



Supporting a comprehensive, multi-stakeholder approach to reducing drink driving

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A flourishing partnership

- Since 2014
- Founded on brewers' experiences supporting effective national drink drive campaigns
- A well-established, respected, Europe-wide NGO
- Comprehensive and multi-stakeholder
- Major successes but more to be done
- End 2017 partnership extended to help finish the job



The comprehensive, multi-stakeholder approach

- A clear and plain message
- Legislation to implement
- Police enforcement
- Measured sanctions
- Rehabilitation interventions
- Effective technologies and innovations
- Education and awareness campaigns
- Multi-stakeholder



Brewer funded campaigns

The logo consists of the letters 'BOB' in a bold, yellow, rounded font, slanted upwards from left to right. It is set against a white background with a faint grey circular graphic behind it.

- Designated driver
- Brewer-initiated in 1995
- Replicated in 16 countries with EU funding



- NA Beer as alternative
- Spanish Transport Ministry
- Spread to CZ, SK, SI, NL, GR and more

Thank you for listening

