

Introduction

The EurekaWeek Management (EWM), consisting of six members, is commissioned by Erasmus University Rotterdam (EUR) to organise the official introduction week of Erasmus University Rotterdam (EUR). This week is called: EurekaWeek.

During this week, new EUR students are given the opportunity to get to know each other, the city Rotterdam, the Erasmus University and student life. This year approximately 4100 new students participate in the EurekaWeek and over 1300 current students are present, acting as guides, crew or volunteers of cultural, study, sports and student associations. **This year the EurekaWeek will take place from 17-19 August 2026.**

The EurekaWeek Management has formulated an alcohol policy in order to prevent irresponsible alcohol consumption during the EurekaWeek. This policy aims to reduce the risks of excess alcohol consumption by EurekaWeek participants and their supporters (guides) as far as possible during the activities organised by the Erasmus University Rotterdam EurekaWeek Management¹. The alcohol policy has been revised and complies with legislation and regulations relating to the Licensing and Catering Act and The Tobacco Act. The EurekaWeek Management has a zero-tolerance policy concerning drug use. For that reason, this policy is called an alcohol and drugs policy.

Points of the policy concerning the cooperation with the *Rotterdamse Kamer van Verenigingen* (Rotterdam Chamber of Associations) and the Rotterdam student associations are included in the cooperation agreement that has been agreed by these parties.

The EurekaWeek Management classifies low-alcohol drinks and strong alcoholic drinks as follows: *drinks containing less than fifteen percent alcohol by volume are considered low in alcohol and are called 'low-alcoholic' drinks. Drinks containing fifteen or more than fifteen percent alcohol by volume, with the exception of wine, are strong alcoholic drinks and are called 'strong alcoholic' drinks. On the spot mixed drinks with a strong alcoholic component are also considered as 'strong alcoholic' drinks.*

¹ Activities that take place at the associations (student, study & sport & cultural associations etc.) fall outside the alcohol and drug policy drawn up by the EurekaWeek when these locations are not listed in the official program of the EurekaWeek or when this location is rented. Nonetheless, all parties that work together with the EurekaWeek are aware of the alcohol and drugs policy and are responsible to adhere to legislation. The activities that the associations organize themselves, on their own initiative, do not fall under the alcohol and drugs policy.

The policy

1. No alcoholic drinks should be served to a EurekaWeek participant if it has not been determined that the participant is at least eighteen years of age. Every party involved in the EurekaWeek should ensure compliance with Article 20 of the Licensing and Catering Act. Under-aged participants receive a wristband in a different colour compared to participants of eighteen years or older. When categorising the groups, the aim is to never have just one under-aged person in a group of participants.
2. No alcohol may be sold or served to persons who are clearly already under the influence of alcohol.
3. During the EurekaWeek programme, no strong alcoholic drinks may be sold, distributed, or promoted in any way².
4. A varied range of alcohol-free drinks should always be available. The prices of the majority of these drinks are not higher than the prices of alcoholic drinks.
5. No discounts should be offered on the purchase of a certain number of alcoholic drinks.
6. Nobody will be coerced into drinking alcohol during the EurekaWeek.
7. Having, using and/or being under the influence of hard and/or soft drugs will not be tolerated during the EurekaWeek.
8. It is not allowed to use tobacco products or electronic cigarettes (vapes) during the activities organised by the Erasmus University Rotterdam EurekaWeek Management³.
9. In the event of violations of the alcohol and drugs policy or in case of irresponsible alcohol consumption, the EurekaWeek Management, crewmembers, and guides are obliged to address EurekaWeek participants and other visitors on their behaviour.
10. The EurekaWeek Management is always entitled to refuse people access to programme components and remove people from programme locations or to

² The official EurekaWeek programme are programme components organized and/or coordinated by the EurekaWeek Management 2026.

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deactivate their personal wristband. This particularly applies to persons who are already clearly under the influence of alcohol or are under the influence of other narcotics.

11. EurekaWeek Management members and the Management Assistants do not consume alcoholic drinks during the official EurekaWeek programme. Crewmembers need to be sober during the official programme components of the EurekaWeek⁴.

12. EurekaWeek Management members know the policy regarding excess alcohol consumption. Besides, a qualified Emergency Response Team/First Aid Team member will be present during the official EurekaWeek programme and also during the night at the Eureka sleeping accommodation (sports complex Erasmus Sport)⁵.

13. On Monday, no alcoholic drinks will be served before 2 pm during activities and on locations which are part of the official EurekaWeek programme. On Tuesday and Wednesday, no alcoholic drinks will be served before 3 pm on the official programme components of the EurekaWeek.

