



DRINKiQ



 **Open Only Raising #StaffTraining**

Objective

- To raise awareness about responsible consumption and to provide basic guidance on alcohol.
- To equip employees with the tools and confidence to "be the best" ambassadors for responsible enjoyment of alcohol.
- To encourage consumers to drink better and not more.

Description

Diageo wants consumers to drink better and not more and they believe that arming them with facts about alcohol will help them make better decisions and encourage them to pass this information on to family and friends.

DRINKiQ is a global resource to help people make responsible choices about drinking – or not drinking. The programme is delivered through trainings, e-learning tools (15 and 30-minute versions), drinks calculator and providing information and practical advice online. Specific modules are aimed at women, drivers and bartenders. Participants are evaluated after the programme to ensure that they are aware key facts about drinking and that they are confident about sharing this knowledge with colleagues and friends.

All Diageo employees are given training so that they may make better informed and more conscious choices as consumers.

A dedicated website, DRINKiQ.com, is available in 12 languages and 25 country sites. A **quiz** is available for site visitors to test their knowledge. Specific modules have been developed for women, drivers and bartenders.

Results

November 2019 to 16 June 2020: 41,001 people have completed the quiz online across 9 EU countries (BE, DK, FR, DE, GR, IT, ES, SE).

Over 400,000 responsible drinking ambassadors have been trained globally (until March 2019). The campaign has reached over 23,000 employees globally (18,000 in EU Member States) until December 2018. An average of 200 new employees take part in the programme every year.

In 2018, 2,885 adults were trained in Europe on responsible drinking through DRINKiQ.

In 2015, 37,000 people were trained, including hospitality industry trainers, students, traffic police, bus drivers, members of the lifestyle media and professional sports clubs.

This campaign contributes to Diageo's commitment to train five million adults by 2025, to promote moderation.

Measurement & evaluation

Feedback from the 41,001 people having completed the quiz online:

- 41% of them said Yes to “**Join the Pact**” programme (fighting against drink-driving)
- 68% of people said their knowledge increased after taking the quiz.

The value survey of new employees: 91% agreed with the statement "Diageo is effective in promoting responsible drinking" (98% response rate).

In 2008 all attendees were asked to answer a survey of which 25% responded: 97% said they agreed that it was good to see Diageo talking about responsible drinking with employees; 82% thought that having attended DRINKiQ they now felt better equipped to have conversations about responsible drinking with friends, family and colleagues; 65% said that after attending the DRINKiQ workshop they felt better about Diageo's values; 85% felt that the discussion that DRINKiQ prompted was realistic and 86% felt more informed for having attended DRINKiQ.

Website

<https://www.drinkiq.com/en-gb>

Downloads

Photo gallery



