



POSITIVELY
Charged

SUSTAINABLE
BY DESIGN


VOL 3: THINK BEYOND THE BOX

JULY 2020



INTRODUCTION

What we will explore in Vol. 3!



*This is the thrilling third instalment of **Positively Charged**, a series offering bite size chunks of curated and co-created wisdom with a single aim - to light up the sustainability conversation in the drinks industry using a balanced blend of expertise, creativity, and positivity.*

Volume 3 THINK BEYOND THE BOX! focuses on the many ways that gorgeously green design and planet-positive packaging can transform our world for the better. Our panel of thought leaders in sustainable design shared their unique expertise at different points in the product design lifecycle.

In case you missed them, you can still download [Volume 1 RISE UP!](#) and [Volume 2 BEE THE CHANGE!](#), featuring environmentally positive innovators who inspire fundamental change in businesses and individuals.

THINK BEYOND THE BOX!

Because truly great design is designed for the greater good

Sustainable by design – why it’s important to prioritise the planet at every step of the process

Recyclable packaging, now well on its way to being the industry standard, was a great start. Now it’s time to aim higher and do more. Opportunities to promote planet positivity through thoughtful design abound, prompting businesses of all sizes to get creative and question everything.

Can we reimagine luxury without the disposable POS and extraneous packaging? Can we change the way spirits are distributed to reduce waste on a global scale? Can we choose to make smart and beautiful designs that address the challenges we all face head on? Of course we can! The real question is, how do we get it done?

Industry leaders around the world are finding solutions, and we’ve gathered a few of the best and brightest right here. Each person on our panel has taken big risks to move us all forward as an industry. They show us that we can all think beyond the box, set a new status quo, and design a better future for people & planet.

“Design can help to improve our lives in the present. Design thinking can help us chart a path into the future.”

TIM BROWN,
CHANGE BY DESIGN





SO WHAT CAN WE DO? RIGHT HERE, RIGHT NOW?

Doing our part to lessen our impact on the planet....

During times of crisis, it can be even more challenging to keep an eye on the big picture - to think about our actions, to lead by example, and, above all, to be(e) positive. Sometimes it's all we can do to keep putting one foot in front of the other, and that's ok too.

In Avallen's Zoom boardroom, we came up with an idea - a way to generate the kind of inspiration that charges our batteries (sustainably) and stretches our brains (considerably). We wanted to create a free resource for our community, taking a long look into a brighter future whilst we are housebound in the present and, perhaps, feeling a bit lost.

To that end, we convened another enthusiastic expert panel, handpicked for this month's theme: **Sustainable by Design.**

We are, as always, excited to activate their expertise for the benefit of our wider community.



INSIGHTS FROM INDUSTRY SPEAKERS

Highlights from our June 25th Webinar

For our third instalment, we gathered a gaggle of glorious innovators, representing different corners of our industry, to discuss how ‘Sustainable by Design’ evolves from buzzy idea to brave action.

Whether their ideas originated in the bar or the boardroom, our speakers take dynamic design and eco-friendly execution to the next level. Brand development, cocktail creation, bar interiors, waste disposal – these trailblazers find ways to make every part of the process better, smarter, and more sustainable.

In each section, we distilled key insights from their talks that (we hope) will ignite productive discussions about sustainable design and the things we can do to be part of the solution.

You can view the panel discussion in its delectable entirety [here](#).

KEY SPEAKERS

SANDRINE RICARD

Head of Sustainability, Chivas Brothers

ZDENEK KASTANEK

Representing EcoSpirits

MEGS MILLER

Bar/Drinks Consultant

RITA VILARET

Design Director, WonderWorks Communications

MODERATOR

STEPHANIE JORDAN

Co-Founder & ‘Queen Bee’ of Avallen Spirits



I THINK, THEREFORE I DESIGN

HOW CREATIVITY AND SUSTAINABILITY GO HAND IN HAND

Collected insights from 'Design thinking for sustainable brands' presented by Rita Vilaret

When we think of design, we might think of logos, colours, fonts, maybe even clever campaigns. What we often don't think about is the thinking itself – the process of problem solving that sits at the heart of every great design story and delivers value far beyond visual impact. This process is known as 'design thinking' and it is used to facilitate innovation in every sector, including ours.

By applying design thinking to the challenge of developing sustainable drinks brands - by asking the right questions and examining every detail – we are able to not only create something beautiful, but also something meaningful and powerful.

