



# Alcohol Consumption and Prevention in the European Union

Excerpt from the  
Alcohol Atlas  
Germany 2022

# Alcohol Consumption and Prevention in the European Union

## Excerpt from the Alcohol Atlas Germany 2022

Authors

Dr. Katrin Schaller | Dipl.-Biol. Sarah Kahnert | Dr. Rosa Garcia-Verdugo |  
Dr. Irina Treede | Laura Graen, M.A. | Dr. Nobila Ouédraogo

This publication was funded by

Alcohol Consumption and Prevention in the European Union. Excerpt from the Alcohol Atlas Germany 2022

© 2022 German Cancer Research Center (Deutsches Krebsforschungszentrum, DKFZ)

**Responsible for the Content**  
German Cancer Research Center  
Unit Cancer Prevention and  
WHO Collaborating Centre for Tobacco Control

Dr. Katrin Schaller (head, comm.)

Im Neuenheimer Feld 280  
69120 Heidelberg  
Germany

[www.dkfz.de](http://www.dkfz.de)  
[www.tabakkontrolle.de](http://www.tabakkontrolle.de)  
[who-cc@dkfz.de](mailto:who-cc@dkfz.de)

**Layout, Illustration, Typesetting**  
Dipl.-Biol. Sarah Kahnert

**Cover**  
Photo: © boule1301/stock.adobe.com

**Suggested Citation**  
German Cancer Research Center (ed.) (2022) Alcohol Consumption and Prevention in the European Union. Excerpt from the Alcohol Atlas Germany 2022. Heidelberg, Germany

This publication is an English translation of chapters 7 and 8 of the “Alcohol Atlas Germany 2022” (Alkoholatlas Deutschland 2022. Pabst Science Publishers, Lengerich, Germany, ISBN: 978-3-95853-786-6). To download the full publication (only available in German) go to [https://www.dkfz.de/de/tabakkontrolle/Buecher\\_und\\_Berichte.html](https://www.dkfz.de/de/tabakkontrolle/Buecher_und_Berichte.html).

<b>1</b>	<b>Alcohol Consumption in the European Union and its Consequences</b>	<b>1</b>
1.1	Alcohol Consumption by Adults in the EU	2
1.2	Alcohol Consumption by Adolescents in the EU	4
1.3	Consequences of Alcohol Consumption in the EU	6
<b>2</b>	<b>Prevention of Alcohol Consumption in the European Union</b>	<b>9</b>
2.1	Pricing Policies in the EU	10
2.2	Restrictions on Supply and Availability in the EU	12
2.3	Advertising Restrictions in the EU	14
2.4	Legal Framework for Alcohol in Traffic in the EU	16
	<b>References and List of Figures</b>	<b>18</b>



**Alcohol Consumption  
in the European Union  
and its Consequences**

**1**

# 1.1

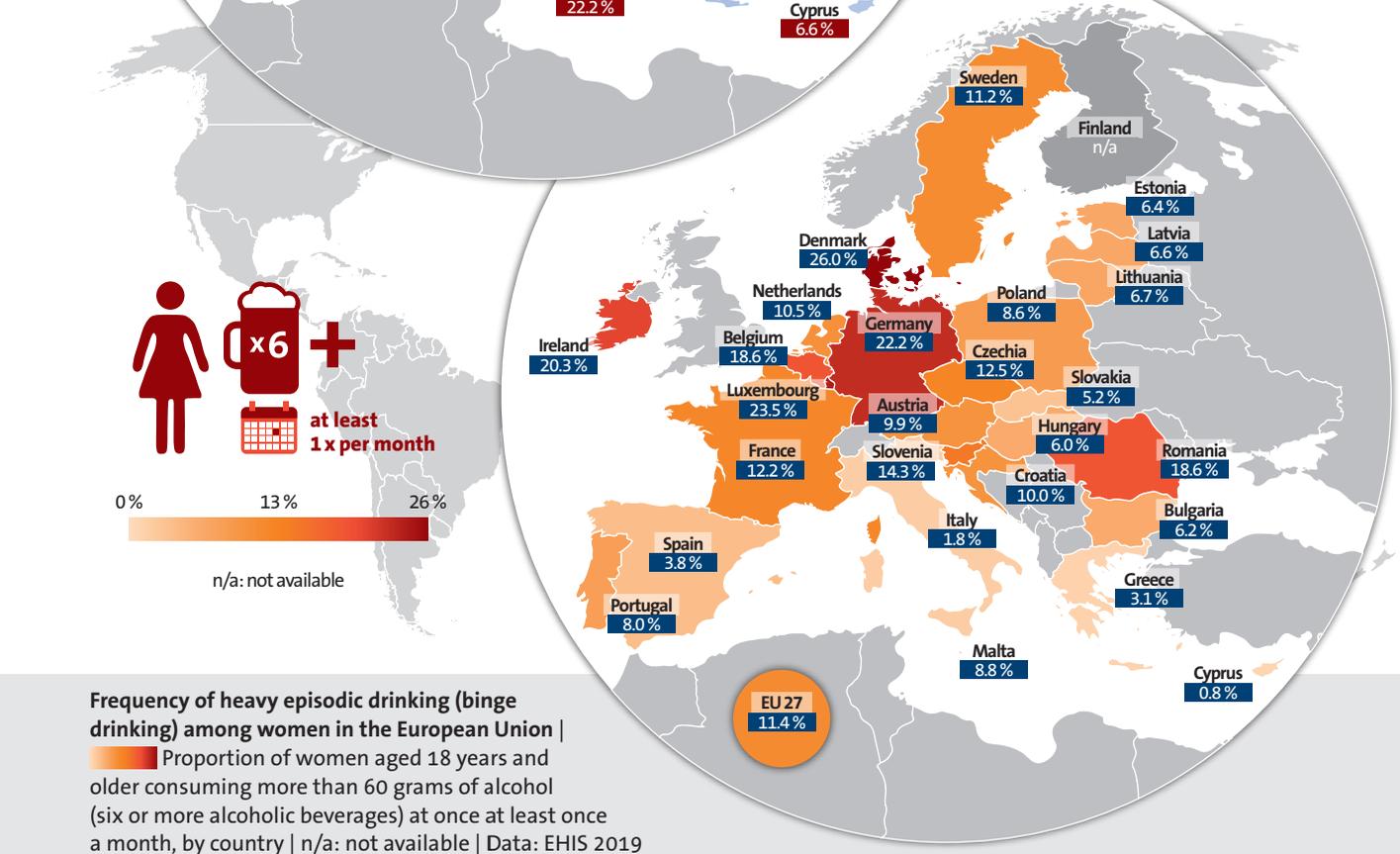
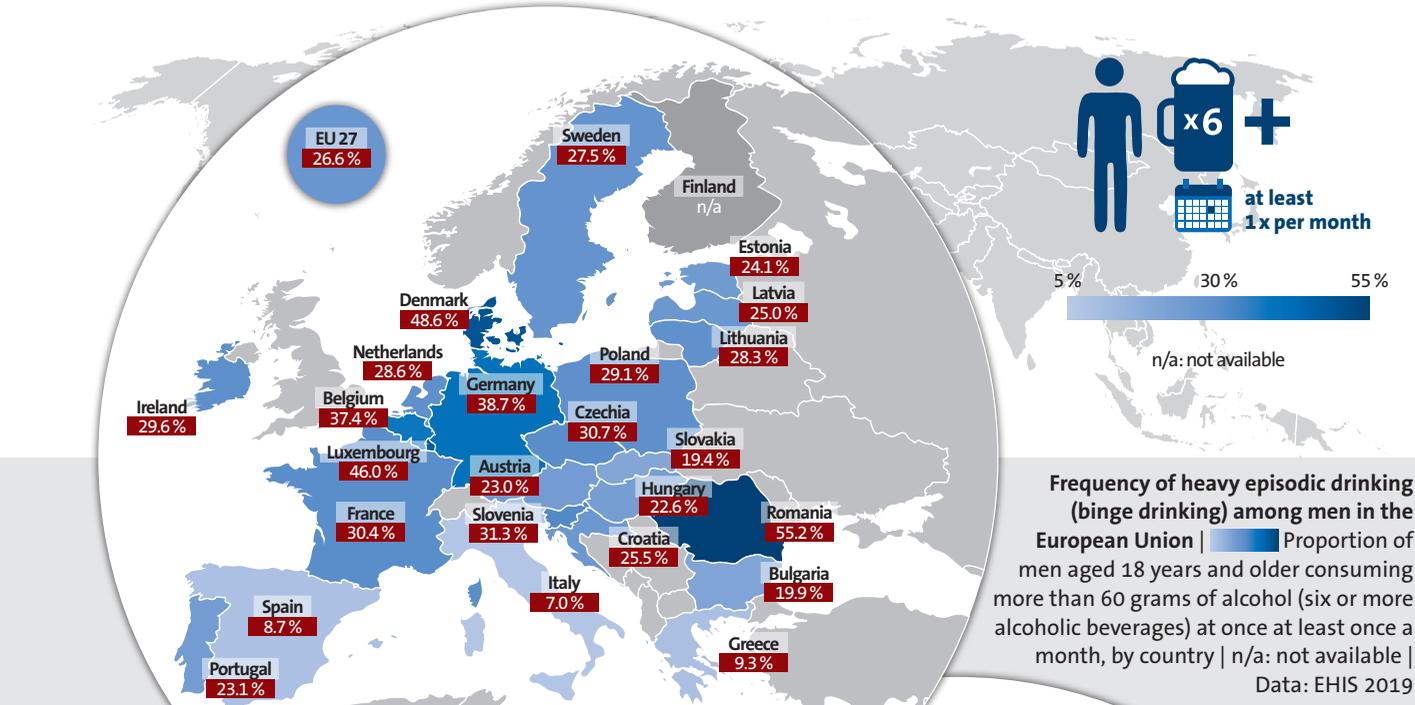
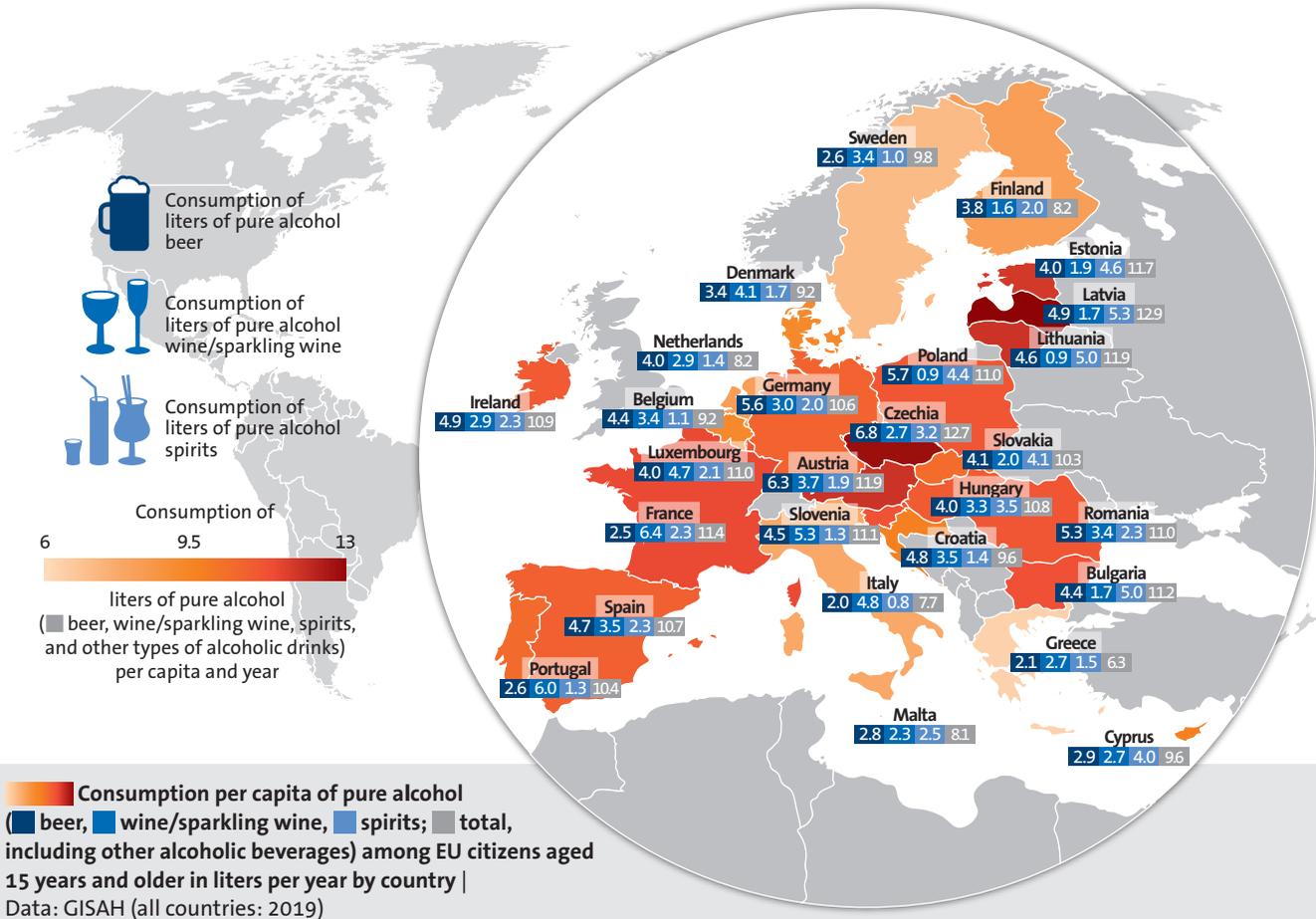
## Alcohol Consumption by Adults in the EU

In 2021, Germany's annual pure alcohol consumption (10.6 liters per year) was slightly over the 10 liter average in the European Union (EU) | Latvia and the Czech Republic showed the highest annual consumption of pure alcohol per capita among people aged 15 and over, almost 13 liters per year. In contrast, Greece and Italy had the lowest, with less than 8 liters per year. Despite the decrease in consumption observed in many EU countries over the last 10 years, Europe is still the region with the highest alcohol consumption worldwide.

