



Pollination

Buzzing ideas worth spreading

SUSTAINABILITY: VOL. 1

HONEY+BUZZ

Foreword

Sustainability is at the core of our agency way of working. We don't just talk about it. We actively create and build campaigns for our clients where sustainability is addressed at the outset rather than as an afterthought.

We can't ask brands to put sustainability at the forefront of their thinking unless we are willing to do the same. We partner with Brookfield Farm, in Tipperary and have purchased hive shares for all of our clients. We do this to help increase the bee population in Ireland and to raise awareness of an issue that ecologically affects us all. It's our small way of making a difference.

We started Pollination as a project to help our clients make better sustainability choices with their marketing efforts. We genuinely believe that we can deliver commercial results for our clients, while also lessening the environmental impact of the company behind the brand.

In Volume 1, we take a holistic view of creative campaigns, experiences and examples of pioneers that are positively changing the perception of material waste, the short term value of packaging and ultimately why sustainability is important to society as a whole.

We've identified 5 key trends that are generating positive sentiment for brands and people. The prominence and power of social media further enables people to call out brands for their indiscretions, mismanagement, lack of foresight and initiative. There is an excellent opportunity here for brands to show their creativity to the issue around sustainability and recycling.

We look at why brands should be doing more to tackle sustainability and ensuring it is easier for their consumers to recycle. The spotlight is well and truly focused on our carbon footprint. The time to act has never been more pressing.

We welcome your feedback and hope that we can continue the conversation to deliver commercially successful marketing campaigns that promote a sustainable future for all of us.

All the best,
Paddy Davis

Fast Facts

- The beverage industry produces over 16.5 million tons of plastic packaging every year and according to conservation group Oceana, 8.8 million tons enters the ocean every year. Moreover, **only 9% of all plastic waste generated actually gets recycled.**
- In India, trash piles are now so high, they need aircraft warning lights. It's believed that one of Delhi's trash mountains, in the north-east region of the area, **receives nearly 2,000 tons of additional trash each day.**
- Sixty-six percent of consumers say they are **willing to pay more** for sustainable brands, up from 55% in 2014 and 50% in 2013, according to the latest Nielsen Global Corporate Sustainability report published in late 2015.
- Packaged goods giant Unilever recently did its own study and found that there is an untapped opportunity of around **\$1 trillion in sales globally for "sustainable goods."**
- Unilever stated in 2017 that its sustainable brands grew 46% faster than the rest of the business and delivered 70% of its turnover growth.

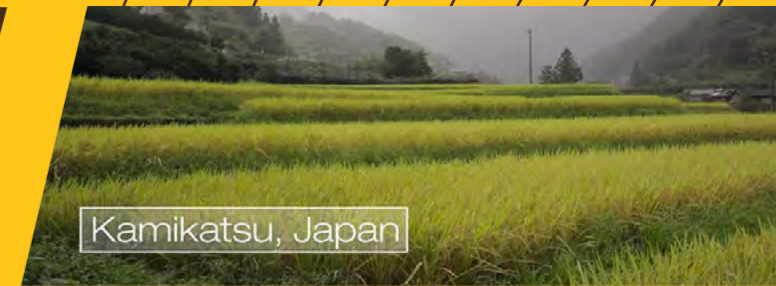
Aspiration

Leading by example:

Our key inspiration case study is the small Japanese town of Kamikatsu - a population of 1,482.

The town first embraced a zero-waste policy in 2003 and by 2016 was recycling 81% of its waste. Even more impressive is their target of 100% by 2020.

In 2017, it established a Zero Waste Certification programme for local businesses, which spread to other parts of Japan in 2018 and is now attracting global interest.



5 minutes to spare? Watch here:



Or a deeper read of the initiative and it's global impact:

[CLICK HERE](#)

Themes

- 1. Material Wealth**
The true value of packaging
- 2. All for One**
The community effect
- 3. Rewarding Good Behaviour**
The act of incentivisation
- 4. Forward Thinking**
Innovative sustainability
- 5. In the Thick of It**
Experiencing sustainability

chapter 1

Material Wealth

The true value of packaging

The first trend reviews brands who are assessing their product packaging and the materials they are using which in turn is garnering admiration and positively impacting their brands perception amongst consumers.

Brands making concerted efforts to traverse the eco friendly route are ensuring that the publics perception of their brand is one that is aligned with a growing collective consciousness about the importance of making eco-savvy choices.

Shoppers can feel confident that the brand is actually invested and committed to making long term change rather than kicking the metaphorical plastic bottle down the road.

Consumers are making deliberate eco-focused choices when shopping. Consumers are increasingly becoming more mindful of their purchasing power by aligning themselves with brands that have a shared environmental commitment.

“Precyclers” – consumers who are already actively avoiding single-use plastics – will be an emerging tribe in 2019. These conscious shoppers will be deterred from purchasing if goods and services fail to meet their own commitment to sustainable shopping. To appeal

to this group, brands should emphasise ‘reduce and reuse’ over recycle, particularly around packaging, and offer discount for reusing containers.”

- Duncan Baizley, WGSN

Expectancy theory plays a big part. Our expectation/perception of something can be influenced by the context/surroundings. Presentation is as important as the product itself as our expectations of a product shape it's performance. This also applies to packaging meeting customers expectation as demonstrated with Unilevers sustainable living brands growing 46% and turning over nearly 70% of it's growth.

Other examples of Expectancy Theory: Psychologist, Brian Wansink asked customers in a café in Illinois how much they would pay for a chocolate brownie. One group were given the brownie to taste on a paper napkin, another group on a paper plate and the third group the brownie was served to them on a china plate. In all cases the brownie was the same. Those given the brownie on a napkin said they would be prepared to pay 53c, vs 76c for paper plate and \$1.27 for the china plate.

Simply adding in a descriptor to a dish of 'Red beans and rice' to 'Cajun red beans and rice' increased students rating of the food, effectively showing the role of perception in product performance.



Carlsberg Snap Packs

Snap pack has been three years underway and Carlsberg state that they have 'invested heavily' into the solution – that's 2016 and a significant step in the right direction and to showcase to people their shared commitment to sustainability.

"Less is more. Snap pack uses minimal plastic and therefore reduces the risk of waste. Using less material also reduces CO2 emissions and reliance on fossil fuel-based packaging materials such as plastic.

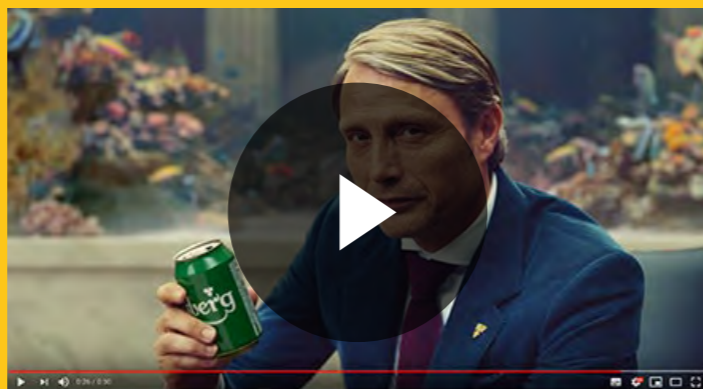
Carlsberg's snap pack will significantly reduce the amount of plastic waste, and we look forward to giving our consumers better beer experiences with less environmental impact."

– Cees 't Hart CEO Carlsberg Group.

The new snap pack packaging will result in: Up to 76% reduction in plastic usage

compared to previous multipacks- 1200 tonnes saved annually when all of our 4, 6 and 8-packs have been converted - 1200 tonnes saved annually is the equivalent of 60 million plastic bags.

Beyond appealing to people's eco-consciousness, it's a tangible experience that feels as good as it sounds and further rewards those who share this experience by embedding into their sustainable psyche.



The Pursuit of Better Beer

OUR NEW SNAP PACK
Our revolutionary new Snap Pack is designed to reduce waste, eliminating more than 1,200 tonnes of plastic*.



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Our revolutionary new Snap Pack is designed to reduce waste, eliminating more than 1,200 tonnes of plastic*.

A GREENER GREEN
We've switched to Cradle to Cradle Certified™ Silver Inks** on our Pilsner bottle labels, for better recycling.

FRESHER BEER
Introducing our new ZeroO₂ cap. A cleverly designed cap that removes oxygen from the bottle, for fresher tasting beer every time.



76%

Up to 76% reduction in plastic usage compared to previous multipacks

1200

tonnes saved annually when all of our 4-, 6- and 8-packs have been converted

60

1200 tonnes saved annually is the equivalent of 60 million plastic bags

Glue... sustainable?

Packs of four to eight cans can be held together with a small amount of the glue which has been tested to endure a range of temperatures. Satisfyingly, the cans snap audibly when pulled apart. And even more satisfyingly, the glue, as well as the aluminium can, is recyclable. Carlsberg's development team tested nearly 4,000 versions of the glue before arriving at the final product, which has taken 3 years to perfect.

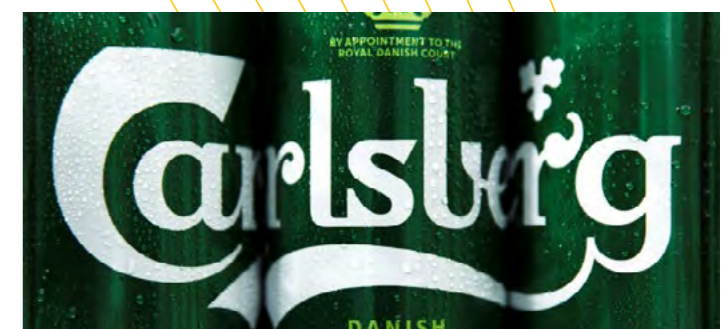


Goodbye plastic rings. Hello Snap Pack.

Introducing the new Carlsberg Snap Pack, with no plastic rings.



We're unwrapping our multipacks





SaltWater Brewery Edible Packs

Made from wheat and barley—and eventually by-product waste from making beer—the eco six-pack ring is poised to scale up from encasing a single type of beer in Florida to many more products across the industry.

