European Commission

ALHAMBRA
Service contract for the provision of support to Member States in studies and capacity building activities to reduce alcohol related harm
State of play

[Art.4.1 (b) - privacy]

HADEA A 2.1 Health Unit

Civil Dialogue Group – Spirit Drinks Stakeholders -Meeting on 07-04-2022

HaDEA – boosting Europe by building, from earth to space, a healthy society, a digital economy and a competitive industry.

Our purpose
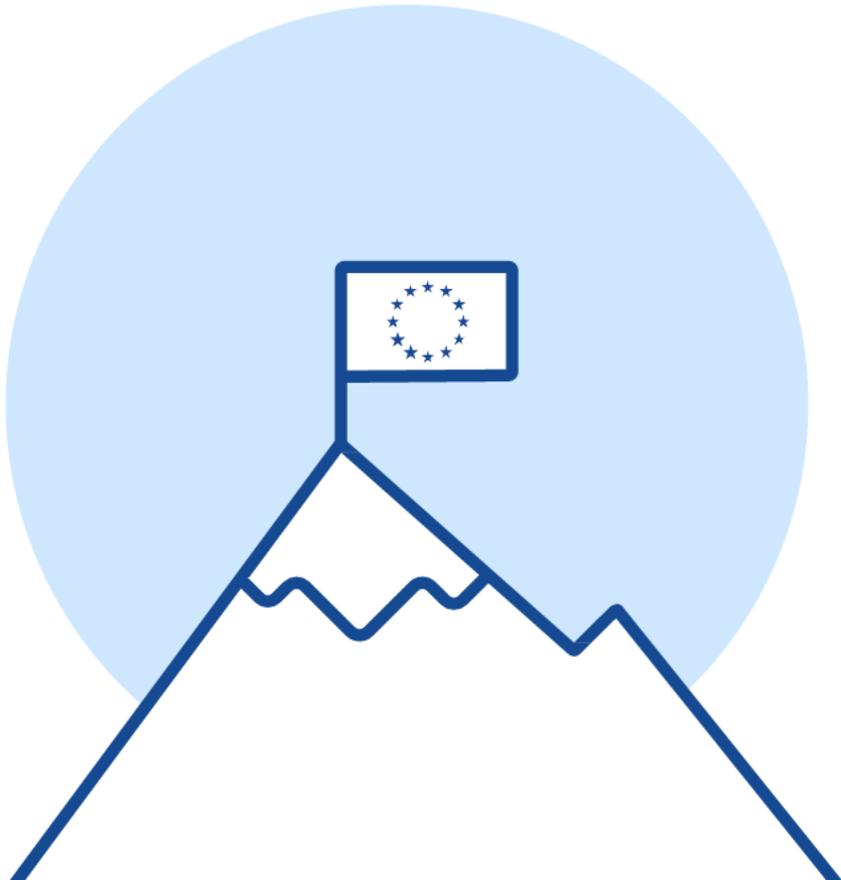
Vision

HaDEA – boosting Europe by building, from earth to space, a healthy society, a digital economy and a competitive industry.

Mission

To implement actions that strengthen Europe in the domains of health, food safety, digital technologies and networks, industrial capacities and space. We provide high quality and service-oriented support, with the aim to enable European society to become more healthy, resilient and fair and European industry to become more competitive. We ensure that the projects funded by the HaDEA deliver concrete results that benefit the lives of all EU citizens and provide the European Commission with valuable input for its policies

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Programme budgets
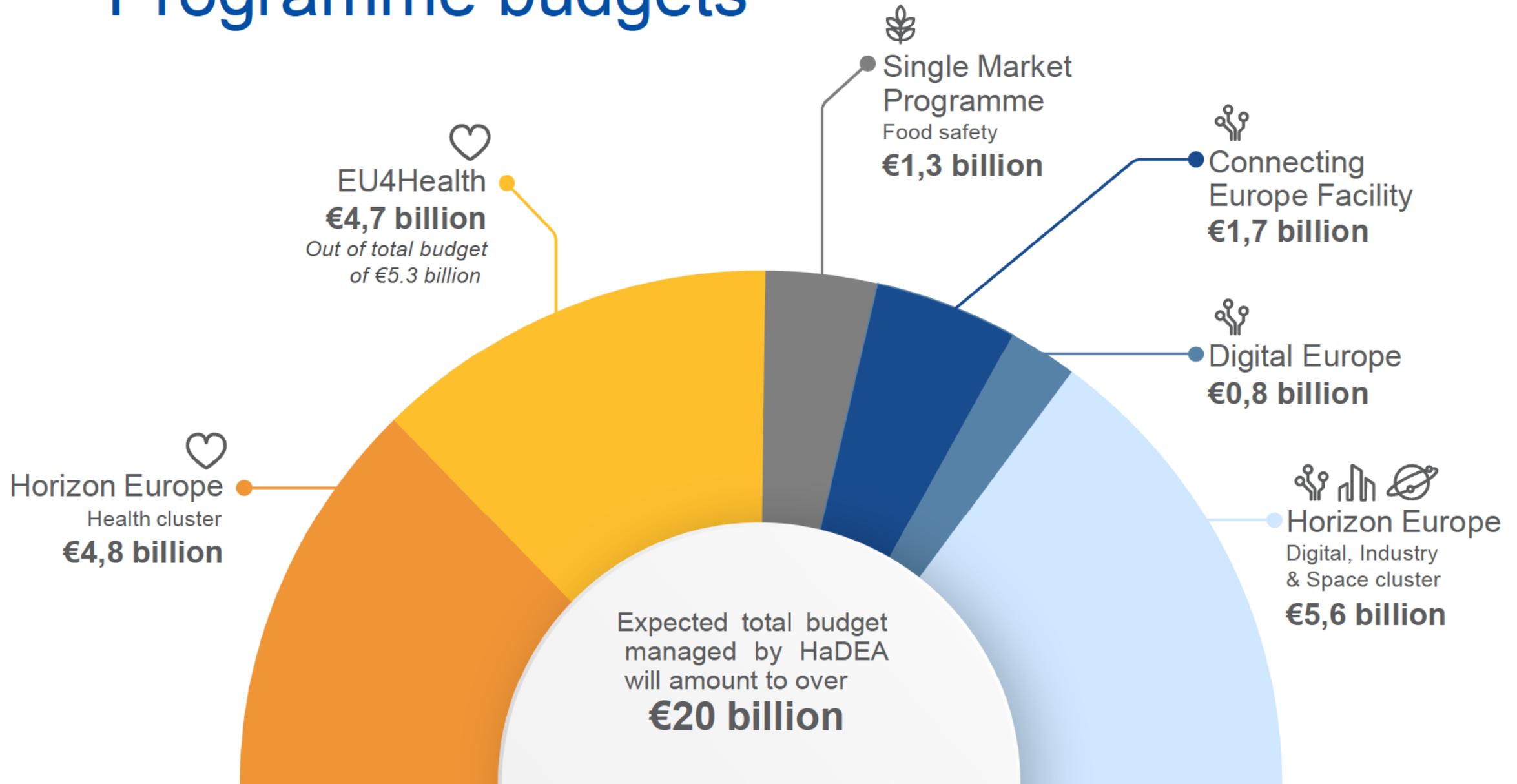
Single Market Programme
Food safety
€1,3 billion

