

# Partners

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## Sweden

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## Turkey

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[www.thinkbeforedrink.eu](http://www.thinkbeforedrink.eu)

"Ignorance is a lot like alcohol:  
the more you have of it,  
the less you are able to see  
its effects on you"  
*Jay M. Bylsma*

"Each person is entitled to have a  
glass of wine. Then, after he drinks it,  
he becomes another person..."  
*Grigore C Moisil,*  
*Romanian mathematician*

"Cheap booze is a false economy"  
*Christopher Hitchens*

### Education and Culture DG

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Education and Culture DG  
Lifelong Learning Programme

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PARTNERSHIP  
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## CHALLENGES:

Fighting stereotypes like>

-Scandinavians, Germans, English ... drink too much vs. Muslims who never drink

Alcohol is bad for your health vs. alcohol as traditional remedy for health

Some kind of wine can be healthy as long as you drink during meals a small quantity.

## PROBLEMS

Abuse of alcohol consumption to escape from problems, economical crisis, & recession that can lead to social exclusion, especially young adults & adults

Lack of knowledge of different types of alcoholic drinks, properties, benefits & harms

Prejudices & stereotypes create lack of understanding/ misunderstandings between European cultures, because we have different traditions, religions, legislations, points of view regarding alcohol consumption.

To fight discrimination between men/ women. Men who abuse of alcohol can be admired by friends while women can be rejected for doing the same. All of them shall be treated & educated the same to prevent alcohol abuse.

Lack of understanding between different generations, maybe facing same problems & can share recommendations.

## OBJECTIVES

Foster responsible alcohol consumption in order to lower risky behaviors for health & social exclusion.

Show cultural habits regarding alcohol consumption in each country. Learn from each other good/ bad things, of each culture.

Foster respect towards other cultures, fighting prejudices

Make aware of benefits & harms of different alcoholic drinks

Fight negative view of women who consume alcoholic drinks, in order to foster respect between men & women

Foster intergenerational learning by exchanging experiences & common interests.

Using non formal education as methodology to experience

& change attitudes, values & to foster active participation.

## APPROACH

1. Socio-cultural study. We will investigate, analyze & publish conclusions about socio-cultural aspects of alcohol consumption (social habits, policy, uses, properties, effects) in each country using different methods addressed to different agents (youth/ social workers, local communities, beer/ wine producers etc.). Results will be published thorough different channels: website, guidebook, fliers etc.

2. Non-formal education: theory & practice. After theoretical background, we will put into practice activities based on non-formal education in order to create practical tools, to foster a change of behavior in our communities, since to simply know some simple info it's not enough to get a personal change, it is more helpful to experience & to feel emotions by themselves, that is also why we will put into practice these tools after creating them, to check how effective they are & achieve more active participation.

Examples: group dynamics, meetings with psychologists, alcoholics, social workers.



*Campaign Cumbria police logo*

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## RESULTS & OUTCOMES

Create a Facebook group, gmail group for partners communication & cooperation.

Design a draft guidebook.

Detailed work plan & project paths.

Properties of different types of alcoholic drinks scientific studies.

Research on benefits & harms of alcoholic drinks scientific studies.

Research on social habits regarding alcohol consumption in each country: recollect published materials.

Create the website & the blog.

Field study about social habits create, prepare surveys.

Beer Festival in Gavle, Sweden.

Implement prepared activities.

Prepare information about field studies results for the guidebook & interviews.

Create short movies about alcohol consumption habits, traditions in each country.

Exhibition at the Open Air Museum in Lithuania.

Research on uses of alcohol (ingredient for recipes, wine pairing etc.)

Recollection of recipes in each country.

Prepare to include in the guidebook.

Research on alcohol policy in each country.

Create at least 3 practical tools for promoting intercultural learning.

Create flyers about alcohol properties, benefits & harms.

Create minimum 3 tools for promoting gender respect.

Publish the guidebook (online/ on paper)