



6th European Alcohol Policy Conference  
27-28 November 2014, Brussels  
[www.6EAPC.eu](http://www.6EAPC.eu)

**AUTOWORLD**  
Jubelpark 11 Parc du Cinquantenaire  
1000 Brussels

## DRAFT PROGRAMME

ORGANISED BY



WITH THE SUPPORT OF



#### THURSDAY 27 NOVEMBER 2014

09:30 - 11:15	Opening of the conference
11:15 - 11:45	Coffee break
11:45 - 13:00	Why does EU need an Alcohol Strategy?
13:00 - 14:00	Lunch break
14:00 - 15:30	Why is the price of alcoholic beverages important?
15:30 - 16:00	Coffee break
16:00 - 17:00	Information to consumers – will EU legislation follow food labelling?
17:00 – 17:30	Responsible alcohol policies?
19:00	Dinner – venue to be confirmed

#### FRIDAY 28 NOVEMBER 2014

09:00 – 09:20	Politics and alcohol
09:20 – 10:30	Harm to others
10:30 - 11:00	Coffee break
11:00 - 12:30	Workshops: <ul style="list-style-type: none"><li>• Social Marketing</li><li>• Advocacy – lessons learnt</li><li>• Health and research</li><li>• From research to action- European projects</li></ul>
12:30 - 13:30	Lunch break
13:30 - 13:50	Alcohol and cancer
13:50 - 14:50	Joint Action on Reducing Alcohol Related Harm (RARHA)
14:50 - 16:30	Alcohol Marketing – New Initiatives
16:30 - 17:00	Way Forward
17:00	Reception