The craft microbrewery from Delray beach is encasing their 6 Screamin' Eels IPA packs with a paperlike edible ring carrier. They are teaming up with the startup E6PR (Eco-Six-Pack-Ring) to do away with the traditional plastic rings that marine and wildlife either eat or become trapped or worse strangled. These eco rings are biodegradable, compostable while also being edible and not harmful to an animals digestive system.

The current version (initially conceived in 2016), is made from wheat and barley. But the next version, which will be produced at a factory that will soon open in Mexico, will include by-product waste from making beer.

Hungry for more - watch here:



 A promotional graphic for SaltWater Brewery's "EDIBLE SIX PACK RING". The top features the SaltWater Brewery logo and the title "EDIBLE SIX PACK RING" in large, glowing blue letters. Below the title is the tagline "A six pack ring that feeds animals instead of killing them". The central image shows a sea turtle swimming towards a six-pack ring. At the bottom, there are three columns of text:

- PROBLEM:** Americans drink 8.3 billion gallons of beer last year. 50% in cans, and most of the plastic six pack rings used end up in the ocean. A problem not only because the potential for entanglement, but even worse, animals eat the plastic.
- SOLUTION:** Saltwater Brewery presents: EDIBLE SIX PACK RINGS. A six pack ring made of barley & wheat remnants from the brewing process that feeds animals instead of killing them.
- HIGHLIGHTS:**
 - It is the first time a 100% biodegradable and edible packaging is implemented in the beer industry.
 - This innovative technology is as resistant and efficient as the plastic six pack rings.
 - If big beer companies implement this technology, the manufacturing cost would drop and be very competitive compared with with the current plastic solution, saving hundreds of thousands of marine lives as a result.

 A small video player strip is visible at the bottom of the graphic.

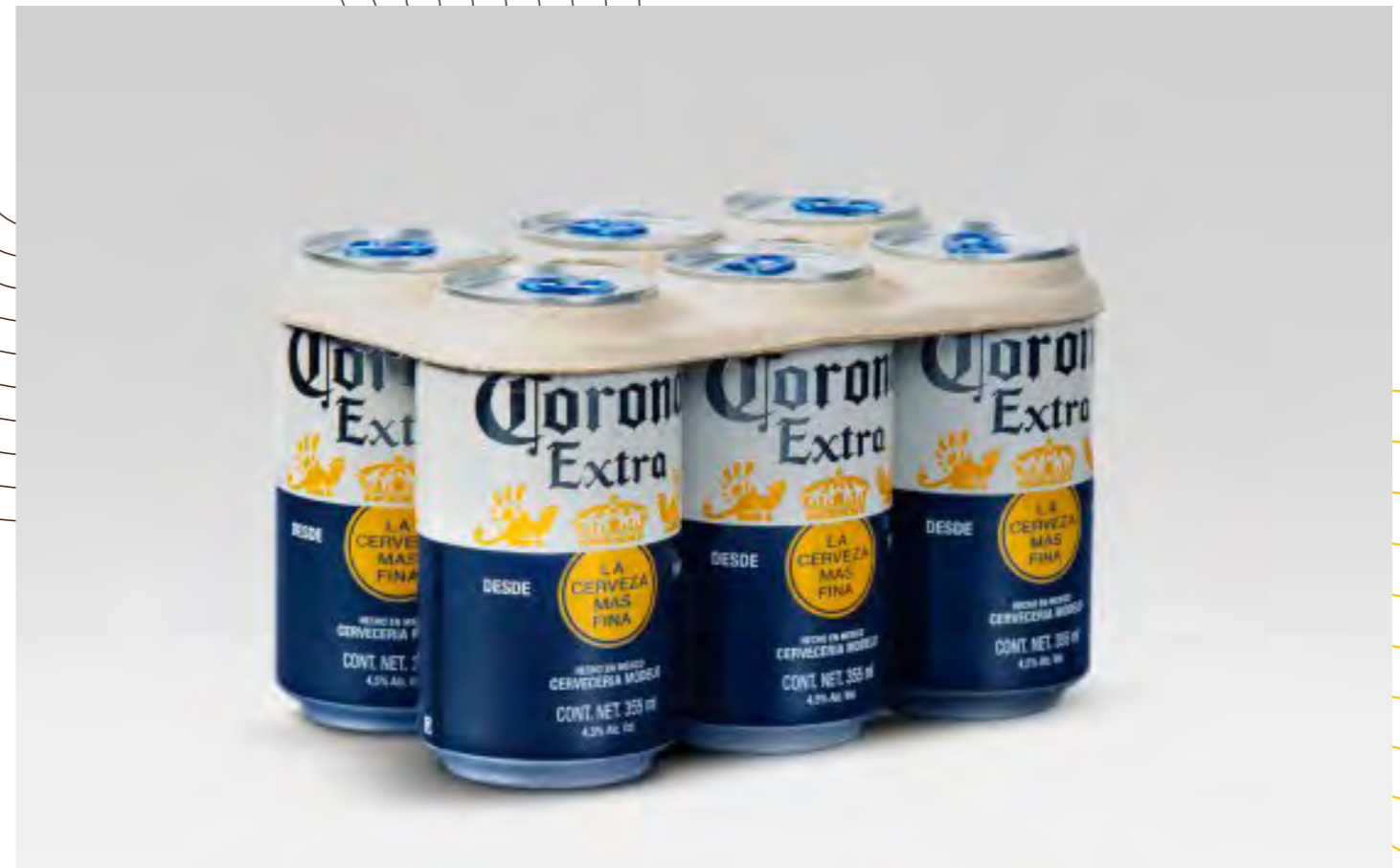
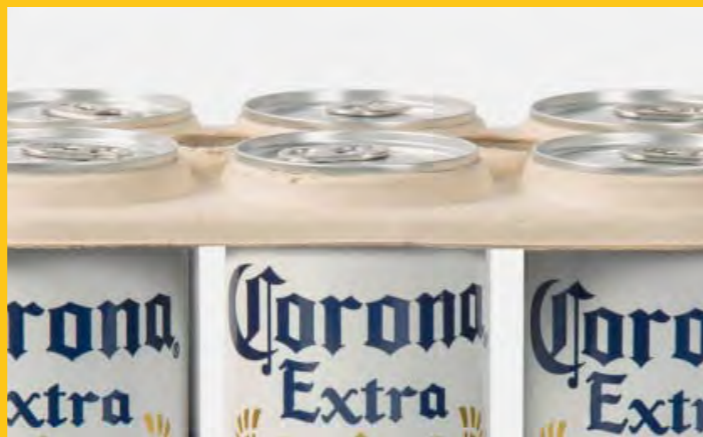



Corona Biodegradable Rings

Similarly, Corona have also assessed their plastic six pack rings. The plastic-free rings recently launched in 2019 are made from plant-based biodegradable fibers, with a mix of by-product waste and compostable materials.

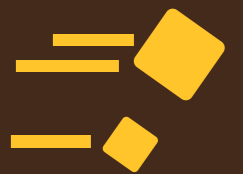
The biodegradable material decomposes into organic material that is not harmful to wildlife, whereas the industry standard plastic six-pack rings are made from a photodegradable form of polyethylene that results in increasingly smaller pieces of plastic if not recycled.

The plastic-free rings will be piloted in Tulum, in the brand's homeland of Mexico, at the beginning of the year.



Photodegradable?

Plastic ring packs that “photodegrade,” or disintegrate into small pieces within **60 to 120 days**. Also, something that’s “photodegradable” doesn’t mean biodegradable, so no matter how small it breaks down **it will always be plastic.**





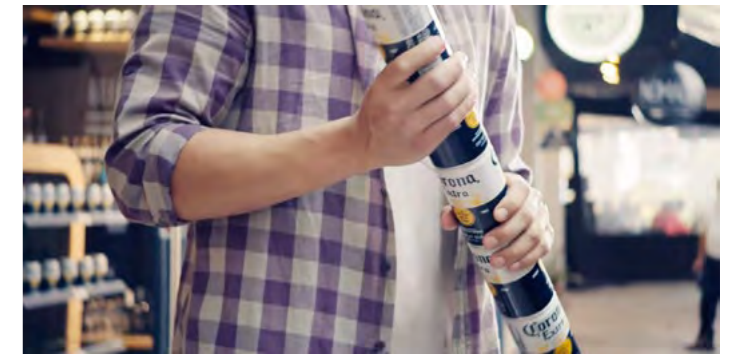
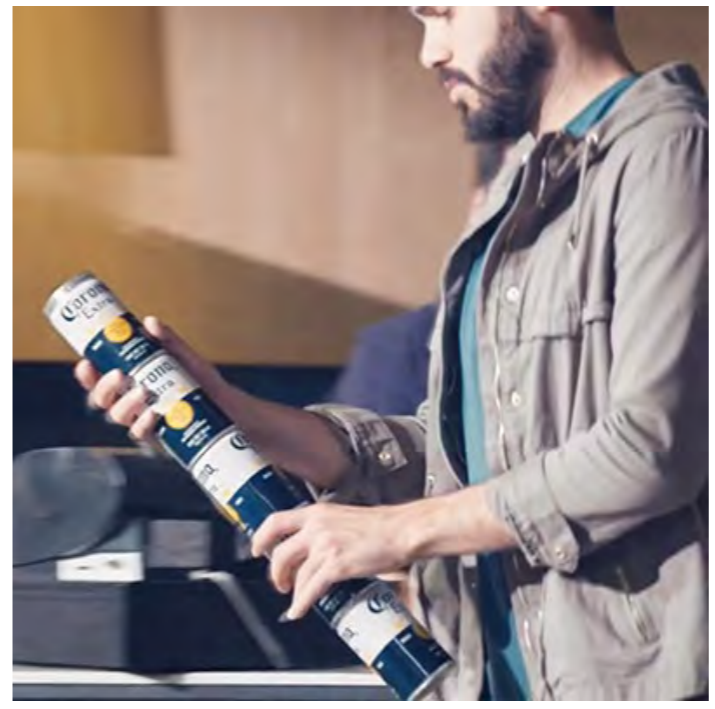
Corona Fit Pack

Corona are pushing further to provide the industry with an open-source solution and access the blueprints for their latest innovation "Fit Pack".

