



Systembolaget



Fighting alcohol damages – The Swedish way

Carl Fredrik Johansson, Systembolaget

Think before drink, Gävle May 30, 2014

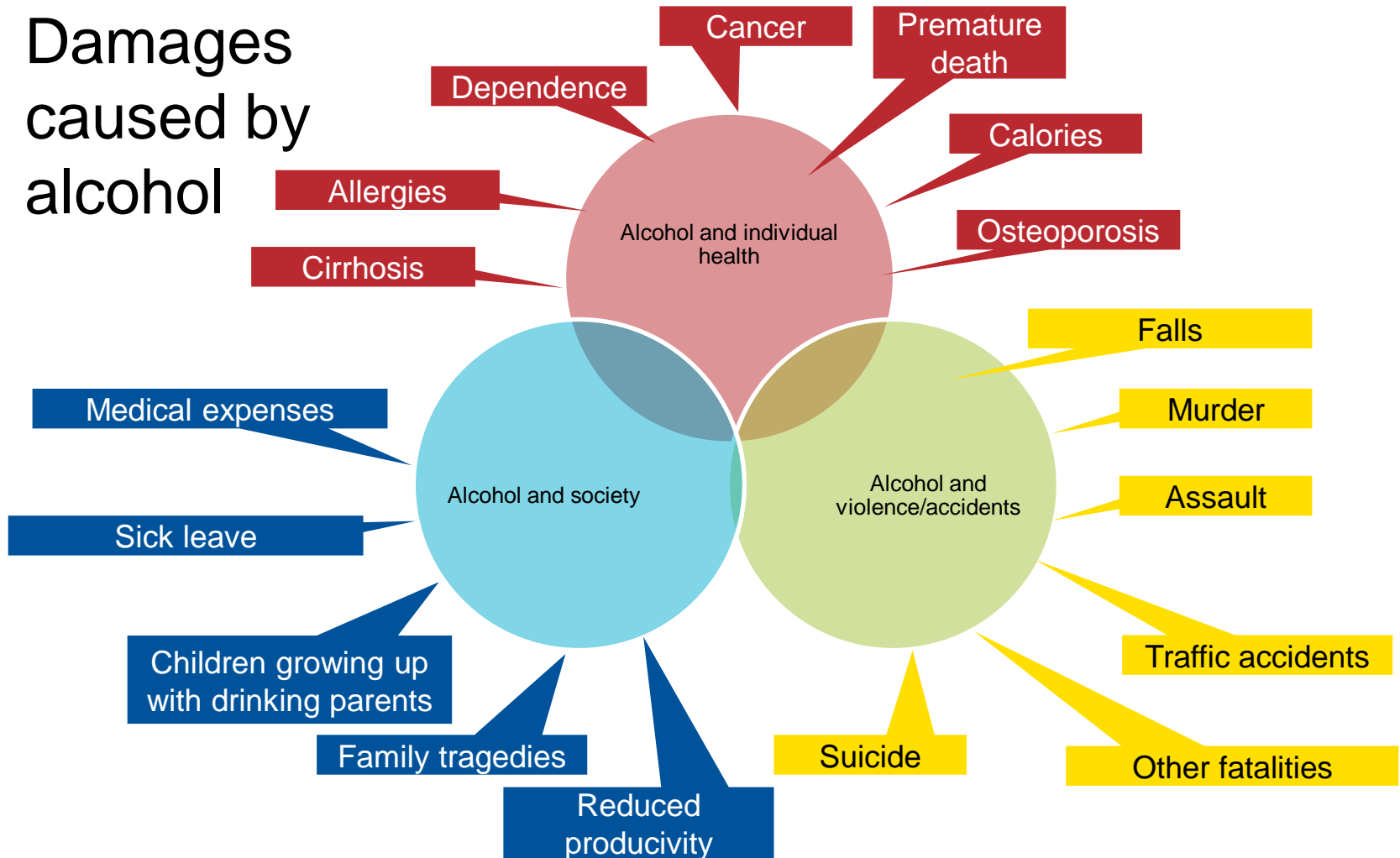
The Swedish alcohol history – short version

- 1467 – drinking liquor was introduced in Sweden
- 19th century – Sweden was about to drink itself to death
- 1829 – consumption was 46 litres of alcohol per capita
- 1850 – Some miners in Falun forms the first Systembolaget "In the interest of morality." The profits go to charitable causes.
- 1919-1955 – Ration book system
- 1955- The modern company Systembolaget was formed



Ivan Bratt.
Fotografi.

