



Responsible Consumption



EU Anti-Drinking Responsible Drinking



Objective

To raise consumer knowledge and awareness of the responsible consumption of alcoholic beverages.

Description

Consumer information **website** was first launched in November 2010. It was revamped and updated in 2016.

It provides information in the following sections:

Responsible communication.

Responsible consumption, includes information on when not to drink and the effects of alcohol on the body.

Areas of Action and Prevention, includes a quizz and Blog articles.

In October 2012, a campaign to raise awareness of drink-driving was launched. An ad (which has been posted on **youtube**) and **Facebook** page were created to support.

Partners

Federation of Alcohol Industry and Spirits from Romania (Garant)

The Romanian Consumer Association (APC)

Results

The website had 29,215 unique visitors (up from 12,000 in 2011) and 30,627 sessions in 2017.

Website

<http://www.consuma-responsabil.ro/>

Downloads

Photo gallery

