Wine in Moderation – Art de Vivre Programme
The wine sector’s social responsibility movement

2014 – 2015
IMPLEMENTATION REPORT
KEY FACTS
Since 2011, under the international coordination of the WIM Association, the Wine in Moderation Programme has reached more than 26 countries worldwide.

**Organise Action**

**New entries**
- 2015 - KnVW from The Netherlands (the first non-wine producing country to join the programme), EUSOCA (commercial partner associated with WIC), Mediterranean Diet Foundation/FIFIV
- Early 2016: Mitsubishi (the world’s largest wine maker)

**2014 – 2015**

**2011 – 2015 Investment by the Wine in Moderation Programme Actors**
- More than 1,546 professionals involved
- 15,129 working days

**Scientific documentation**
- The www.wineinformationcouncil.eu is an online database which gathers relevant studies on health, social and cultural aspects of wine consumption. It offers an updated version of scientific abstracts selected based on scientific criteria and the advisory group's recommendations. The database is composed of over 500 scientific advisory group. The new scientific evidence on wine consumption is shared through the WIC newsletters, WIC conferences and events enhanced scientific dialogue and collaboration.

**Encourage Moderation and Responsibility**

WIC's work in tandem with existing self-regulation schemes and its focus on public health is pursued through the implementation of the Wine Communication Standards (WCS).

**Empower Professionals**

Wine in Moderation is backed by scientific, education and self-regulation.

**More than 45 active WIM supporters in 2011**
- 779 «Art de Vivre» training sessions
- 13,432 trained professionals
- 263 new registered WIM supporters in 2014-2015

**Promoting Responsible Commercial Communication**

The WIC works in tandem with existing self-regulation schemes and its focus on public health is pursued through the implementation of the Wine Communication Standards.

**WIC National Coordinators**
- Argentina: Centro Nacional de Educación y Formación (CNETF)
- Brazil: Fundação Vinho de Brasil
- China: Ministry of Health of the People’s Republic of China
- France: CIVB & SNV
- Germany: Deutscher Weinkeller
- Portugal: ACIBEV & AEVP
- Spain: UIV & FEDERVINI
- Sweden: The Swedish Wine Institute
- Switzerland: Swiss Association for Sommeliers
- The Netherlands: KNVW
- Australia: Australian Wine and Brandy Corporation
- Hungary: Hungarian Sommeliers
- Italy: Italian Wine & Spirits
- Japan: New Zeeland: Wine Institute of New Zealand
- Spain: Monkskänkarna, the world largest wine club
- USA: International Wine & Spirit Competition of America

**WIC-related scientific events**
- 35 events
- 449 new scientific abstracts
- 20 monthly newsletters

**Wine in Moderation – Art de Vivre Programme**

**2014 – 2015 in numbers**

**Wine in Moderation** is aiming at raising awareness and knowledge on drinking patterns compatible with a healthy lifestyle and inspire well-being.

**3,107** Wines in Moderation Actions

**4,984,733** Participants

**4,130,322€**

**More than 26 countries worldwide**

**2011 – 2015 Investment by the Wine in Moderation Programme Actors**

**1,521,996€**

**2012**

**2,983,229€**

**2013**

**3,883,856€**

**2014**

**3,164,972€**

**2015**

**4,130,322€**

**1,546 professionals involved in the programme and increased their training offer on wine, health, social aspects and responsible drinking messages and the WIM logo.**

**“Wine professionals act as ambassadors and multipliers of the Wine in Moderation message to the public, this is why empowering professionals is at the heart of the programme.”**

**Vocational Education**

Wine in Moderation actors sustained and increased their training offer on wine, health, social aspects and responsible drinking messages and the WIM logo. Partnerships, especially with the health, social aspects and responsible drinking messages and the WIM logo. Partnerships, especially with the health, social aspects and responsible drinking messages and the WIM logo. Partnerships, especially with the health, social aspects and responsible drinking messages and the WIM logo. Partnerships, especially with the health, social aspects and responsible drinking messages and the WIM logo. Partnerships, especially with the health, social aspects and responsible drinking messages and the WIM logo.