Whether you're looking to develop a new product, or to re-invigorate a heritage brand, Rita recommends starting with two key questions that will define the trajectory of the project:

1- What's the brief? Seems like an easy question to answer, but there are often variables and challenges that only become apparent when brand owners, planners, and designers get in a room together. It's this mix of different perspectives and areas of expertise that turns a

good idea into a sexy and sustainable brand. Each of those variables present an opportunity to apply sustainable practices, and innovative solutions can come from unexpected places.

2- Who is it for? Design thinking is, first and foremost, about building meaningful connections with consumers by prioritising their needs. The good news is consumers are increasingly interested in not only the 'what', but also the 'how' and the 'why' of the brands they support. Get to know them, and help them make good choices based on shared values.

If you get this step right, right from the start, you'll be on a solid path to sustainable success.

ACTION SECTION

What we learned...

You don't have to be a designer to think like one, but you do have to think creatively, activate your empathy, and understand your audience.

Why it's important...

Sustainable design only works if it's successful – people need to buy in, and design thinking can help make that happen.

How we can be better...

- *Build planet-positivity into the bedrock – your brand can be a vehicle for real change if you are willing to make sustainability a requisite*
- *Co-create the brief – get designers involved from day one, and work together to showcase your ethos and authenticity in every detail*

BIG IDEAS FROM A BIG BUSINESS

INNOVATING AT ANY SCALE, REMARKABLY AND RESPONSIBLY

Collected insights from 'Good Times from a Good Place' presented by Sandrine Ricard.

Meaningful change is never easy, and that is especially true when it comes to global businesses with multiple established brands.

There are so many variables in play – brand equity, category cues, consumer expectations – but that hasn't deterred Sandrine Ricard and her colleagues at Chivas brothers from developing packaging solutions that delight the eye, excite the palate, and reduce the waste.

Through numerous real-world applications, they are leading by example, and they've shown us how to step up in three key ways:

Be ambitious – One solution to one problem isn't going to reverse climate change, but a multilateral plan that approaches our industry's biggest challenges from different angles can have a huge impact on the planet.

Be brave – Today's failures become tomorrow's most extraordinary innovations. We know what's at stake – inaction is not an option.

Be collaborative – From bottle designs to cocktail serves, there are endless ingenious and undiscovered ways for spirits brands to apply sustainable design principles and practices. Share best practices, support each other, and let the rising tide of environmental activism raise all ships.

ACTION SECTION

What we learned...

The bigger you are, the bigger your impact can be. The reach and resources of multinational businesses make planet-positive paradigm shifts possible.

Why it's important...

When companies like Pernod Ricard push the boundaries, they can alter consumer expectations and drive the whole industry forward.

How we can be better...

- *Set goals – aim high and ensure that your aims touch every aspect of the business*
- *Take risks – if you have the resources to test & trial sustainable solutions, then get in the game*
- *Make it accountable – involve third party authorities to ensure that you stay on track and on mission.*

GOOD THINGS COME IN SMART PACKAGES

IDENTIFYING A SPECIFIC PROBLEM AND DESIGNING A TAILOR-MADE SOLUTION

Collected insights from 'Intro to Eco-Spirits' presented by Zdenek Kastanek

As the old saying goes, “no one wants to know how the sausage is made,” and the same can be said about the global distribution of spirits. Most eco-conscious people don't want to think about how our favourite tipples traverse oceans and continents before making their way into our glasses.

Luckily, the fine folks behind Proof & Co. aren't most people. They've recently launched ecoSPIRITS, a new platform designed to reduce waste and the carbon footprint associated with spirits distribution.

Zdenek gave us the rundown on how their approach is changing the game:

- **It's brand agnostic.** This is a platform, not a product, which makes it possible to aggregate much greater positive impact than any one spirits company would be able to achieve on its own.
- **It addresses specific environmental outcomes.** The directive is clear and unambiguous – to reduce waste and carbon footprint. That focus drives innovation and accountability.
- **But does it work?** It really does! By producing a definitive case study with a high profile partner, ecoSPIRITS was able to generate truly mind-blowing statistics and prove the concept beyond a shadow of a doubt.

ACTION SECTION

What we learned...

Spirits packaging and global distribution pose enormous challenges, but they are not insurmountable.

Why it's important...

Without understanding the source severity of these problems, it's impossible to find meaningful solutions.

How we can be better...