14. No specific alcoholic drinks (such as 'beer' or 'wine') and verb conjugations of alcoholic drinks (such as 'boozing' or 'wining and dining') may be mentioned in any publicity material directed towards participants from the EurekaWeek Management, associations and all other parties involved in the EurekaWeek. Additionally, it is not allowed to use images or videos in the promotion in which (a considerable amount of) alcohol is consumed in a short amount of time. Exceptions to this rule are permitted in the form of written approval given by the EurekaWeek Management.

15. During the official programme of the EurekaWeek, it is not allowed to play games or activities that contain the consumption of alcoholic drinks.

16. The following rules apply to alcohol advertising/promotion:

- Restricted advertising in printed materials. Of the total permitted amount of advertising on printed materials, no more than 5% can be spent on 'low-alcohol' advertising. The following text should be stated on all promotional material related to alcohol, to which (potential) EurekaWeek participants will be exposed during the run-up to and during the

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⁵ For programme components that take place on the campus of the university, it is required for all employees of the security service to be in possession of a valid First Aid Certificate. The security guards who are present at external locations, are required to be in possession of a valid Emergency Response (ER) and First Aid Certificate.

Eurekaweek: *'Onder de 18 geen alcohol'* (No alcohol for the under 18s) or the logo NIX18.

- It is prohibited to distribute alcoholic drinks.
- Promotion materials with alcohol advertising/references to alcohol is only permitted with the express written approval of the Eurekaweek Management.
- The distribution of gadgets with alcohol advertising/references to alcohol is only permitted with the express written approval of the Eurekaweek Management.
- Alcohol promotions on items of clothing are not permitted on clothing worn by everyone during the Eurekaweek.

Responsibility

1. *The Eurekaweek Management*

The Eurekaweek Management has final responsibility for communications and for the enforcement of the policy during the official Eurekaweek programme. The Eurekaweek Management will ensure that staff serving behind the bar is familiar with, and complies with, the rules regarding serving alcohol during the Eurekaweek. External parties such as catering venues and student organisations are responsible for their own enforcement. As stated previously, these external parties should at all times ensure compliance with Article 20 of the Licensing and Catering Act and Article 8 of the Tobacco Act. The Eurekaweek Management has the only right to refuse people access to programme components, remove people from programme locations and to deactivate their personal wristband.

2. *Volunteers*

Volunteers support the Eurekaweek Management in setting up events during the official Eurekaweek programme components. There will be a considerable focus on the alcohol and drugs policy during the training of volunteers. This will also be described in the Eurekaweek Management script, which is used internally and by volunteers during the Eurekaweek. In the event of violations of this alcohol and drugs policy or irresponsible alcohol consumption, Management assistants and crew members are obliged to address Eurekaweek participants and visitors on their behaviour and, if necessary, inform the Eurekaweek Management about this.

3. *Bar managers and staff*

The EurekaWeek Management will inform EurekaWeek bar managers and bar staff of the alcohol and drugs policy both verbally and in writing. In the event of violations of this alcohol and drugs policy or irresponsible alcohol consumption, bar managers and bar staff are obliged to address EurekaWeek participants or visitors on their behaviour and, if necessary, inform the EurekaWeek Management about this. All bar managers and staff have a SVH certificate. Bar managers and bar staff are strictly forbidden to serve alcohol to participants or visitors to the EurekaWeek if it has not been determined that these participants are at least eighteen years of age.

4. *Guides*

During the EurekaWeek, guides should set an example, particularly concerning alcohol consumption. In the event of violations of this alcohol and drugs policy or irresponsible alcohol consumption, guides are obliged to address EurekaWeek participants on their behaviour and, if necessary, inform the EurekaWeek Management about this. They are strictly forbidden to obtain alcohol for participants in their own group or participants of other groups if it has not been determined that these participants are at least eighteen years of age. If the EurekaWeek Management determines that this has happened, the guide pair will be disqualified from carrying out their tasks. From that moment on they will no longer be welcome at EurekaWeek programme components. During the guide training, attention will be paid to alcohol consumption during the EurekaWeek. The guides will receive written and verbal information and tips to prevent alcohol misuse among participants and to handle any excesses.

Conclusion

The EurekaWeek Management 2025 demonstrates with this alcohol and drugs policy that the Erasmus University Rotterdam is acting in compliance with current legislation and is doing its best to promote responsible alcohol consumption among existing and new students. Besides, it demonstrates that drug use will not be tolerated. Attempts will be made to restrict alcohol misuse and the consequences of this (aggression, intimidation,

accidents, etc.). It is expected that any incidents regarding (excess) alcohol or drugs consumption can be identified at an early stage and corrected, if necessary.