"We're still improving the prototype now on the industrial scale and then we would set up a specific pilot to continue to regulate the feasibility of this to get it to a bigger scale," says VP Carlos Ranero.

The "fit pack" is a new model of beer can designed to screw into one another vertically to form a long, pole-like six-pack.

The innovation is still at concept and soon to be entering testing stage in Tulum, so they're not even commercially available in Mexico. Corona points out that alternative solutions (edible, compostable and recyclable glue) rely on extra packaging costs, whereas its own is built into the can's design.



Heineken WOBO Project

In 1960, Alfred Heineken "Freddy" took a trip to the island of Curacao in the Caribbean Sea (an island off of Venezuela). But noticed an alarming amount of Heineken bottles strewn across the island and the beaches. A startling contrast to Holland (Heinekens home) where a bottle-return system was in place where bottles were returned, refilled and would last on average 30 times before being disposed of. Further to this, he noticed a serious lack of housing and building materials.

In 1963, Alfred created a beer bottle that could also function as a brick to build houses in impoverished countries. Freddy collaborated with architect John Habraken to design and develop the Heineken WOBO (World BOTTle) - a brick that holds beer.

The bottles were rectangular, either 500ml or 350ml, are stackable like bricks. Each bottle's neck was designed to fit within a recessed area in the bottom of another bottle's base, creating rows of glass which, when stacked and layered with a cement mixture, could form a wall. The two sizes weren't created to

meet the desires of beer drinkers, but rather the needs of architecture, with the smaller (and therefore shorter) 350ml bottles acting as half-bricks, evening out rows. Roughly 1,000 WOBOs would be enough to create a small, 10 foot x 10 foot (3m x 3m) building.

Several prototype designs were made but ultimately rejected by the marketing team either because the prototypes were too "effeminate" (lacking appropriate connotations of masculinity) or the second model/redesign being a costly decisions to an already highly progressed concept - whereby the glass had to be thickened to lay horizontally. Cylindrical bottles were more cost effective and simply easier to hold for customers.

Further to the bottles being designed for reuse as building materials, the shipping packaging was created as sheet roofing. Though the brick bottles never made it to the market, in 1965 a two prototypes of the glass house were built and still stand at the company's former brewery-turned-museum, The Heineken Experience.





Heineken Drop the C

A global innovation challenge set in 2017 inspired 2600 entrants worldwide to develop consumer facing innovations to reduce carbon emissions.

Malaysia was one of four to be selected and have had their innovation move to prototype ahead of the finals presentation.

Malaysia were crowned champions after beating Austria, Greece-Bulgaria and Spain.

They created a fully biodegradable 6-can packaging for Tiger beer using only coconut shells and potato starch.

"Coconut waste is so abundant in our country and is currently being burnt openly, which contributes to a lot of carbon emissions. Initially we wanted to design and make packaging using 100% coconut husk but it wasn't possible in the timeframe because we only had 3 months to turn our idea into a working prototype and test it in the market.

There were a lot of challenges and questions we needed to figure out along the way, and as we worked with our supplier we had to shift our expectations of what was possible in the timeframe.

But it turned out really well"
- Pearly, Wilson and Chung Ghee.



IDEA DESCRIPTION

WASTE NO MORE

Malaysia's 1st beer producer that practises 4R's to make the world a better place - The Tiger beer carton and pint boxes are produced using the elements of Reuse, Reduce, Recycle and Reforest.

By reusing waste as secondary packaging, we reduce paper usage.

Reuses 80% of beer waste (spent grain) and turns it into secondary packaging in the form of carton and pint box.

Secondary packaging is fully recyclable.

There are seeds integrated into the carton and pint box so that it can grow into a tree just by leaving it in the soil (only if you choose to)

PENETRATING WHICH CONSUMER?

Competitor beer drinkers who are Lazy Tree-Huggers - people who want to contribute but are not willing to sacrifice convenience to make the world a better place.

This idea is credible for the Tiger brand as "repurposing" is part of the Tiger brand identity.

PENETRATING WHICH OCCASION?

Steal off-trade occasions from the competition by offering a higher brand purpose - "Repurposing" which is part of the Tiger brand identity.

WHAT IS THE CONSUMER INSIGHT & BENEFIT?

The Lazy Tree-Huggers are aware of the need to make the world a better place but are not willing to make the extra effort or pay significantly more. By being able to support a purpose driven brand, they acquire a sense of positive contribution to the environment without any other additional effort. This makes a more compelling case for consumers to pick up the brand.

FINANCIAL FEASIBILITY

Upfront investment is needed on machinery to process spent grain into reusable material or alternatively, to replace cost of buying carton box with cost of reusing waste.

TIME TO MARKET

6-12 months
 To source for business partner, source machinery and experiment before full execution.

Team Members: Wilson Lim, Pearly Lim, Hum Chung Ghee, Billy Mathers, Mauld Mei/boom

DROP THE C

The disposal and treatment of waste can produce several greenhouse gases. By reusing waste to replace paper, less trees are chopped and less greenhouse gasses are produced. Also, seeds that are integrated within the box allow consumers the option to grow a tree just by leaving it in the soil, creating more potential to absorb CO2. Lastly the carton or pint boxes are now fully recyclable further reducing the impact to the environment.

TECHNICAL FEASIBILITY (PACKAGING, RECIPE)

Reusing spent grain and integrate plantable seeds to make packaging requires a green material technical specialist i.e. ECOR. Packaging material needs to be durable.

Key Take Outs

The power that packaging is currently playing in showing the commitment of the brand to being a sustainable one is stronger than ever.

In a world where brands are being heavily judged on their sustainable efforts, especially by the younger generation, they need to be showing their long term commitment to the cause and not viewing it as a good PR piece because they will be found out.

What's really important to remember is that a sustainable approach does not happen overnight and is not a quick fix. Nearly all the examples in this chapter show a timeline of approx 3-4 years from ideation right the way through to development.

We want to work with you in this area because we want to ensure your brands are ones that stand for something and ones that the consumer believes in.

For more information or to discuss in more detail
please contact paddy.davis@honeyandbuzz.com

chapter 2

All For One

The community effect

Community is based on shared and respected beliefs. It is both fluid and influential in the way that it has the power to shape, guide and enable change. The positive and beneficial outcome/conclusion becomes a shared motivator to make change happen by working together for the common good

In this trend we look at the collective power and shared belief to drive action in a community - community initiatives where people come together to enable change.

But for action to take place, it needs an instigator, a motivator, a rallying call to action and importantly to override the Bystander Effect.

Bystander Effect

"We look at the story of Kitty Genovese - late one night in 1964 she was attacked outside her apartment by Winston Moseley. Her murder was a tragedy - but what scandalised the newspapers was the supposed presence of 38 witnesses who did nothing to help.

Now, the New York Times, claimed the murder was symptomatic of a deeper societal malaise. How could this tragedy happen despite there being 38 witnesses?

However, two psychologists, Latane and Darley, wondered if this was the wrong interpretation. Perhaps no one intervened because there were 38 witnesses.

They spent the next few years running experiments, which proved that the more people you ask for help, the less likely any individual is to come to your aid. They called this diffusion of responsibility the bystander effect.

Reading about those experiments, I thought, "Well, bloody hell, this is exactly the problem we're facing on the blood account. We're asking everyone to donate and not enough people are doing so." So, we persuaded the creative agency to tweak the ad copy from "Britain is low on blood," to "Stocks low in Brentwood," or "stocks are low in Cardiff", dependent on where you were.

Two weeks later, we got the campaign results back. Low and behold, the response rate had jumped by 10%."

Richard Shotton - WARC Interview

Brands can help take the first step to develop a platform alongside consumers to help communities achieve sustainability.



Corona x Parley 100 Islands Protected

Corona and Parley are partnering to combat marine plastic pollution in order to protect 100 islands by 2020.

THE AIM: Transform communities worldwide by implementing educational programs and sustainable infrastructure, removing plastic from beaches and making sure they stay that way forever.

Parley is an eco-innovative organization with a network of collaborators that raises awareness of the oceans using creators, thinkers and leaders in projects to develop solutions to help end the oceans damage and ruin. Corona's brand is rooted in the passion for beaches, surf and ocean culture making it a perfect partnership.

Together they are implementing the Parley AIR strategy to tackle the problem across a series of initiatives.

AVOID plastic wherever possible
Helping people replace plastic in their daily lives and educating them about its dangers.

INTERCEPT plastic waste
Stopping more plastic from reaching the oceans and cleaning up what's already there.

REDESIGN plastic materials and products.
Finding creative new ways to design products which reuse plastic or avoid it altogether.

Corona are starting with six key regions where their targeted 100 islands are spread across the world. Each region faces different challenges that Corona is tackling head on. These regions where the islands are situated include Mexico, Dominican Republic, Chile, Italy, Maldives and Australia. Majority of the beach clean ups include a post get together event to celebrate volunteers achievements where Corona put on food, music and beer.



Follow the projects journey and their Global Ambassadors

100 Islands Protected

Protect Paradise



What's next? Soon Corona will be upcycling the collected plastic debris to turn these islands into symbols of change.



Corona x Parley Street Surfers

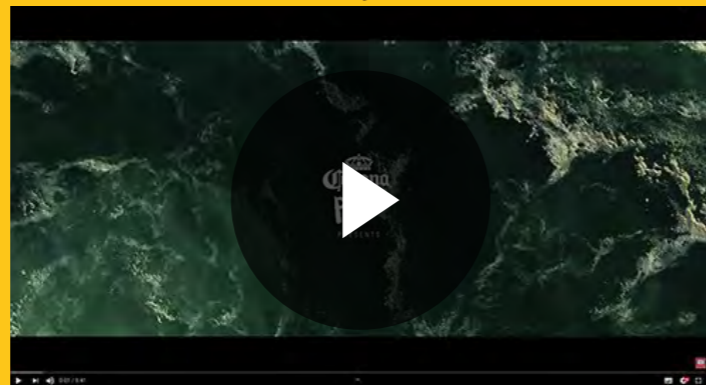
We all depend on the oceans. It is what makes life, as we know it, possible. We are all connected to the same blue ecosystem, and we each have a unique relationship with the sea — a personal connection shaped by experiences, memories and stories. We also each have a unique relationship with trash.

