

# Developing /updating your sustainability strategy

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‘Knowledge Still’  
workshop

07 October 2021



**Irish Whiskey Association**  
Drinks Ireland

# Recording

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**We are recording this workshop so that it can be shared with members of the Irish Whiskey Association who cannot attend.**

# Workshop etiquette

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Please **turn off** camera during meeting. Please **mute** microphone during meeting.

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Please do not '*Take control*' of PowerPoint slides on screen.

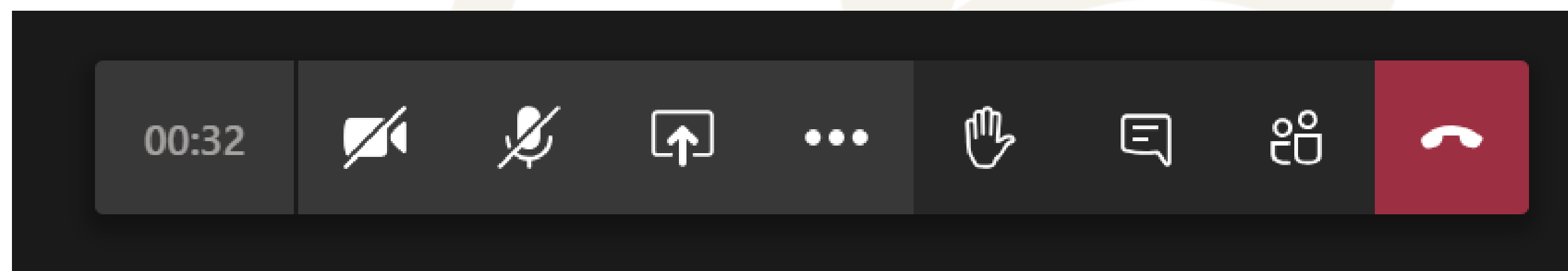
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There will a Q&A session where questions can be asked at the end of the three presentations.

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You can also use the chat bar function to ask a question. This can be done through out a presentation and we can come back to the question(s) at the start of the Q&A.

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# Speakers

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- **Karen Deignan,**  
Director /Co-Founder, **Sustainabilityworks**
- **Martin Hofler,**  
Sustainability Partnership & Development Manager, **Origin Green**
- **Q&A** to follow presentations
- Chaired by **Michael Clancy,**  
Chair, **IWA Knowledge Committee**



# Martin Hofler

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Sustainability partnership and  
Development Manager,  
**Origin Green**

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FYI:

Please use the chat bar to ask any questions you might have. You can do this through out this presentation and we will come back to your question(s) at the Q&A part of this session.



# Global Food Sustainability Outlook 2021

Martin Hofler  
Sustainability & Partnership Manager

BORD BIA   
Thinking  
House





# Context of research

The research set out to uncover the Sustainability Outlook from the perspective of three core groups:

## 1: MATERIALITY ASS: THOUGHT LEADERS / STAKEHOLDERS



Including NGO's, opinion leaders, Policy groups, Clients and Bord Bia experts

AUDIT OF

**60+**

PUBLISHED RESEARCH PIECES  
& 14 INTERVIEWS

## 2: CUSTOMERS



**A: Buyer Barometer** – multi-market quant barometer exploring views of buyers.

**B: Depth interviews** – multi-market qualitative interviews focusing more on more senior roles with a connection to the sustainability interview to give depth and context to sustainability within the customer organization.

**189**

FOOD BUSINESS  
BAROMETER ACROSS  
9 MARKETS

**25**

GLOBAL DEPTH  
INTERVIEWS WITH  
SENIOR FOOD BUSINESS  
LEADERS

## 3: CONSUMER



Multi-market quant survey testing attitudes and opinions of consumers aged 18-65 around sustainability

**11,000+**

ONLINE CONSUMER SURVEYS  
ACROSS 13 MARKETS

# The Key Topics of Sustainability

From an extensive audit of published research and perspectives on Food Sustainability we uncovered the Top 25 sustainability topics

The list is broad but not exhaustive – it captures the most commonly referenced items, all items are seen as important



1. Greenhouse gas emissions
2. Climate change adaptation
3. Energy and renewables
4. Water availability and quality
5. Biodiversity
6. Deforestation
7. Land usage
8. Food loss and food waste
9. Sustainable fisheries
10. Sustainable packaging
11. Organic farming and food production
12. Regenerative agriculture and soil health
13. Circular and Bio economy
14. Grass-fed



15. Animal health and welfare
16. Human health and nutrition
17. Food safety and quality
18. Product labelling and traceability
19. Alternative protein
20. Human and labour rights



21. Food security
22. Digital technology
23. Sustainable livelihoods and a 'just transition'
24. Market opportunity
25. Skills and training



# The sustainability agenda is accelerating

1. SUSTAINABILITY DEMANDS ARE ACCELERATING

## Insight

The food and drink sustainability landscape is accelerating – and another tipping point is coming - more will be expected and demanded from customers and consumers.

# 75%

of consumers globally have made an effort to buy more sustainably-produced food and drink in the last 12 months.



# The Food sustainability landscape:

## Dynamic and accelerating

The sustainability agenda has accelerated over the past 5 years.

This is a forward moving spectrum – all respondents cite an acceleration which will continue over the coming years.

### BEFORE

Pre 2015:  
Sustainability siloed  
& not integrated into  
the business.

More academic than  
public focus

### TIPPING PT.

2015-18 : 'The Tip'  
several factors – Global  
agreements (Paris, UN  
SDGs), popular influence  
(Attenborough & Co.) -  
have moved  
sustainability to centre  
stage within the  
business and for  
consumers.

### NOW

Important, strategically  
critical pillar –  
integrating through the  
business. Multi-item  
programmes in  
development &  
expanding.

### NEXT

Continued acceleration –  
IPCC, COP26 / post-  
COVID bounce -  
increased regulation &  
consumer focus.  
Partnerships & holistic  
issues to the fore.  
Overall, higher on buyer  
agenda.



