



# **Metron Ariston: Making Responsibility a Trend**

Report of 2020 & 2021

Future Plans 2022

Donors & Supporters



# Metron Ariston: Making Responsibility a Trend

## Few Words about Metron Ariston: MRT

“Metron Ariston - Making Responsibility a Trend”, is a non-profit civil partnership that has been formed in order to become the reference vehicle of the bartending community for the welfare contribution to Greek and European Society through its consistent, responsible and effective presence.

Metron Ariston: MRT , is an independent European organization that follows the principles of transparency, accountability, participation and inclusion. Placing Society, its people and their needs at the core of the initiatives and programs it develops, regardless of gender, origin, religion, belief, disability, age or sexual orientation

## The Scope

The scope of this organization is to help create a culture of responsibility on the broader alcohol and spirit sector.

## Mission Statement

The **mission statement** of this unique civil partnership is *“responsibility of the trade, by the trade, to the society”*, as well as a support of the trade in various manners

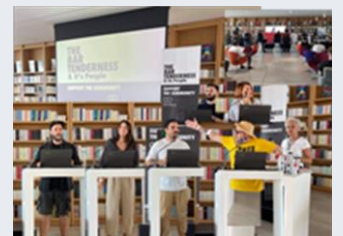
## Mission Statement



*“Responsibility of the trade, by the trade, to the society”*

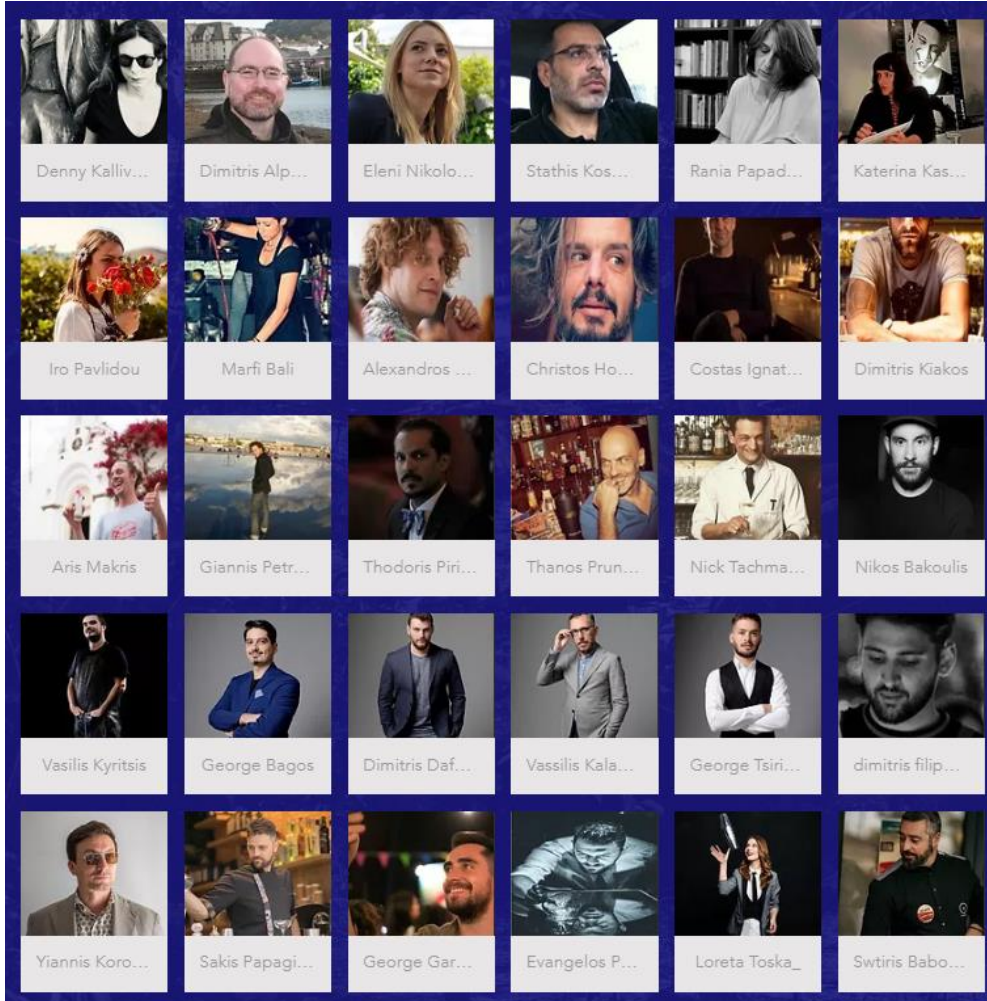


1st Metron Ariston: MRT Conference (9/26/2021 - SNFCC)





## Members of Metron Ariston: Making Responsibility a Trend



## Members



Denny Kallivoka,  
Dimitris Alpanezos,  
Eleni Nikoloulia,  
Stathis Kosmas,  
Rania Papadopoulou,  
Marfi Bali,  
Iro Pavlidou,  
Alexandros Gikopoulos,  
Christos Houseas,  
Costas Ignatiadis,  
Dimitris Kiakos,  
Aris Makris,  
Giannis Petros Petris,  
Thodoris Pirillos,  
Thanos Prunarus,  
Nick Tachmatzis,  
Nikos Bakoulis,  
Vasilis Kyritsis,  
George Bagos,  
Dimitris Dafopoulos,  
Vassilis Kalaintzis,  
George Tsirikos,  
Dimitris Filippou,  
Yiannis Korovesis,  
Sakis Papagiannis,  
George Gargaretas,  
Evangelos Pakios,  
Dear Quentin  
Loreta Toska,  
Sotiris Babouris

«+»



## Social Welfare & Broader areas of activity

Focus on:

- **Responsible Consumption**

Promote the cultivation and adoption of a Conscious and Responsible Consumption attitude on a personal, social and environmental aspect..

