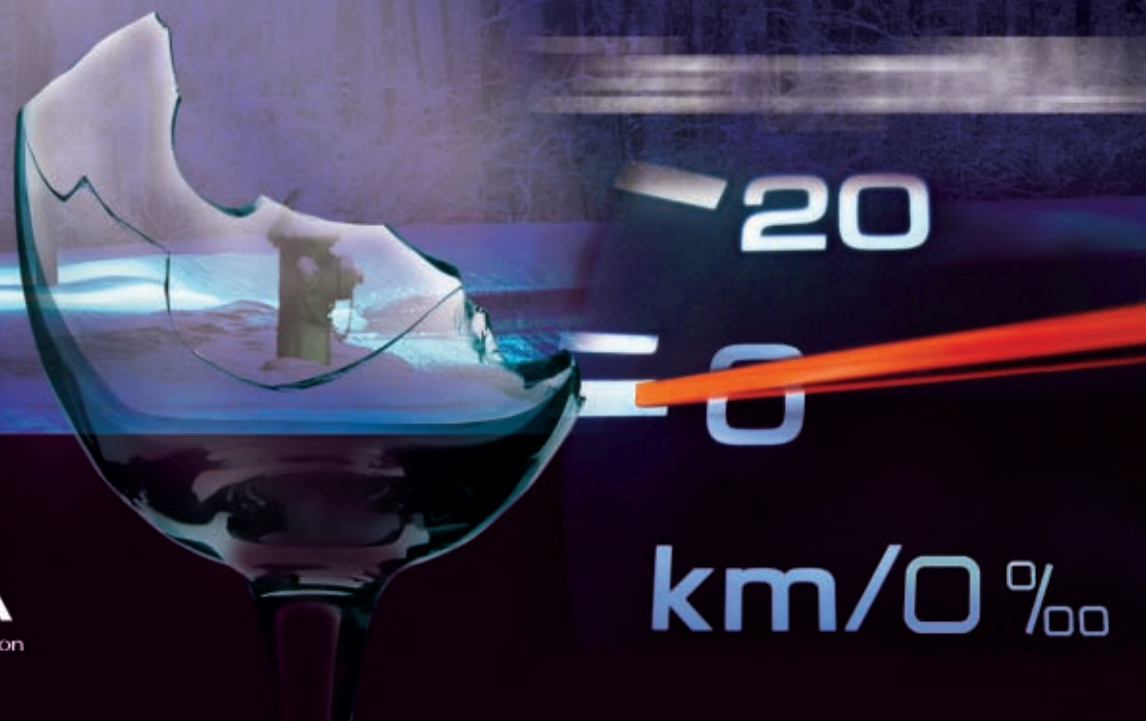
CAMPAIGN OUTCOMES:

According to the quantitative research, commissioned by the National Council for Road Safety, and conducted in Lublin by a research agency – TNS OBOB and an advertising agency Fabryka Komunikacji Społecznej (Social Communication Factory), as a result of the campaign 86% of women and 78% of men declared to try to deter others from drink driving; After the campaign 48% of women and 49% of men declared to change their attitude towards drink driving.

Organizator kampanii społecznej **Zero proMILA**

wraz z Partnerami, mają zaszczyt zaprosić na

Wielki Finał Akcji w Kielcach



PVA
Polish Vodka Association

- **Sobota 13.12.2008 r.**
godz. **9.00-12.00 (Niedziela 11.00-13.00)** / WOJEWÓDZKI DOM KULTURY, ul. Ściegiennego 2
Spektakl słowno-muzyczny dla młodzieży „Nie daj się zabić. Życie jest zbyt cenne”, konkursy i zabawy.
W programie przewidziano nagrody oraz słodki poczęstunek.
- godz. **11.00-16.00 (Niedziela 11.00-15.30)** / Stadion KORONA KIELCE.
Możliwość wzięcia udziału w ćwiczeniach samochodowych na placu manewrowym.
W PROGRAMIE:
• test Stewarda
• slalom w alkogogłach symulujących stan upojenia alkoholowego
• jazda na trolejach
• ergonomia – bezpieczna i wygodna pozycja kierowcy podczas jazdy.
- godz. **11.00-16.00 (Niedziela 11.00-15.30)** / Media Markt, Galeria ECHO, Stadion KORONA KIELCE
Punkty konsultacyjno-informacyjne nt. bezpieczeństwa w ruchu drogowym. Informacjami i radami będą służyć policjanci oraz specjaliści z ruchu drogowego. Na miejscu dowiesz się, jakie jest dopuszczalne w Polsce stężenie alkoholu we krwi, co jest wykroczeniem, a co już przestępstwem, za co grozi 10 lat pozbawienia wolności oraz wiele innych.