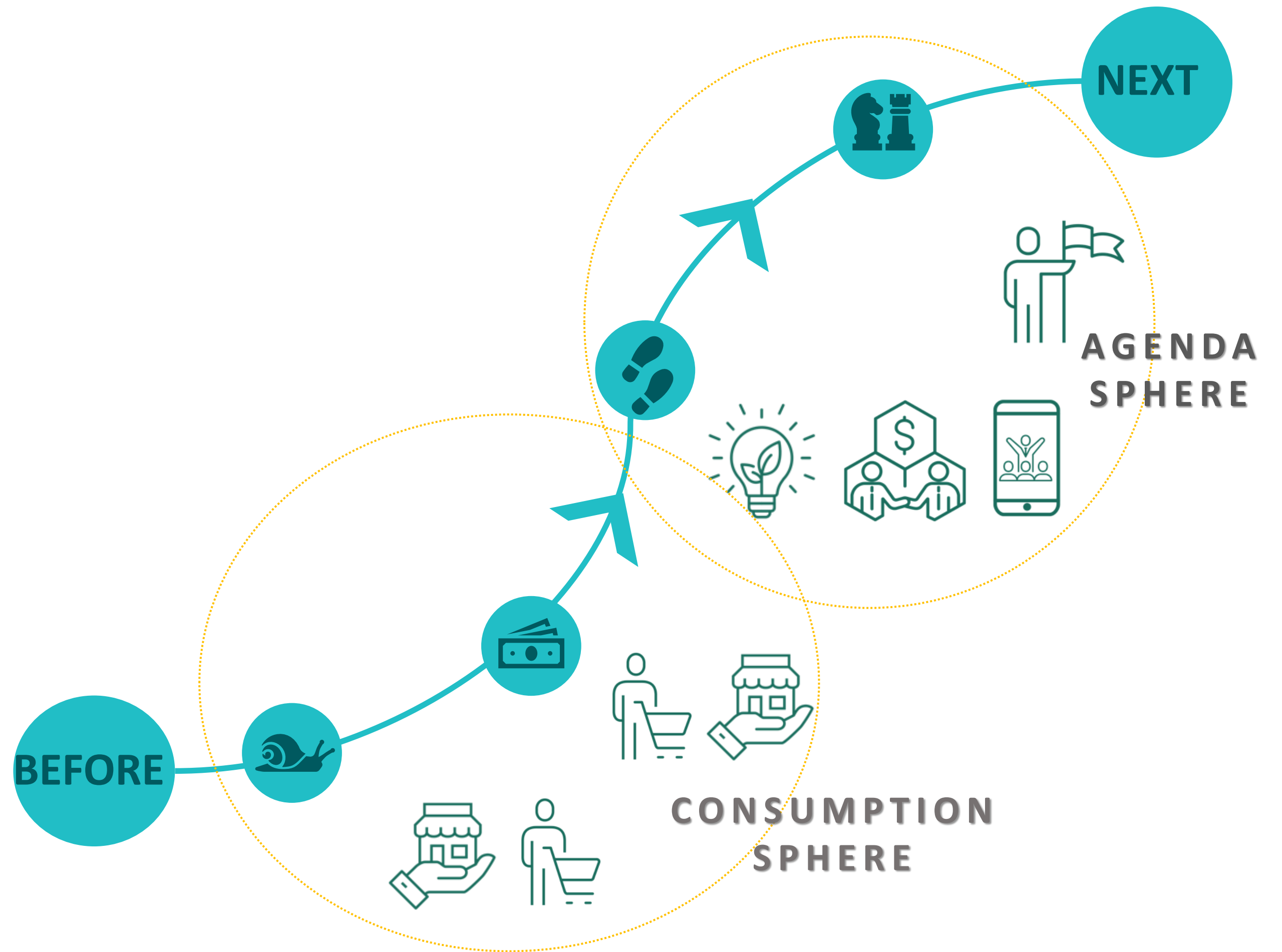
# There are two clear “spheres of sustainability”

## AGENDA SPHERE

Led by the agenda setters and includes sustainability leads – their view of the world is more holistic & complex covering multiple factors.

## CONSUMPTION SPHERE

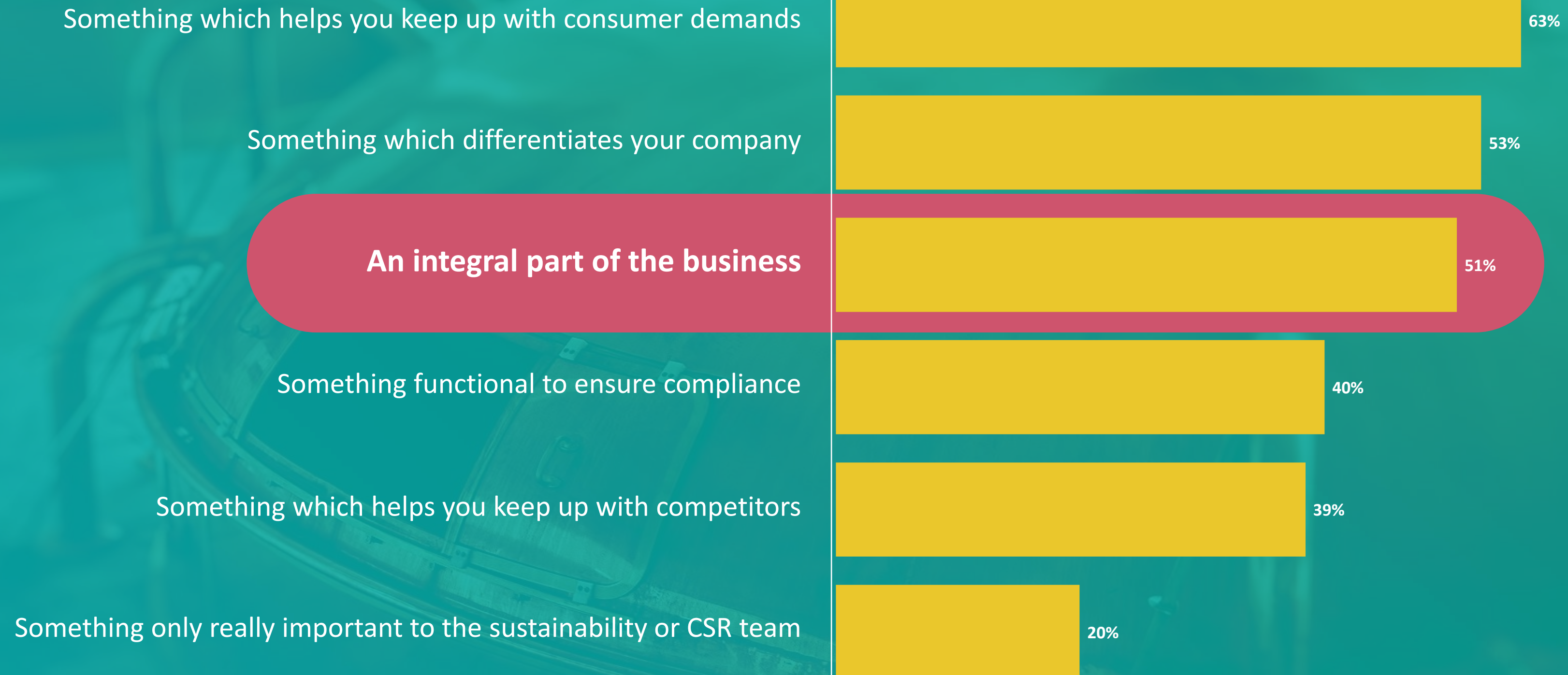
Principally around consumers and the buying functions within food businesses – their view is narrow, more immediate & simpler, covering fewer, more tangible and accessible factors



# Buyers



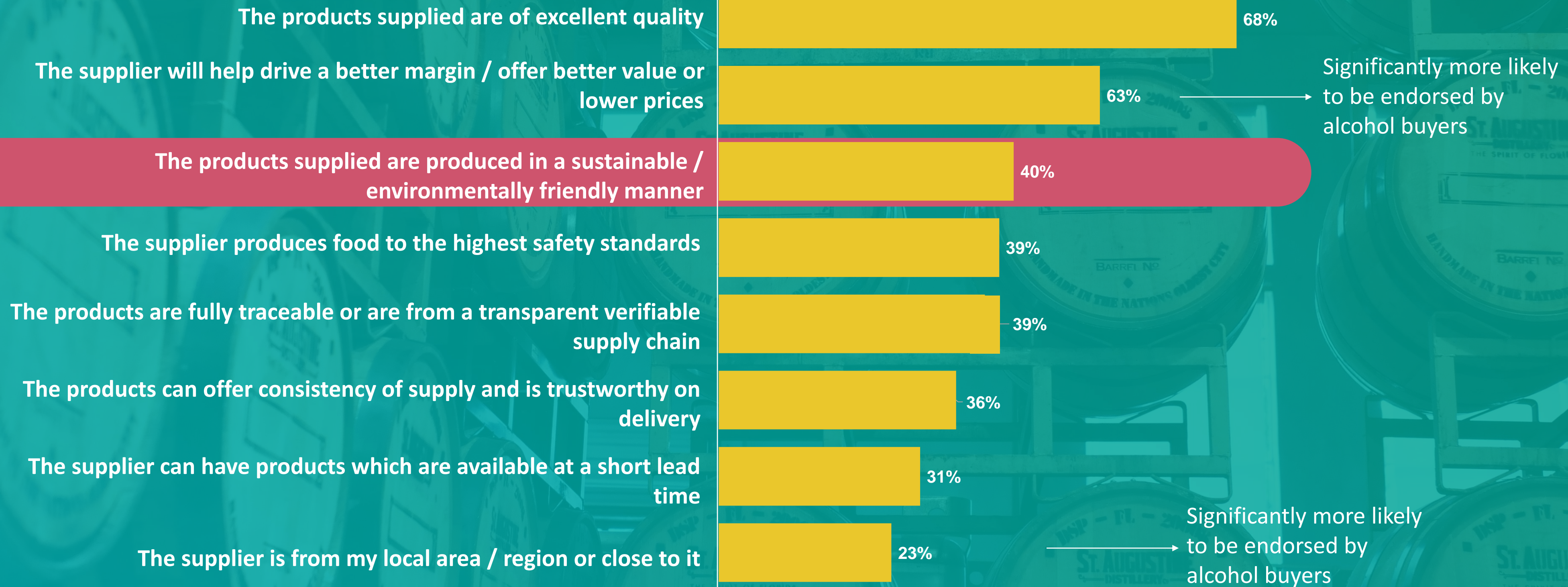
# Sustainability Agenda for Alcohol Buyers