- **Community Support**

### Support the Community

throughout 2020 & 21, a financial support programme addressing to individuals of our sector and /or their families was initiated. Supporting members of our Industry that due to SARS-Covid19 Pandemic, were found in distress due to lack of resources and income; Metron Ariston: MRT took action to support some of the most vulnerable members of our industry, contributing with 417€ (circa 350€) more than 85 applicants (*pls. refer to Appendix*)

### Greek Wildfires

Experiencing an unprecedented natural disaster, the people of our industry followed Metron Ariston-Making Responsibility a Trend initiative of organizing a global fundraising campaign that was launched in order to support those affected by the Greek Wildfires

### Training Scholarships

Metron Ariston: Making Responsibility a Trend has launched a scholarship program in order to support people of our industry to acquire skills and knowhow; covering part of the tuition in seminars and / or training programs. *Under the broader spectrum of **Equality and Inclusion**, people like Pascal, participated since October '21, in the 6-month training program of Fogcutters with Thodoris Pyrillos.*

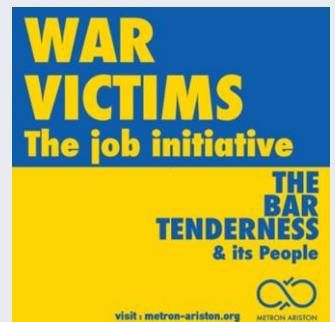
### War Victims – The Job Initiative

*“People that were working at the broader “spirits” sector or relevant hospitality industry that overnight lost their job, among other things.”*

Initiatives &  
Actions  
(12/2019 –  
4/2022



SUPPORT THE  
COMMUNITY





What we are trying to do, is to create an index incorporating their CV's along with their "personal" data, such as country of (temporary) residence, relevant background and experience, etc.

Those "job experience related" data will be publicized upon request to businesses (Bars, Pubs, Café, Hotels etc) .

- **Inclusivity & Intersectionality**

In collaboration with the **Panteion University of Social and Political Sciences** we have started a process of restructuring vital elements regarding the Accessibility for Persons with Disabilities in Bars and Restaurants in Greece (at the beginning as a pilot period) and extending the acquired know-how abroad..

