

Global Alcohol Responsibility Week



**Edrington
European Union
2018 > Ongoing
#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. It 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 Alcohol Responsibility Week and give the campaign 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 at all. 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 Alcohol Responsibility Week to a month-long focus. Due to ongoing COVID-19 restrictions, Alcohol Responsibility Month included a series of videos, and other online training events on and the launch of a new “Promoting Responsible Consumption” online training course.

Although Alcohol Responsibility 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.

Results

Edrington’s Alcohol Responsibility Month in January 2021 reached 2,300 employees across more than 20 countries.

Downloads

Photo gallery