# Most Important Attributes of an Alcohol Supplier





# Majority want alcohol suppliers with strong sustainability credentials



(Base: Buyer Barometer Survey n=189)



# Consumers



# Consumers expect producers to step up

## Insight

Consumers want to make more sustainable choices in the future and expect food producers to help them do that.

# 61%

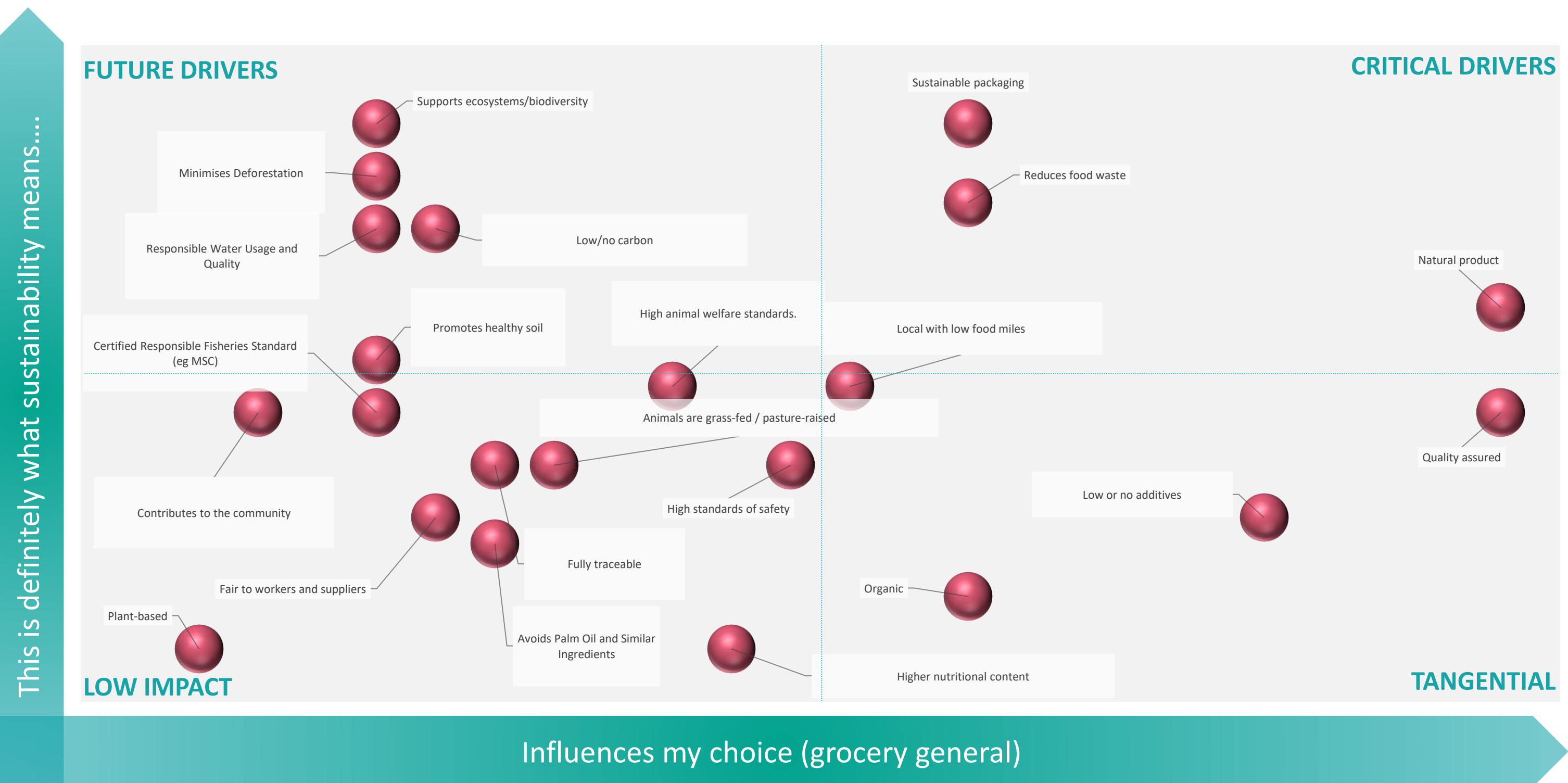
Say it will become more important to them to buy more sustainably-produced products in the next 3 years.



# The Critical Sustainability Drivers

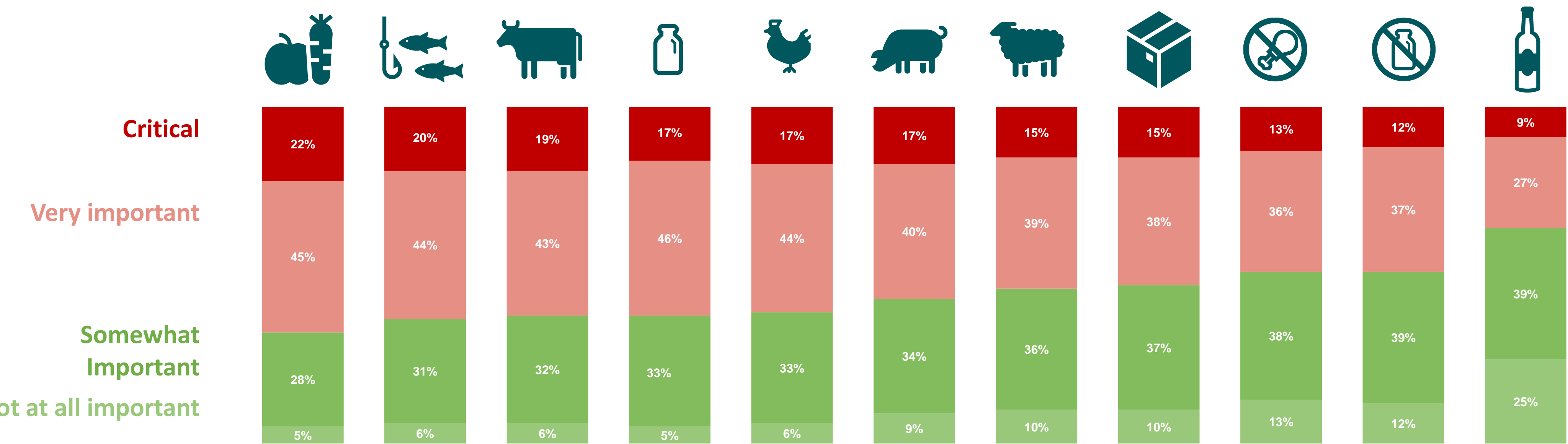
Those sustainability attributes that are both linked closely to sustainability and influences grocery choice are sustainable packaging, food waste, naturalness and quality assured. Communicating strongly in these spaces can be powerful with all consumers.

