



## Enjoy Responsibly website



2009-2020, by the European Union of Drinks Distributors / Green

## Objective

To raise consumer knowledge and awareness of the responsible consumption of alcoholic beverages.

## Description

Launched in 2009 and updated in 2020, the consumer information **website** contains information on subjects such as:

- **ALCOHOL IS ALCOHOL:** Contains general information about alcohol such as what a unit is, how much is “too much”, the effects of excessive consumption and calories in a drink
- **ALCOHOL & FERTILITY:** Contains information related to pregnant or breastfeeding women
- **ALCOHOL AND PARENTS:** Contains information for parents such as how to talk to their children about alcohol, why teens drink and whether they should allow their child to drink
- **ALCOHOL AND YOUNG PEOPLE:** Contains advice for young people such as how to resist peer pressure and what to do if a friend gets drunk
- **ALCOHOL AND DRIVING:** Contains information such as what the BAC and what the BAC limits for driving is, and about the designated driver concept
- **EFFECTS:** Contains information such how alcohol affects different people, what binge drinking is and debunks myths about alcohol
- **ILLEGAL ALCOHOL:** What non-commercial alcohol is and how to recognise it
- **TIPS:** contains tips such as planning a safe return from a night out and how to have fun without drinking alcohol

The website also has a summary of previous campaigns and press releases.

The website address appears next to the “Enjoy responsibly” message on every printed and electronic advertisement of the member-companies' products.

## Results

In 2014, the website had 17,800 unique visitors.

## Website

<http://www.apolafste.ypefthina.gr/>

## Downloads

## Photo gallery