In terms of beer consumption, with 5.6 liters per capita, Germany ranks fourth after the Czech Republic, Austria and Poland | With respect to wine and spirits, Germany's consumption is

below the EU average, with three and two liters per capita and year in the population aged 15 and over, respectively.

**Binge drinking (six or more drinks on one occasion at least once a month), which is particularly harmful to health, is more widespread in Germany than the EU average** | In Germany, around 39 percent of men and 22 percent of women got drunk at least once a month in 2019. In contrast, in the EU, only about 27 percent of men and 11 percent of women on average did the same. Binge drinking is least common in Cyprus, Italy, Greece, and Spain, where less than 10 percent of men and women do it at least once a month.



# 1.2

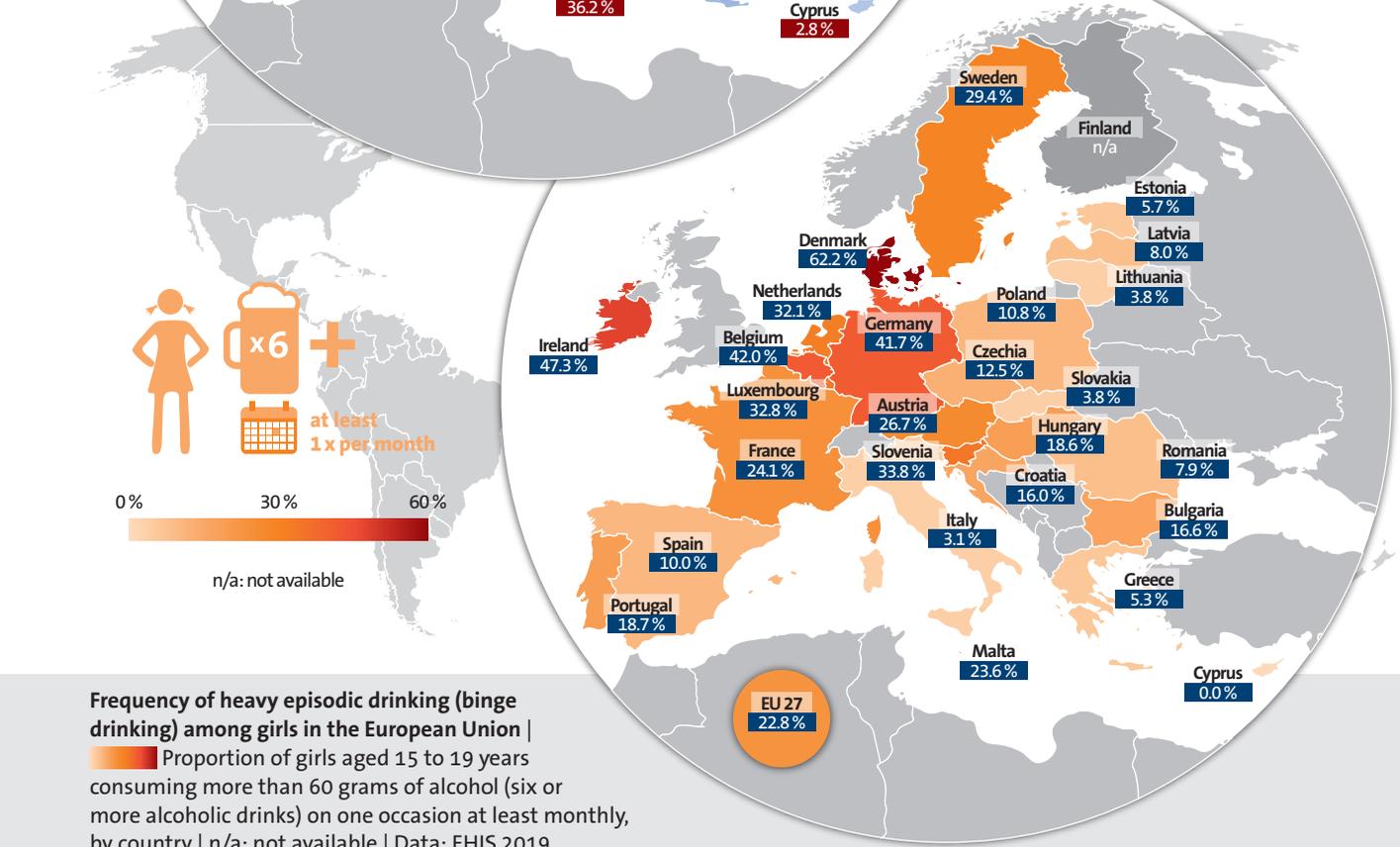
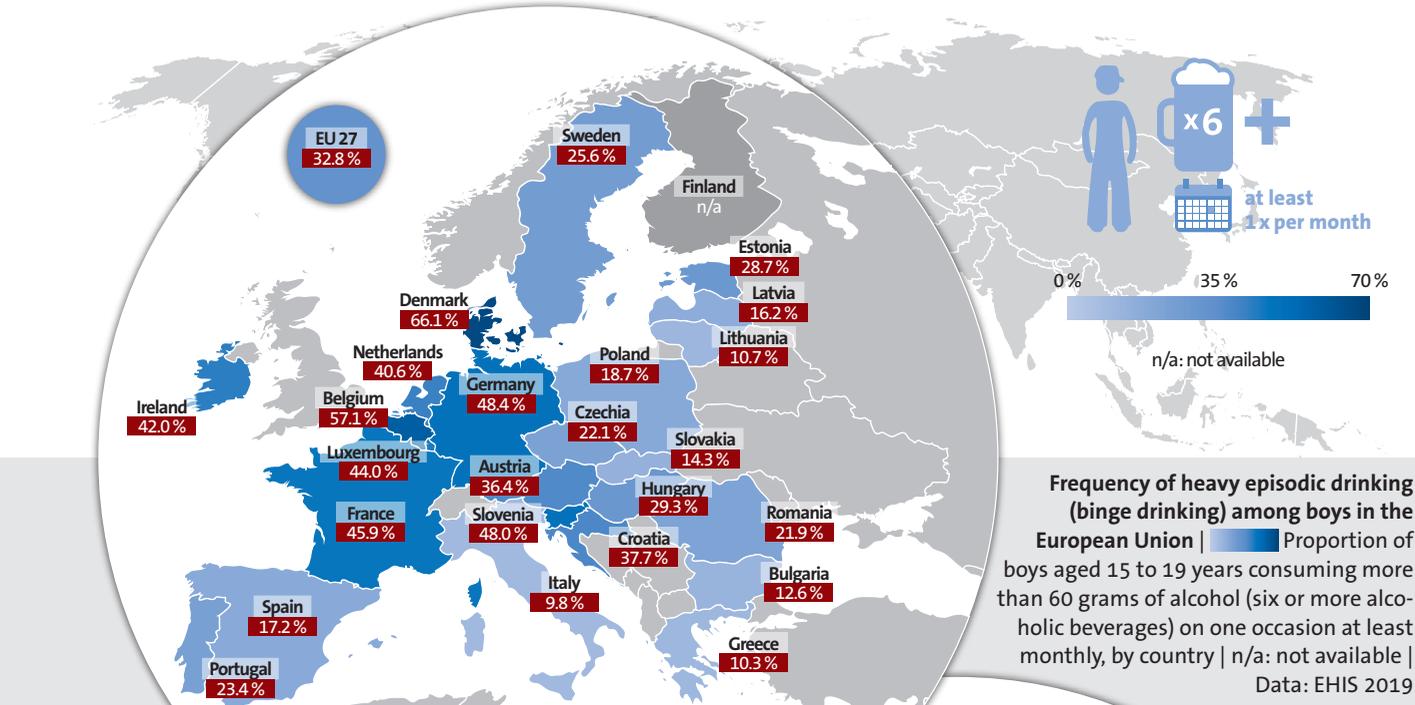
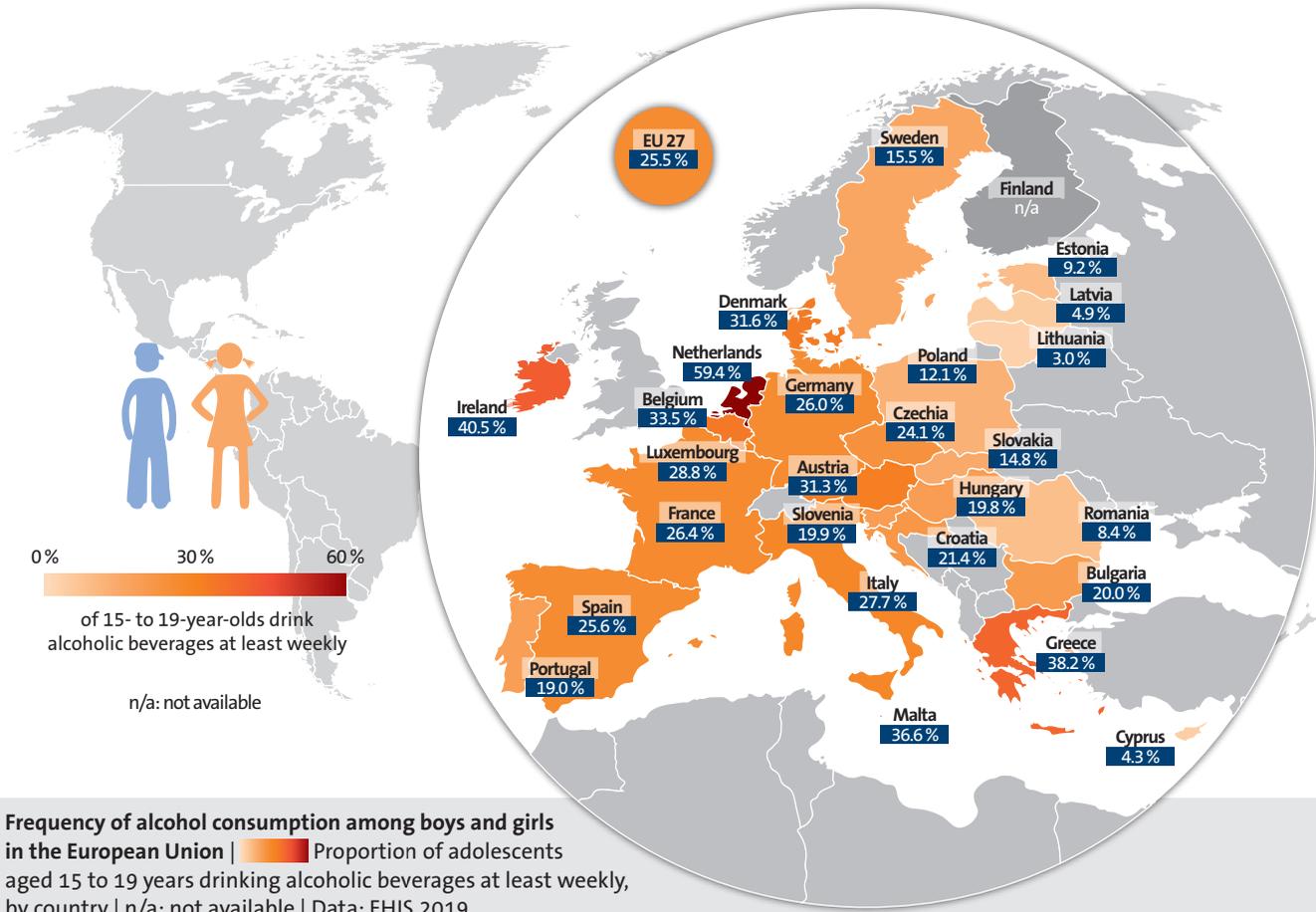
## Alcohol Consumption by Adolescents in the EU

In the European Union (EU), on average, a quarter of all young people aged 15 to 19 drinks alcohol at least once a week | As in the rest of the EU, in Germany around 26 percent of young people aged 15 to 19 years drank alcohol on a weekly basis in 2019. In the Netherlands, the proportion of young people drinking alcohol is particularly high, at almost 60 percent. In contrast, Lithuania, Cyprus, and Latvia have the lowest prevalence of weekly alcohol consumption (less than five percent each).

With respect to binge drinking (six or more drinks on one occasion at least once a month), Germany is among the top positions behind Denmark and Belgium | In Germany, almost 46 percent

of young people aged 15 to 19 years (around 48 percent of boys and 42 percent of girls) drank till intoxication at least once a month in 2019. Meanwhile, only about 28 percent did it in the EU (about 33 percent of boys and 23 percent of girls). Monthly binge drinking is least common in Cyprus, involving only 1.7 percent of adolescents.