(Base: All Consumers 18-65, n=11,670)



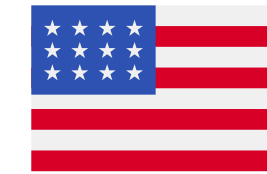
# Shoppers struggle connecting sustainability to alcohol sector compared to other categories

Base: All Household Grocery Shoppers; n=11,167)



# Alcohol: Prioritisation (US & Poland)

(Base: All Alcohol Consumers, n=870)



This map shows 3 dimensions:

The horizontal axis is based on the overall appeal of this sustainability measure in this sector, the vertical axis shows the extent to which people would be willing to pay more for this benefit.

The third dimension; the bubble size is based on whether it makes it into their “top 3” most appealing sustainability measures.

# Takeaways

**Sustainability is of growing importance for both consumers and buyers.**

**Alcohol buyers are seeking suppliers with sustainability credentials**

**Consumers top alcohol sustainability priorities are:**

1. Quality assurance
2. Low or no additive
3. Naturally produced
4. Product packaging
5. High standards of safety
6. Responsible water usage



# Global Sustainability Insights

<https://www.bordbia.ie/global-sustainability-insights/>



# Global Food Sustainability Outlook 2021

[Martin Hofler](#)

Sustainability & Partnership Manager

BORD BIA   
**Thinking  
House**





# Karen Deignan

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Director and Co-Founder,  
**Sustainabilityworks**

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A complex network diagram with numerous nodes and connecting lines. The nodes are represented by small circles in black, grey, and orange. The lines are thin and light grey, creating a dense web of connections. Some orange nodes are connected by thicker orange lines, forming distinct paths or clusters within the larger network.

# Irish Whiskey Association

## Sustainability workshop

07 October 2021

SustainabilityWorks.

# What I'll cover

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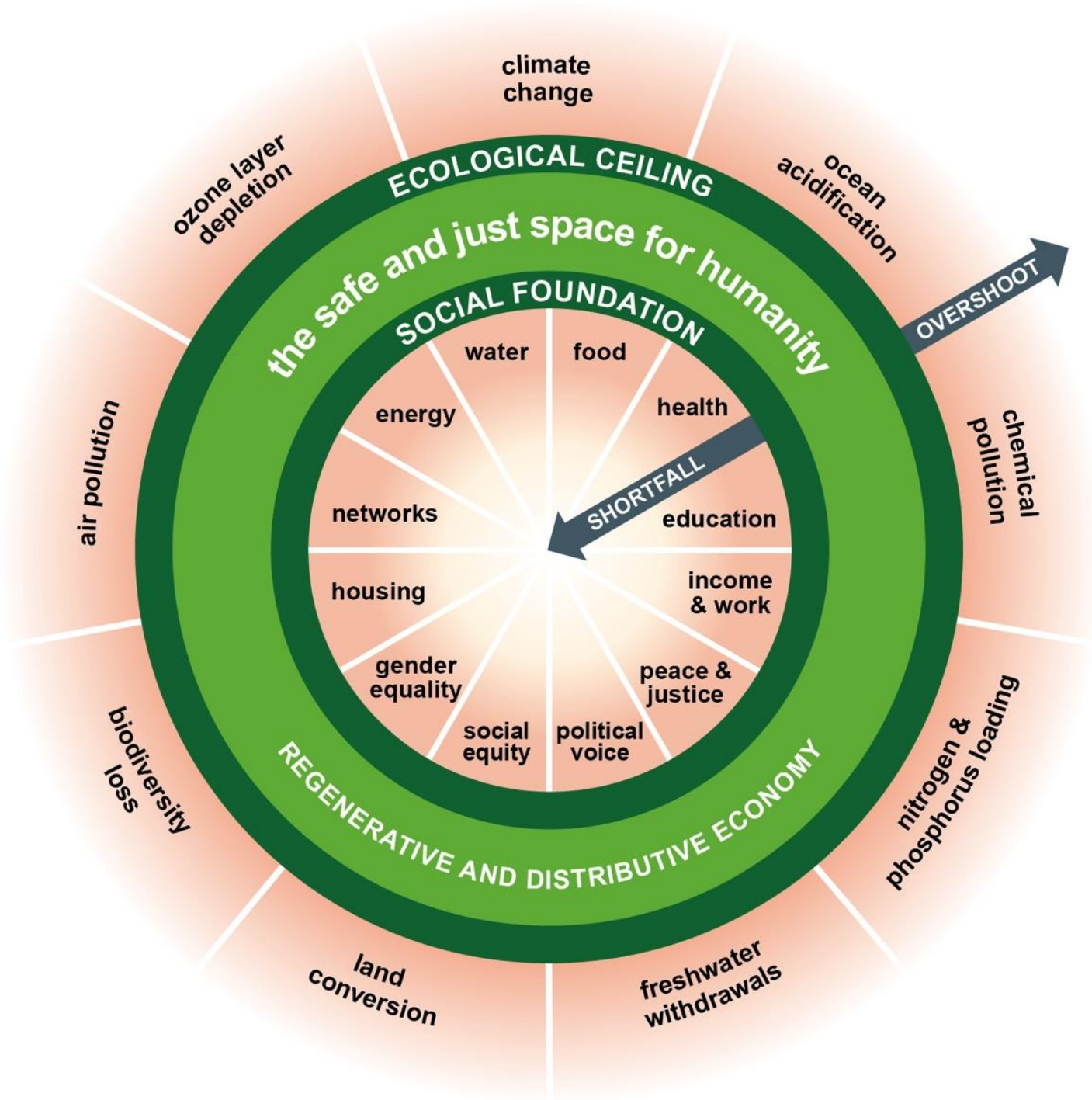
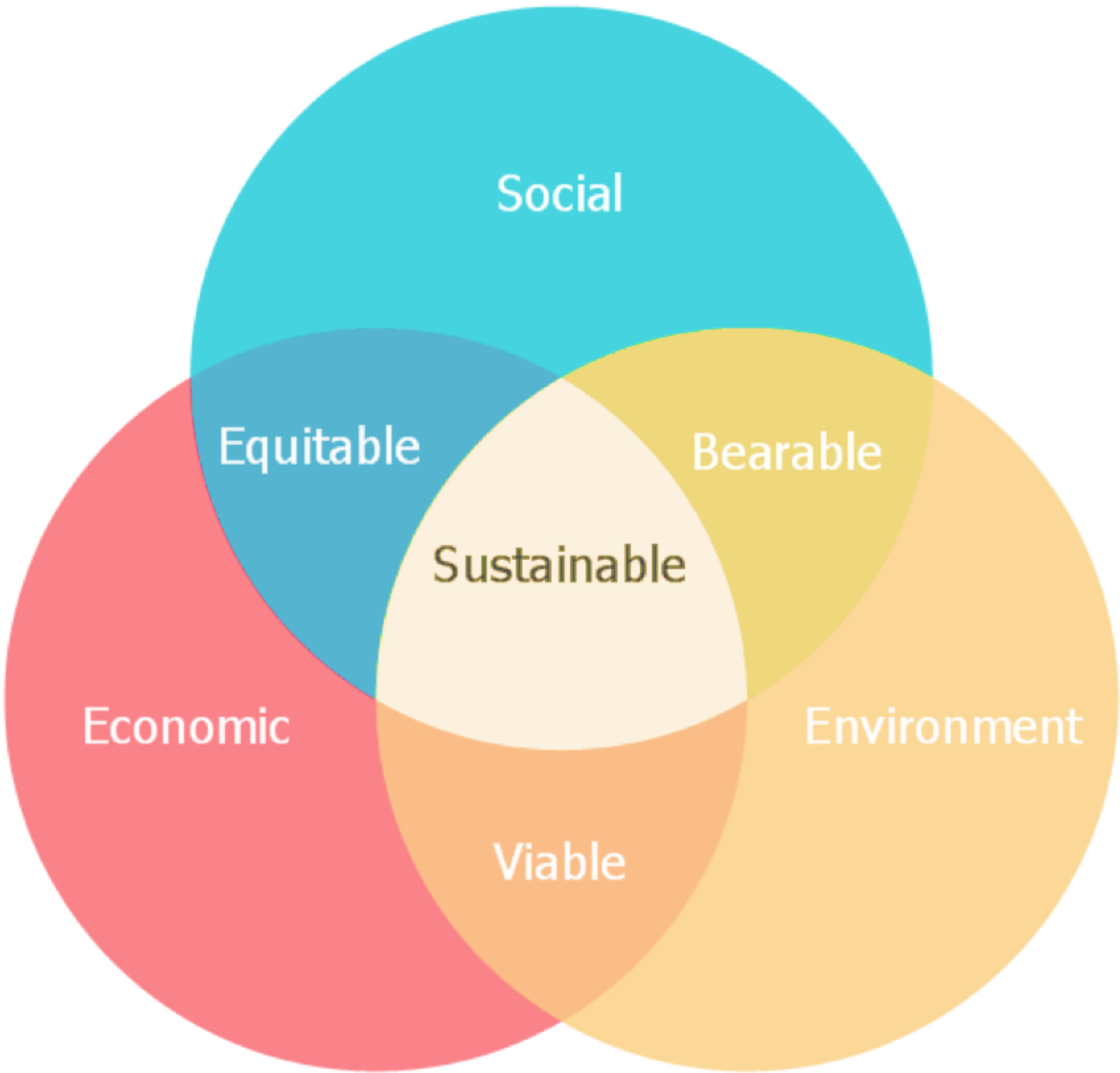
- Who and what is driving the sustainability agenda?
- Developing your sustainability plan: key steps
- Some inspiration

