



Let it be on me!



ΑΣ' ΤΟ ΠΑΝΩ ΜΟΥ!
Hellenic Association of Drinks
Distributors / Greek Federation of
Spirits Producers
Greece
2018 > 2018
#AwarenessRaising



Objective

To raise awareness of responsible consumption among young people.

Description

Between 17 September and 21 November 2018, young people aged 18-25 were encouraged to take part in the competition. The aim was to encourage participants to think about responsibility and how it plays a part in everyday life including responsible alcohol consumption.

Participants could upload a short story, a photo or a video to the initiative website: www.astopanomou.com. A jury of content creators and members of the Responsibility Alliance selected 3 winners from each category. The winners were announced on 12 December during a special ceremony.

The first 30 valid and unique entries won a gift voucher worth 30 €. Each of the categories had first, second and third place winners. First place winners received a scholarship for photography, video or creative writing seminars and a gift voucher worth € 500. Second place winners received a Motorola mobile phone and the third-place winners a € 200 gift voucher from Public stores.

Results

In total there were 70 photo, 45 short story and 13 video entries. 9 winners were chosen:

- Story winners: 1st place **Christopoulos M.**, 2nd place **Kelepouri M.** and 3rd place: **Daskalaki A.**
- Photo winners: 1st place: **Tzioga S.**, 2nd place: **Nikolitsa F.**, 3rd place: **Karipidou M.**
- Video winners: 1st place: **Tsiolaridou M.**, 2nd place: **Dimokas B.**, 3rd place: **Grivas M.**

The Responsible Alliance won the silver medal in the Communication Campaign category at the Hellenic Responsible Business Awards 2019 for the Let it be on me! competition.

Website

<https://www.astopanomou.com/>

Downloads

Photo gallery

