

LANA Creative Hackathon



LANA radošais hakatons
Latvian Alcohol Industry Association
Latvia
2024 > 2024
#AwarenessRaising #University



Objective

- To educate young adult consumers about the principles of responsible drinking.
- To increase awareness of the harms of alcohol abuse and the consequences of negative drunken behaviour among young adult consumers.
- To engage with young adult consumers in creating innovative communication solutions for a responsible drinking campaign targeted at their peers.

Description

Among young adults in Latvia, the key issues related to irresponsible drinking are binge drinking (defined as consuming five or more standard drinks in one occasion) and decreasing awareness of drinking guidelines. The 2021 OECD report on preventing harmful alcohol use revealed that 44% of young adults binge drink at least once a month which is 14% higher than the OECD average. Although the 2023 LANA and Norstat survey found that the number of units people consume per drinking occasion has decreased, binge drinking remains a concern. The survey also revealed a decline in awareness of drinking guidelines—only 43% of participants in 2023 knew the recommended maximum weekly intake of alcohol units, compared to 53% in 2022. Moreover, a 2024 survey by LANA among young adults found that 60% did not know the drinking guidelines or the consequences of excessive drinking.

This data underscores the need to address excessive alcohol consumption and improve public awareness of low-risk drinking. As a result, LANA launched this programme. As part of a strategic effort to explore innovative engagement methods, LANA chose to collaborate

with a youth group instead of a university.

The day-long hackathon kicks off with an information session, where participants learn about responsible drinking, recommended guidelines, and the importance of moderation. They answer test questions on the Slido/Mentimeter platform and can also ask questions. This is followed by a creative competition, where participants form groups to design a digital communication campaign aimed at combatting alcohol misuse among their peers. As part of the process, they must develop a campaign concept (creative concept, its rationale, message, strategy, and tactics), which they then present to the jury. They receive support and feedback throughout the process. The event concludes with a prize ceremony, where a jury evaluates the campaigns, and the top three entries receive awards.

The hackathon is promoted on social media, and a Facebook event is created to encourage young people to participate. Additionally, the event is promoted through the internal communication channels of youth centres, and a press release is sent to the media.

The first hackathon took place on 14 December 2024 at the Riga Youth Centre "Kaņieris." The hackathon featured presentations and information sessions by:

- Dāvis Vītols, LANA Managing Director
- Madara Pumpure, psychotherapist
- Agris Starts, founder and head of the social benefit project "1000 Days Sober"
- Kristaps Purviņš, director of Mārupe Primary School
- Silvestrs Savickis, CEO and strategic consultant at "LEAD. Corporate Communication"

In addition, Vineta Savicka, an experienced communication expert, facilitated the hackathon and helped participants develop their ideas.

The top three entries were:

- **First place** went to **"Es Bez" (Me Without)**, which encourages young people to drink responsibly and in moderation if they choose to consume alcohol. The campaign focuses on issues such as moderation, balance, mindful drinking, and fostering a culture of responsible partying. It asks the question, "Are you ready to try a conscious approach?"
- **Second place** was awarded to **"Tendence nav inteliģence" (Trend is not intelligence)**, drawing attention to the fact that entertainment should mean quality time, not excessive alcohol consumption.
- **Third place** went to **"Kāpēj?" (Why)**, which prompts the target audience to conclude that responsible alcohol consumption is the only logical choice if a young person chooses to drink alcohol.

All three campaigns use social media communication and collaboration with influencers as the main means of disseminating their message. Environmental advertising, events, and posters in bars were also proposed.

LANA's website, atbildigi.lv, published an **article** covering the hackathon and event rules. After the event, a post announcing the winners was shared on LANA's Facebook page and **website**. With innovation at its core, this hackathon not only empowered young people but also reinforced LANA's commitment to meaningful social impact.

Partners

Madara Pumpure (Psychotherapist)

Agris Starts, founder and head of the social benefit project “1000 days sober”

Kristaps Purviņš, the director of Mārupe Primary School

Silvestrs Savickis, CEO and strategic consultant at “LEAD. Corporate Communication”

Vineta Savicka, communication expert

Results

19 young people (in six teams) took part in the hackathon. Each team produced a campaign idea. The Facebook event about the hackathon reached 2,323 users. LANA's website page about the hackathon had 102 views and the page with the winners received 80 views.

Downloads

Photo gallery