# Who and what is driving the agenda?

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SustainabilityWorks.

# What do we mean by sustainability?





# SUSTAINABLE DEVELOPMENT GOALS





# Driver: scientific consensus meeting lived reality

Sixth Assessment Report  
**WORKING GROUP I**  
The Physical Science Basis

ipcc  
INTERGOVERNMENTAL PANEL ON climate change

WMO UNEP

## Climate change widespread, rapid, and intensifying – IPCC

#IPCC  
#ClimateReport

The image shows a flooded urban street. Two people are wading through the murky, brown water, pushing a dark-colored car. In the background, there are modern apartment buildings and trees. The sky is overcast.



Driver: global, EU and national policy



## CLIMATE ACTION BILL 2021

Key elements include

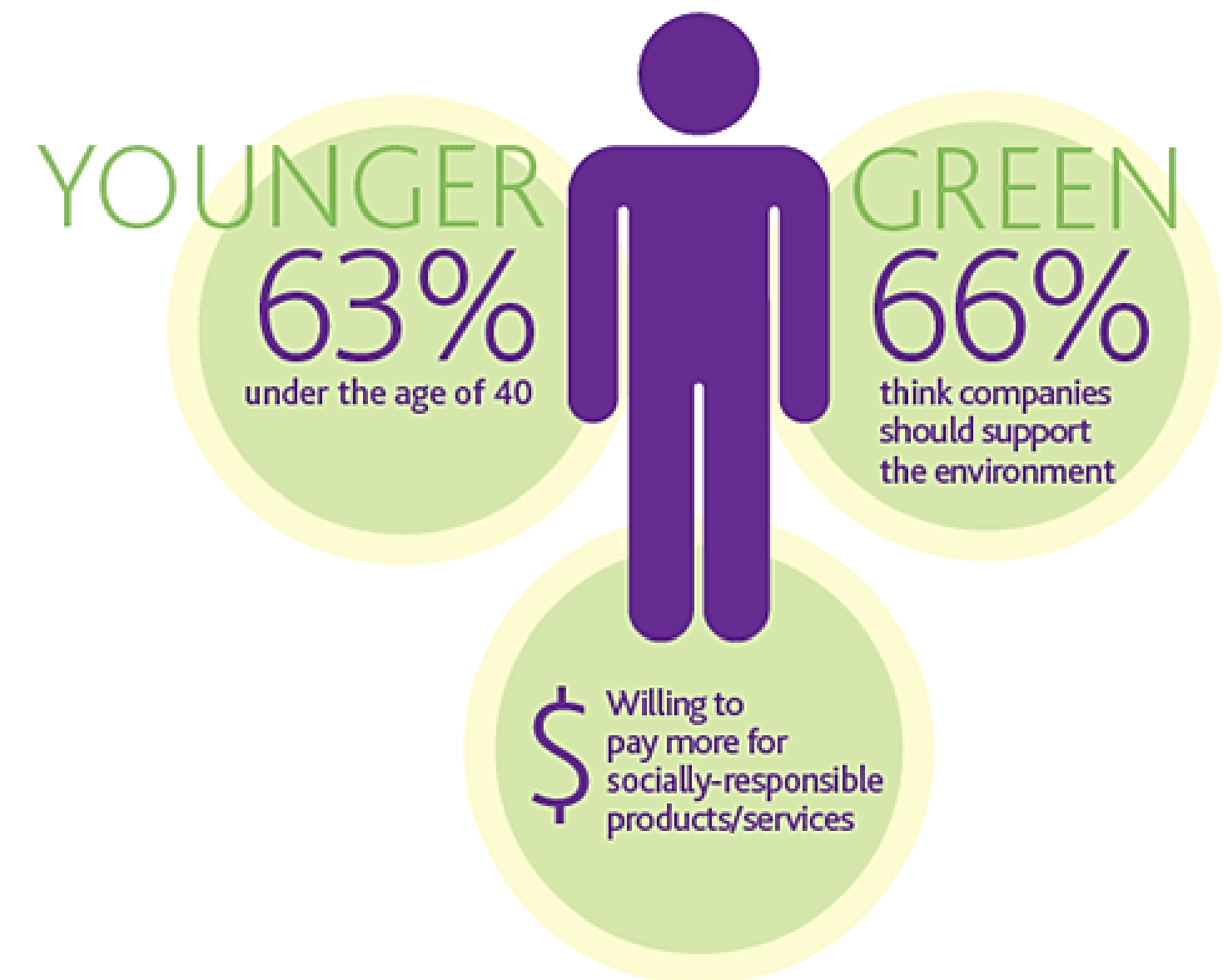
- Climate Neutrality by 2050
- 51% reduction in emissions by 2030
- 5-year successive carbon budgets