Damages caused by alcohol



Total consumption model

- The amount of alcohol damage in a society is in proportion to the amount of alcohol consumed
- What does research say about how to influence a community's drinking?
 1. Price
 2. Availability
 3. ...
 4. ...
 5. ...
 6. ...
 7. ...
 8. ...
 9. Information and campaigns
 10. Punishment
 11. Other measures



Kjetil Bruun, huvudförfattare till rapporten "Alcohol Control Policies in a Public Health Perspective" (WHO 1975)



The Swedish model

Reducing alcohol damages

Systembolaget

Taxes

National Board of Health and Welfare

Communities/
county councils

National Institute of Public Health

Swedish Consumer Agency

Police

And so on...



The cornerstones

- Monopoly on health grounds. No maximisation of profits or additional sales.
- Selling rules (law): we do not sell alcohol
 - to anyone under the age of 20
 - when there is a reason to suspect illegal resale
 - to a person who is notably intoxicated.
- Broad, high-quality, accessible product range.
- Brand-neutral, no supplier or brand is either favoured or discriminated against.
- The same service all over Sweden
- Customer service experience; contribute to informed choices.

Because...

... not aiming to generate a profit means there is no reason to sell to people under the age of 20



... not aiming to generate a profit means there is no reason to try to encourage customers to buy more than they intended to



Our business concept

To sell alcoholic beverages responsibly while offering a first-class standard of service and sharing our knowledge of alcohol and health

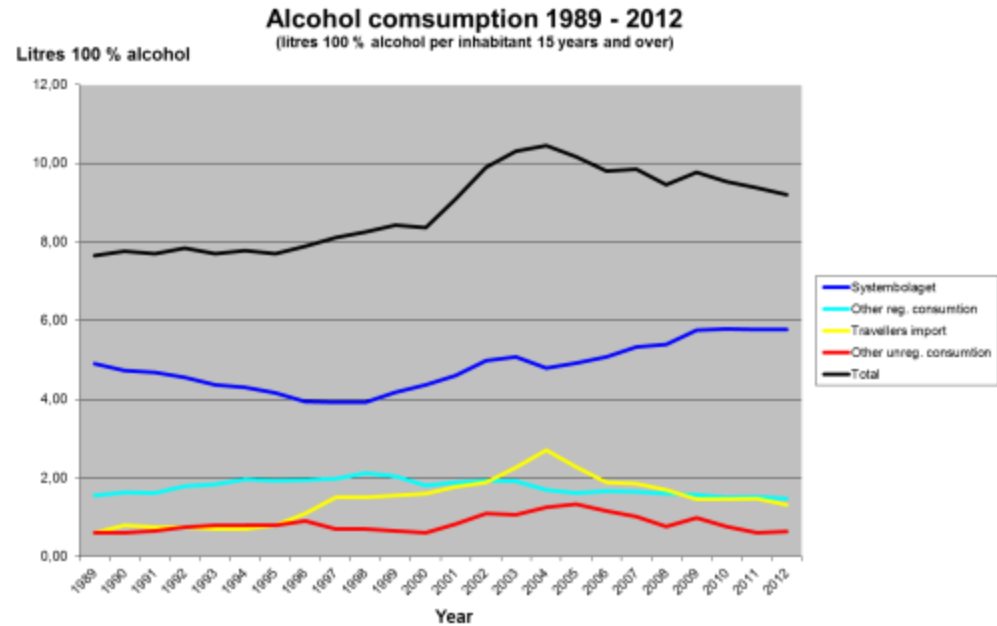
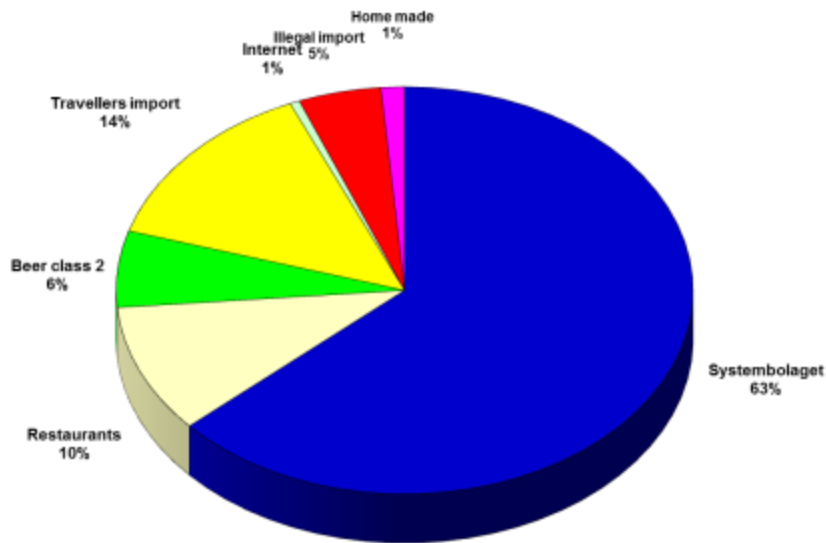


