

## Be responsible



**Be responsabile**  
**Federazione Italiana Industriali**  
**Produttori Esportatori e importatori di**  
**Vini, Acquaviti, Liquori, Sciroppi, Aceti**  
**et Affini**  
**Italy**  
**2010 > 2017**

### #AwarenessRaising



### Objective

To raise awareness of responsible drinking.  
To promote the Mediterranean Style values.

### Description

In 2010, Federvini launched [www.beresponsabile.it](http://www.beresponsabile.it) to raise and maintain the positive Mediterranean culture. The site was renewed in 2013 to fit with the content of the Mediterranean Style campaign.

Under the banner, “Iovivomediterraneo” (I live Mediterranean), the website promoted a responsible way of drinking alcohol in accordance with the culture and the values associated to the Mediterranean Style.

### Results

The website received about 300 monthly visits.

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