# Driver: retail customers and consumers



## WHO IS THE GLOBAL, SOCIALLY-CONSCIOUS CONSUMER?



nielsen

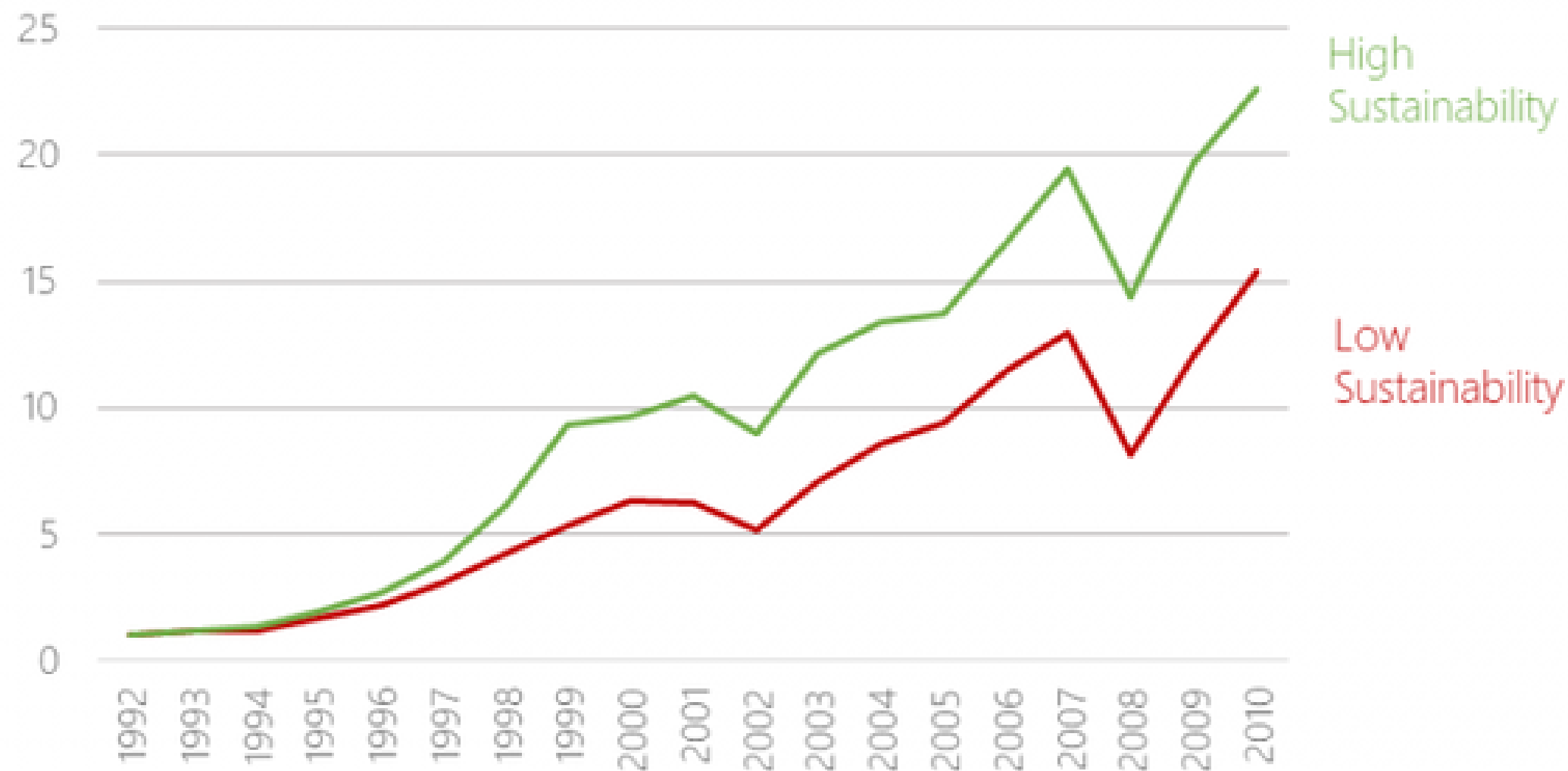


# Driver: investors and banks

## ESG & Market Performance

Stocks of sustainable companies tend to significantly outperform their less sustainable counterparts

Evolution of \$1 invested in the stock market in value-weighted portfolios



**BlackRock rebukes Siemens on its environmental record**

**Firms ignoring climate crisis will go bankrupt, says Mark Carney**

Driver: employees





# Developing your sustainability plan

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SustainabilityWorks.

# Taking a structured approach

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# Step 1

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**UNDERSTAND**  
the issues relevant  
to you



**BASELINE**  
audit of current  
practices



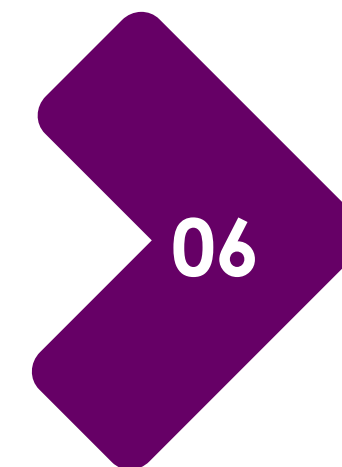
**IDENTIFY**  
improvement  
opportunities



**SET**  
goals and  
define tactics



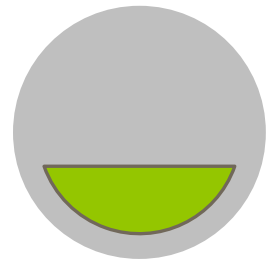
**IMPLEMENT**  
and iterate as  
you go



**COMMUNICATE**  
what you're  
doing

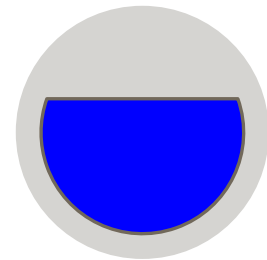
01

# The universe of sustainability issues



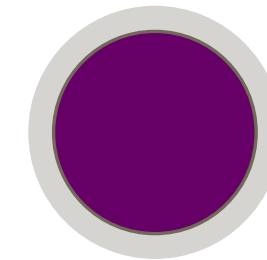
## Environment

- Carbon emissions
- Energy
- Water
- Waste
- Raw materials
- Biodiversity



## Social

- Human rights
- Labour rights
- Health and safety
- Diversity & Inclusion
- Skills & talent
- Ethical sourcing/trading
- Community engagement
- Data protection
- Access & affordability
- Responsible marketing



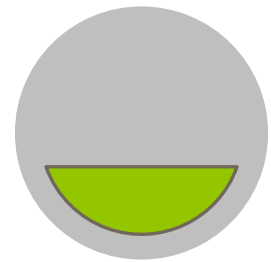
## Economic

- Livelihoods & employment
- Legal compliance
- Business ethics
- Reporting
- Tax transparency



01

# Relevant for whiskey companies



## Environment

Ingredients sourcing

(provenance, sustainability certifications, sustainable ag)

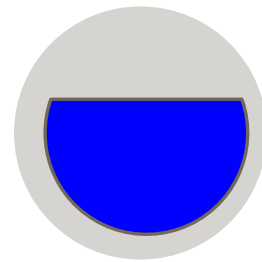
Energy / carbon (Process, premises, transport, procurement)

Water

Packaging

Waste (circular economy)

Biodiversity (forestry)



## Social

Human & labour rights in the supply chain  
(ethical/responsible sourcing)

Employee health, safety and wellbeing

Diversity & Inclusion

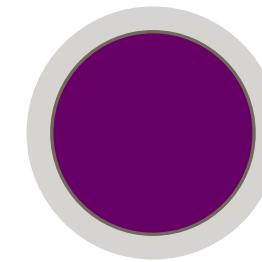
Attracting and retaining talent (links to purpose piece)

Community engagement

Data protection

Responsible marketing

Responsible drinking



## Economic

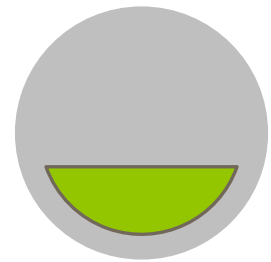
Livelihoods & employment

Legal compliance

Business ethics

01

# Top priorities for whiskey companies



## Environment

### Ingredients sourcing

(provenance, sustainability certifications, sustainable ag)