Systembolaget in brief

- 426 stores
- 500 agents in smaller towns and rural areas
- 120 million customer visits
- 5 000 employees
- Over 15,200 items
 - 2,400 in the fixed range
 - 12,800 in the order range
- 550 suppliers
- Turnover: SEK 25,7 billion (2,9 billion euro)



Total alcohol consumption in Sweden



Total alcohol consumption 2012 is estimated to 9.1 litres, converted to 100 per cent alcohol per inhabitant 15 years and older.

Source: CAN (The Swedish Council for Information on Alcohol and Other Drugs).

Campaign aimed at reducing illegal resale and supply and raising the alcohol debut age

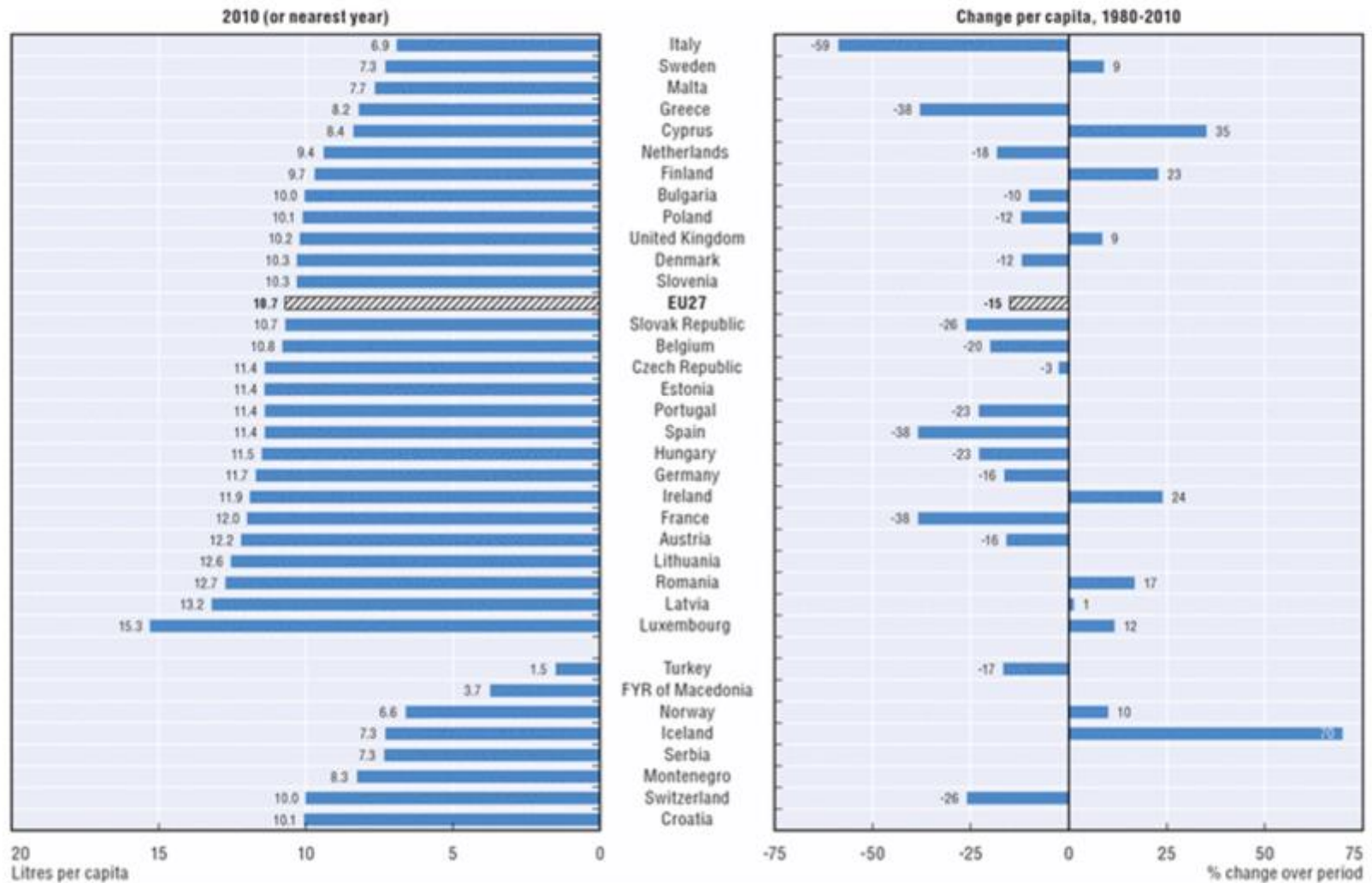
- De-dramatizing alcohol – a common myth.
- Aimed at parents of teenagers.
- Support parents in their roles as boundary-setters.
- Facts and advice at systembolaget.se.
- Communication via TV, cinema, the Internet, mobile phones, PR, and social media.





