

**Memorandum of Understanding Between
The Wine in Moderation – Art de Vivre Aisbl and
the International Federation of Wine Brotherhoods**

The **Wine in Moderation – Art de Vivre (WIM) Aisbl** (hereby mentioned as WIM Association) is the international not for profit association founded by wine sector associations and leading wine companies, that centrally coordinates the WIM programme and expands its reach and impact throughout the world.

Wine in Moderation–Art de Vivre (Wine in Moderation) Programme is a programme created by the wine sector to inspire healthy lifestyles and well-being, and contribute to the reduction of alcohol related harm. The Wine in Moderation programme builds on scientific evidence, education and self-regulation to organise and empower the entire international wine value chain, in raising awareness and knowledge about responsible drinking patterns and moderate wine consumption. WIM is a common programme centrally coordinated and implemented nationally, with the ability to adapt into local needs respecting cultural diversity.

The International Federation of Wine Brotherhoods (hereby mentioned as F.I.C.B.) is the international federation of wine brotherhoods. Its object is to:

- increase the exposure of wine-growing regions across the globe and their production;
- publicize and promote the wine brotherhoods which, at the level of a country, a region or a district, maintain the traditions, promote the nobility and quality of wine and disseminate information and good practices on its reasoned consumption and its harmonious association to gastronomy;
- promote the art of wine tasting, reasoned and reasonable;
- facilitate the friendly exchange of information and experience amongst its members.

1. Preamble

The signatories to the present share the following beliefs:

- While the vast majority of consumers enjoy wine in moderation, a minority misuses alcoholic beverages in way that can be damaging to themselves and that can harm others around them;
- Responsible and moderate consumption patterns of wine can be compatible with a healthy lifestyle;
- Wine is integral to many lifestyles and cultures across the world;
- Wine drinking patterns depend greatly upon local traditions, education, gender, age group and socioeconomic factors; efforts to promote moderation should be tailored to the needs of each population.
- Efforts to promote moderation should be based on sound research, social and cultural aspects.
- The wine value chain, brings an invaluable social, cultural, agricultural, environmental and economic contribution to regions and countries;
- All representatives of the wine sector – in every region, and at every step of the value chain – have a role to play in finding the best ways to communicate about the value of moderation and contribute in the reduction of harm from the abusive and hazardous drinking.

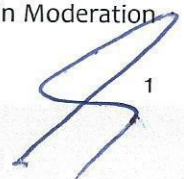
2. Purpose of document.

2.1 On the bases of the beliefs stated above, both parts commit to cooperate towards addressing alcohol harm related to abuse and/or misuse in the consumption of wine, by promoting responsible, moderate and sensible consumption, and contributing towards reducing irresponsible/harmful drinking.

2.2. The present document has no legal standing but aims at clarifying clarify the roles and responsibilities of those parties participating in the cooperation.

3. Objective.

The cooperation project has the objective of supporting the effective implementation of the Wine in Moderation Programme.



4. Roles, Entitlements and Responsibilities

4.1 F.I.C.B.

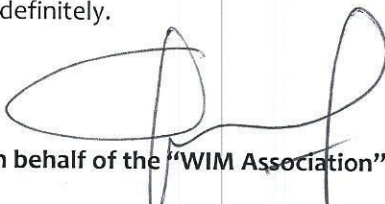
- compliant with its « international charter of wine brotherhoods », adhere to the principles of the “Wine Communication Standards”, committing to implement them in their communication activities, without prejudice of full compliance with the existing regulations and self-regulatory codes in force whatever content, dissemination medium or form that they take.
- commits to:
 - a) contribute to the implementation of the Wine in Moderation programme by providing guidance to its members and encouraging the dialogue with the relevant WIM programme coordinators in their respective countries, in order to define and develop respective partnerships and actions aimed at:
 - raising awareness on the risks of harmful drinking and promoting responsible patterns of consumption of wine, compatible with healthy lifestyles by disseminating the WIM message
 - supporting the development and implementation of WIM educational programmes.
 - b) communicate the partnership with the WIM Association and the WIM message and actions through its internal and external communication tools, as appropriate;
 - c) Provide the opportunity to the WIM Association to present the WIM programme and its performance in F.I.C.B.’s General Assemblies or in meetings as appropriate
 - d) the activities (own activities and wherever applicable/possible member activities) that are planned to be developed by the F.I.C.B. under this MoU should be defined and agreed annually (WIM annual action plan)
 - e) report annually to the WIM Association on the performance of the respective WIM annual action plan.

4.2 WIM Association

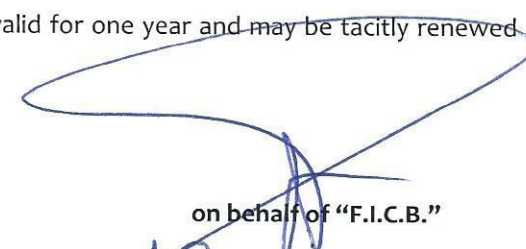
- will recognize F.I.C.B. as an “Associated Partner” to the Wine in Moderation Programme and communicate as such in communication material and tools as appropriate. The “Associated Partner” Status given by this MoU is solely attributed to the F.I.C.B., and will be reviewed annually by the WIM Association.
- and commits to:
 - a) provide assistance whenever necessary and as appropriate to F.I.C.B., regarding the implementation of the present document;
 - b) allow the use of the WIM communication materials as appropriate and wherever necessary with specific agreement. The WIM TM and its variation are registered TM. The OWNER of the WIM TM independently of the actual or future design variations is the WIM Association and has all the rights relating to the trademark and its exploitation.
 - c) to communicate the WIM actions & news to F.I.C.B., and its national members, through its communication tools;
 - d) provide the opportunity to F.I.C.B. to present their mission, objective and contribution to the WIM Commitment in the General Assemblies or in meetings as appropriate;

5. Effective date

This MoU will apply as from the date of signature and shall be valid for one year and may be tacitly renewed indefinitely.


on behalf of the “WIM Association”

Signed


on behalf of “F.I.C.B.”

Date

Noëlie GENEVEY. 2016.06.02

RON BRYDEN