In almost all EU countries, both weekly and binge drinking are more common among boys than girls | In 2019, only in Ireland, Sweden, and Bulgaria was binge drinking at least once a month more common among girls than among boys.



# 1.3

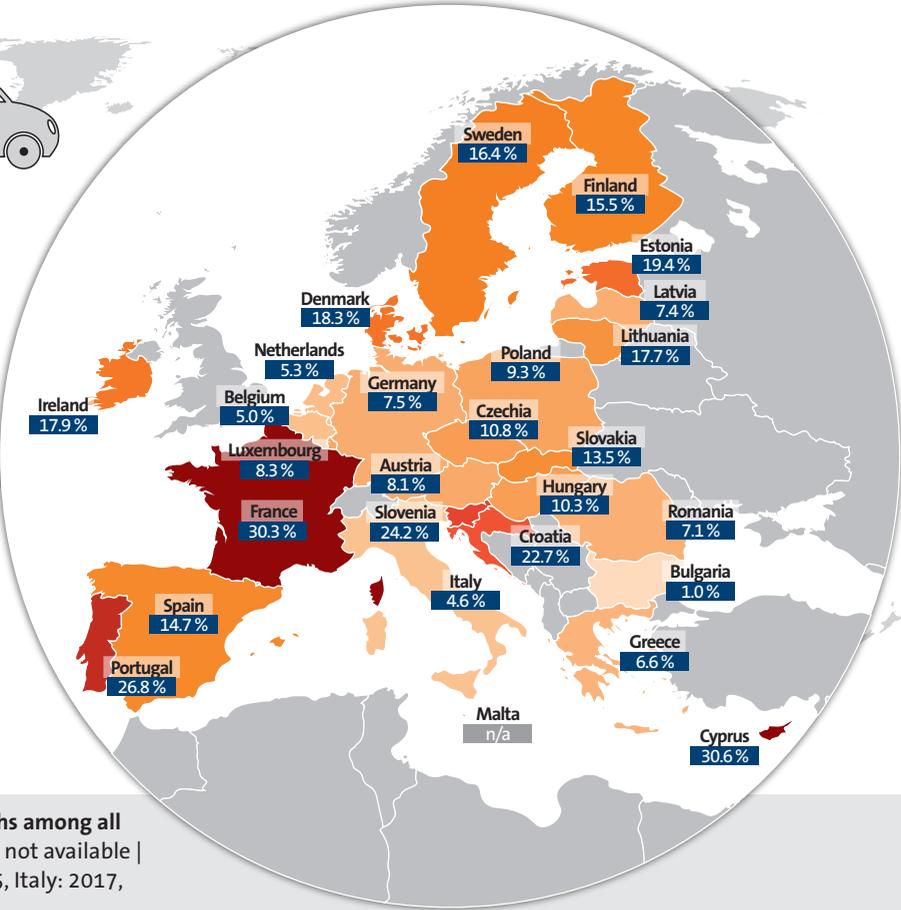
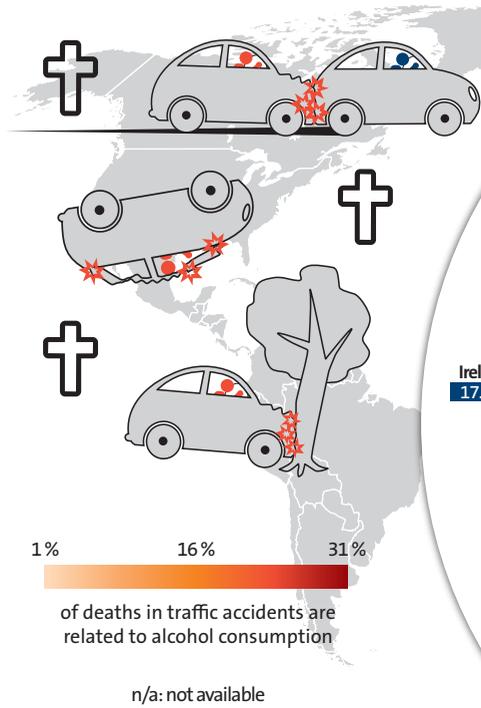
## Consequences of Alcohol Consumption in the EU

In the European Union (EU), around seven percent of deaths were attributed to alcohol consumption in 2016 | With only five percent of alcohol attributable deaths, Germany is below the European average. The proportion of alcohol-related deaths is particularly high in Lithuania, Latvia, and Estonia, where over 20 percent of deaths are attributable to alcohol consumption. The proportion of alcohol-related deaths is lowest in Malta, Cyprus, Sweden, Italy and the Netherlands, at less than four percent each.

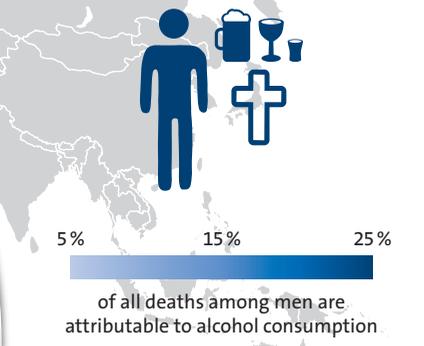
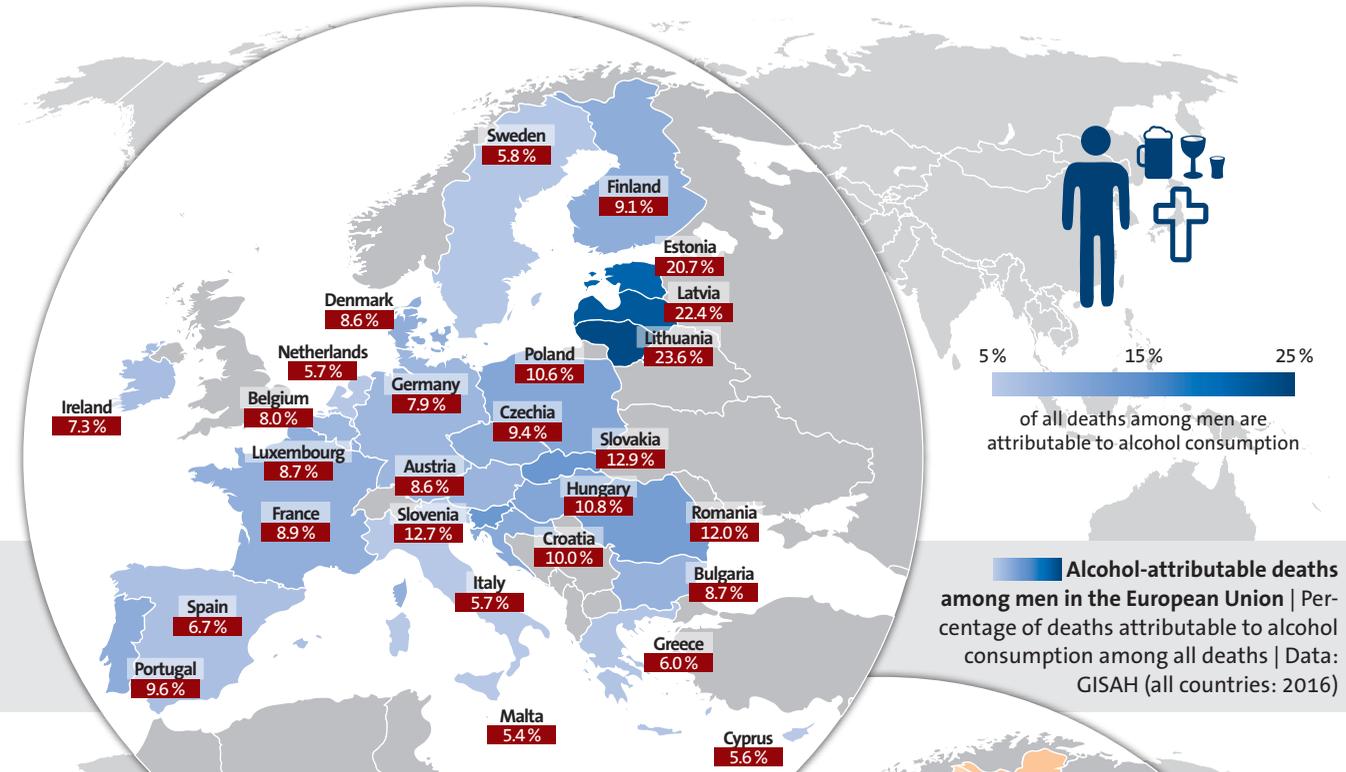
In all EU countries – except for the Baltic states – the proportion of alcohol-related deaths among men is significantly higher than among women | There is a particularly marked difference in this respect in Slovenia and Slovakia, where over 12 percent of deaths

among men but only around three percent of deaths among women are caused by alcohol consumption. In Estonia and Latvia, the proportion of alcohol-related deaths among women is only slightly lower than among men, and in Lithuania, it is actually higher.

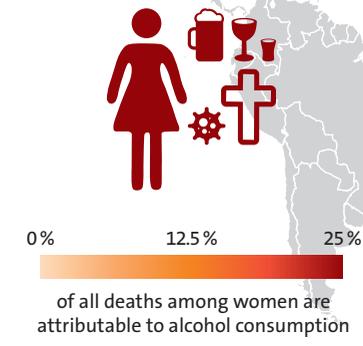
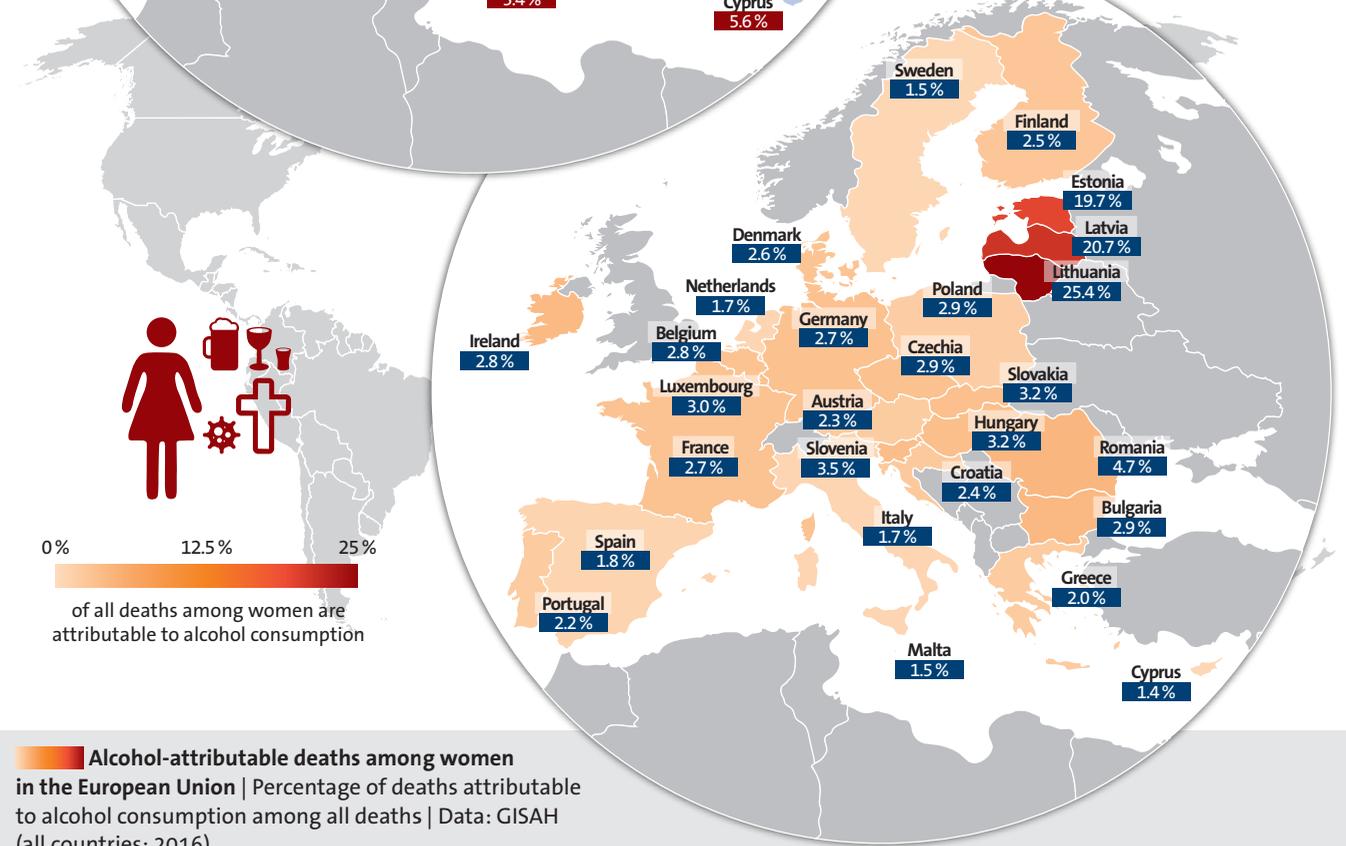
In 2018, an average of 14.3 percent of all deaths in road accidents in the EU were alcohol-related, with very large differences between countries | For example, in Cyprus, France, Portugal, Slovenia, and Croatia, over 20 percent of deaths in road accidents were alcohol-related, while in the Netherlands, Belgium, Italy, and Bulgaria, the proportion was five percent or less.



