



Drink Wisely



#L'alcoolSansBémol / #DrinkWijs
Vinum & Spiritus
Belgium
2018 > 2019
#AwarenessRaising #Breathalyser



Objective

To raise awareness of responsible alcohol consumption.
To inform consumers about the dangers of drink driving.
To significantly reduce the number of fatalities and serious injuries caused by driving while intoxicated.

Description

Vinum Et Spiritus and the Emilie Leus Fund started working together in 2018 to raise awareness of responsible alcohol consumption:

- In November 2018, “Alcoscans” (an electronic breathalyser specifically designed for public use) installed in parking lots and on-trade businesses. The Alcoscan allows the consumer to drive safely and responsibly as they can check whether they are over the limit. The action was carried out in Flanders.
- 10 – 19 October 2018, Brussels Expo – Megavino: Visitors at the Megavino wine and spirits fair received information about responsible drinking and were encouraged not to drive after drinking. Alcotests with the “No drunk driving” message were distributed and the Aksident theatre group actively encouraged visitors to test their blood alcohol level. If the visitor was over the limit, Taxis Verts provided them with a safe ride home.
- On 22 April 2019, Vinum Et Spiritus offered the first ten registrations (each worth 25€) for the charity race organised by the Emilie Leus Fund.

Partners

Emilie Leus Fund (www.fondsemilieleus.be)

Results

2019: Vinum Et Spiritus offered the first ten registrations (each worth 25€) for the charity race organised by the Emilie Leus Fund.

2018: Alcoscans: 15 alcoscans were sponsored bringing the total number of alcoscans to 50. They are placed in more than 10 major cities in Flanders. Megavino : Distribution of over 2,000 alcohol testers while Taxi Verts carried out more than 50 trips during the Megavino fair.

Downloads

Photo gallery