PARTNERZY:



BRD

WOJEWÓDZKA RADA BEZPIECZEŃSTWA
RUCHU DROGOWEGO

PATRONI MEDIALNI:



www.zeroproMILA.pl

"A zero blood-alcohol level" ("Zero promila")

IN 2007 DRINK DRIVERS
CAUSED

540

ROAD COLLISIONS ACROSS
ŚWIĘTOKRZYSKIE

AIM OF THE CAMPAIGN:

The second edition of the campaign "A zero blood-alcohol level," conducted in December 2008 in the Province of Świętokrzyskie, aimed to provide information and raise awareness of the dangers of drinking and driving.

TARGET GROUP:

Drivers from around the Province of Świętokrzyskie.

PROBLEM DESCRIPTION:

192 road accidents were caused by drink drivers between January and December 2007 in the Province of Świętokrzyskie. As a result 26 people died and 253 were injured. Drink drivers caused 540 road collisions in all. Between January and October 2008 drink drivers caused 150 road accidents resulting in 21 deaths and 213 injuries.

ACTION TAKEN AS PART OF THE CAMPAIGN:

The campaign was launched in December 2007 and continued until December 2008. 7000 breath alcohol tests and in-

formative materials were distributed as part of the campaign around the province.

Information points placed in frequently used public facilities in Kielce were an important instrument of the campaign. The campaign was advertised through a number of mediums, such as leaflets, stickers, posters, banners, films and educational materials. The campaign culminated in a series of driving skills tests held in Kielce at the Korona stadium, 13-14 December 2008. The tests, among other things, involved the use of alco-goggles – goggles simulating the state of alcoholic intoxication. Activities popularising sobriety were promoted in the local press and a dedicated website was launched (www.zeroproMILA.pl).

7000

BREATH ALCOHOL TESTS AND
INFORMATIVE MATERIALS
WERE DISTRIBUTED AS PART
OF THE CAMPAIGN

Woda bez promili



~ Nigdy nie wchodź do wody po alkoholu.

~ Nigdy nie wsiadaj do łódki, kajaka, na rower wodny czy żaglówkę po alkoholu.

~ Albo alkohol, albo kąpiel i pływanie. Od tej reguły nie może być wyjątków!

**Pływanie pod wpływem alkoholu może być
przyczyną wypadków, a nawet utonięć!**

Jeśli widzisz, że ktoś wchodzi do wody po wypiciu alkoholu, powiedz mu, że to niebezpieczne lub poinformuj ratownika WOPR. Możesz też zadzwonić na numer alarmowy 112.

WIĘCEJ INFORMACJI NA www.wodabezpromili.pl

„Woda bez promili” to wspólna kampania społeczna:

Stowarzyszenie Polska Wódka - Polish Vodka Association, WOPR - Wodne Ochotnicze Pogotowie Ratunkowe, PZK - Polski Związek Kajakowy, PZW - Polski Związek Wędkarski oraz portal www.rybobranie.pl, PZMIN - Polski Związek Motorowy i Narciarstwa Wodnego, Free & Fun.



"Alcohol-free water" ("Woda bez promili")

AIM OF THE CAMPAIGN:

The second edition of the "Alcohol-free water" campaign, conducted in summer 2008, aimed to provide information on the dangers of swimming after drinking alcohol. The campaign promoted safe and responsible holiday and encouraged active leisure.

TARGET GROUP:

The social campaign "Alcohol-free water" was aimed at people spending their free time by the water.

PROBLEM DESCRIPTION:

Swimming under the influence of alcohol is one of the main causes of drowning in Poland. According to the police statistics, 479 drownings were reported in Poland in 2007, with 171 victims being under the influence of alcohol. Even a small quantity of alcohol increases the risk of losing one's balance, cold shock response, losing one's strength, and at the same time it considerably reduces one's ability to identify and assess the extent of danger. Entering water after having drunk even one beer on a hot day, can lead to tragedy. Therefore, warning against drinking and swimming in the summer holiday season was one of the priorities of the spirits industry.