Those who live by or on the coasts are the first to see the impact of society's plastic addiction. If you regularly swim, sail, surf or work in and on the water, you're well aware of the polluted state of our oceans. It's no coincidence that seaside communities are early to act on marine threats. But ocean activism isn't restricted to the coasts. Leadership is needed inland and upstream, where plastic begins its journey to the sea.

So how does a brand drive solutions in landlocked cities and communities? One approach: by telling the stories of people who are on the frontlines.

In collaboration with Corona x Parley, big wave surfer Frank Solomon and the filmmakers at Eyeforce took the movement to South Africa with a series spotlighting those who work to protect the oceans and end marine plastic pollution.

The video tells the story best so check it out:





ICHNUSA

Il Nostro Impegno

Sardinia, a small Italian island is a proud nation of their island, their way of life and their culture. They highly respect local produce and what the island gives back to its people.

Birra Ichnusa is a local beer founded in 1912 and is very committed to giving back to the island and its people with the motto 'Born of Respect for Our Land'. With a big focus on sustainability, Birra Ichnusa puts on community events to clean up the island known as 'il nostro impegno'... 'our commitment'. Their community clean up events has led to a development of producing a limited run of drinking glasses made from the recycled glass collected which people can redeem upon purchase of Birra Ichnusa.

Other initiatives from the Sardinian Brewery include the recently launched "Vuoto a buon

rendere", meaning "empty to make good", initiative. The ambitious goal is to significantly reduce gas emissions (upto one third) and energy consumption. Marked by an evocative green bottle cap and motto 'riuso, impegno e rispetto' (' reuse, commitment and respect ') , the bottles will have a useful life of 20 years. They are looking to appeal directly to their customers to close the gap on recycling as gesture of love for Sardinia.

But how did the population react to the launch of the Ichnusa beer in an empty return format? Certainly in a positive way since it is a method already rooted in the island. The confirmation comes from a survey by the Doxa research institute where 65% of the people questioned, consider the 'closed void' to be a virtuous practice, 98% praise the relaunch by the company owned by the Heineken group and the 93.5 % assures that it will engage in its campaign roll out.





1 - ACQUISTA

Dal 01 agosto e al 30 settembre 2019 almeno 9€ di prodotti Ichnusa nei formati previsti dal regolamento e conserva lo scontrino.



2 - REGISTRATI

al sito e carica lo scontrino entro 5 giorni dall'acquisto.



3 - RICEVI A CASA

I due bicchieri Ichnusa in vetro riciclato. Entro i termini previsti dal regolamento.

Key Take Outs

Working together can drive change but it needs an instigator. Brands can take a stand by aiding and enabling a like minded community to come together for a greater cause.

As seen by the examples, people understand the repercussions but need some guidance to help them come together of the greater good. People will most likely invite those closest to them or their own tribes to participate in community engagements.

Developing a community platform offers a brand the opportunity to truly connect and engage with their audiences on a local level and further instilling positive sentiment and potentially consideration for purchase.

For more information or to discuss in more detail
please contact paddy.davis@honeyandbuzz.com

chapter 3

Incentive

Overview

Incentivising and rewarding the public – a tangible way of initiating and prompting the process.

Our study showed that people are 20% more likely to take action if a brand incentivised them to.

However, initiating an incentive scheme requires long term planning and a genuine commitment in order to cut through the plethora of incentivisation programmes currently in existence. Only then will be able to continuously engage with existing and new audiences and not be seen as one of the many fads to appease a current trend and a brand's purpose.

Incentives need to go beyond trends, opinions and lifestyles to get closer to their audiences in meaningful ways. It needs to become a part of peoples lives and not a 'tick the box' exercise to meet marketing objectives.

In this instance we look at Goodhart's Law which states 'when a measure becomes a target, it ceases to be a good measure'.

For example, when a bonus is dependent upon a specific outcome it forces some unexpected behaviours/outcomes (e.g. sacrificing larger sales next month to hit this month's bonus).

Incentive structures work," as Steve Jobs put it. "So you have to be very careful of what you incentivise people to do, because various incentive structures create all sorts of consequences that you can't anticipate."

GOODHART'S LAW

WHEN A MEASURE BECOMES A TARGET, IT CEASES TO BE A GOOD MEASURE.



It is claimed that Einstein once chalked on his classroom blackboard

"Not everything that counts can be counted, and not everything that can be counted counts."

– Peak Performance,
Sir George Pickering



Kopparberg Recycling Rig

Kopparberg, a Swedish cider wanted the UK to celebrate the campaign 'Fanga Dagen' 'Life is what you make it'

To bring this to life they created The Recycling Rig - a converted vintage army truck fitted with DJ Booth, 87 speakers and a recycling wheel to create a party with a purpose with 'Fanga Dagen' moments created through London's sunny parks and to combat the summer mess left by park revellers. Spontaneous locations across London were chosen and Londoners were treated to a range of well known DJ's to truly experience 'Fanga Dagen'. However, the music would only go louder as people recycled their empties.

To close the campaign The Recycling Rig delivered it's last 'Fanga Dagen' moment with an outdoor party at Number 90 in

Hackney Wick. Bringing on board DJ's Yoda and Pixie Geldof on top of the The Recycling Rig to reward 500+ party goers whose tins were turned into tunes.

The rig generate the results - It involved 2.3m drinkers to think differently about the impact they have when drinking outdoors.

The campaign became a nationwide talking point, creating headlines in key publications including the Daily Mail and Talking Retail.





Britvic Throwback Boombox

Festivals are renowned for generating rubbish, with an estimated one million plastic bottles used at Glastonbury every year. A review carried out by Julie's Bicycle showed that V Festival South in UK produced 314 tonnes of waste in 2016 and a recycling rate of just 29 per cent.

Britvic wanted to show festival goers how easy 'going green' could be. They took the festival environment and attendees moment into consideration and wanted to deliver an incentivized cause through the element of fun.

The 'Throwback Boombox' was created and featured an interactive sound system that mimicked a retro looking stereo. Festival goers were encouraged to recycle their bottles by throwing them towards the speakers. Every time the target was hit, the Boombox played throwback hits from the nineties and noughties - a selection of songs chosen specifically for the V Festival audience.

Over 2,500 bottles, cans and cups were recycled at the activity - supported by an enthusiastic team of Britvic employee volunteers who also collected thousands more throughout the festival, spreading the





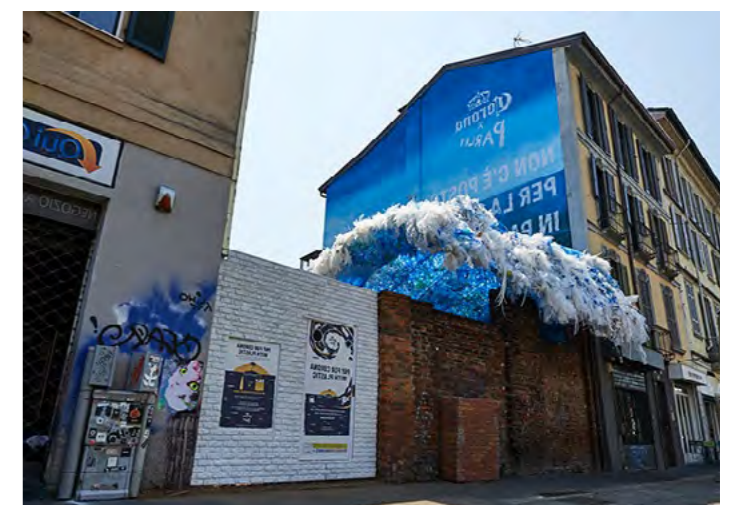
Corona Pay with Plastic

For World Oceans Day, Corona kicked off a global weeklong initiative to forgo sales but rather exchanging plastic for beer. Incentivising patrons to exchange trash for social good...and beer.

Hundreds of locations across the world participated to help drive the initiative.

Recycling machines that aid upcycling of plastics were placed in key retailers and popular bars throughout Mexico, Brazil, Spain and Columbia. To participate, consumers must insert three plastic bottles (300 ml to 2 l) in the machine and automatically receive a voucher to exchange for a beer. All collected plastic will be sent to a recycling company in each region. There are no limits to participation in the exchange.

The 'Pay With Plastic' program started the summer long campaign to promote Coronas partnership with Parley. For every limited edition pack purchased, Corona x Parley will commit to cleaning one square meter of local beach. The initiative is being rolled out to nine countries between June and August, including Mexico, Canada, United Kingdom, Italy, Spain and Brazil.



Key Take Outs

Incentives don't have to be gimmicky and appear to be a reward for a laborious chore or a tick box session. Integrating an experience that not only supports the social conscious and 'feel good factor' for performing a good deed but one that enables change in an enjoyable participatory way.

If incentives are conducted correctly, they can allow for an easier and natural behaviour change. Brands have the opportunity to thank and reward people, deliver CSR, while building a strong brand connection.

For more information or to discuss in more detail
please contact paddy.davis@honeyandbuzz.com

chapter 4.

Innovation

Overview

We look at innovation in the category which can take on many forms. From digital, to technology, to new processes or even repurposing of existing materials.

Innovation paves the way for solutions and combats stagnation in a category and sector. It's an opportunity for brands to create some noise and awareness of their initiatives and be seen as leaders in their field and taking charge of something they are passionate about.

However, innovation needs to be more than a concept and needs to have insight, be feasible and have clear and established goals. It needs to come with dedicated investment and a fully developed and definitive plan.

Leaders need to understand where that growth will come from, how it will grow presently and in the future and establishing a growth model that factors company objectives, organisation deployment, setting of key measures, leadership buy-in, advice, process and maintenance.

We suggest reading Martin Raymond's (Co-Founder of The Future Laboratory) newly released The Trend Forecasters Book.

Written for the professional forecaster, researcher, innovator and foresight strategist, this expanded and updated version of



The Trend Forecaster's Handbook explains, explores and fully examines the growing battery of technologies, techniques and executional approaches used to identify trends, capture insights, develop forecasts, inform innovation, and define and develop new product streams.