- *If you see something, DO something – whatever triggers your planet-protector instinct is likely to inspire your best and brightest ideas – don't give up on them!*
- *Produce your own best practice example – the best way to convince people that your idea will work is to test it in real world conditions*

IF YOU DON'T ASK, YOU DO'T GET (A HEALTHIER PLANET)

DESIGNING YOUR BAR WITH ENVIROMENTAL EMPOWERMENT IN MIND

Collected insights from 'Foundations of Fam Bar' presented by **Megs Miller**

Whilst spirits companies and designers can do a lot of good at the point of production, how can bars contribute as volume consumers? On premise venues are increasingly mindful of their environmental impact, but owners and operators don't always know what changes they need to make or how to execute them,

How can one little bar make a big impact? Megs Miller took us through her process, touching on three key areas where a little creativity and a lot of research go a long way:

- **The design** Look at your bar interior as an opportunity to get creative with reused materials. Megs was able to source most of her interior decoration from second hand sources.
- **The stock** Choose planet-positive suppliers and source ingredients locally whenever possible. Fam Bar has a blanket ban on single use plastics which includes supplier packaging.
- **The waste** Be on the lookout for new technologies and processes that help you recycle and reuse. Expect a lot of trial and error in this area – Megs ran into some logistical snags, but that hasn't stopped her relentless pursuit for a viable solution.

ACTION SECTION

What we learned...

Spirits packaging and global distribution pose enormous challenges, but they are not insurmountable.

Why it's important...

Without understanding the source severity of these problems, it's impossible to find meaningful solutions.

How we can be better...

- *If you see something, DO something – whatever triggers your planet-protector instinct is likely to inspire your best and brightest ideas – don't give up on them!*
- *Produce your own best practice example – the best way to convince people that your idea will work is to test it in real world conditions*



THE BARTENDER'S GUIDE TO A BEAUTIFUL & BENEFICIAL BAR DESIGN



01

Find your eco-friendly inspiration – there are a lot of bars out there doing incredible things to help heal the planet. Be on the lookout for good ideas that make sense for your space. You don't have to reinvent the wheel to be part of the solution.

02

Craft a concept with sustainability at its core - Think about how every aspect of your concept – bar type, style, location, menus, training – can contribute positively, or at least reduce negative impacts.

03

Design an upcycled interior – a distinctive and delightful interior design doesn't have to hurt the environment or break the bank. Consider using vintage furniture, pre-loved fabrics, and reclaimed materials to build out your bar.

04

Choose suppliers who are on this journey with you – They don't all have to be certified eco-warriors, but they do have to be willing to listen, learn, and take steps in the right direction.

05

Adapt your approach – there's always room for improvement, especially when something actually doesn't work. Build flexibility into your systems, and always be willing to try something different if there's a chance it could be better.



NEXT STEPS

IF YOU CAN ONLY DO **THREE** THINGS...

FIND YOUR LANE

You can't fix every problem at once. Pick your battle based on your area of expertise, your circle of influence, or your existing business model, and create a roadmap that will get you the outcome you're after.

EMPOWER YOUR TEAM

Saving the planet is not a solo project. Input from a variety of sources will result in a bigger and more diverse pool of ideas, any one of which could end up revolutionising the industry.

DON'T BE AFRAID TO FAIL

it's an unavoidable by-product of leadership, vision, and ingenuity. Keep learning, keep evolving and keep bee-ing positive.



GREAT! NOW WHAT?

Our aim was to embolden and encourage you. Did it work?

Whether it's choosing local produce, asking a favourite brand about their provenance, or just thinking a little differently about your relationship with the natural world around you - if we managed to trigger even the smallest environmentally positive actions, then our job here is done. On to the next!

Tune in on 29th July for our next positivity-packed panel discussion.

SAY HELLO!

Let us know your thoughts about our new Positively Charged series, topics you'd like to see feature and, favourite Avallen cocktail recipes - anything you'd like to share, we'd love to hear from you!

GENERAL QUERIES

thebees@avallenspirits.com

STEPHANIE JORDAN

steph@avallenspirits.com

TIM ETHERINGTON-JUDGE

tim@avallenspirits.com



APPENDIX

WONDERWORKS COMMUNICATIONS

<https://www.wearewonderworks.com/>

ECOSPIRITS

<https://ecospirits.global/>

CHIVAS BROTHERS

<https://www.chivasbrothers.com/>