ACTION TAKEN AS PART OF THE CAMPAIGN:

As part of the campaign, posters informing about the dangers of drinking alcoholic beverages and swimming were put up in seaside resorts and also by the lakes of Poland. Holidaymakers were given information leaflets on the effects

of alcohol consumption. They were particularly encouraged to react to any unsafe actions or events they witnessed, e.g. intoxicated people boarding a boat or jumping into water.

A dedicated website, www.wodabezpromili.pl, was launched for the purposes of the campaign.

479 DROWNINGS WERE
REPORTED IN POLAND
IN 2007, WITH

171

VICTIMS BEING UNDER THE
INFLUENCE OF ALCOHOL.



3

Educational action

A website on responsible drinking
– www.pijodpowiedzialnie.pl 24

Training courses and a guidebook for alcohol sellers 26

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A website on responsible drinking – www.pijodpowiedzialnie.pl

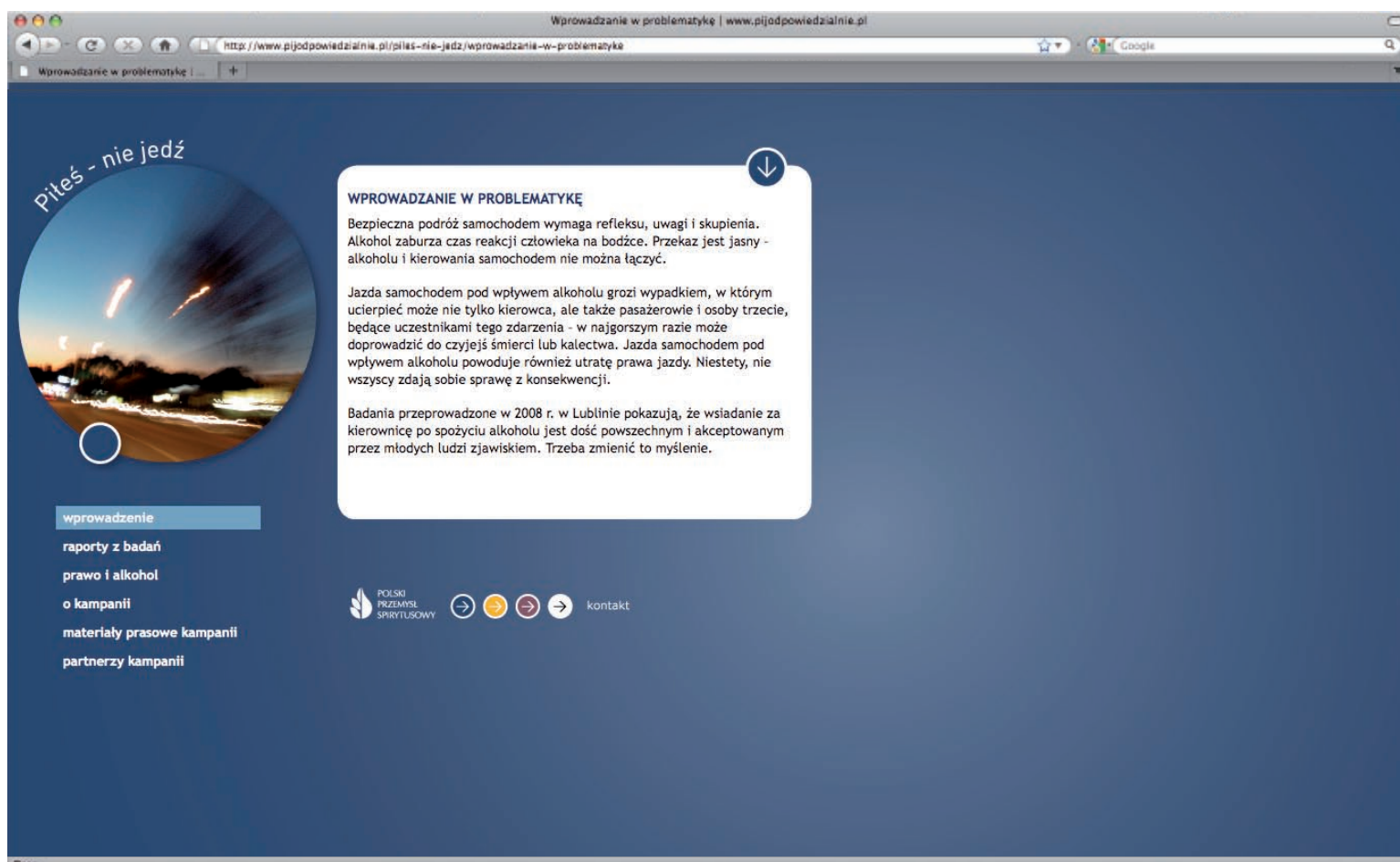
The website - www.pijodpowiedzialnie.pl – was designed to raise social awareness of the dangers and effects of irresponsible alcohol consumption, particularly in the following areas:

- drinking alcohol during pregnancy;
- drinking and driving;
- education (legal norms, effects of alcohol abuse, counselling).