Find it here:
[The Future Laboratory](#)





Heineken Ideas Brewery

In 2012, Heineken launched the 'Heineken Ideas Brewery' a crowdsourcing platform for innovators across the globe to develop and share ideas. The first challenge of the series - sustainability. Inviting innovators to share their ideas on the future of sustainable beer packaging, the re-use or recycling of it, coming up with new packaging materials, or thinking of new ways to distribute or transport the packaging in a more sustainable manner. The prize, \$10,000.00 and to work with the Heineken team to bring the concept to life.

THE CHALLENGE

People are invited to share their sustainable ideas on the future of beer packaging involving the following areas:

1. Re-using and recycling of packaging - Ensuring that a larger amount of beer packaging is be re-used or recycled

2. Discovering new packaging materials - kinds of new material that would significantly improve the lifecycle of beer packaging

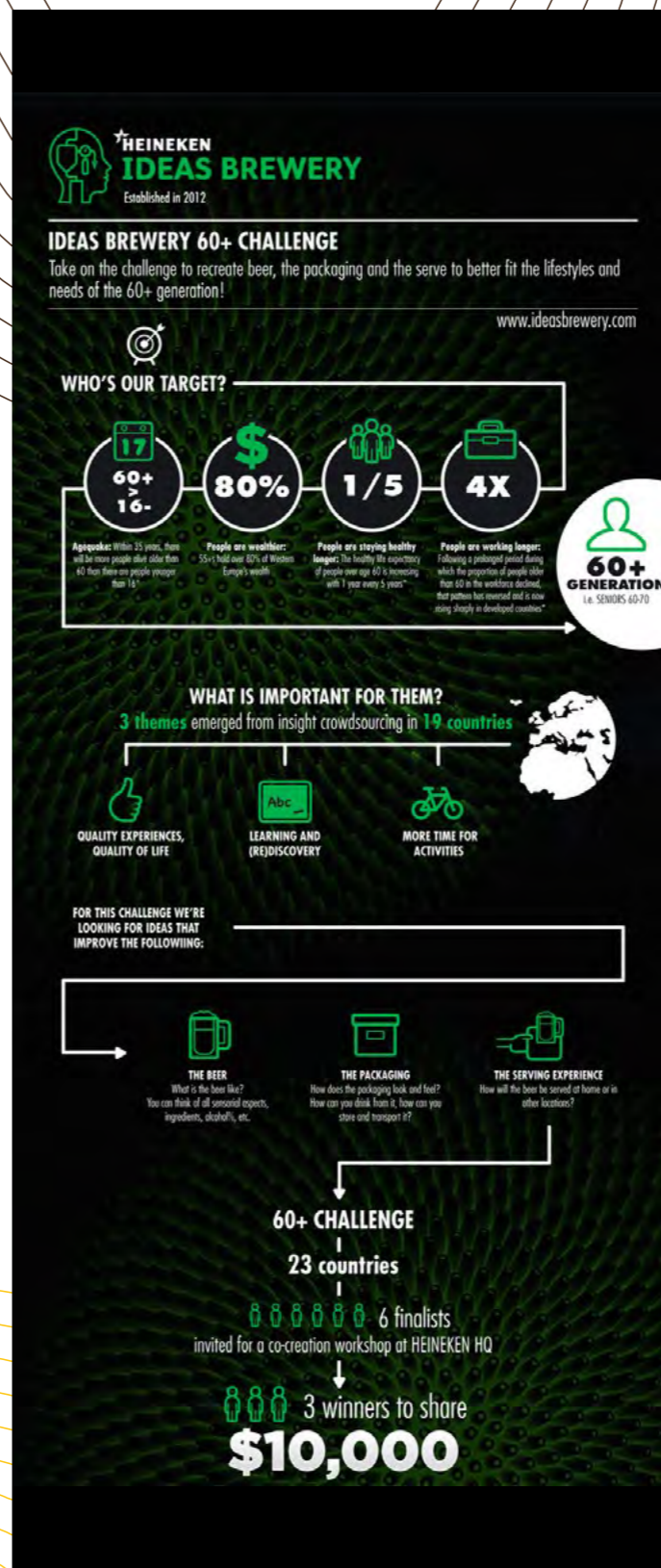
3. Transport and logistics - ideas concerning packaging to maximize transport efficiency

Ideas were assessed on the following criteria: innovativeness, feasibility, and number of votes from the audience. Ideas that best met the criteria moved to a second stage where Heineken innovators worked together with participants to bring the ideas to a next level.

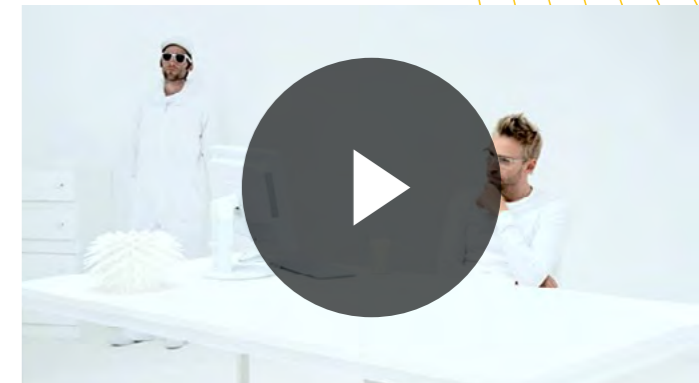
The challenge was open to residents of the following countries:

Austria, Brazil, Canada (excl. Quebec & Yukon), China, Germany, India, Italy, Japan, Netherlands, Spain, UK & US (excl. California).

To kick off the series and raise awareness of the platform - Heineken partnered with Janne



Teaser Video



Overview Video



Kyttanen, Creative Director of Freedom of Creation and pioneer of 3D prototyping will be locked-up in a secret location for 48 hours.

During this time, he will develop potential solutions to HEINEKEN's Sustainability Challenge, from concept to prototype.

Coors Every One Can

Coors Light pushed a large-scale sustainable campaign, 'Every One Can', to get drinkers to recycle cans. Coors Light repurposed its billboards into beer coolers and converted its kegs into barbecue grills.

The brand made sustainability a key marketing message, to win over consumers that, according to consumer research, favour environmentally friendly brands.

Coors Light marketers tested their sustainability ad and promotional campaign concepts with consumers before moving forward. "They saw it as positive new news for the brand," and "They saw it as a fresh approach, especially in the American light lager segment."

Several months before launching the campaign, Coors Light stored vinyl material that is used to make its advertising

billboards, rather than sending it to landfills. The material was used to make cooler bags for beer. The bags carry a tag that says "I used to be a billboard." The brewer is also turned damaged beer kegs into barbecue grills that will be used for in-store marketing displays.

During the campaign, the brand decided to replace its iconic neon bar signs with LED versions, which was said to be "much more sustainable."



**OUR OLD BILLBOARDS.
YOUR NEW COOLER.**

BUY TWO 12 PK'S OR ONE 24 PK'

TEXT "COORSLIGHT" & RECEIPT IMAGE TO 28130

GET A RECYCLED COOLER BAG

Coors LIGHT

**EXPERIENCE
EVERYTHING FOOTBALL**

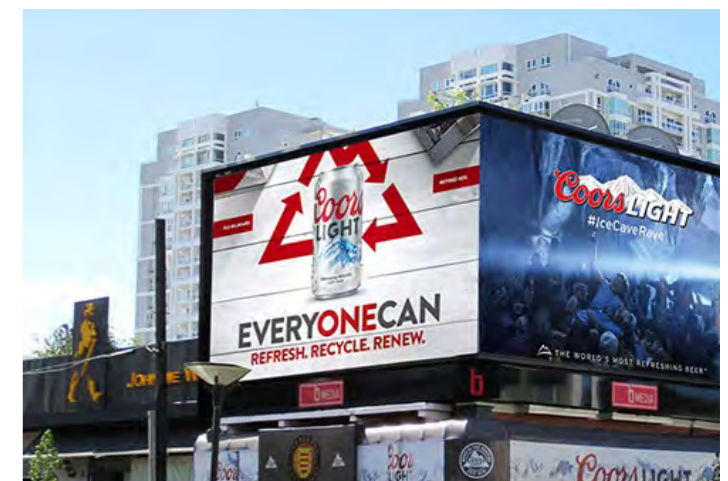
- GAME TICKETS**
- SIDELINE ACCESS**
- TAILGATE**
- STADIUM TOUR**

Coors LIGHT

XP

DOWNLOAD NOW

Coors



#MIRESPIRO
#MYBRAKE



Nestlé Origami Packaging

Nestlé Japan are tackling plastic waste with the announcement of launching recyclable paper packaging for its KitKat products.

Japan is KitKats largest market and reports state that an estimated 4m KitKat minis are sold across the country everyday. Beyond the impressive sales figures Nestlé realise the impact of millions of plastic wrappers going straight to landfill each day.

Nestlé are discontinuing the plastic wrapper with a paper version that is both environmentally friendly and fun. The new paper wrappers come with instructions to encourage customers to get creative and use the packaging to create origami figures instead of throwing it away.

Nestlé estimates this creative sustainable initiative will help reduce the brands plastic

waste by approximately 380 tonnes per year.

The first phase will rollout across KitKat minis top five selling flavours. This initiative is part of Nestlés commitment to only use 100 percent recyclable and reusable materials / packaging by 2025.

Nestlé also launched a new snack bar with completely recyclable packaging and degrades in a marine environment within six months.



#MIRESPIRO
#MYBRAKE

Clear Cycle

Buy, sell or just give away items with no listing fees.

ClearWaste Flytipping App

A UK businessman spent £300,000 of his own money to build a website and app to help the government solve a nationwide issue.

Software developer Martin Montague set up ClearWaste, a platform where people can report cases of fly-tipping around the UK. He developed the app to combat the illegal dumping and disastrous environmental issue that is costing tax payers £750 million per year.

Launching in July 2019, ClearWaste already has 10,000 users with an aim to cleaning the environment and catching those responsible.

