

**Mr. Giorgio Liveriero is Head of Corporate Relations Diageo Italy and oversee the Corporate Social Responsibility agenda for Diageo Southern Europe. Can you describe who DIAGEO is and what the Wrong Side of the Road (WSOR) project is about?**

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits and beer. Diageo produces a collection of over 200 brands – old and new, large and small, global and local – that are enjoyed in more than 180 countries around the world, while it employs around 30,000 talented, vivid and diverse people globally. We intend to become the best performing, most trusted and respected consumer products company in the world. Society 2030: The Spirit of Progress is our commitment to grow as a business in the right way from grain to glass. We are committed to promoting a positive role for alcohol; to championing inclusion and diversity; to preserving the natural resources on which our long-term success depends; and making a positive contribution to the communities in which we live, work, source and sell. We want to change the way the world drinks for the better by celebrating moderation and continuing to address alcohol-related harm, expanding our programmes that tackle underage drinking, drink-driving and binge drinking. Wrong Side of The Road is one of our programs aiming to educate people and change attitudes towards drink driving.

**How did you get in touch with EFA? Is the project also developing in other European countries?**

We care passionately and commit to changing attitudes towards drink driving of five million drivers globally by 2030, supporting the second UN Decade of Action for Road Safety.

As a global company, we know we have a responsibility to build partnerships and lead. EFA is among the most authoritative and credible European Institutions aimed at reducing traffic deaths and injuries and improving road safety globally. We are extremely keen to work together with EFA to leverage our drink driving platforms and promote common educational initiatives to that end. Wrong Side of the Road is program that can be utilized further in Europe with the support of EFA and its partners.

Wrong Side of the Road is a virtual learning experience that starkly conveys to users the effects of alcohol and driving and consequences that result from making the decision to drive while impaired. Wrong Side of the Road presents a series of videos, where three impaired drivers share their impactful real-life stories. Via its interactive tool it allows participants to ask the drivers increasingly raw questions about their decisions and consequences, while they are also offered with learnings and online resources for additional information and support.

The scope of Wrong Side of the Road project is global, whereas currently in Europe, as the program is pretty new, it has been launched in Ireland, Italy, Greece and Spain. Still, we aim at educating 15,000 people, in this first wave of activation, between October 2021 and end of June 2022.

**EFA has long reported that most students go to a driving school to get their driving license, and not to learn how to drive safely. Aware driving training must start from the driving school. Also from its interactive teaching tools. Is there any WSOR experience in another country?**

Safe driving education shall be imperative for drivers and especially for young drivers. Road safety is also a priority in the 2030 Agenda for Sustainable Development. Diageo is committed to act on road safety, and specifically to prevent via providing education on drink driving. It is true that we are encouraged that over the last few years, the number of alcohol related fatalities has fallen significantly in many countries. However, there is more to do and we are committed to playing our role in eradicating harm caused by drink driving. Our Wrong Side of The Road program has been designed to educate with an experiential approach. The opportunity to work with the European driving school network and be able to place WSOR in

the curriculum, in combination with face-to-face trainings, it makes us confident that it will have a significant contribution to the “safety in numbers” across Europe.

**Why should an EFA association participate in the project? What benefits could it derive from it?**

Currently, we have signed partnership agreements for the “Wrong Side of The Road” with UNASCA (Unione Nazionale Autoscuole e Studi di Consulenza Automobilistica) in Italy, CNAE (La Confederación Nacional de Autoescuelas) in Spain and Road Safety Institute “Panos Mylonas” (I.O.A.S) in Greece; with all of these 3 institutes being members of EFA. Partners have the opportunity to enrich their training offering and via relevant assessment tools will be able to measure the impact on trainees and the shift in responsible behaviours towards drink driving.

We strongly believe in partnerships and collaborations that build institutional and individual capacity to reduce traffic death and injuries, and improve road safety globally, as these support United Nations 2030 Agenda for Sustainable Development.

**Do you have further project developments in mind? A second phase of the project?**

WSOR is a newly launched program and currently in Europe is available in Ireland, Italy, Greece and Spain. Specifically, in Southern Europe which falls under my scope, we will launch it in Portugal in the coming 6 months and we intent to leverage it further with campaigns and awareness raising roadshows. Also, via the EFA cooperation we intend to invite other EU countries to participate in the near future.