Connecting Europe Facility
€1,7 billion

EU4Health
€4,7 billion
Out of total budget of €5.3 billion

Digital Europe
€0,8 billion

Horizon Europe
Health cluster
€4,8 billion

Horizon Europe
Digital, Industry & Space cluster
€5,6 billion

Expected total budget managed by HaDEA will amount to over
€20 billion

ALHAMBRA - Service contract for the provision of support to Member States in studies and capacity building activities to reduce alcohol related harm

- Start date: 01 September 2020

- Duration: 30 months

- Final report and all 12 deliverables are expected in February 2023

- Budget: aprox. 1 399 014 EUR

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This service consists of the following tasks

The purpose of the contract is to provide services to the European Commission to support Member States in building their capacity to reduce alcohol related harm and provide them with the latest knowledge on specific subjects related to alcohol.

- Task 1: Supporting Member States with knowledge gathering, best practice and capacity building in the area of alcohol related harm (alcohol and workplace, production and consumptions of illicit/unrecorded alcohol and application of eHealth tools in coordinated activities aimed to reduce alcohol related harm);

- Task 2 – Study on alcohol online advertising and marketing in new media;

- Task 3 - Study on the patterns of low strength alcohol consumption;

- Task 4 - Study on alcohol health information/warning messages on and off labels;

- Task 5 – Dissemination event with Member States presenting the results of the project

Supporting Member States with knowledge gathering, best practice and capacity building in the area of alcohol related harm (Task 1)

3 workshops are foreseen under this task:

- ✓ WS 1 - Application of eHealth tools particularly in coordinated national campaigns to reduce alcohol related harm

- ✓ WS 2 - Production and consumption of illicit/unrecorded alcohol

- ✓ WS 3 - Alcohol and Workplace

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Study on alcohol online advertising and marketing in new media (Task 2)

The objective of this study is to provide the European Commission with information regarding rapidly evolving digital world without borders and the impact on alcohol marketing and advertising in particular targeted on young people and other vulnerable groups (e.g. people with low socioeconomic background, family history of alcoholism, elderly etc.).

- the literature review summarising the available evidence of the impacts of the online alcohol marketing on public health and

- the policy review providing insights of the effectiveness of existing alcohol marketing online regulations (both legislative and self-regulation) in selected countries.

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Study on the patterns of low strength alcohol consumption (Task 3)

The general objective of this study is to provide the European Commission with:

➢ a review of the scientific knowledge on health impact of low/zero alcohol consumption

➢ an evaluation of the impact of the existing environment interventions to support the zero/low strength alcohol

➢ a proposal for next steps in this area based on a state-of-the-art knowledge on alcohol related harm

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The concrete result of Task 3 will be a study report including:

- A literature review on change of drinking patterns based on zero or low strength alcohol markets and identifying the knowledge gaps.

  - Published as, Anderson, P.; Kokole, D.; Llopis, E. Production, Consumption, and Potential Public Health Impact of Low- and No-Alcohol Products: Results of a Scoping Review. Nutrients 2021, 13(9), 3153; https://doi.org/10.3390/nu13093153. https://www.mdpi.com/2072-6643/13/9/3153

- An impact assessment of the new markets of low and zero alcohol strength alcohol beverages on consumer patterns and their alcohol consumption, including the impact of low or free alcohol marketing in association with standard alcohol marketing

- A forecast of the economic impact of dealcoholisation of wine, beer and spirits taking into consideration possible undetermined quantity of ethyl alcohol.

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Study on alcohol health information/warning messages on and off labels (Task 4)

The purpose of this study is to provide the European Commission with:

- a review of the scientific knowledge on alcohol health warnings/labellings

- an evaluation of the impact of the existing textual and pictorial health warnings and messages and a proposal for warning messages based on a state-of-the-art knowledge on direct and indirect alcohol related harm.

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Dissemination event with Member States presenting the results of the studies (Task 5)

- Following the dissemination event, the study reports will be updated including suggestions from the Member States

- A flash report will be prepared right after the event and published on the Health Policy Platform

- The report of the event together with the Final Report of the project and all deliverables will be submitted to HaDEA in February 2023 and they will be publicly available in April 2023.

European Commission

Thank you

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