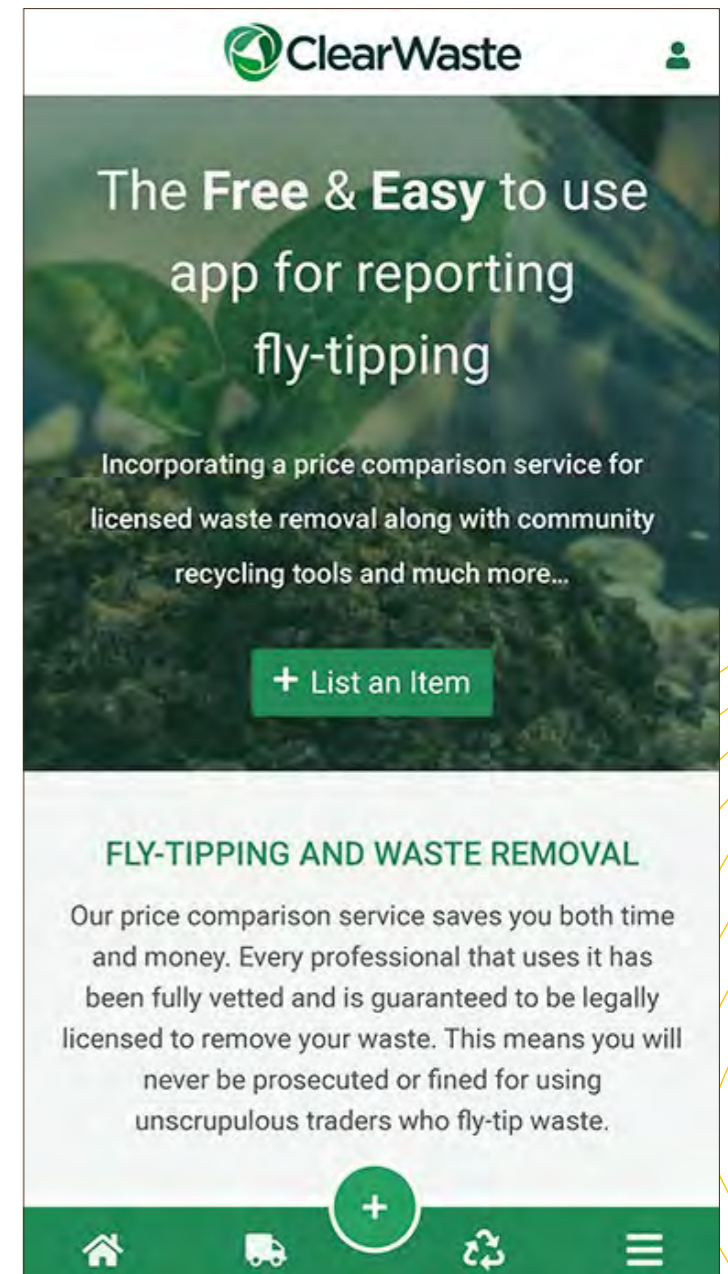
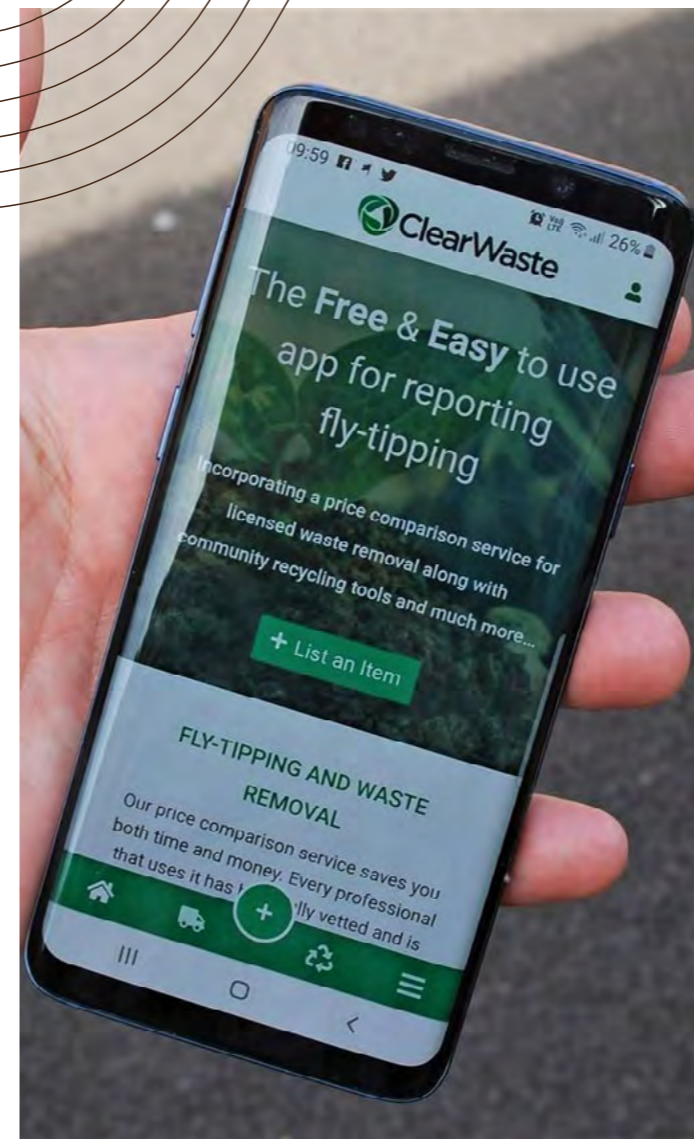
Mr Montague started his app after being a victim of fly tipping, paying for the services of companies to dispose of scrap metal and old boxes containing personal information

from his garage. A few days later the local council arrived to inform him that he risked receiving a fine for fly tipping.

ClearWaste was developed as it was difficult for people to report the issue via council websites or having to stay on the phone for long periods and being transferred to various departments.

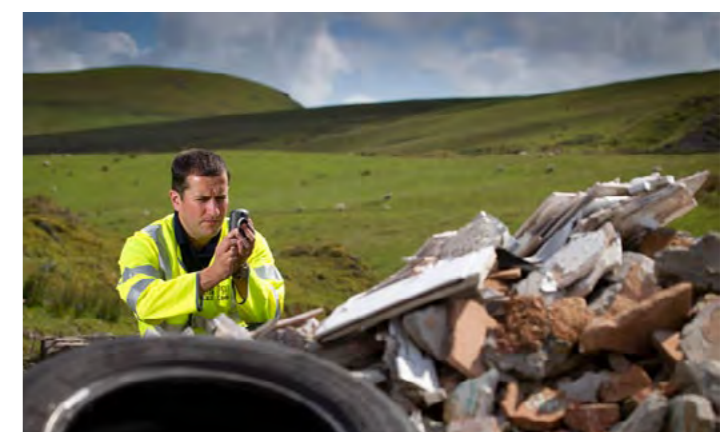
ClearWaste is a free app that connects directly to councils (and in the future trade associations and police) that allows people to capture photos and videos of a fly-tipped site or those in the act and to send directly to the council. Another feature will allow all registered and approved services to be listed on the app with price comparisons.

The aim is to educate consumers and prevent their ex-goods getting onto the hand of illegal fly-tippers.



The businessman is hoping to receive financial backing from the government and is attempting to get an appointment with the environment minister.

Mr Montague stated, "But regardless, I will keep going until it's done because I want to give something back and help solve the problem."





DB Export Sand Machines

Sand is a depleting resource used in everything, such as construction and pharmaceuticals. New Zealand reports that two thirds of the world's beaches are retreating because of the demand and we are running out.

To combat this, DB Export has created vending machines that produce a sustainable solution - they turn empty beer bottles into a sand substitute for human application. The DB Export Beer Bottle Sand can be used in concrete, roading, golf bunkers, landscaping and a host of other applications.

HOW IT WORKS: A drinker pops their DB bottle into the machine and it's pulverised into a sand substitute. Partnered with the team at Expleco that created a wheel of small steel hammers that pulverise the bottles into sand in under 5 seconds.

Each bottle makes 200 grams of sand substitute meaning only 5 bottles are required to make a kilo of sand. After the bottles are crushed a dual vacuum system removes silica dust and plastic labels, leaving behind fine granules of Beer Bottle Sand.

Sustainable and social, the machines include an in built web camera for social sharing. A touch screen lets drinkers instantly share footage from the machines with their friends and family.

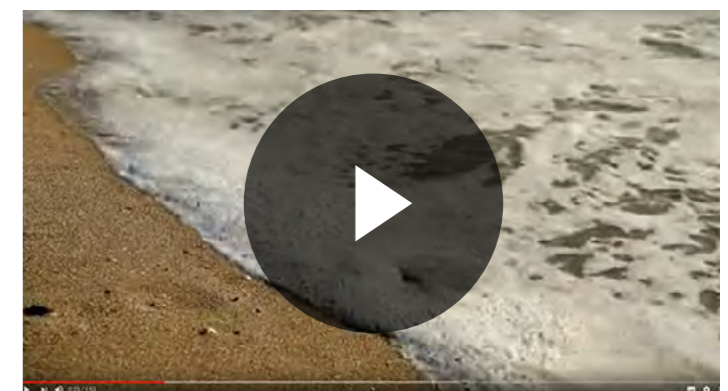
The campaign has and continues to pulverise results, as seen here:

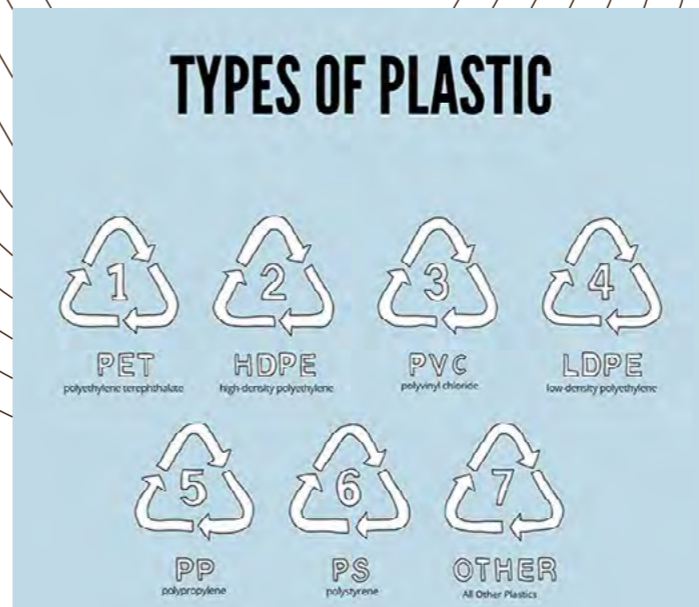
New Zealand's largest recycling company also got involved, creating commercial quantities of the sand by combining DB's empty bottles with non-recyclable glass destined for landfill. For every 12 pack of beer sold in New Zealand, 3 bottles end up in



landfill. DB Export Beer Bottle Sand kept both sand on the beaches, and glass out of landfill. In a category declining at 6%, DB Export drinkers emptied 35 million bottles - helping DB Export become the only mainstream beer to grow in value and volume. Thousands of user-generated videos were shared from machines, with the campaign video receiving 53 million views and 700,000 shares.