Percentage of alcohol-related deaths among all traffic-related deaths in EU countries | n/a: not available | Data: European Commission (Ireland: 2015, Italy: 2017, all other countries: 2018)



Alcohol-attributable deaths among men in the European Union | Percentage of deaths attributable to alcohol consumption among all deaths | Data: GISAH (all countries: 2016)



Alcohol-attributable deaths among women in the European Union | Percentage of deaths attributable to alcohol consumption among all deaths | Data: GISAH (all countries: 2016)

A hand holding a wooden structure with yellow stars, symbolizing the European Union. The background is a blue-tinted image of a person's face and a fence.

## Prevention of Alcohol Consumption in the European Union

2

# 2.1

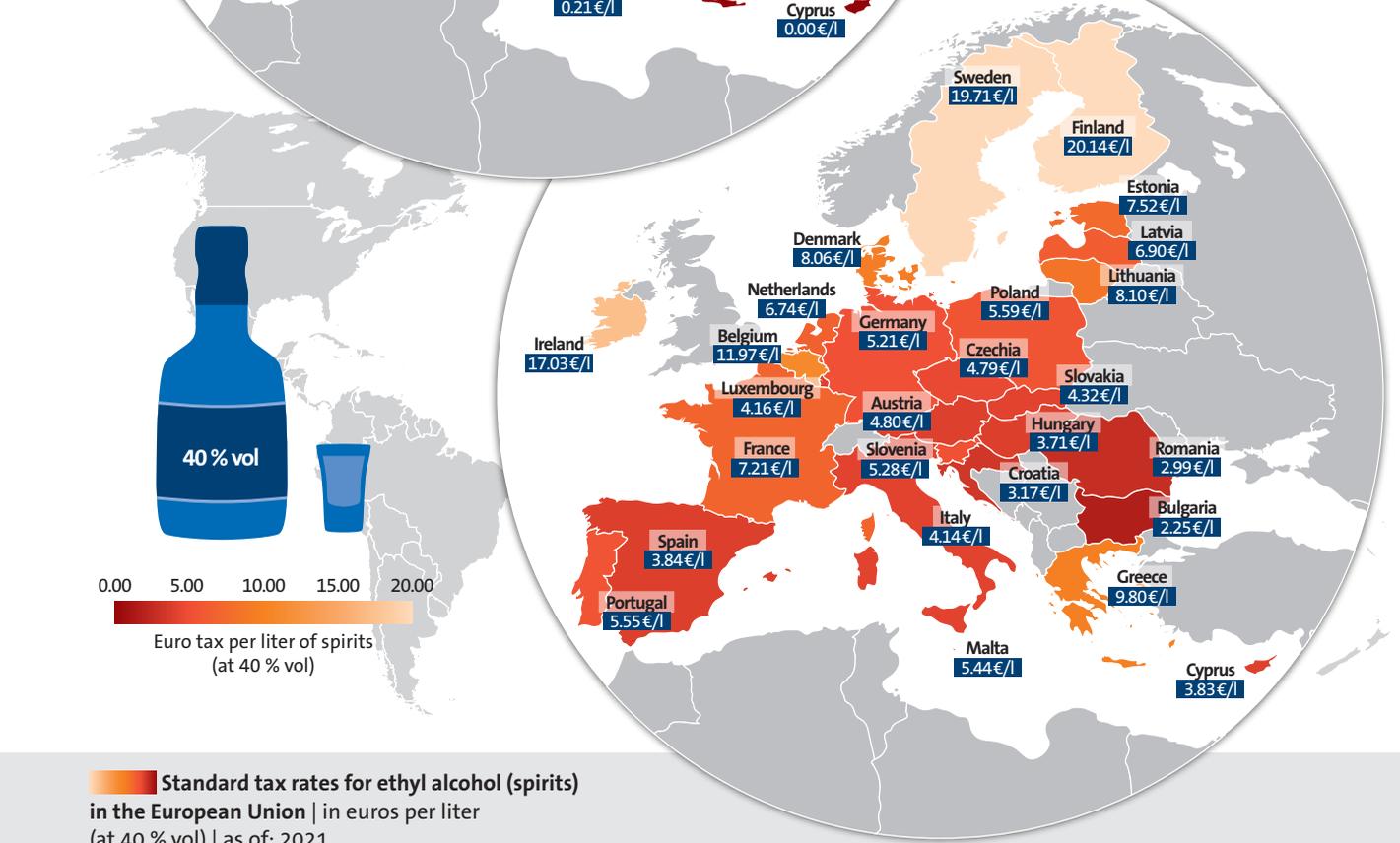
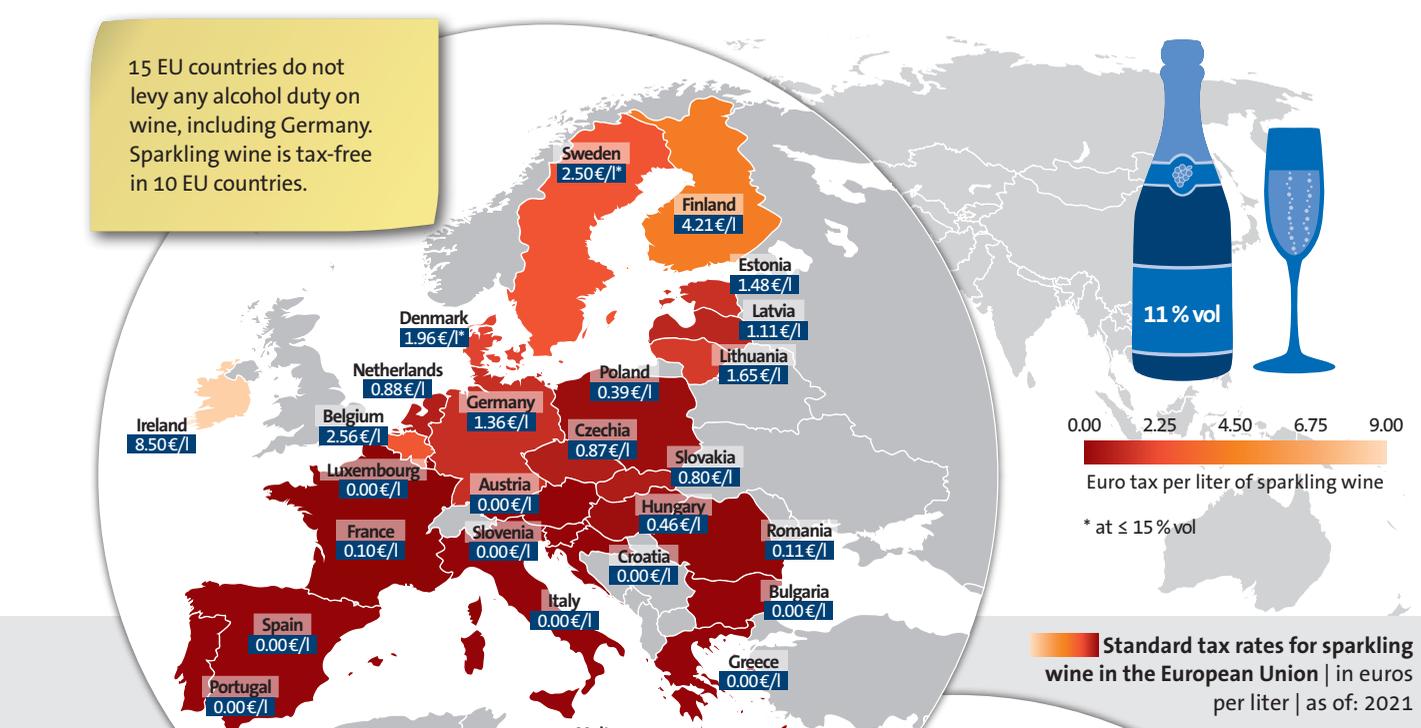
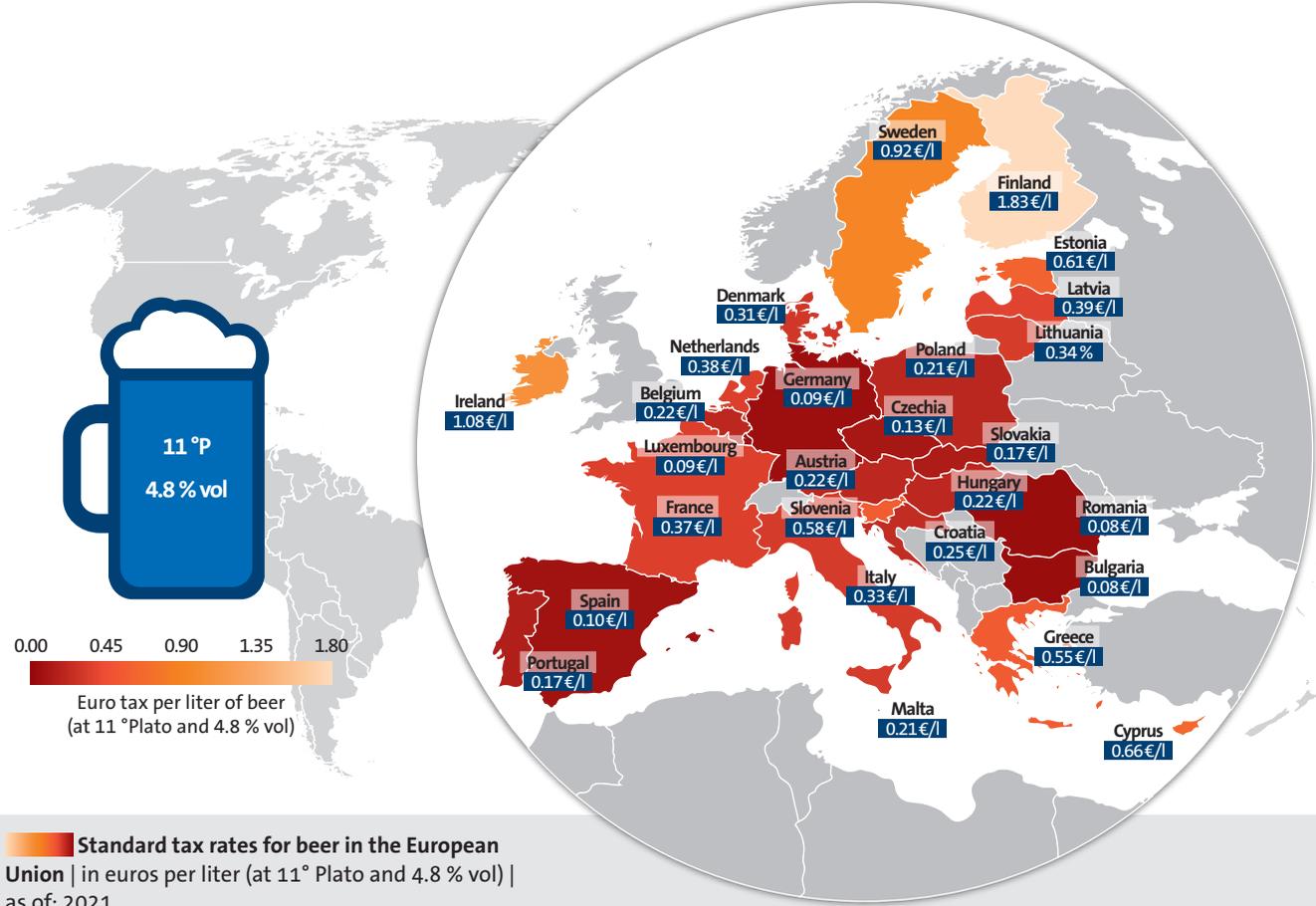
## Pricing Policies in the EU

The European Commission sets minimum tax rates for alcohol (Directives 92/83/EEC and (EU) 2020/1151) and maximum quantities for the cross-border sale of alcoholic beverages (Directive 2008/118/EC, from 2023: Directive (EU) 2020/262, and Directive 2007/74/EC) | Member states may set excise duty rates above these minimum rates. The taxes on alcoholic beverages differ greatly among EU countries, which affects cross-border sales of alcohol. Private individuals may purchase alcohol for personal use within the EU, paying excise taxes only in the country where they purchased it.

Among European countries, Germany has rather low alcohol taxes | In Germany, the current tax rate for beer (0.09 euros per liter) is among the lowest tax rates among EU countries. In

contrast, Finland has the highest tax rate for beer (1.83 euros per liter). Germany and some other EU countries do not levy excise duty on wine, and EU member states differently tax sparkling wine and spirits. For instance, Ireland levies by far the highest tax rate for wine and sparkling wine at 8.50 euros per liter and Finland has the highest tax for spirits (over 20 euros per liter).

Europe's Beating Cancer Plan recommends a review of EU legislation relating to the taxation of alcohol and cross-border purchase of alcohol products | The European Commission will have to adopt proposals for this revision in 2022. The revision has the aim to contribute to reducing harmful alcohol consumption by 10 percent by 2025.



