Photo Collection Eurocare Alcohol

Marketing Snapshots

2012
The European Alcohol Policy Alliance (EUROCARE) is an alliance of non-governemental and public health organisations with around 50 member organisations across 23 European countries advocating the prevention and reduction of alcohol related harm in Europe. Member organisations are involved in advocacy and research, as well as in the provision of information to the public; education and training of voluntary and professional community care workers; the provision of workplace and school based programmes; counselling services, residential support and alcohol-free clubs for problem drinkers.

Alcohol is the world’s number one risk for ill-health and premature death amongst the 25-59 year old age group, a core of the working age population. Europe is the heaviest drinking region of the world. Consumption levels in some countries are around 2.5 times higher than the global average.

This publication arises from the operating grant which has received funding from the European Union in the framework of the Health Programme.
Introduction

This photo collection is a product part of the Eurocare Alcohol Marketing Snapshot 2012 project, where Eurocare gathered and analysed alcohol marketing practices from all over Europe. The photo collection is gathered with help from volunteers from European countries, all collected Friday 14 September 2012. This photo collection is simply a collection of photos of alcohol marketing, sorted country by country.

The full report from the exercise can be found here:
http://www.eurocare.org/resources/eurocare_papers/marketing

Eurocare wants to thank our informants for the great work they did in reporting on their observations and taking photos. Eurocare would also like to thank the European Commission, since this report arises from the operating grants in the framework of the Health Programme.

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