The website contains information on “Piteś? Nie jedź! Włącz myślenie” (Don't drink and drive! Use your head) and “Lepszy start dla Twojego dziecka” (A better start for your child) campaigns. It also provides general information on drink driving and effects of alcohol consumption during pregnancy.



Delivering consistent education contributes to changes in attitudes the most, especially among young people. The Internet proves to be the most effective way of communication with the youth since they can check everything themselves and find the information that interests them. The spirits industry, then, in order to educate, communicates with the target group through a number of ways, such as television, radio, outdoor advertising and the Internet. The broadcast time is limited, whereas the Internet allows for access to information at any time convenient to users. It is, therefore, a particularly valuable instrument for the spirits industry.



Training courses and a guidebook for alcohol sellers

Training courses for alcohol sellers on responsible sale of alcohol are part of an educational programme carried out around Poland. The courses were targeted at people working at alcohol sales outlets (shops, pubs, clubs and restaurants) with the partnership of the local authorities (town councils, district authorities) and provincial and municipal police departments.

other related issues they may encounter in their day-to-day work. The aim of the publication was to sensitize the employees working at alcohol sales outlets to social and legal responsibility issues, which in turn could contribute to the development of good practices and standards of conduct. The knowledge on the risk of alcohol consumption was to allow greater understanding of the responsibility placed on them when selling and serving alcohol.

The handbook on responsible sale and serving of alcohol has been distributed so far among 1020 people undergoing training.

THE GUIDEBOOK ON RESPONSIBLE SALE AND SERVING OF ALCOHOL HAS BEEN DISTRIBUTED SO FAR AMONG

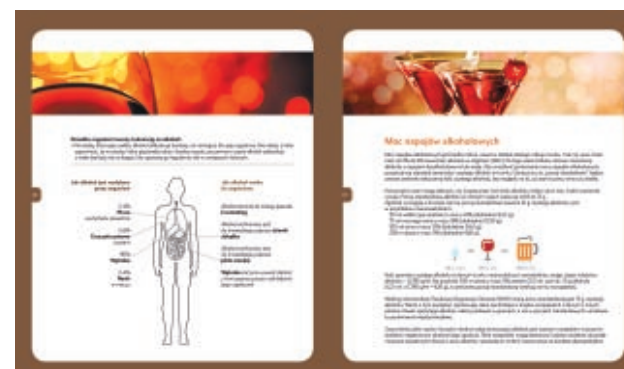
1020
PEOPLE.

The programme aimed to improve the knowledge on the effects of alcohol misuse and also on the regulations on alcohol marketing. In the first place, however, it was intended to contribute to raising awareness of the responsible marketing of alcohol.

Sellers and barmen are the people that decide who is served alcohol. Care should be taken to ensure that no-one under 18 is served alcohol. They also should react if a person is going to drink and drive. It is then particularly important to reach this group since the lives and well-being of others depend indirectly on them.

"Responsible sale and serving of alcohol – a guidebook for alcohol sellers", a book published by the Polish Spirits Industry, served as a training manual. The reader could acquaint themselves with the regulations on alcohol marketing, and

Odpowiedzialna sprzedaż
i serwowanie napojów alkoholowych
Przewodnik dla sprzedawców



AlcoKart

Polska 23-27.07.2007



Action in co-operation with the "Krzyś" Foundation

ONE OF THE PRINCIPAL OBJECTIVES OF THE FOUNDATION IS TO MAKE THE POLISH YOUTH AWARE OF THE IMPORTANCE OF RESPONSIBLE DRIVING

The co-operation between the spirits industry and the "Krzyś" Foundation started in 2007.

The main activities the foundation is committed to are: raising social awareness of the risk of drink driving, improving road safety in Poland and reducing the number of road casualties caused by drink drivers, and also activating local

communities by engaging them in supporting and promoting the "Europejska Noc bez wypadku" (European Night without Accidents) and "Wyznaczony kierowca" (Designated driver) campaigns, to name just two of them. The "Wyznaczony kierowca" (Designated driver) campaign promoted choosing a driver that would abstain from alcohol on the given day in order to take family or friends safely back home.