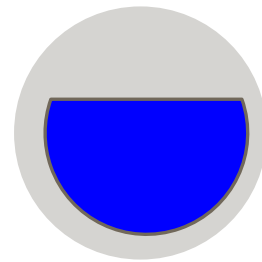
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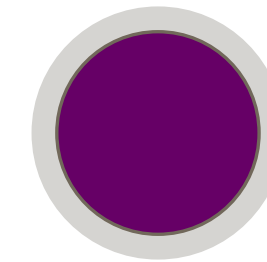
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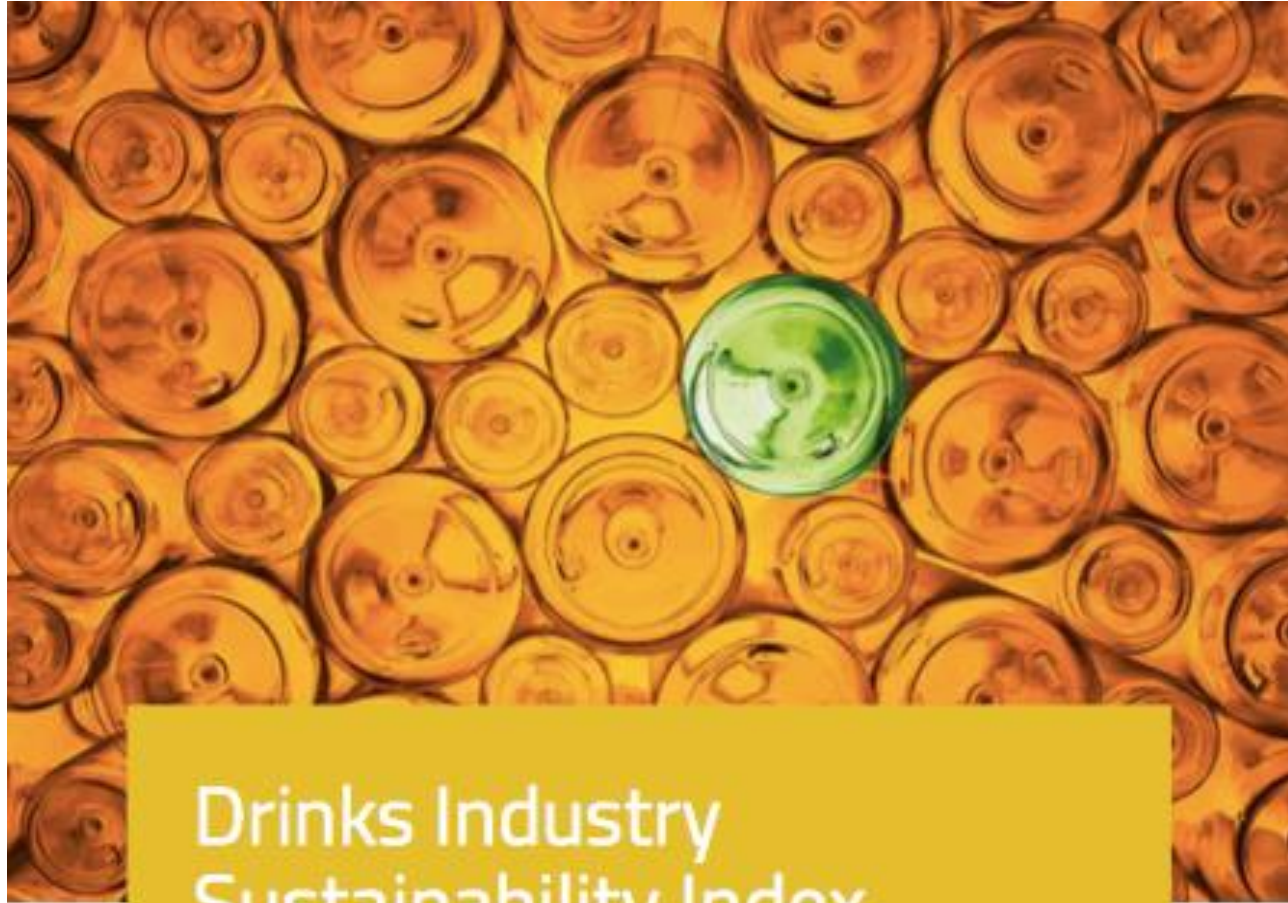
## Economic

Livelihoods & employment

Legal compliance

Business ethics





## Drinks Industry Sustainability Index - Trends Report 2020

c&c group plc 

FOOTPRINT  
INTELLIGENCE



## Research on the Carbon Footprint of Spirits

*Beverage Industry Environmental Roundtable, June 2012*



©2012 Beverage Industry Environmental Roundtable

# Step 2

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**UNDERSTAND**  
the issues relevant  
to you



**BASELINE**  
audit of current  
practices



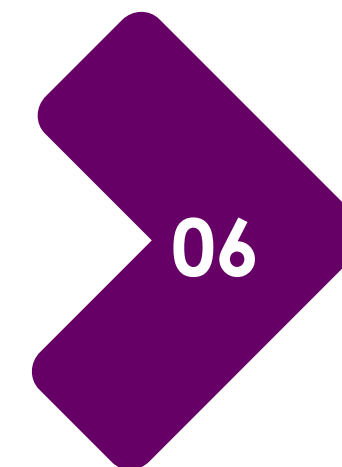
**IDENTIFY**  
improvement  
opportunities



**SET**  
goals and  
define tactics



**IMPLEMENT**  
and iterate as  
you go



**COMMUNICATE**  
what you're  
doing



BASELINE OF CURRENT PRACTICES		
Issue / Impact	Info source	Baseline
Energy	Energy bill – capture kwh and € Site walk around – note major energy users/equipment Energy audit – check eligibility for free audit from SEAI	
Raw ingredients	Note all ingredients used Note volumes purchased Note where sourced from Note any relevant sustainability credentials	

# Example of Waste Stream Audit and Action Plan

WASTE STREAM	WHERE AND WHY IS IT GENERATED	VOLUMES & COST	HOW IS IT MANAGED AND DISPOSED	ACTION TO BE TAKEN TO REDUCE THIS WASTE STREAM	TARGET DATE
GLASS					
ORGANIC					
WATER					
CARDBOARD					
PLASTIC					
OFFICE WASTE					
OTHER WASTE					
PREPARED BY:				DATE:	



Useful resources: zero waste Scotland

## Worksheet 1 - Electricity Meter Reading Data

Use the table below to record your energy consumption data:

Step 1. Enter the date you took your meter reading in Column D.

Step 2. Enter the meter reading in Column F.

Step 3. To record your energy consumption against a KPI, enter the data for your chosen KPI e.g. Number of employees in column H.

Download from

<https://energy.zerowastescotland.org.uk/measure-energy-use>

## Video guide

<https://vimeo.com/176452636>

## Conversion factors

<https://www.seai.ie/data-and-insights/seai-statistics/conversion-factors/>

[illegible]

# Step 3

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**01** **UNDERSTAND**  
the issues relevant  
to you

**02** **BASELINE**  
audit of current  
practices

**03** **IDENTIFY**  
improvement  
opportunities

**04** **SET**  
goals and  
define tactics

**05** **IMPLEMENT**  
and iterate as  
you go

**06** **COMMUNICATE**  
what you're  
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03

# Key principles

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List out all potential improvement opportunities /actions

