



Generation **Europe** Foundation



RESPONSIBLE PARTY PROGRAMME FINAL EVALUATION REPORT

October 2012

The following Final Evaluation Report presents quantitative and qualitative data analysis of Pernod Ricard's **"Responsible Party"** programme, which was launched in 2010. The report is the culmination of **three interim reports** and is based on the analysis of **over 2700 evaluation surveys** conducted **between February 2010 and June 2012**, as well as **seven 'Spot Checks'** carried out by GEF and its partners.

The report assesses the overall design of the programme and its implementation, as well as the appreciation of the programme by the students attending the events and the organisers. The final report conclusions and recommendations for improvement are made based on all the data available, comprising of the feedback from the students, the organisers and the spot checks.

Report Topic

"Responsible Party" is the **first pan-European programme for students** dedicated to **raising awareness about the risks of excessive alcohol consumption**. The main feature of the programme is the organisation and promotion of **"Responsible Party"** events for students, where promotional tools and gadgets were used to **educate the participants and promote the "Responsible Party" messages of the programme**.

In order to implement the programme Pernod Ricard developed a partnership with the organisation **Erasmus Student Network (ESN)** and made a commitment to the European Alcohol and Health Forum, created by the European Commission, to reach 60 000 students in two years.

Methodology

Over the course of 2 years, Pernod Ricard, in cooperation with ESN, organised **95 "Responsible Party"** parties in **26 European countries**, **reaching over 61 000 students**. The **"Responsible Party"** programme was evaluated throughout this period by asking participants to fill out 'Evaluation Surveys' at the parties.

Generation Europe Foundation (GEF) was chosen as the independent third-party evaluator of the programme and subsequently analysed the survey data, compiled the interim reports, carried out spot checks and finally compiled this Final Evaluation Report, which includes recommendations on how to further improve the programme and its implementation.

Key figures

- **76%** of all respondents noticed a responsible drinking programme in place.
- **81%** of respondents found the programme useful.
- **64%** of respondents said that they learnt something new from the programme.
- **77%** of respondents said that they would party responsibly in the future.
- **83%** of respondents found the staff easy to identify.
- **Over half** of respondents said that the programme influenced their behaviour.
- **Over half** of respondents were drinking alcohol before the Responsible Party.
- **Over 90%** of respondents gave the programme a score of **5/10 or above** with **30% giving the programme 10/10**.

Limitations of the report

The complete evaluation of the report was limited by a number of key variables, which influenced the quantitative and qualitative data analysis, such as the number of staff and participants at each party, the number of promotional tools distributed/the level of promotion and the varying time at which the surveys were conducted (at the start or end of the party).

Recommendations

GEF found the following three priorities to be of highest importance to improving the “Responsible Party” programme

1. Communication

Better overall public presentation and explanation of the “Responsible Party” programme is needed. Although the programme messages are clear and simple, they need to be communicated better. More online publicity and promotion are necessary for the programme to achieve pan-European appreciation, in particular using social media channels and a more interactive campaign website.

2. Implementation

Better overall training of ESN staff and ESN Ambassadors who conduct the evaluation surveys is needed to ensure that the programme messages are communicated successfully. An appropriate ratio of staff to programme participants should also be ensured.

3. Evaluation

The Participants’ Evaluation survey needs to be changed. The survey should be shorter and clearer with key words highlighted so that the questions are easily understood by non-native English speakers. The ESN Ambassadors conducting the survey need to be trained to check that surveys are filled out correctly.

Conclusions

The quantitative data analysis showed that the “Responsible Party” programme is generally very much appreciated and perceived as useful by students across Europe. The simple and clear messages related to responsible drinking were understood and retained by students, with over two thirds of respondents answering that they learnt something new and would party responsibly in the future.

According to qualitative data analysis, the students’ reactions to the programme ranged from “good, positive and interested to excited and intrigued”. The organisers of the programme were equally positive and supported the continuation of the programme and provided valuable input on how the programme could be improved and communicated better to the students.

Furthermore, the programme was successful because the messages were communicated to students and promoted by their peers, which helped the programme attract more attention and raise awareness with the target audience.

GEF concluded that the “Responsible Party” programmes’ objective of reaching over 60 000 students was reached successfully and the programme is useful and appreciated by students and therefore should be continued, however many improvements can be made to its implementation and promotion.