A two-year deal to supply Beer Bottle Sand to Drymix (New Zealand's largest concrete producer) and a three-year deal with Placemakers and Downer (DIY chain and road infrastructure service) has seen DB export create their own brand of concrete, enabling them to scale and sell a completely new product to a new audience nationally on a B2B front. Then it went global. Requests for the machines have since come from as far away as Japan, with scoping to supply Dubai with 500 machines currently underway.





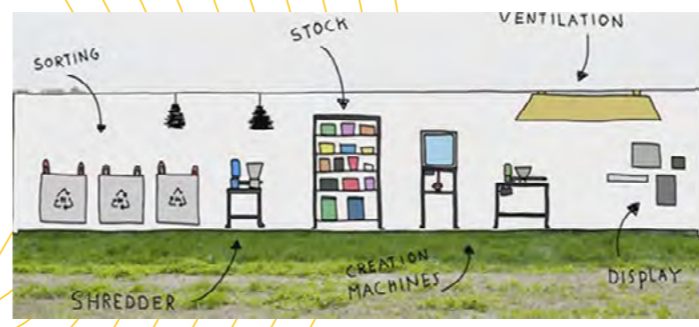
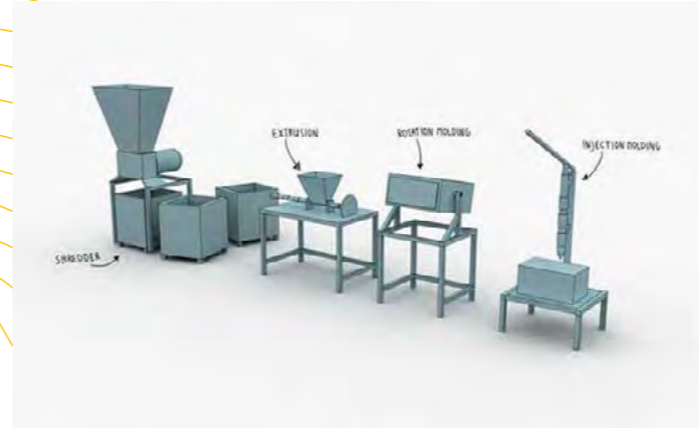
Precious Plastics Re-Plastic Workshops

A new trend that has emerged are design studios, artists and workshops that work with plastics to repurpose them into new products/uses.

Plastic is collected and sorted into various resins. Then small scale industrial / DIY equipment and tools shred, melt, mould and polish the plastic to give them new life and transform them into new products.

Leading the way for this trend is a wide network and community of workshop space listed on Precious Plastics where knowledge, tools and techniques are shared online for free.

A map of collaborators can be found [here](#).





Sydney Water Beat the Bottle

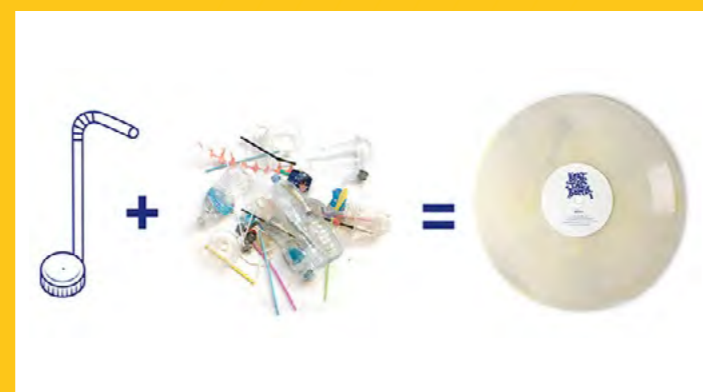
Sydney Water wanted to raise awareness of the impact marine pollution is causing in local beaches and waters particularly single use bottled water.

To do this they wanted to put on plastic clean up events and partnered with up and coming local musicians to produce limited edition vinyl records made from recycled debris. The Sydney musicians also created a track 'Come Clean' just for the event. The track was pressed on the recycled vinyls.

Hundreds of volunteers attended the event hosted by Sydney Water which included DJ's, food and live music. A live sand artist created added theatre to produce a large sculpture during the event.

In addition to the repurposed plastic vinyl, guests received a stainless steel insulated water bottle as a reminder to think twice about buying bottled water in the future.

Across the events at North Wollongong and Manly Cove, they collected 356kg of rubbish. Amazingly as well, at the Parramatta event, they collected 167kg of rubbish in just one hour.



Key Take Outs

Innovation can be used to deliver a variety of brand objectives from awareness to new revenue streams and delivering upon CSR.

Innovation provides brands with the opportunity to pivot and shift their company, brand or product direction that appeals to ever changing peoples needs.

Brands can start from scratch and launch in a new direction or take stock and recommit/relaunch/re-establish their existing brand/product/messaging in a new manner.

For more information or to discuss in more detail
please contact paddy.davis@honeyandbuzz.com

chapter 5.

Experience

Overview

In a world of screens, clicks, online content, mass data and instant measurements - analog moments allow for real connections to take place and introduce or develop proper relationships between a brand and people. An opportunity for brands to receive qualitative feedback and real sentiment on what a brand stands for or a deeper understanding to evolve and meet audiences tastes/ needs.

Fully immersive experiences enable people to be educated and be apart of a brands sustainability initiative. Allowing for stronger brand recall and an opportunity to truly deliver and impart key brand messages throughout the experience while rooting people within the personality of the brand.

Using a full 360 approach to experiential can deliver great results and a true connection with brands target audiences.

We look at campaigns that fully immerse, influence and ultimately have the impact to change behaviours through considered experiential planning.



Corona Save the Beach Hotel

Corona partnered with famous German artist HA Schult, known for his "Trash Men" art - a piece composed of thousands of life-size human figures completely made of trash. His partnership with Corona lead to the collection of 12 tonnes of trash across European beaches and raise awareness of the issue taking place across the continent

Corona Save the Beach Hotel was created using the collected trash and was installed in Rome's Castel Sant'Angelo along the Tiber river and then Madrid's Callao Square. Allowing people to book a night stay in the hotel.



According to Schult, the hotel which features a reception area, three bedrooms and two bathrooms, was built to raise awareness about our relationship with trash. "What better way to illustrate this relationship than to allow people to literally live inside the garbage."





Carlsberg Carlsberg Cabin

Carlsberg wanted to encourage fans to live and enjoy the 'Danish Way' with friends or family by experiencing 'Hygge' time.

Carlsberg set to create this quality time miles away from the daily grind by forging the antithesis of the high street boozier and the ultimate beer retreat.

The Carlsberg Cabin is hidden in the depths of the Cornish countryside and the worlds first waterfall powered pub. A fully sustainable cabin available to book on Airbnb that's 100% off the grid.

Several strangers came together to build this experience in order to capture some unique and quality social content.

Sustainable, rooted in brand ethos, Carlsberg on tap and the results to match.

- 5.5m views by target audience
- £15m PR value
- Over 350 individual bookings
- 98% occupancy rate via Airbnb





Jack Daniels

The Bar that Jack Built

While the key objective wasn't around sustainability, the campaign certainly delivered on it.

Jack Daniels wanted to celebrate it's founders birthday and called upon trades people to come together to fabricate 'The Bar that Jack Built' in return for payment in whiskey. The campaign had three stages: the collection, the construction and the celebration.

No one knows the exact date Jack Daniel's was born due to a fire that lost all the records. But people knew it was in September which presented an opportunity to celebrate throughout the month of September.

Using September to raise awareness but to engage with their core audience – down to earth doers who like working with their hands – with a call to action to build the ultimate man cave in honour of Jack Daniel's birthday. A bar that built on the back of contributions and paid in whiskey and a ticket to the event.

One month to build the bar and then to celebrate at the end of September.

Targeting a core audience of hands on and down to earth doers – just like Jack Daniels himself – to create a the ultimate community man cave – all made, built and produced using disused materials.



Using social media to appeal for specific disused materials and requests, such as doors, chairs, tables, lighting, pickup truck, art and so on. All to target the likes of carpenters, screen printers, painters, sheet metal workers, set builders, chefs, sign writers, musicians, videographers – where in return, receiving a ticket to an epic night with Jack and friends.

Initially starting in Sydney the campaign quickly exploded with requests to join came far and wide across Australia to help. The event was held on the last Saturday in September in an ex-foundry with huge industrial presses and metal working machine.

The party was a grand finale of six weeks of hard work, enthusiasm, generosity and love of Jack, which resulted in the world's first crowd sourced bar. Everyone who had donated their time, skills or materials was there, including the entertainment for the night.

RESULTS

A peak on Jack Daniels page showcases how well the sustainable campaign was received.

All in all, people donated \$178,000 worth of their time, materials and expertise. The campaign earned an additional \$84,500 in PR (on a budget of \$0). Engagement was also a key metric and 'The bar that Jack built' outperformed the previous year's campaign by over 260 percent. Not bad for 286 bottles of whiskey (or \$6356.96)

The campaign was recognised at the Reggies, the Award Awards and by global experiential awards program the Ex Awards, where it won for Best Single Market Event.

The idea was rolled out to other states.





Ecover Rubbish Café

In 2016, less than half of all plastic bottles were collected for recycling and only 7% of those were turned into new bottles. The resulting impact is approximately 12.7 million tonnes ending up in oceans every year. As a manufacturer, Ecover is tackling the issue with new 100% recycled and 100% recyclable washing up bottles. They wanted this campaign to motivate the nation to join them in the war on plastic pollution.