# 2.2

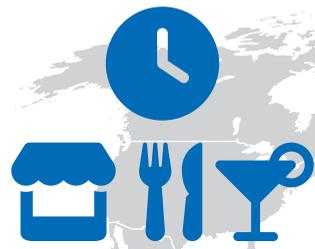
## Restrictions on Supply and Availability in the EU

**In the European Union (EU), there is no common regulation on age limits or alcohol sales** | However, the 2007 European Parliament resolution 2007/2005(INI) recommends that member states restrict access to and availability of alcohol to young people. Potential measures include a strict implementation of existing bans on sales to young people, strong controls at points of sale such as stores and restaurants, and developing guidelines on age limits for the purchase, sale, and distribution of alcoholic beverages.

**In most EU countries, the minimum age for alcohol purchase is 18 years** | In Luxembourg, young people can buy alcohol from the age of 16 years, and in Cyprus and Malta from the age of 17 years. In Germany, Belgium, Denmark, and Austria, 16-year-olds can buy alcoholic beverages with a low alcohol content, but spirits not before the age of 18 years. In Sweden, 18-year-old people can buy alcoholic beverages with up to 3.5% vol; however, beverages

with higher alcohol content can only be purchased from the age of 20 years. Thirteen EU member states set the same age limits for alcohol consumption as for purchase, 11 countries have no age limit for alcohol consumption, 14 countries restrict the hours for alcohol sale in stores, and 12 countries restrict the hours for alcohol sale in restaurants.

**The resolution of the European Parliament on “Strengthening Europe in the fight against cancer” of February 2022 recommends, as part of a revised EU alcohol strategy, zero alcohol consumption for minors** | In this context, the principle of subsidiarity and current national legislation on age limits on alcohol consumption must be respected.

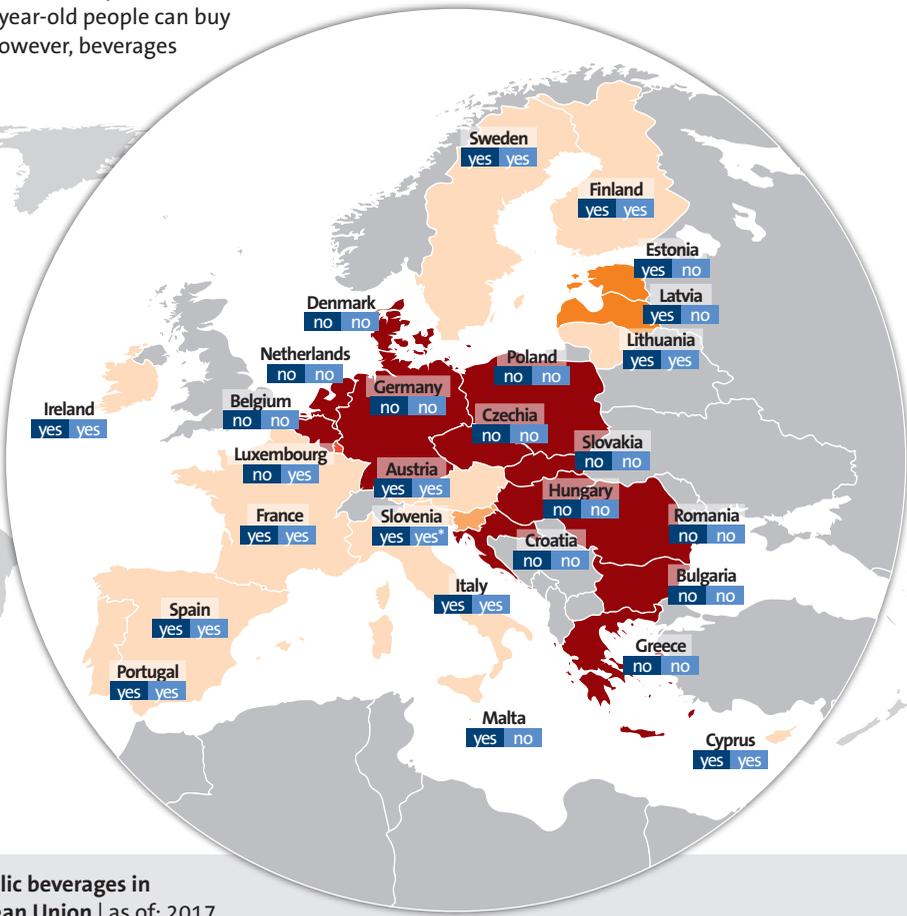


Restrictions on the hours of sale of alcoholic beverages

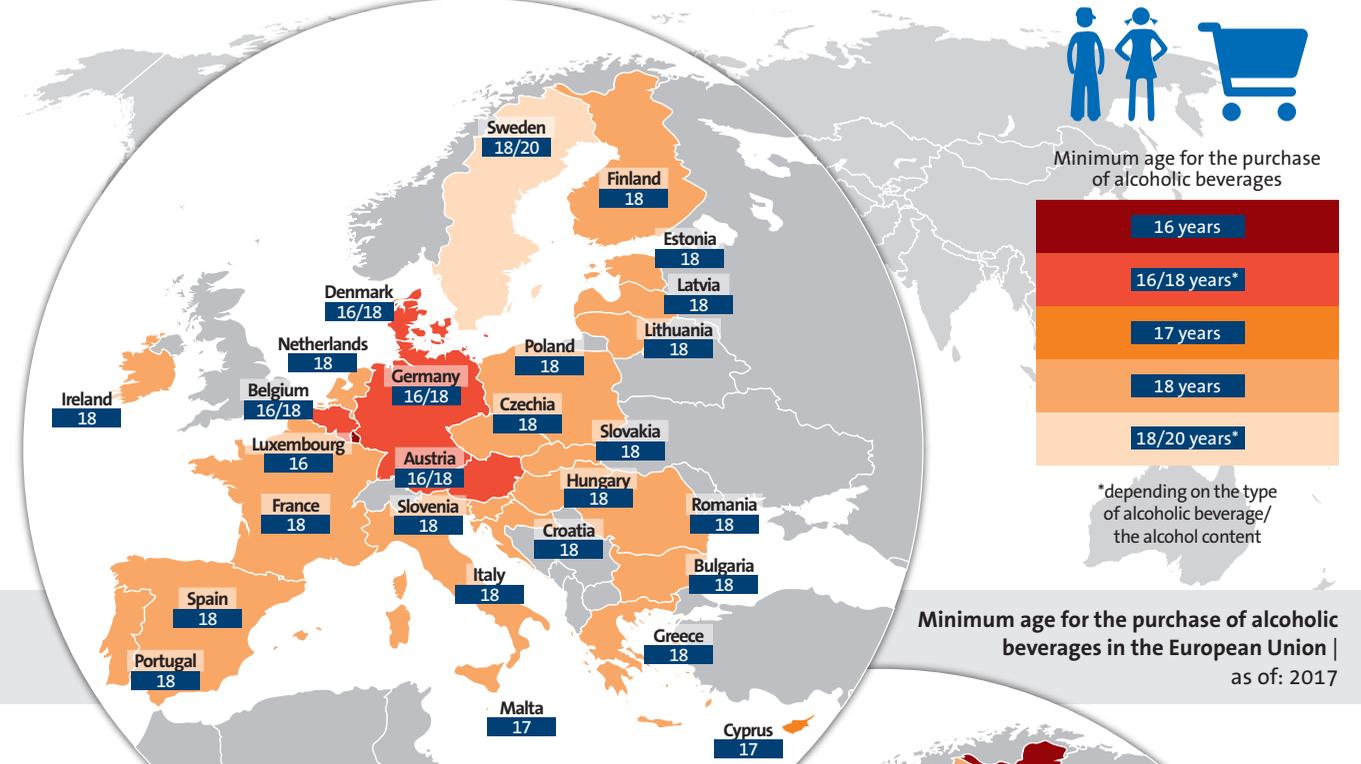
■ in stores ■ in pubs/restaurants

no	no
no	yes
yes	no
yes	yes*
yes	yes

\*only for spirits



Restrictions on the hours of sale of alcoholic beverages in stores and pubs/restaurants in the European Union | as of: 2017



Minimum age for the purchase of alcoholic beverages

16 years
16/18 years*
17 years
18 years
18/20 years*

\*depending on the type of alcoholic beverage/ the alcohol content

Minimum age for the purchase of alcoholic beverages in the European Union | as of: 2017

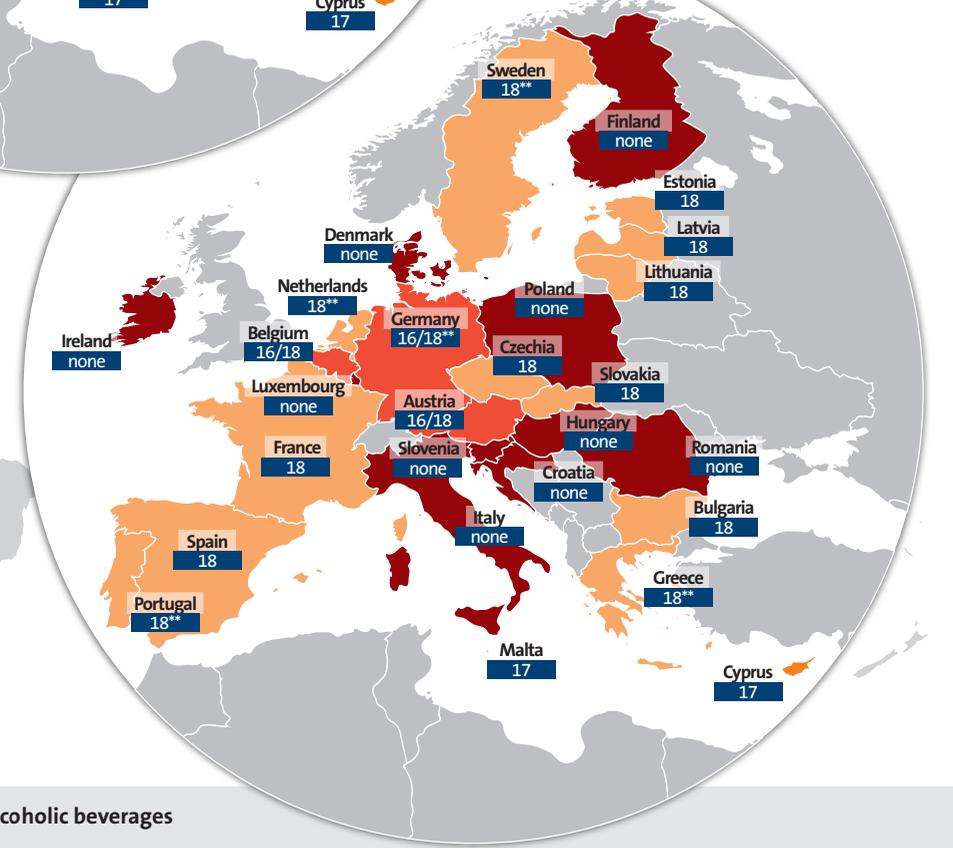


Minimum age for the consumption of alcoholic beverages

no minimum age
16/18 years*
17 years
18 years

\*depending on the type of alcoholic beverage/ the alcohol content

\*\*only in public places or in pubs/restaurants



Minimum age for the consumption of alcoholic beverages in the European Union | as of: 2017