**Access to the Blind and Vision Impaired**

Metron Ariston MRT, in collaboration with **Panteion University of Social and Political Sciences** has started the process of creating a mechanism of Visual and Audio Aid for Catalogues, suitable for the Blind and Visually Impaired.

An initiative for supporting inclusion with Pop-Up Bars and tailor-made events in major urban areas.

Developing in collaboration with specialists and academics, specific aids designed to allow people with disabilities not only to approach but to feel cozy and self-sufficient within bars.

The process has begun with the blind and visually impaired and the development of interactive order lists; In collaboration with **Panteion University of Social and Political Sciences (Department of Anthropology of Modern Western Societies)**

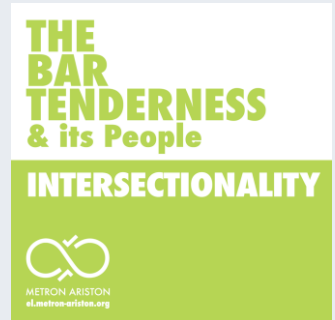
- **Sustainability**

**"The Glass Cycle"- Open for Sponsorship**

A case study, of how the common need for *environmental sustainability* can be integrated with elements of *social inclusion* and *intersectionality* in an initiative supported by *Corporate Social Responsibility* and proliferated by bartending community. How the last, can play a pivotal role in integrating the notion of **"Cultural Vitality"** in *the urban sustainability equation*.

Minimizing actual glass waste is the **obvious** and **measurable** positive effect. Equally significant though, and far more important in the long run, is the development of a *culture* of how each of us can play a role for

*" Intersectionality "*



*Intersectionality & Social Welfare*



*Intersectionality & Inclusion*







shaping the future for fellow city inhabitants.

A collective vision of selected values, such as sustainability, social inclusion and intersectionality are fully utilized in this program, with prime objective “to create a **culture** of Glass Recycling from **within** our Industry, **using elements of cultural vitality to do so**”.

Currently, “The Glass Cycle” has proceed to the stage of **data acquisition** regarding methods and practices already adopted and successfully performed by Bars from all over Greece.

The Data Acquisition method selected for obtaining *maximum efficiency* in regards to understanding both **physical** and **psychological** variables related with glass recycling from Bars & Venues, is a hybrid one, combining two independent and self-sufficient e-questionnaires.

- A thoroughly dedicated to the cause *Quantitative* one, covering mostly physical variables, regarding material management (i.e. methods of collecting, storing and processing for recycling already successfully utilized by venues all over Greece), along with a
- *Qual-Quant (qualitative-quantitative)* one, *which* deals mostly with “*psychological*” variables. The last one is of paramount importance if we wish elements of *Cultural Vitality* to be introduced in the process, as well.

Please, read more about that in the following “The Bar Code” paragraph.

- **Establishing a Measuring & Awarding Mechanism**

“The Bar Code” (working title) *umbrella*

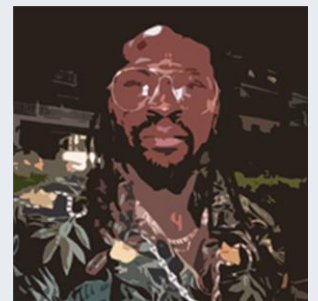
“The Bar Code” is our **biggest project**, which will represent the central pillar and point of reference of all our initiatives and actions, from the moment it is publicized.

In simple terms, is a highly standardized, easy to proliferate, populate, update and use- mechanism for “suggested” Bars from all over Greece (pilot stage).

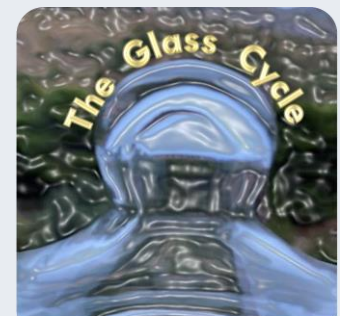
### “A Sip of Greece”



### Scholarships



### The Glass Cycle





It could be best described *NOT* as an *Award system*, rather than as a **Guide** of suggested bars, incorporating CSR elements such as: Sustainability, Inclusivity, Equality, etc.

