

Harm reduction strategies have been successfully developed over the last 30 years in the field of use of illicit drugs and prevention of blood-borne virus transmission (HIV, STIs). Harm reduction has become a main pillar of drug policies and strategies/action programmes in many countries in the world. At the same time, it has had an enormous impact on the concept of 'addiction' and abstinence as the ultimate goal of *every* intervention. Abstinence is today one goal among others like stabilization of health, social well-being, and social participation. The acceptance of drug use as the individual's decision is now more and more acknowledged.

Despite its success harm reduction until now is still limited to the use of illicit drugs and the prevention of infectious diseases. There are many reasons to expand the philosophy, policies and practices to other fields of psychoactive substances or behaviours that might cause problems. Alcohol consumption and alcohol control is the next big step in pushing the boundaries and expanding harm reduction. On both levels, individual control skills and societal control policies, harm reduction might play a major role in future alcohol control strategies.

Furthermore, this plenary speech will give an overview of many more fields where harm reduction might play a major role in the near future in order to guarantee individual pleasure seeking, minimization of individual harms and societal costs.