

KEY PERFORMANCE INDICATORS 2008-2018

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

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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, 2,058 scientific abstracts were selected based on the ANZFA criteria and the supervision of the Wine Information Council scientific advisory group. The knowledge gained has backed Wine in Moderation messages and education programmes with robust science.

Why Wine in Moderation?

We care about the people who drink wine, the wine regions and the wine heritage and we want people to actively respect wine as a product of culture and enjoy it as part of a balanced lifestyle.

Who is behind Wine in Moderation?

A unique coalition of responsible wine organisations joined with universities, authorities and wine consumers from all around the world, to promote well-being and balanced lifestyles and safeguard wine heritage.

"When we started the Wine in Moderation journey, nobody really knew where it would take us. It was the clear vision, the strong values and the dedication of our people that led the programme to gradually become the wine sector's international reference in social responsibility. As we look and move forwards into the future, to new challenges and consumer values, a word of thanks to all who have walked together with us on this path thus far, and a word of welcome to those who will join us on the march to keep the culture of wine alive and stronger than ever!"



2008-2018

10 years of action for a sustainable wine culture

Encourage Moderation and Responsibility



9,420

NUMBER
OF ACTIONS



19,266,023

NUMBER OF
PARTICIPANTS



11,614,622

NUMBER OF
DISSEMINATED
COMMUNICATION
PRODUCTS



4,646

NUMBER
OF OPINION
LEADERS

*these numbers
only go back to 2011



20,329

NUMBER
OF REFERENCES
IN THE MEDIA

*these numbers
only go back to 2011

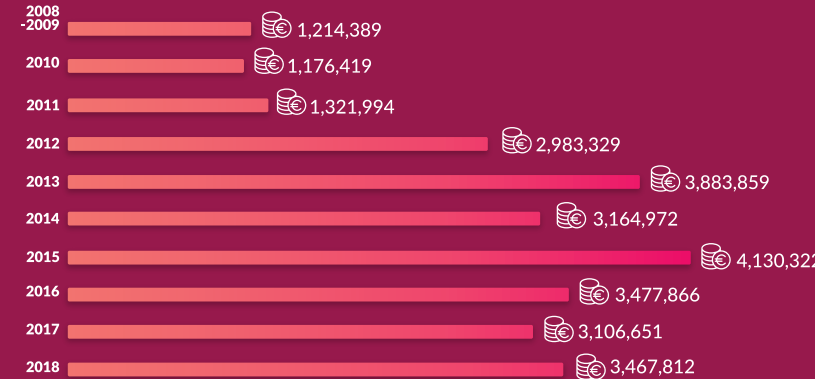
CHOOSE, SHARE, CARE



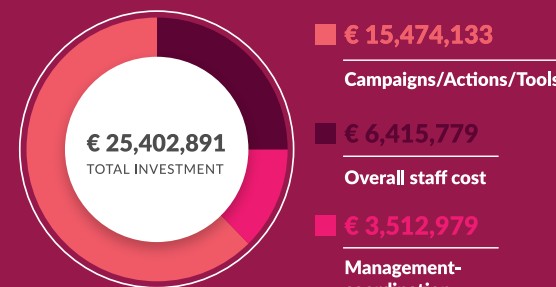
The 10-Years anniversary marks a major milestone in Wine in Moderation's journey for a sustainable culture of wine. Founded on the value of accountability, we thrive to report and present in a comprehensive and accessible manner the programme's actions and activities aiming to show tangible results. This report is therefore designed to show and celebrate our achievements giving you a better understanding of our adventure of the last 10 years.

Learn more about the Wine in Moderation journey: 10years.wineinmoderation.com

Money Investment



Budget breakdown



People like you,
who care about wine and want to instil the culture of wine,
are the essence of the Wine in Moderation movement!

If you care, join Wine in Moderation, join the future.