Ecover targeted the mainstream 'conscious consumer' - early adopters of trends with a desire to share the positive choices they make and who feel they're part of a movement.

The Rubbish Café was a pop-up with a zero waste menu. Serving up inspiration and ideas for simple swaps we can all make to reduce, reuse and recycle plastic.

All paid for with rubbish. A sustainable café that gave their audience social bragging rights with clever touch points across the experience.

Everything was designed with sustainability and shareability in mind. Ecover enlisted eco-chef Tom Hunt to create zero waste veggie and vegan bowls whilst upcycling designer Max McMurdo ensured the Rubbish Café backdrop was Instagram-worthy from every angle.

Recycling bins were placed at the entrance to showcase the value of putting plastics back into the recycling system. Ecover's vision for the future was also displayed - the ability to re-fill bottles wherever possible. Attendees were encouraged to pledge to do their bit, as well as spread the word with #LetsLiveClean as a call to action.



A launch party was held the night before the café officially opened to the public. Eco-conscious celebrities attended including Lucy Watson, Camilla Thurlow, Julia Bradbury and Professor Green for widespread national pick up.

THE RESULTS

87,000+ social engagements (*positive likes, shares, comments*) on plastic pollution

Almost 1,000 visitors to the café experienced plastic education face-to-face and 240 pledged to reduce their plastic usage #LetsLiveClean used over 300 times.

11,400 visits to microsite page containing education on plastics/recycling, 25 stakeholder attendees, 50 bags of plastic collected and recycled, 620,000+ organic video views .

Doubled Ecover's Instagram followers and 400% increase in Facebook page likes.

Drive widespread editorial and social coverage landing Ecover's new recycled/ recyclable bottles to showcase their leadership in sustainability.

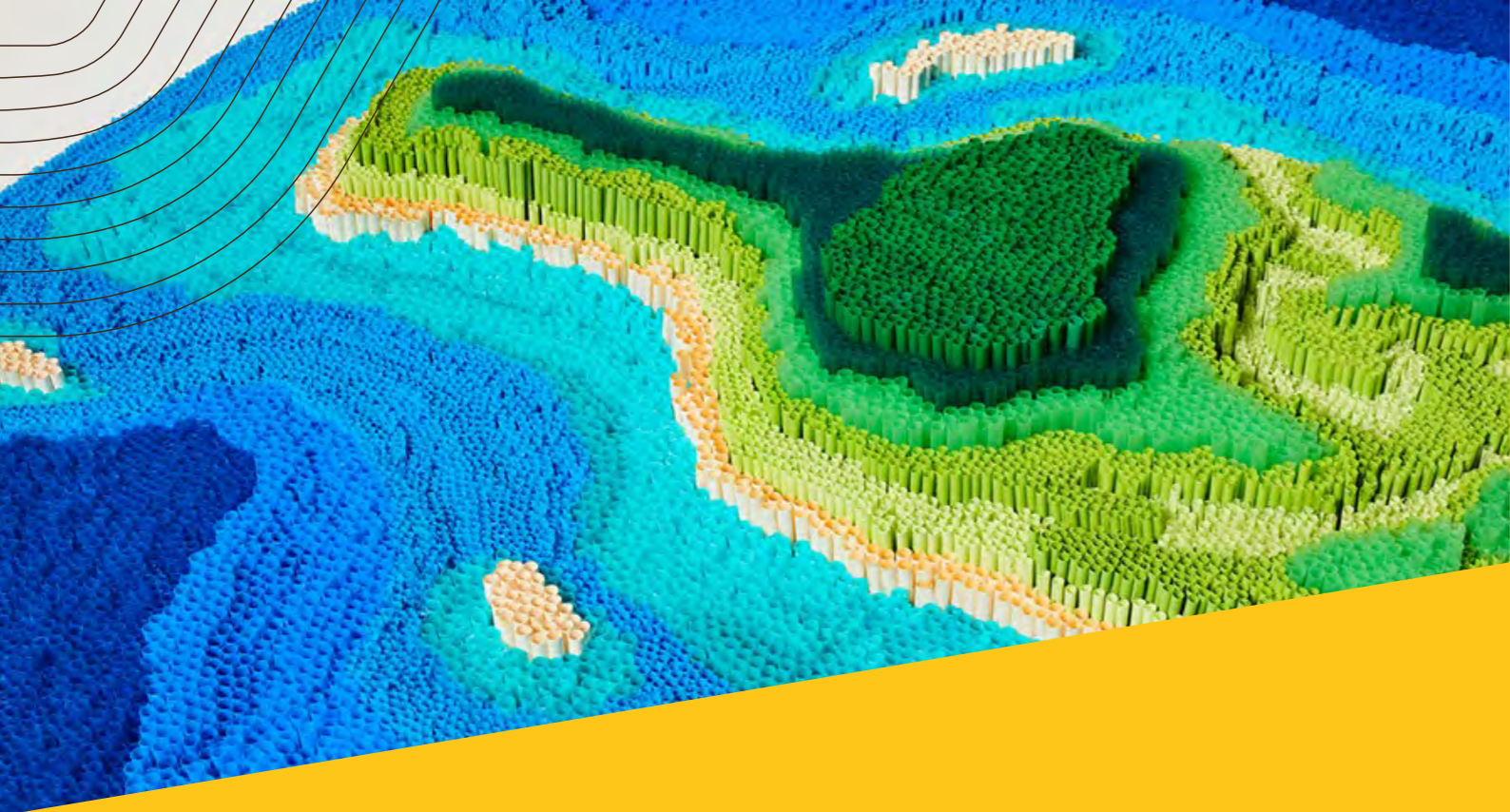
130+ pieces of positive coverage reaching 66% of 'Conscious Consumers' in the UK three times, including nationals (*Daily Mail, MailOnline, BBC News, Daily Express, Metro and The Sun*), broadcast features across 27 stations (*including Sky News Sunrise, BBC News and the Today Programme*) and product placement in high-circulation magazines (*Women & Home, Fabulous and Ideal Home*).

95% of coverage included two key messages - *sustainability and new bottle*

54% of coverage included an image

Over 24 million social impressions





Absolut Sustainable Event

Absolut are focusing on sustainability for both consumers and bars in order to become Planet Earth's Favourite Vodka.

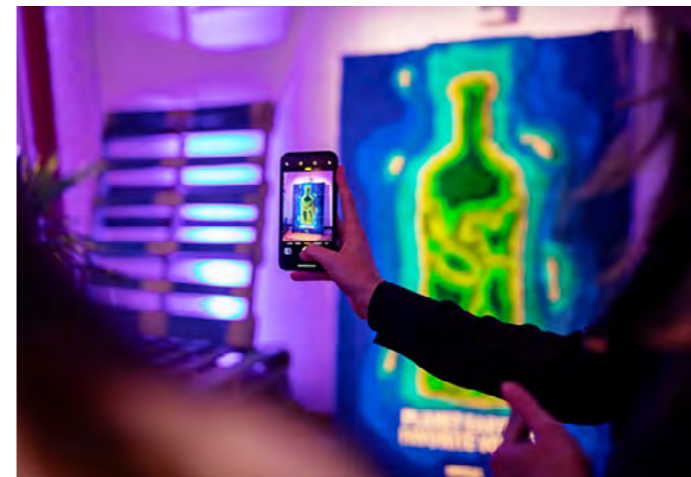
Absolut are committing to sustainability efforts big and small, including going straw-free company-wide. For the announcement, they created this six-foot-tall piece made of more than 60,000 plastic straws saved from the landfill, turning waste into wonderful.

Creating bars made from recycled materials and natural elements such as recycled wooden pallets, bubble wrap, and fresh flowers and greenery. The brand's mission was to encourage locals to become better recyclers and raise awareness for recycling efforts in the city.

The project made its debut on Earth Day at Bar Recycle in NYC, an interactive event designed to encourage consumers to practice sustainability by exchanging recyclables for an Absolut cocktails in mason jars.

To further its local mission, the brand donated \$50,000 to Plastic Pollution Coalition to reduce waste in New York.

Along with a Coachella activation themed around sustainability and diversity, Absolut also kicked off its campaign on the West Coast with an eye-catching installation in Los Angeles. In March, the brand partnered with nonprofit Global Inheritance to organize a massive cleanup at Ballona Creek.



To showcase the impact of the event and inspire people to take action, Absolut then partnered with artist Dan Tobin Smith to turn the collected trash into an interactive 3-D billboard.

The colorful billboard, which was unveiled on Earth Day at L.A. Live, incorporates augmented reality by inviting passersby to hold their phones up to the installation, unlocking content that highlights the riverbank cleanup and the making of the installation.

Additionally, on Earth Day, Absolut tapped nearly 100 brand ambassadors in 41 cities across 17 states to organize more than 40



local cleanup events. And to support the launch of the brand's upcoming limited-edition Absolut America bottle this summer, the brand is supporting Plastic Pollution Coalition and FinalStraw's mission to end plastic straw use.

To drive awareness of this initiative and the 'Green Hustle' within the on-trade they enlisted award winning Absolut Brand Ambassador Bartender Bex Almqvist to highlight the issue and explain the impact of change.



Conclusion

We take stock and conclude across our 5 themes that brands have the opportunity to connect with people and help them achieve sustainability and approach in a manner that fits in their lifestyles and routines.

People want to help but the chore of doing good is preventing them from making the impact required. It's an opportunity for brands to get closer and be apart of community and with passionate people.

Brands need to be doing more to help the process and close the loop as people/ customers purchase their products and ultimately need easier solutions to recycle the waste result.

Attaching an experience to alleviate their pain points to make the process easier to adopt, become educated and ultimately shift behaviours.

Experiences can achieve this with the aim to grab, hold and retain attention in ways that connect with people. Cases shown earlier clearly show the potential that a 360 experiential campaign can deliver across multiple channels and touch points.

Planning experiences that people connect with is a specialist task that requires the necessary skillset, knowledge and understanding to be implemented into the planning process of a campaign.

Experiential needs to be considered across all channel and comms points to maximise the commercial opportunity for brands.

For more information or to discuss in more detail please contact Paddy,

davis@honeyandbuzz.com

Thanks