# 2.3

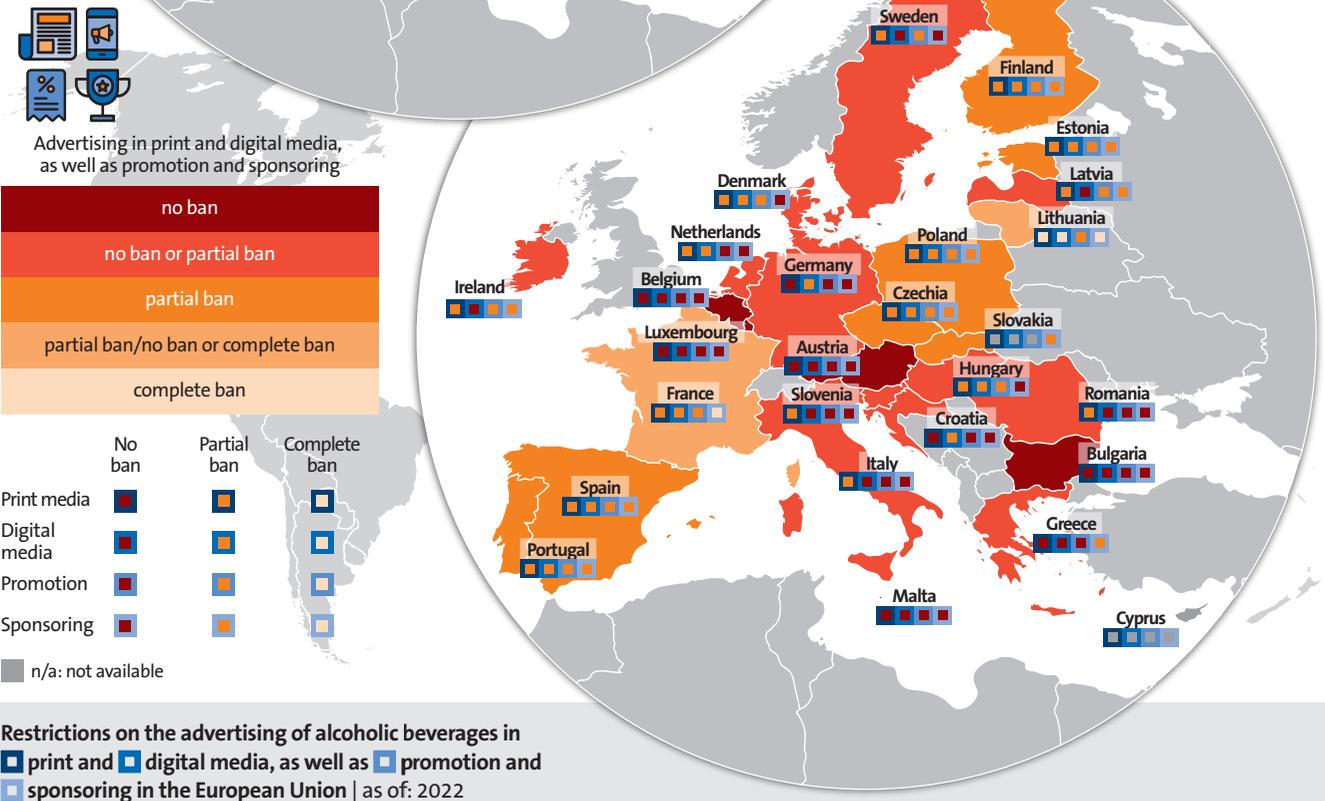
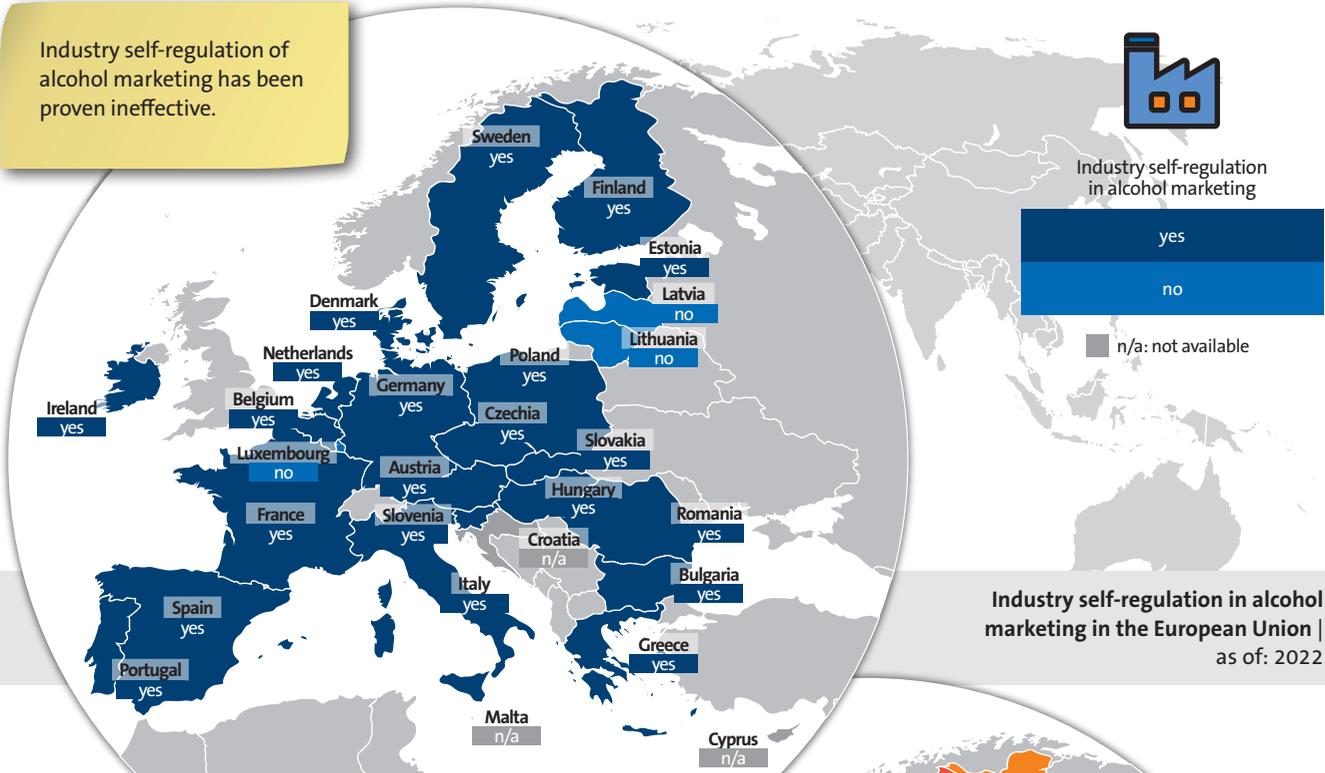
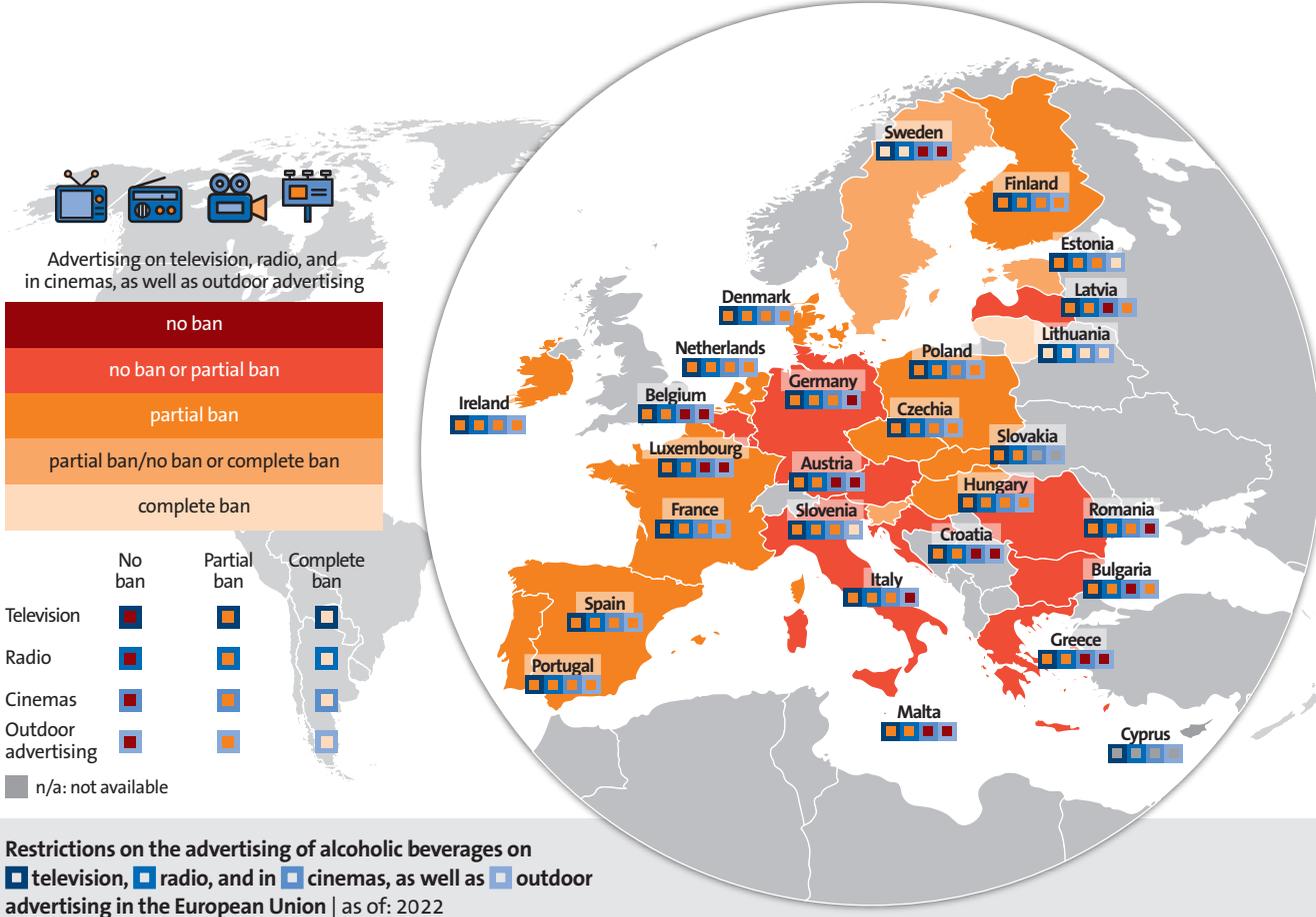
## Advertising Restrictions in the EU

The European Audiovisual Media Services Directive (AVMSD) sets restrictions on the content of alcohol advertising on TV, radio, and video-sharing platforms | Directive 2010/13/EU sets content restrictions on alcohol advertising on television. Directive (EU) 2018/1808 extends this regulation to video-sharing platforms and requires member states to promote self- and co-regulation to protect minors from alcohol advertising. The Directive on electronic commerce (2000/31/EC) requires advertising on the Internet to be recognizable as such and the advertiser to be identifiable.

EU countries restrict alcohol advertising to varying degrees | Lithuania bans alcohol advertising on TV, radio, print, cinema,

billboards, and sponsorship, and Sweden only in TV, radio, and print. Estonia and Slovenia ban outdoor advertising for alcoholic beverages, while France prohibits sponsorship. Eight countries ban advertising for spirits in different media, with Finland prohibiting advertising for spirits in all media except the Internet. Twenty-one countries have self-regulatory codices from industry.

Europe's Beating Cancer Plan includes a review on the implementation of the AVMSD | In a 2022 decision, the EU Parliament recommends a ban on alcohol advertising and sponsorship at sport events attended mainly by children, as well as close monitoring of the implementation of the revised AVMSD.