One of the key objectives of the foundation is to make the Polish youth, very often just starting their 'adventure behind the wheel,' aware of the importance of responsible driving.

In order to accomplish the objectives the "Krzyś" Foundation engages in many activities seeking the active support of social partners.

The Experiment (Film "Eksperyment")

"Eksperyment", a film based on a simple experiment, makes the viewer aware of the fact that any amount of alcohol consumed has a direct effect on the driver's ability to concentrate and drive safely. The film, accompanied by auxiliary materials, was distributed in post-secondary schools, where it was used as an educational tool in road safety lessons. It was also presented to future drivers at road traffic centres.

The European Night Without Accidents (Europejska Noc bez Wypadku)

This international endeavour inspired by a Belgian foundation called Responsible Young Drivers aimed to reduce the number of the so-called disco accidents. In nightclubs and pubs, a team of volunteers encouraged drivers to take a responsible attitude towards drinking and driving. Those who joined the initiative were given a bracelet and asked to take a breath test before leaving.

AlcoKart

In 2007 the "Krzyś" Foundation in co-operation with the Polish Spirits Industry and MIVA Poland (Mission Vehicle Association) held initial AlcoKart shows in selected cities in Poland - Olsztyn, Warszawa, Płock, Płock and Gdańsk. An alcokart looks like a regular go-kart, except it is equipped with an in-board computer that can simulate the characteristics

Symulator

Jazdy Samochodem

Polska 19-29.07.2008



of driving under the influence of alcohol: slower reactions, overreacting gestures, and late braking. Thus, participants, especially young and future drivers, could experience how difficult it was to control a car when inebriated and become more aware of the real dangers resulting from driving motor vehicles under the influence of alcohol or drugs.

Driving Simulator (Symulator jazdy samochodem)

In 2008, seeking the most modern and effective educational tools, the "Krzyś" Foundation together with MIVA Poland and the spirits industry, decided to introduce in their activities one of the state-of-the-art educational tools – the driving simulator.

The driving simulator is a modern educational tool that uses a 3D interactive virtual environment and is installed in a real car. It allows the driver to adapt the tool to local conditions. The driver can use such devices as the steering wheel and pedals. The simulator demonstrates how crucial it is for the driver to be focused while driving.

The simulator allows the driver to learn his/her limits as well as strengths. After completing the test, the instructor analyses and displays the mistakes made by the driver. There's a possibility to switch into a special mode – "under the influence of alcohol". The selected mode can be initiated before the test or it can be marked on the route already covered once the test is over. It is a perfect way to illustrate the consequences of drink driving to young people in particular.

THE DRIVING SIMULATOR
ALLOWS FOR SWITCHING
INTO A SPECIAL MODE –
'UNDER THE INFLUENCE OF
ALCOHOL'

Future plans

4



Future plans (2009-2010) 35

Future plans (2009-2010)

The general need for long-term education on alcohol misuse is one of those areas where the spirits industry is first to respond to the needs of society. The spirits industry resolved to draw up and implement a range of initiatives that, in the long run, are to influence the model of alcohol consumption in Poland and help to deal with the most urgent problems related to alcohol misuse.

The principle aim of the action regarding social responsibility is to strive to reduce irresponsible alcohol consumption. At the same time it is important to project a positive image of the industry – as a responsible social partner that realizes and recognizes the consequences of irresponsible alcohol consumption and actively takes action in response.

The following campaigns will continue to take place throughout 2009: “Lepszy start dla Twojego dziecka” (A better start for your child), “Piłeś? Nie jedź!” (Don't drink and drive), and “Woda bez promili” (Alcohol-free water), under a new name “Pływanie bez promili” (Alcohol-free swimming).

It is of importance that the whole national spirits industry should use common standards and act in accordance with the Code of Marketing Practice.

Social Responsibility Programmes to be implemented within the two coming years encompass:

- alcohol consumption during pregnancy,
- drink driving,
- swimming after drinking alcohol,
- irresponsible alcohol consumption.

Another important aim for the industry is to disseminate information on the effects of drinking various alcoholic drinks, regardless of alcohol content; this should become an essential part of all the programmes.



All the programmes run as part of the social responsibility, besides marketing and advertising tools, exploit the potential of public relations so as to ensure the maximum scope of the programmes and reach wide public audiences.

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e-mail: biuro@pps.waw.pl

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