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@Wine in Moderation (WiM)
Association



@wineinmoderation



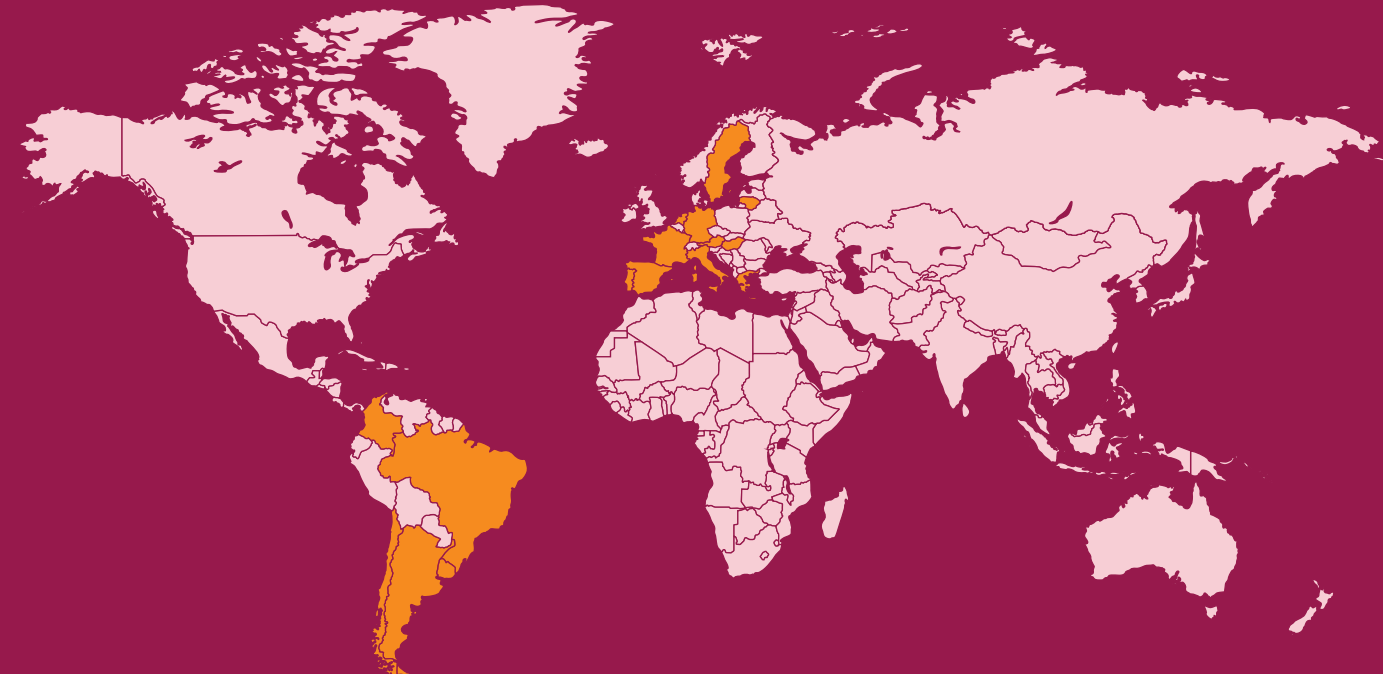
@WIM_ArtdeVivre



@WineinModeration

The performance of the programme is based on a set of KPI's that actors of the programme report upon. The authors of the report have taken reasonable care to secure the accuracy of the information received and presented hereby and are not responsible or liable for any errors or omissions.

Wine in Moderation Reach



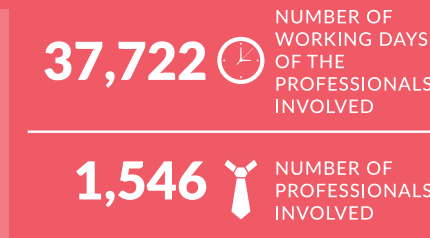
■ National Wine in Moderation programmes

1 international coordinator (WiM Association); 17 national programmes in Europe and South America and activities in more than 26 countries worldwide.

Participation



People investments



The timeline



2007 ♀ Creation of the European Alcohol and Health Forum

2010 ○ **Delivering Action**

2011 ○ Renew and move forward

2013 ○ South America welcomes Wine in Moderation

2014 Accountability and Recognition

2015 ○ Establishing a global movement

2016 ♀ Growth and action: what else...

2017 ○ Engage, motivate and enable

2018 ○ Celebrating 10 years, looking forwards