Does it work?

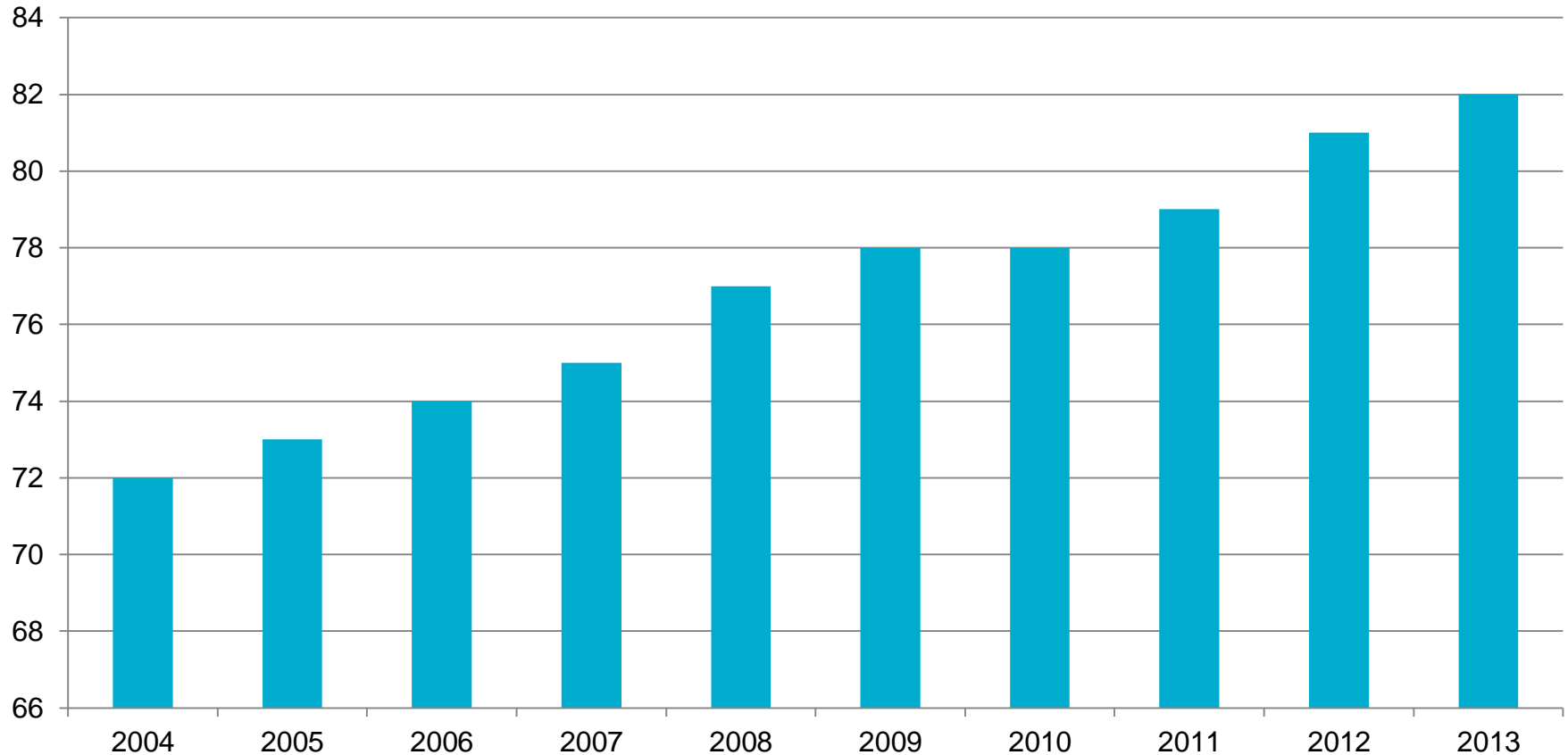
Figure 2.6.1 Alcohol consumption among population aged 15 years and over, 2010 and change, 1980-2010



Source: OECD Health Data 2012; WHO Global Information System on Alcohol and Health.



