

Global Alcohol Responsibility Week



Edrington
European Union
2018 > 2023
#AwarenessRaising #StaffTraining



Objective

To give every employee the information and support they need to make positive choices around alcohol, whether in their work or home life.

Description

Edrington's Alcohol Responsibility Week is an annual week-long international campaign which reaches employees across more than 20 countries and is part of their year-round package of education and training on promoting responsible consumption. Although the week is designed to be an intensive burst of activity at a time of year when many people are thinking about making healthy choices, Edrington also ensures that there is a regular programme of activities and communication throughout the year.

The week is designed to give every employee the information and support they need to make positive choices around alcohol, whether in their work or home life. To reach such a diverse audience a range of communication channels is used, including intranet, internal social media, animated videos, posters and leaflets, training sessions and live events with guest speakers. Outside the UK, regional leaders lead events to champion the week and to provide the campaign with a local context.

A popular activity is a 'low and no-alcohol' cocktail masterclass, where Edrington's mixologists train employees to make a range of drinks that include either a single unit of alcohol, or none. These sessions were so popular that they are now filmed to make them available permanently for an international audience.

In 2018/19, the company worked with Drinkaware UK to host their “Drinkaware at Work” training. Also, Edrington’s occupational health team worked with the ‘Drink Wise, Age Well’ to run information sessions in its sites in Scotland.

In 2020, Edrington incorporated the Scottish Government’s Count 14 campaign, which raises awareness of low drinking guidelines.

In January 2021, Edrington upgraded the annual week to a month-long focus. Due to COVID-19 restrictions, the month included a series of videos and online training events. The new “Promoting Responsible Consumption” online training course was also launched.

In 2022, Edrington worked with Drinkaware UK on the Drinkaware at Work online training programme.

In 2023, Edrington continued with the online Drinkaware at Work training programme, which was supported by face-to-face training at Edrington’s Global Supply Chain centre in Glasgow.

Results

Edrington’s Alcohol Responsibility Month in January 2023 reached 2,300 employees across more than 20 countries.

Downloads

Photo gallery