Bars that have been *accredited* by this standardized and transparent mechanism will enjoy Difford’s Guide authority, Trade’s and Industry’s equivocal recognition and acceptance as well.

Furthermore, this online tool will not only “*support*” and “*promote*” Good Bars, but also Bars adopting or willing to adopt “*Good Practises*” (i.e. Sustainability, Equality, Responsible (Discerning) Drinking, Inclusivity, Intersectionality etc).

Addressing not only to Discerning Drinkers but to practically all Travellers (local and inbound tourism) is a Consumer-Oriented Guide where **voting is taking place in a way that guarantees transparency\***, **by the most profound professionals of the Trade and Spirits Industry.**

*\*Transparency*: based thoroughly on a publicized, standardized methodology of “ratings” with a:

- pre-determined
- multi-level mechanism of evaluation
- non susceptible to “unauthorized or unwelcomed external factors and tactics”

Furthermore – the “*Good Practices*” integrated nomination scheme, will help Spirit Industry to address to the Community (especially younger individuals, very sensitive to Social Responsibility related issues), and convey messages about Equality, Sustainability, Responsibility and Responsible (Discerning) Drinking, Inclusivity, Intersectionality etc), achieving the desired utilization of “*Cultural Vitality*” in the process.

Especially, in areas where the nature of answers can be easily quantified, such as in case of **Gender Equality and Women’s Empowerment**, the acquisition mechanism of “The Bar Code” and the accreditation that follows can make a **measurable difference** within a **specific time frame**.

### Equality



### Sustainability



### Discerning Consumption





- **Road Shows**

In addition to the abovementioned, and in order to focus on *Genders' Equality* and *Sustainability*, five *road-shows* have been made to **Thessaloniki, Volos, Trikala, Ioannina** and **Rethymnon**, as soon as the safety protocols against SARS-Covid19 allowed it (February – March 2022).

Road Shows of the type, will be repeated on an annual basis, as they are inspirational and effective proliferating Metron Ariston: MRT values.

- **Ladies Convent**

A TeDeX style *Ladies International Forum*, with inspirational short talks from women from all-around-Europe, of different sectors of our industry (Bartenders, Journalists, Ambassadors, Corporate Personnel), in an effort to *inspire* and *motivate* females of the extended F&B Industry.

- Live stories will be narrated as example to look on.
- Inspirational stories from women who haave excelled in other fields
- A round-table discussion will sum-up goals and targets of the Convent
- A Charity Ladies Guest-shift to end the event.

## Report

In our annual [Metron Ariston Report 2020-21 Final 1.pptx - Microsoft PowerPoint Online \(live.com\)](#) report we present the results of our collective efforts, which have been enhanced by our supporters; the continuous, substantial, and effective beneficial influence of the bartending community towards society and environmental sustainability.

We are trying to make our work count for the our fellow citizens and our profession, and we are committed to continue our efforts with the ethical and substantial support of all our members

“Keeping Spirits Up in Greece”