Customer Satisfaction Index (CSI)

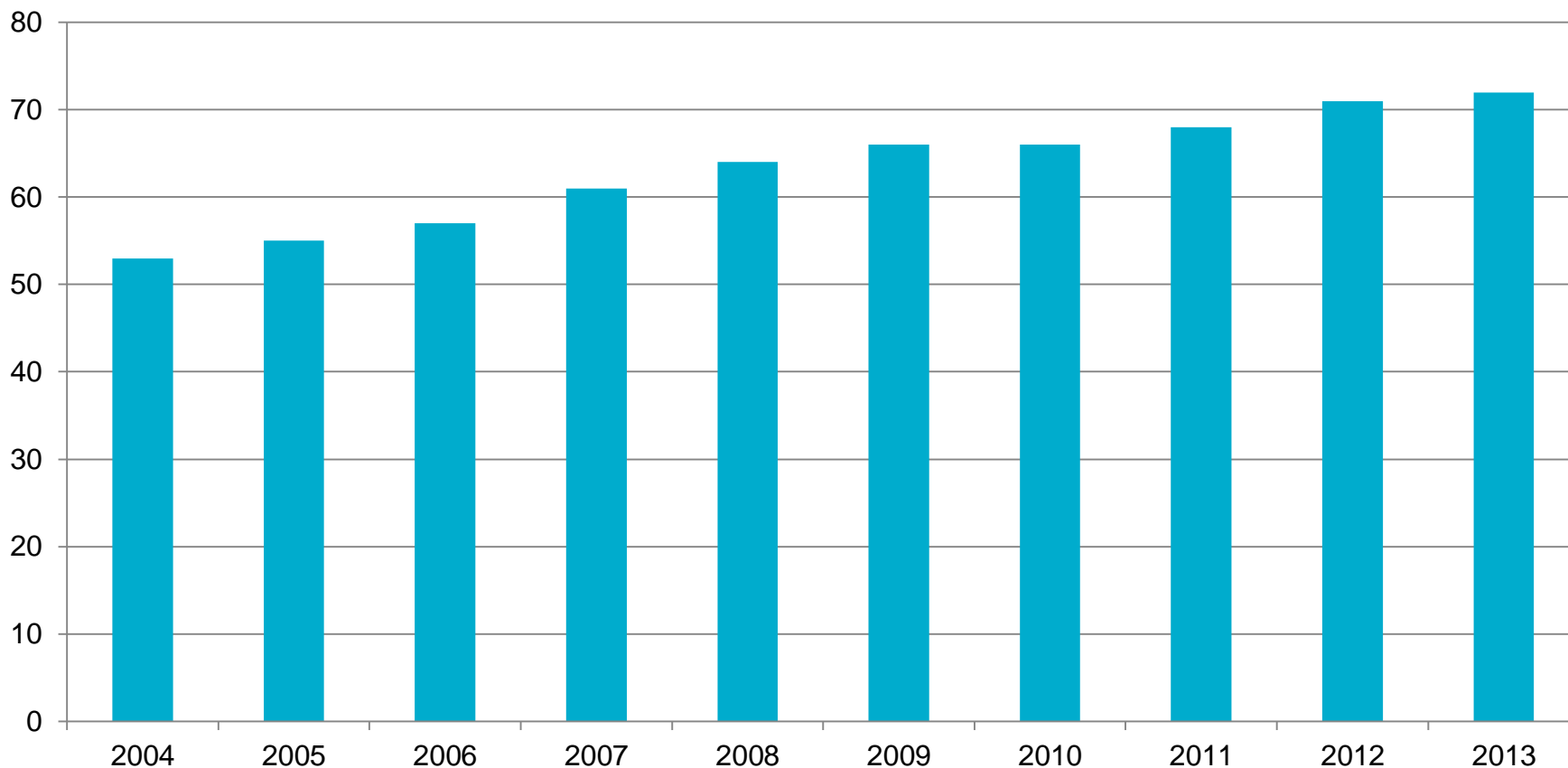


Source: CFI



”Do you think that Systembolaget and the monopoly on the sale of strong beer, wines and spirits should be retained, or would you prefer strong beer, wines and spirits to be sold in other stores?”

Opinion index (OPI), %



Source: Sifo



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Thank you!