# 2.4

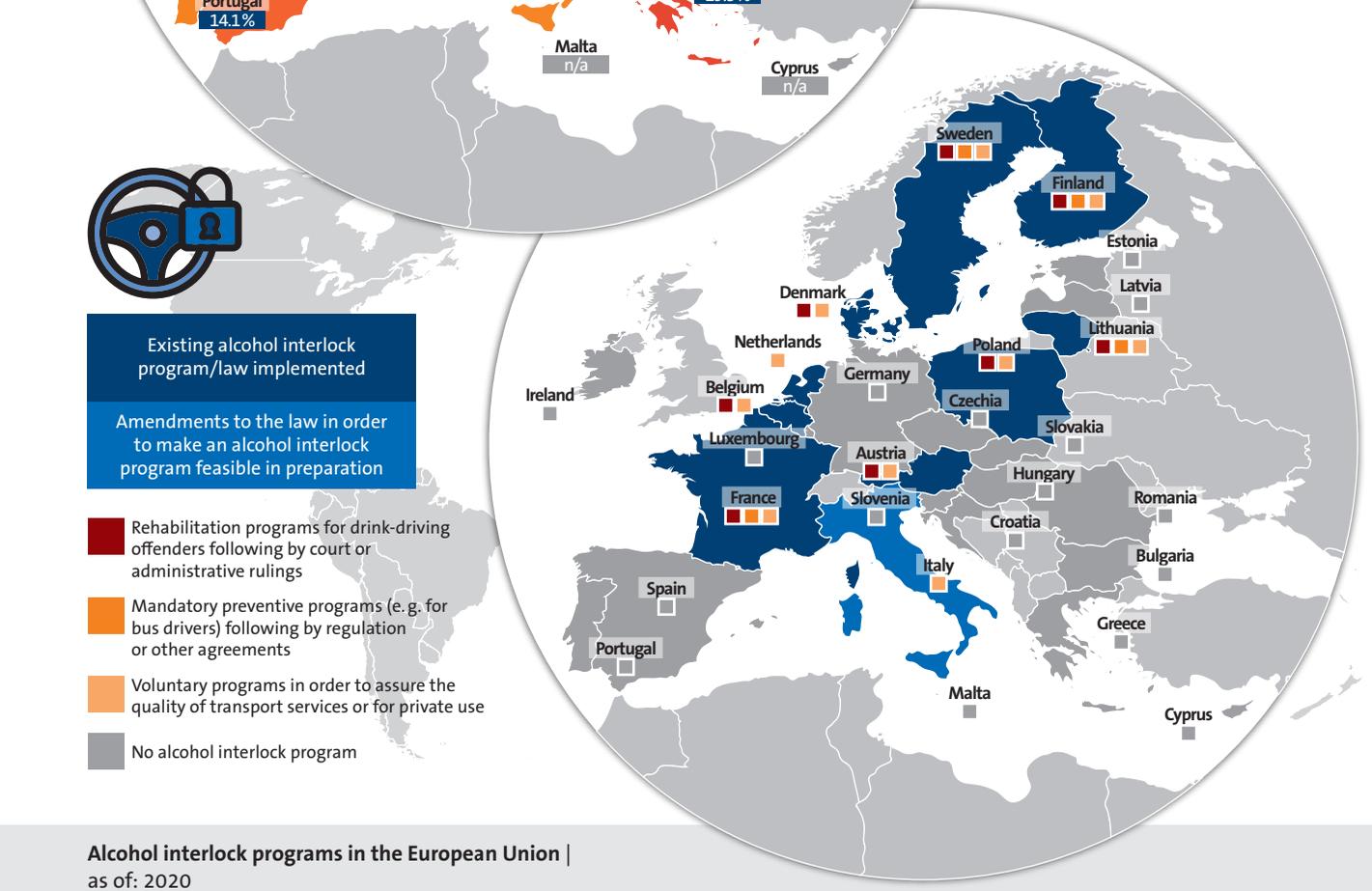
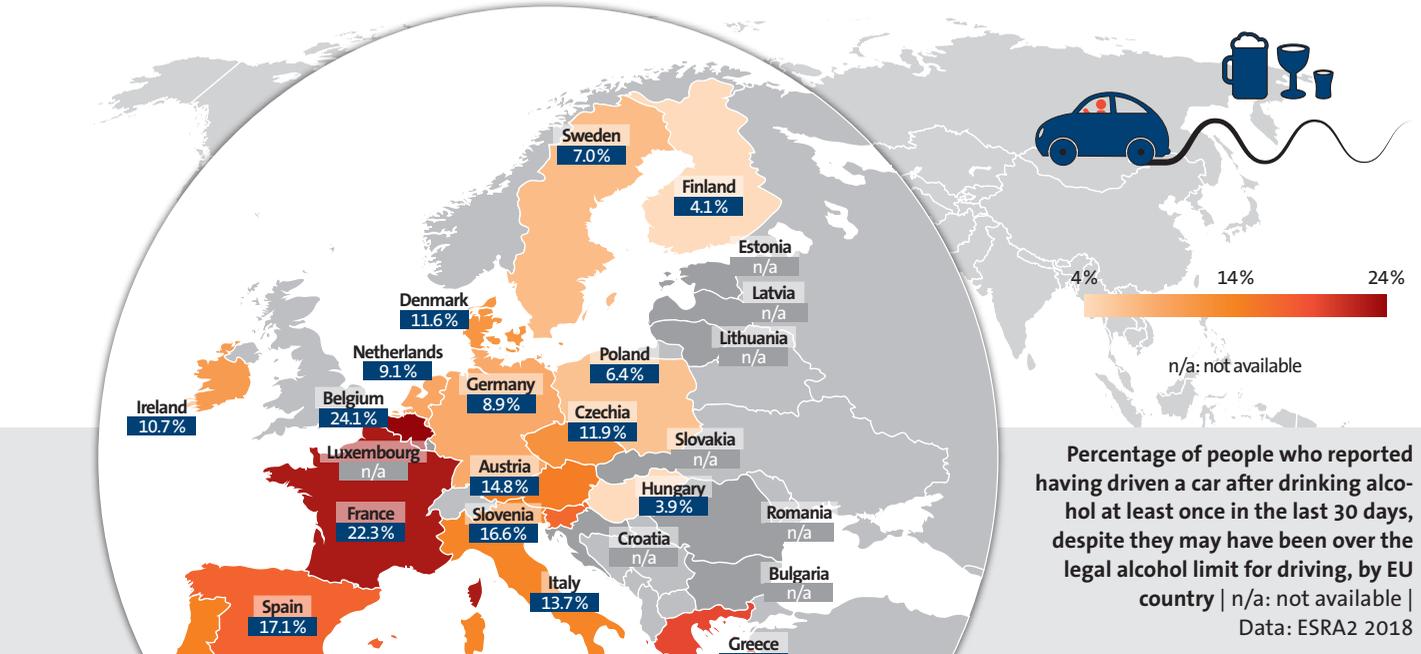
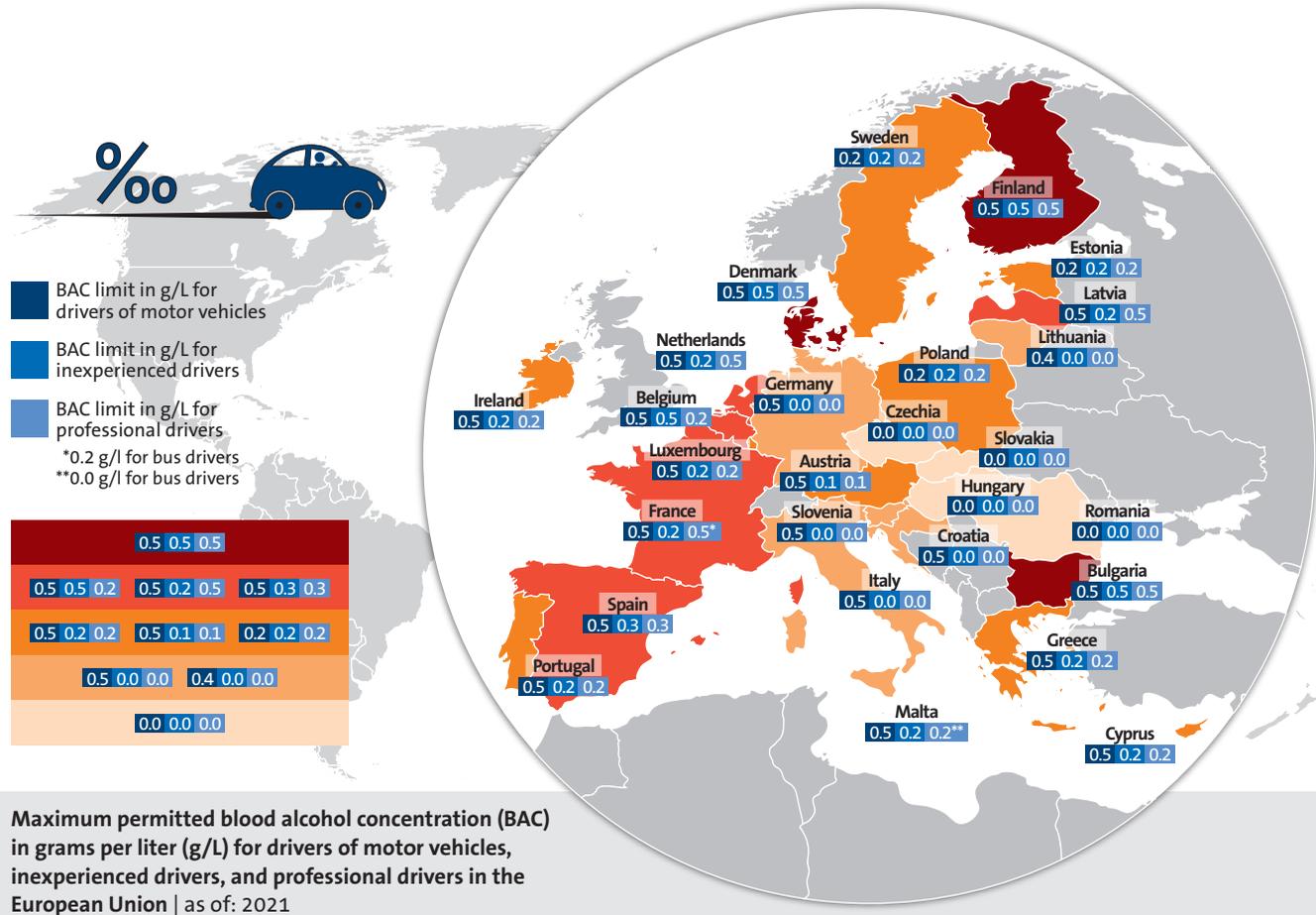
## Legal Framework for Alcohol in Traffic in the EU

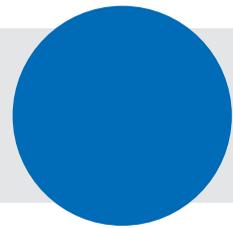
At the European Union (EU) level, there is no common regulation, only a recommendation (2001/115/EC) to reduce drink driving | It recommends a blood alcohol concentration (BAC) of 0.5 grams per liter for drivers and riders of motor vehicles and an upper limit of 0.2 grams per liter for inexperienced drivers and drivers of motorcycles, trucks, and transport vehicles. In addition, it recommends random alcohol testing and sobriety checkpoints. In addition, regulation 2019/2144 requires preparing motor vehicles for installing alcohol ignition interlocks.

In most EU countries, the general BAC limit is 0.5 grams per liter or lower | Nineteen EU countries have set a BAC limit of 0.5 grams per liter for drivers of motor vehicles. Lithuania has a BAC limit

of 0.4 grams per liter, three countries have 0.2 grams per liter, and four have an absolute alcohol ban. For inexperienced drivers, there is a BAC limit between 0.0 and 0.3 grams per liter in 24 EU countries. Most EU countries have also introduced a BAC limit of 0.3 grams per liter or lower for professional drivers. Moreover, all EU countries perform random breath tests and 19 countries have sobriety checkpoints as well.

A total of nine EU countries have alcohol interlock programs | Eight countries have an alcohol interlock program for offenders driving under the influence of alcohol, four have preventive alcohol interlock programs for bus drivers, and nine have voluntary alcohol interlock programs.





# References and List of Figures

## 1 Alcohol Consumption in the European Union and its Consequences

Photo: © Кирилл Рыжов/Fotolia (bearbeitet)

### 1.1 Alcohol Consumption by Adults in the EU

Text

Eurostat (2022) Health determinants. Alcohol consumption. Frequency of alcohol consumption by sex, age and educational attainment level. Last update: April 2022, <https://ec.europa.eu/eurostat/web/health/data/database> (accessed 18 June 2022)

Eurostat (2022) Health determinants. Alcohol consumption. Frequency of heavy episodic drinking by sex, age and educational attainment level. Last update: April 2022, <https://ec.europa.eu/eurostat/web/health/data/database> (accessed 18 June 2022)

Organisation for Economic Co-operation and Development & European Commission (2020) Health at a glance: Europe 2020: State of health in the EU cycle. OECD Publishing, Paris, France

World Health Organization (2019) Status report on alcohol consumption, harm and policy responses in 30 European countries 2019. WHO Regional Office for Europe, Copenhagen, Denmark

World Health Organization (2021) Global Information System on Alcohol and Health (GISAH). Levels of Consumption. Alcohol, recorded per capita (15+) consumption (in litres of pure alcohol). Last update: April 2021, <https://www.who.int/data/gho/data/themes/global-information-system-on-alcohol-and-health> (accessed 18 June 2022)

*Figure: Consumption per capita of pure alcohol (beer, wine/sparkling wine, spirits; total, including other alcoholic beverages) among EU citizens aged 15 years and older in liters per year by country*

World Health Organization (2021) Global Information System on Alcohol and Health (GISAH). Levels of Consumption. Alcohol, recorded per capita (15+) consumption (in litres of pure alcohol). Last update: April 2021, <https://www.who.int/data/gho/data/themes/global-information-system-on-alcohol-and-health> (accessed 18 June 2022)

*Figures: Frequency of heavy episodic drinking (binge drinking) among men in the European Union | Frequency of heavy episodic drinking (binge drinking) among women in the European Union*

Eurostat (2022) Health determinants. Alcohol consumption. Frequency of heavy episodic drinking by sex, age and educational attainment level. Last update: April 2022, <https://ec.europa.eu/eurostat/web/health/data/database> (accessed 18 June 2022)

### 1.2 Alcohol Consumption by Adolescents in the EU

Text

Eurostat (2022) Health determinants. Alcohol consumption. Frequency of alcohol consumption by sex, age and educational attainment level. Last update: April 2022, <https://ec.europa.eu/eurostat/web/health/data/database> (accessed 18 June 2022)

Eurostat (2022) Health determinants. Alcohol consumption. Frequency of heavy episodic drinking by sex, age and educational attainment level. Last update: April 2022, <https://ec.europa.eu/eurostat/web/health/data/database> (accessed 18 June 2022)

Organisation for Economic Co-operation and Development & European Commission (2020) Health at a glance: Europe 2020: State of health in the EU cycle. OECD Publishing, Paris

World Health Organization (2019) Status report on alcohol consumption, harm and policy responses in 30 European countries.

