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 CC Comité Européen
 C des Entreprises Vins

The Comité Européen des Entreprises Vins (CEEV)

Founded in 1960, the Comité Européen des Entreprises Vins (CEEV) is the representative professional body of the EU industry and trade in wines, representing 23 National Associations. During the whole period 2008-2010, CEEV was the leader of the Wine in Moderation Programme and the owner of the Wine in Moderation – Art de Vivre commitment to the European Alcohol and Health Forum (EAHF). In 2011, CEEV hugely supported the establishment of the WiM Association, to which it passed the coordination of the Programme.

Today, CEEV remains owner of the commitment to the EAHF and a key member of the WiM Association providing guidance, raising awareness on the performance of the Programme to its stakeholders and supporting the growth of Wine in Moderation.



Why did you decide to join the Wine in Moderation movement?

The Comité Européen des Entreprises Vins (CEEV) is at the heart of the history of the Wine in Moderation movement.

In 2006, the European Union adopted a comprehensive Strategy to support Member States in reducing alcohol-related harm. One cornerstone of this Strategy was the creation, in 2008, of a European Alcohol and Health Forum (EAHF), providing a common platform for all interested stakeholders at EU level that pledge to step up actions to reduce alcohol-related harm.

As one of the founding members of the EAHF, CEEV created the Wine in Moderation Programme, which is the commitment of the wine sector to the Forum. By doing so, we showed our determination to be part of the solution and support the reduction of alcohol-related harm within the EU, in line with principles and values we believe in: by encouraging responsible and moderate wine drinking as a social and cultural norm.

Until 2010, CEEV coordinated the Wine in Moderation Programme and remained the owner of the commitment to the EAHF. In 2011, CEEV hugely supported the establishment of the WiM Association, to which it passed the coordination of the programme.

What would you say is your most appreciated and impactful Wine in Moderation activity?

CEEV strongly believes that education-based actions are the most impactful and effective ones for the long-term objective of reducing harmful use of alcohol within our societies. Therefore, in all arenas where we intervene, CEEV promotes education as a fundamental tool to tackle alcohol-related harm.

At CEEV, we are convinced that educating on moderation is key to prevent consumers from misusing alcoholic beverages and to foster a change in the mentality and behaviour of those that abuse alcoholic products. Nevertheless, to complement the educational approach, CEEV value all activities implemented within the framework of the Wine in Moderation Programme.

CEEV has actively participated in the development of the harmonised rules for the implementation of the Wine in Moderation Programme as the Wine Communication Standards.

What would you consider as your main achievement?

Our main achievement has been the creation of the Wine in Moderation movement back in 2008, by bringing together all operators and representatives of the wine sector to work hand in hand towards our shared objectives: to address the harmful use of alcohol and promote moderation and responsibility in the consumption of wine within the European Union.

Over the years, WiM, CEEV and their members have been mobilising wine operators around the world to embrace the Wine in Moderation movement and implement the programme to reduce the harmful use of alcohol and support the moderate and responsible consumption of wine within a healthy lifestyle in our societies.

CEEV has been working, together with the WiM Association, to ensure proactive involvement in and input to the EAHF, by promoting delivery, visibility and recognition of the Wine in Moderation Programme to the European Alcohol and Health Forum, and showing the positive role played by a responsible EU wine sector.

What was the key/critical point in time for Wine in Moderation in your country and for the international programme overall?

From our perspective, the critical point in time for Wine in Moderation – be it at national, European, or international level – is now.

Today, the place of wine in our society and the very concept of moderation in wine consumption are being more and more challenged. In a society where decision-makers may be tempted to focus on prohibitionist-type measures because they seem easier to implement, it is fundamental to reinforce the role of education and prevention activities as effective tools against the harmful use of alcohol, enabling our consumers to make healthy and moderate choices.

This prohibitionist approach also challenges the very concept of “moderation” which is the cornerstone of the Wine in Moderation Programme. The defence and promotion of “moderation” is more important than ever: we need to properly inform about the reasons why a moderate consumption of wine may be part of a healthy and balanced lifestyle, and to promote all the activities of Wine in Moderation.

— Have your expectations been met?

Not only have our expectations been met, but they have been exceeded. CEEV has seen the Wine in Moderation programme evolve from a commitment of the wine sector to the EAHF into an international, officially recognised and renowned social responsibility movement.

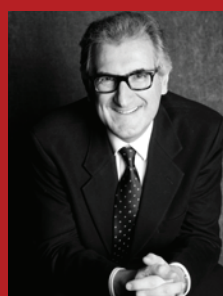
Its success has enabled us to prove to public health authorities the importance of education and prevention in addressing the harmful use of alcohol. The Wine in Moderation Programme allowed us to demonstrate that the wine sector is part of the solution to face alcohol abuse and misuse.

A great work has been achieved by both the WiM association and the wine operators engaged in the Wine in Moderation Programme, and CEEV is ready to support the programme evolving and adapting to the changes and challenges that lay ahead for the wine sector.



“Today, we need the Wine in Moderation Programme more than ever. CEEV, together with the other Members of the programme, have to multiply efforts to defend the place of moderation in a healthy lifestyle. We need to promote and safeguard the sustainability of the wine culture, and to enable our consumers to responsibly enjoy the wine we proudly produce.”

Jean Marie Barillère
— President, CEEV



“Back in 2008, when developing the Wine in Moderation programme and its education messages, our objective was to have wine professionals and consumers better understand the wine culture and tradition, the beauty and complexity of our products, that can only be appreciated in moderation. We were already convinced, back then, that it is knowledge that leads to reason and responsible appreciation of our wines.”

Lamberto Gancla
— Former President, CEEV



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