



Information website



Odgovorno
The Slovenian Spirits Association
Slovenia
2016 > Ongoing
#AwarenessRaising
#Consumerinfowebsite



Objective

To provide useful information about alcohol and responsible drinking.

Description

The website was launched in 2016. In at the end of 2022 it was completely revamped, including with a new address. It has the following sections:

- Alcohol: Contains facts about alcohol, frequent questions and facts for parents. It also contains three sub-sections, “when not to drink”, “misconceptions” and “alcohol in us” which together provide information on when to abstain, common misconceptions, how to know when you’ve had enough, what a standard drink is, the recommended guidelines and what happens to alcohol in the body.
- For parents: Contains information about how to talk to children about alcohol, being aware of the risks, reasons why minors drink and tips on what to do as a parent if their child drinks.
- Blog: Information about the responsible drinking campaigns run by the association.
- Quiz: A link to the Responsible Drinking Quiz (#RDQ).
- About us.

Partners

Economic Interest Grouping producers and distributors of spirits (GIZ PDŽP) leader.

Results

Between December 2022 and February 2023 it had 80 users per month, with an average of 3.31 page views per session. The average time spent on the site was just under 6 minutes.

Website

<https://odgovorno.si/>

Downloads

Photo gallery