**“Wine in Moderation has brought together thousands of supports in the wine value chain.”**

**Thousands of supporters in the wine value chain**

**2014 – 2015**

**6 associated Partners**

**Coordinators in WIM National Programmes in 10 Countries**

**Agenda**

- Strategy of Argentine: Centro Nacional de Educación y Formación (CNETF)
- China: Ministry of Health of the People’s Republic of China
- France: CIVB & SNV
- Germany: Deutscher Weinkeller
- Portugal: ACIBEV & AEVP
- Spain: UIV & FEDERVINI
- Sweden: The Swedish Wine Institute
- Switzerland: Swiss Association for Sommeliers
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- Spain: Monkskänkarna, the world largest wine club
Summary

WIM Association President
George T.D. Sandeman

Celebrating our 8 years since the launch of Wine in Moderation, and only 4 years after the creation of the WIM Association (Wine in Moderation aisbl) to manage the programme, we continue our mission to provide a common reference that unites the entire international wine sector and the wine value chain. Our goal of fostering a positive approach to the culture of wine and making a measurable contribution in the fight against alcohol abuse and related harm, continue to be the commitment of Wine in Moderation. By empowering professionals and promoting responsible practices, we encourage moderation and responsibility in the way people appreciate wine and alcoholic beverages in general.

In 2014-2015 we have not only had a year of growth and action but also a year of planning for the future.

Growth

With the addition of Vinos de Chile in early 2014, the programme continued its expansion in South America, while in 2015 growing significantly in Europe. The Dutch wine trade association KVNW joined WIM and launched a fresh and innovative national WIM campaign. The adhesion of the FFVA, representing liquor and aromatized wine, expanded the reach of the programme into more categories of wine and to a greater number of consumers.

Recognizing the role and contribution of the Wine in Moderation, OIV, the International Intergovernmental Organisation of Vine and Wine accepted the WIM Association as an Observer. In addition, Wine in Moderation was at the heart of the 38th Vine & Wine World Congress and was praised by national officials and representatives of the wine sector.

In parallel, the WIM Association developed a partnership with the Mediterranean Diet Foundation/FIVIN and joined the Parallelo 40 - the Mediterranean Diet International Observatory - building a greater capacity to understand scientific evidence.

While Wine in Moderation continues to receive support from authorities, NGO’s and the wine sector, in early 2016 the WIM Association welcomed to its membership the largest wine club in the world, Munkskärnsarna, the Swedish not for profit association, which counts more than 25,000 wine consumers as members.

Action

WIM Association members continued and increased their efforts by delivering a myriad of activities especially in the area of information and education. Multi-channels campaigns, tailored activities and new communication tools spread the Wine in Moderation message to an ever-increasing audience. The innovative “Born Digital Wine Awards by Wine in Moderation” raised the importance of the need for responsible messaging to wine communicators and key opinion leaders.

WIM Association actions include training on wine, health and responsible practices, and the development of a formalized official vocational education framework for key wine professional’s groups. These actions are building on the programme’s existing experience and successful seminars, international cooperation and the work developed by the VETardeVivre Partnership Project (EU funded programme).

Proud for the results achieved and committed to the continuous development and growth, the WIM Association has coordinated the drafting of the Programme Strategy 2015-2019 to guide our actions and address the challenges ahead.

We firmly believe that Wine in Moderation will successfully continue to reinforce the social responsibility of the international wine sector and ensure a sustainable wine culture that inspires healthy lifestyles and well-being.
About the Report
The WIM Association executes annually the reporting exercise through an on-line survey tool, tracking the commitment performance based on specific KPIs. Responses are assessed and interviews are organised in case of doubts. Restrictions/limitations do apply in such wide reporting exercise in a fragmented agricultural (wine) sector. Reasonable care has been taken to secure the accuracy of the information received.