

Empower Professionals



133

NUMBER OF
ACTIVE "ART DE VIVRE"
EDUCATIONAL
PROGRAMME PROVIDERS

*these numbers only go back to 2011



2,794

NUMBER OF
"ART DE VIVRE" TRAINING
SESSIONS



54,863

NUMBER OF
TRAINED
PROFESSIONALS

*these numbers only go back to 2011

Scientific documentation

The www.wineinformationcouncil.eu website acts as an online database gathering all the relevant studies on health, social and cultural aspects of wine consumption. Since 2009, 2058 scientific abstracts were selected based on the ANZFA criteria and the supervision of the Wine Information Council scientific advisory group. Thousands of recipients have been learning about the latest scientific news through monthly newsletters for the last nine years, and knowledge sharing was also further enhanced through scientific events. The knowledge gained has backed Wine in Moderation messages and education programmes with robust science.

Self regulation

Responsible Commercial Communication is set by the principles described in the Wine Communication Standards (WCS). The WCS is a code of conduct that works in tandem with existing self-regulation schemes and national legislation. All entities that join Wine in Moderation (WiM Supporters) adhere to the values of the programme and the WCS communication principles.

In Spain, since 2009, the wine sector, originally through FEV and today through OIVE, with the support of the national Self-Regulation Organisation AUTOCONTROL, have excelled the implementation of a wine specific self-regulation scheme.

Efforts to promote Responsible Communication targeted also wine writers and opinion leaders. From 2015 to 2017, the wine communication awards "Born Digital Wine Awards brought to you by Wine in Moderation (BDWAbyWIM)" has reached top influencer's promoting responsibility and moderation in the communication and appreciation of wine.