*Figure: Frequency of alcohol consumption among boys and girls in the European Union*

Eurostat (2022) Health determinants. Alcohol consumption. Frequency of alcohol consumption by sex, age and educational attainment level. Last update: April 2022, <https://ec.europa.eu/eurostat/web/health/data/database> (accessed 18 June 2022)

*Figures: Frequency of heavy episodic drinking (binge drinking) among boys in the European Union | Frequency of heavy episodic drinking (binge drinking) among girls in the European Union*

Eurostat (2022) Health determinants. Alcohol consumption. Frequency of heavy episodic drinking by sex, age and educational attainment level. Last update: April 2022, <https://ec.europa.eu/eurostat/web/health/data/database> (accessed 18 June 2022)

## 1.3 Consequences of Alcohol Consumption in the EU

Text

Modijefsky M, Janse R, Spit W (Ecorys), et al. (2021) Prevention of driving under the influence of alcohol and drugs. Final Report. April 2021, Directorate-General for Mobility and Transport, Directorate C – Land, Unit C2 – Road Safety, European Commission, Brussels

World Health Organization (2021) Global Information System on Alcohol and Health (GISAH). Harms and Consequences. Morbidity. Alcohol-related road traffic crashes (% of all traffic crashes). Last update: August 2018, <https://www.who.int/data/gho/data/themes/global-information-system-on-alcohol-and-health> (accessed 20 June 2022)

World Health Organization (2019) Status report on alcohol consumption, harm and policy responses in 30 European countries 2019. WHO Regional Office for Europe, Copenhagen, Denmark

*Figure: Percentage of alcohol-related deaths among all traffic-related deaths in EU countries*

Modijefsky M, Janse R, Spit W (Ecorys), et al. (2021) Prevention of driving under the influence of alcohol and drugs. Final Report. April 2021, Directorate-General for Mobility and Transport, Directorate C – Land, Unit C2 – Road Safety, European Commission, Brussels, Belgium

*Figures: Alcohol-attributable deaths among men in the European Union | Alcohol-attributable deaths among women in the European Union*

World Health Organization (2021) Global Information System on Alcohol and Health (GISAH). Harms and Consequences. Mortality. Alcohol-attributable fractions, all-cause deaths (%). Last update: September 2018, <https://www.who.int/data/gho/data/themes/global-information-system-on-alcohol-and-health> (accessed 20 June 2022)

## 2 Prevention of Alcohol Consumption in the European Union

Photo: © ssoil322/Fotolia (bearbeitet)

### 2.1 Pricing Policies in the EU

Text

European Commission (2021) Excise Duty on Alcohol. [https://taxation-customs.ec.europa.eu/taxation-1/excise-duties/excise-duty-alcohol\\_en](https://taxation-customs.ec.europa.eu/taxation-1/excise-duties/excise-duty-alcohol_en) (accessed 8 July 2022)

European Commission (2021) Excise duty tables. Part I – alcoholic beverages. Shows the situation as at 01/07/2021, European Commission, Directorate-General Taxation and Customs Union, Indirect Taxation and Tax Administration, indirect taxes other than VAT, Brussels, Belgium

Europäische Kommission (2021) Ihre Meinung zählt; Veröffentlichte Initiativen; Im Ausland gekaufter Alkohol und Tabak – Überarbeitung der Steuervorschriften. [https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12650-Alcohol-to-bacco-bought-abroad-review-of-tax-rules/public-consultation\\_de](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12650-Alcohol-to-bacco-bought-abroad-review-of-tax-rules/public-consultation_de) (accessed 8 July 2022)

Europäische Kommission (2021) Mitteilung der Kommission an das Europäische Parlament und den Rat. Europas Plan gegen den Krebs. SWD(2021) 13 final. COM(2021) 44 final, 3 February 2021, Brussels

Gredner T, Niedermaier T, Brenner H, Mons U (2021) Impact of reducing alcohol consumption through price-based policies on cancer incidence in Germany 2020-50 – a simulation study. *Addiction* 116: 1677–1688

Kilian C, Rovira P, Neufeld M, et al. (2021) Modelling the impact of increased alcohol taxation on alcohol-attributable cancers in the WHO European Region. *Lancet Reg Health Eur* 11: 100225

Statistisches Bundesamt (2021) Steuersätze für Spirituosen <https://de.statista.com/statistik/daten/studie/166425/umfrage/steuersaetze-fuer-spirituosen> (accessed 8 July 2022)

World Health Organisation (2022) Draft action plan (2022–2030) to effectively implement the global strategy to reduce the harmful use of alcohol as a public health priority

*Figures: Standard tax rates for beer in the European Union | Standard tax rates for sparkling wine in the European Union | Standard tax rates for ethyl alcohol (spirits) in the European Union*

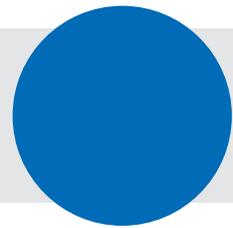
European Commission (2022) Excise Duty on Alcohol. [https://taxation-customs.ec.europa.eu/taxation-1/excise-duties/excise-duty-alcohol\\_en](https://taxation-customs.ec.europa.eu/taxation-1/excise-duties/excise-duty-alcohol_en) (accessed 8 July 2022)

European Commission (2021) Excise duty tables. Part I – alcoholic beverages. Shows the situation as at 01/07/2021, European Commission, Directorate-General Taxation and Customs Union, Indirect Taxation and Tax Administration, indirect taxes other than VAT, Brussels, Belgium

### 2.2 Restrictions on Supply and Availability in the EU

Text

European Parliament (2007) P6\_TA(2007)0377. Reducing alcohol-related harm. European Parliament resolution of 5 September



# References and List of Figures

2007 on an European Union strategy to support Member States in reducing alcohol-related harm (2007/2005(INI))

Europäisches Parlament (2022) Angenommene Texte. P9\_TA(2022)0038. Stärkung Europas im Kampf gegen Krebserkrankungen. Entschließung des Europäischen Parlaments vom 16. Februar 2022 zu der Stärkung Europas im Kampf gegen Krebserkrankungen – auf dem Weg zu einer umfassenden und koordinierten Strategie (2020/2267(INI))

European Union Agency for Fundamental Rights (2022) Mapping minimum age requirements concerning the rights of the child in the EU. Purchasing and consuming alcohol. <https://fra.europa.eu/de/publication/2017/mapping-minimum-age-requirements-concerning-rights-child-eu/purchasing-and-consuming-alcohol> (accessed 21 July 2022)

World Health Organization Regional Office for Europe (2018) Alcohol consumption, harm and policy response fact sheets for 30 European countries. WHO Regional Office for Europe, Copenhagen, Denmark

*Figures: Minimum age for the purchase of alcoholic beverages in the European Union | Minimum age for the consumption of alcoholic beverages in the European Union*

Autor nicht genannt (2021) Jugendschutzgesetz vom 23. Juli 2002 (BGBl. I S. 2730), das zuletzt durch Artikel 1 des Gesetzes vom 9. April 2021 (BGBl. I S. 742) geändert worden ist

European Union Agency for Fundamental Rights (2022) Mapping minimum age requirements concerning the rights of the child in the EU. Purchasing and consuming alcohol. <https://fra.europa.eu/de/publication/2017/mapping-minimum-age-requirements-concerning-rights-child-eu/purchasing-and-consuming-alcohol> (accessed 21 July 2022)

oesterreich.gov.at (2022) Themen; Jugendliche; Jugendrechte; Freizeit; Rauchen und Alkohol. Regelungen für Alkohol- und Tabakkonsum. <https://www.oesterreich.gv.at/themen/jugendliche/jugendrechte/3/Seite.1740250.html> (accessed 21 July 2022)

Service Public Fédéral Santé publique, Sécurité de la Chaîne alimentaire et Environnement (2022) Santé; Prenez soin de vous; Alcool. <https://www.health.belgium.be/fr/sante/>

prenez-soin-de-vous/alcool-et-tabac/alcool#consommation\_alcool (accessed 21 July 2022)

*Figure: Restrictions on the hours of sale of alcoholic beverages in stores and pubs/restaurants in the European Union*

World Health Organization Regional Office for Europe (2018) Alcohol consumption, harm and policy response fact sheets for 30 European countries. WHO Regional Office for Europe, Copenhagen, Denmark

## 2.3 Advertising Restrictions in the EU

### Text

Europäisches Parlament (2000) Richtlinie 2000/31/EG des Europäischen Parlaments und des Rates vom 8. Juni 2000 über bestimmte rechtliche Aspekte der Dienste der Informationsgesellschaft, insbesondere des elektronischen Geschäftsverkehrs, im Binnenmarkt ("Richtlinie über den elektronischen Geschäftsverkehr"). Amtsblatt der Europäischen Gemeinschaften, L 178/1–L 178/16

Europäisches Parlament (2010) Richtlinie 2010/13/EU des Europäischen Parlaments und des Rates vom 10. März 2010 zur Koordinierung bestimmter Rechts- und Verwaltungsvorschriften der Mitgliedstaaten über die Bereitstellung audiovisueller Mediendienste (Richtlinie über audiovisuelle Mediendienste) Amtsblatt der Europäischen Union, L 95/1–L 95/24

Europäisches Parlament (2018) Richtlinie 2018/1808/EU des europäischen Parlaments und des Rates vom 14. November 2018 zur Änderung der Richtlinie 2010/13/EU zur Koordinierung bestimmter Rechts- und Verwaltungsvorschriften der Mitgliedstaaten über die Bereitstellung audiovisueller Mediendienste (Richtlinie über audiovisuelle Mediendienste) im Hinblick auf sich verändernde Marktgegebenheiten. Amtsblatt der Europäischen Union, L 303/69–L 303/92

Europäisches Parlament (2022) Entschließung des Europäischen Parlaments vom 16. Februar 2022 zu der Stärkung Europas im Kampf gegen Krebserkrankungen – auf dem Weg zu einer umfassenden und koordinierten Strategie (2020/2267(INI))

Europäische Kommission (2021) Mitteilung der Kommission an das Europäische Parlament und den Rat. Europas Plan gegen den

Krebs. SWD(2021) 13 final. COM(2021) 44 final, 3. Februar 2021, Brüssel, Belgien

European Parliament (2022) Europe's Beating Cancer Plan – implementation roadmap. Updated version, January 2022

Organisation for Economic Co-operation and Development (2021) Preventing harmful alcohol use. OECD Health Policy Studies, OECD, Paris

World Health Organization (2020) Alcohol marketing in the WHO European Region. Update report on the evidence and recommended policy actions. WHO Regional Office for Europe, Copenhagen, Denmark

World Health Organization (2021) Digital marketing of alcohol: challenges and policy options for better health in the WHO European region. WHO Regional Office for Europe, Copenhagen, Denmark

*Figures: Restrictions on the advertising of alcoholic beverages on television, radio, and in cinemas, as well as outdoor advertising in the European Union | Restrictions on the advertising of alcoholic beverages in print and digital media, as well as promotion and sponsoring in the European Union | Industry self-regulation in alcohol marketing in the European Union*

European Centre for Monitoring Alcohol Marketing (2022) Regulations on alcohol marketing. <https://eucam.info/regulations-on-alcohol-marketing> (accessed 26 July 2022)

## 2.4 Legal Framework for Alcohol in Traffic in the EU

### Text

Europäische Kommission (2021) Delegierte Verordnung (EU) 2021/1243 der Kommission vom 19. April 2021 zur Ergänzung der Verordnung (EU) 2019/2144 des Europäischen Parlaments und des Rates durch Festlegung detaillierter Vorschriften für die Vorrichtung zum Einbau einer alkoholempfindlichen Wegfahrsperre in Kraftfahrzeugen und zur Änderung des Anhangs II der genannten Verordnung. Amtsblatt der Europäischen Union L 272: 11–15

Europäisches Parlament & Rat der Europäischen Union (2019) Verordnung (EU) 2019/2144 des Europäischen Parlaments und des Rates vom 27. November 2019 über die Typgenehmigung

von Kraftfahrzeugen und Kraftfahrzeuganhängern sowie von Systemen, Bauteilen und selbstständigen technischen Einheiten für diese Fahrzeuge im Hinblick auf ihre allgemeine Sicherheit und den Schutz der Fahrzeuginsassen und von ungeschützten Verkehrsteilnehmern, zur Änderung der Verordnung (EU) 2018/858 des Europäischen Parlaments und des Rates und zur Aufhebung der Verordnungen (EG) Nr. 78/2009, (EG) Nr. 79/2009 und (EG) Nr. 661/2009 des Europäischen Parlaments und des Rates sowie der Verordnungen (EG) Nr. 631/2009, (EU) Nr. 406/2010, (EU) Nr. 672/2010, (EU) Nr. 1003/2010, (EU) Nr. 1005/2010, (EU) Nr. 1008/2010, (EU) Nr. 1009/2010, (EU) Nr. 19/2011, (EU) Nr. 109/2011, (EU) Nr. 458/2011, (EU) Nr. 65/2012, (EU) Nr. 130/2012, (EU) Nr. 347/2012, (EU) Nr. 351/2012, (EU) Nr. 1230/2012 und (EU) 2015/166 der Kommission. Amtsblatt der Europäischen Union L 325: 1–40

Modijefsky M, Janse R, Spit W (Ecorys), et al. (2021) Prevention of driving under the influence of alcohol and drugs. Final Report. April 2021, Directorate-General for Mobility and Transport, Directorate C – Land, Unit C2 – Road Safety, European Commission, Brussels, Belgium

World Health Organization Regional Office for Europe (2019). Status report on alcohol consumption, harm and policy responses in 30 European countries 2019. WHO Regional Office for Europe, Copenhagen, Denmark

*Figures: Maximum permitted blood alcohol concentration (BAC) in grams per liter (g/L) for drivers of motor vehicles, inexperienced drivers, and professional drivers in the European Union | Alcohol interlock programs in the European Union*

Modijefsky M, Janse R, Spit W (Ecorys), et al. (2021) Prevention of driving under the influence of alcohol and drugs. Final Report. April 2021, Directorate-General for Mobility and Transport, Directorate C – Land, Unit C2 – Road Safety, European Commission, Brussels, Belgium

*Figure: Percentage of people who reported having driven a car after drinking alcohol at least once in the last 30 days, despite they may have been over the legal alcohol limit for driving, by EU country*

Achermann Stürmer Y, Meesmann U & Berbatovci H (2019) Driving under the influence of alcohol and drugs. ESRA2 Thematic report Nr. 5. ESRA project (E-Survey of Road users' Attitudes), Swiss Council for Accident Prevention, Bern, Switzerland

**dkfz.**

GERMAN  
CANCER RESEARCH CENTER  
IN THE HELMHOLTZ ASSOCIATION