Greek Wildfires – Support the Day After



Intersectionality





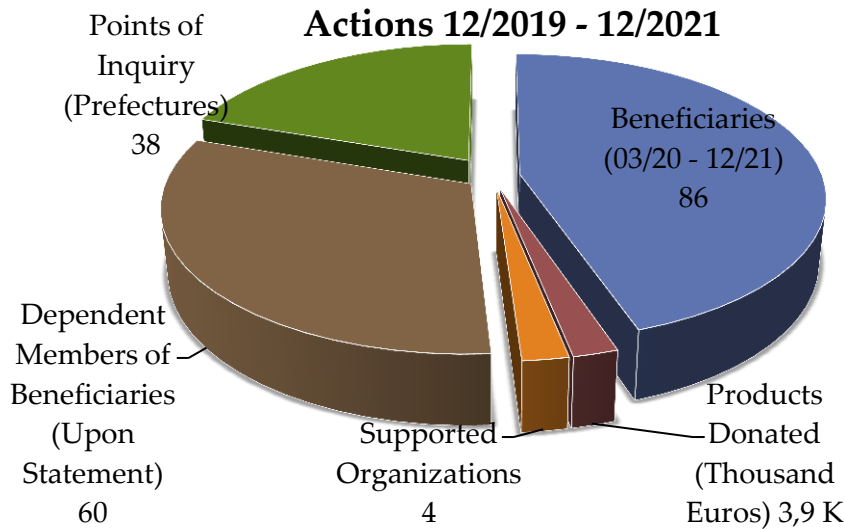


# Appendix



## Facts & Figures

### The Bar-Tenderness & its People Fund Raising



### The Bar-Tenderness & its People Fund Raising

- **86 beneficiaries with completed proceedings (12/21)**

Chart represents the number of Beneficiaries in relation to the total number of **174 eligible**, valid applications that have been evaluated till 12/21, and met the prerequisites /conditions

#### Additional Dependent Members (*upon statement*)

- 60 additional dependent members have been stated by the beneficiaries.
- Presense and number of dependent members was one of the parameters taken into consideration during the evaluation process
- 80 people is the total number of dependent members overall stated among valid applications so far (20/12/21).

## Facts & Figures



### Beneficiaries



**Beneficiaries: 86**  
(49.4% of Eligible Inquiries - Process Completed)

### Dependent Members



**Additional Beneficiaries: 60**  
(75% of Overall Dependent Members (Based on Statement))



### Donation Financial Analysis

- € 250 is the net tax amount deposited to each individual beneficiary
- € 166.66 are the donation taxes payable by Metron Ariston MRT, directly to the Tax Office of the Beneficiary.
- Metron Ariston MRT also undertakes all the procedures with the Tax Authorities. for the completion of each donation
- Total amount paid per person € 416,66 (circa £ 350)
- Management costs circa 11%

### Geographic Dispersal & Allocation of Inquiries

- Inquiries have been received from **38 Prefectures**, representing the **73%** of entire Greek Territory
- Almost to **half of those Prefectures** at least one Donation has been made so far

### Promoting Good Practices

#### “The Video Series”

- We have started creating a series of inspirational videos (filmed in bars) referring to Metron Ariston: Making Responsibility a Trend pillars:
  - Sustainability
  - Responsible Consumption
  - Intersectionality
  - Equality - Social Inclusion

### Financial Analysis



Net Tax Amount: € 250  
Donation Taxes:  
€ 166,66

### Geographic Dispersal



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### & Allocation of Inquiries





# Donors & Supporters



## Donors – Supporters (based on timeline)

### Donors - 20.000 € (+)

- Campari
- Pernod Ricard Hellas

### Supporters

- O/PURIST
- JACK DANIEL'S
- The Local Spirit Project
- Three Cents
- Jägermeister
- PUKKA
- KIRKI Beers
- ICE UP
- SAMBA CAFÉ
- MATAROA
- Ιδιώτες/ Ανώνυμες Δωρεές

### Media Sponsorship

[Difford's Guide - the home of discerning drinkers \(diffordsguide.com\)](http://diffordsguide.com)

**Difford's  
Guide**  
FOR DISCERNING DRINKERS

### Ευχαριστούμε

- Amaránthine Bistro
- BitterSweet
- Holy Spirit Cocktail Bar
- MAI TAI AΘENS
- Parrot's Beak
- Tiki Bar Athens
- The Clumsies
- Αμπαζούρ Café
- Red Nose

### Special Thanks

- [bitterbooze.com](http://bitterbooze.com)
- [ethnos.gr](http://ethnos.gr)
- [gastronomos.gr](http://gastronomos.gr)
- [olivemagazine.gr](http://olivemagazine.gr)
- [marketingweek.gr](http://marketingweek.gr)

## Δωρητές & ΥΠΟΣΤΗΡΙΚΤΕΣ



Pernod Ricard Hellas



Pernod Ricard

In the report at hand, we present the results of our collective efforts, which were implemented thanks to the support we received from our donors and supporters.

Their contribution, along with the continuous, substantial and effective voluntary work of our members and the constant support of the Bartending Community made this endeavour feasible.