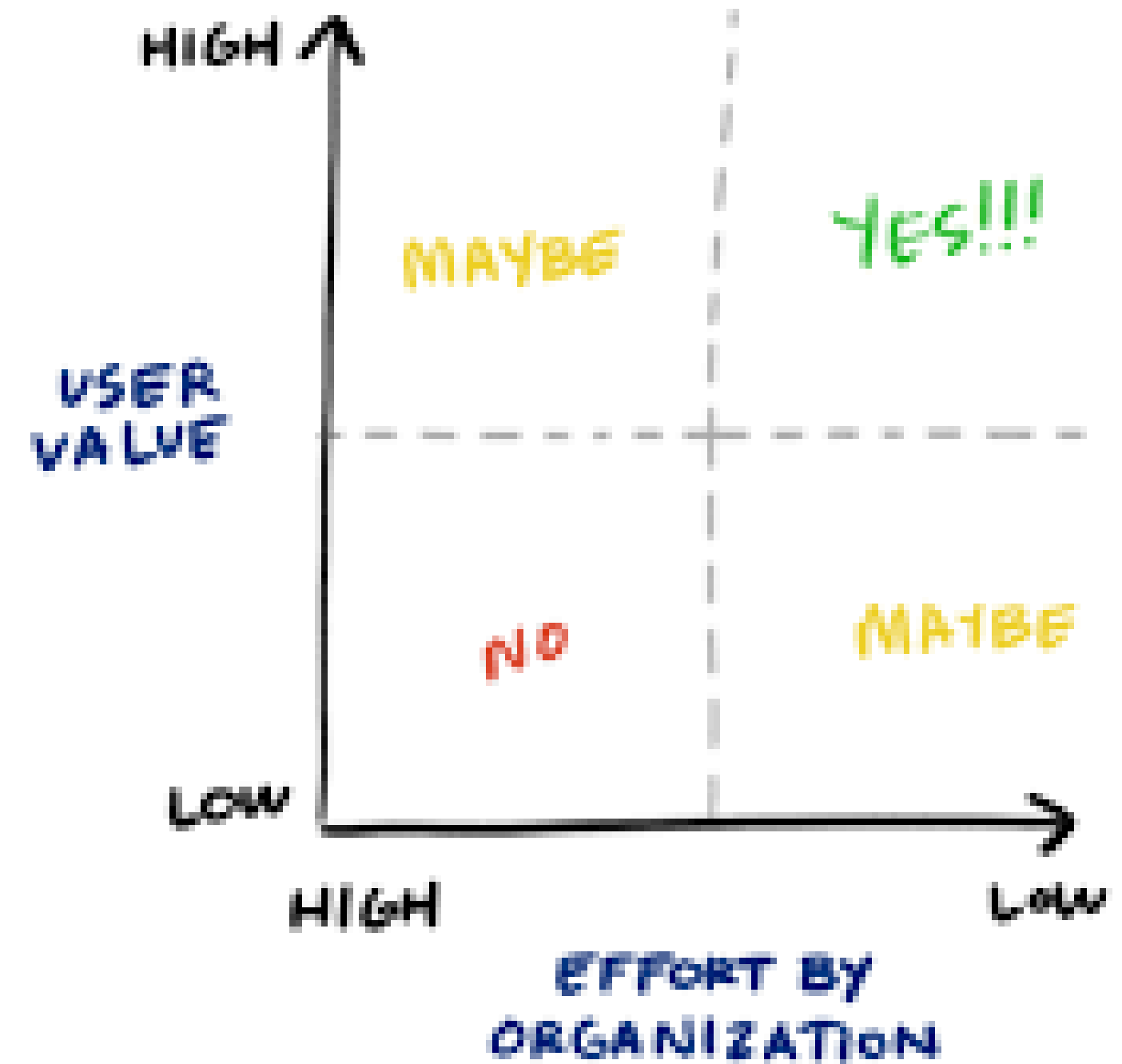
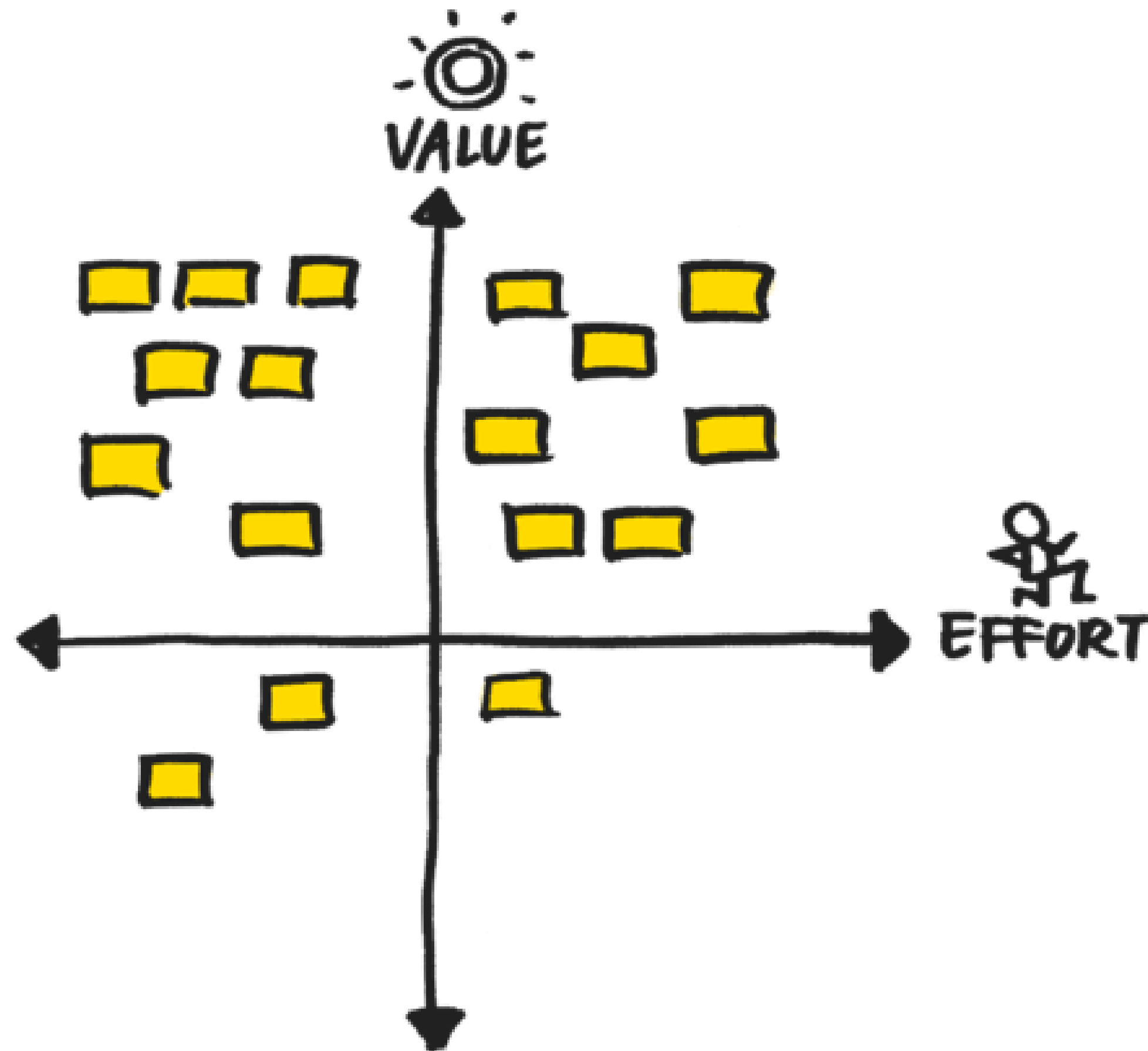
Score them for:

- Ease of implementation / feasibility
- Cost
- Impact
- Interest to your key stakeholders (e.g. customers, investors)

Prioritise them

Focus your efforts on the top 3 or 4 issues – can't do it all at once!

# Prioritising improvement opportunities





# Step 4

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**UNDERSTAND**  
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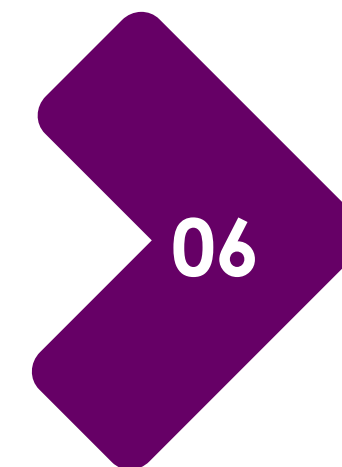
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04

# For each of your priority areas

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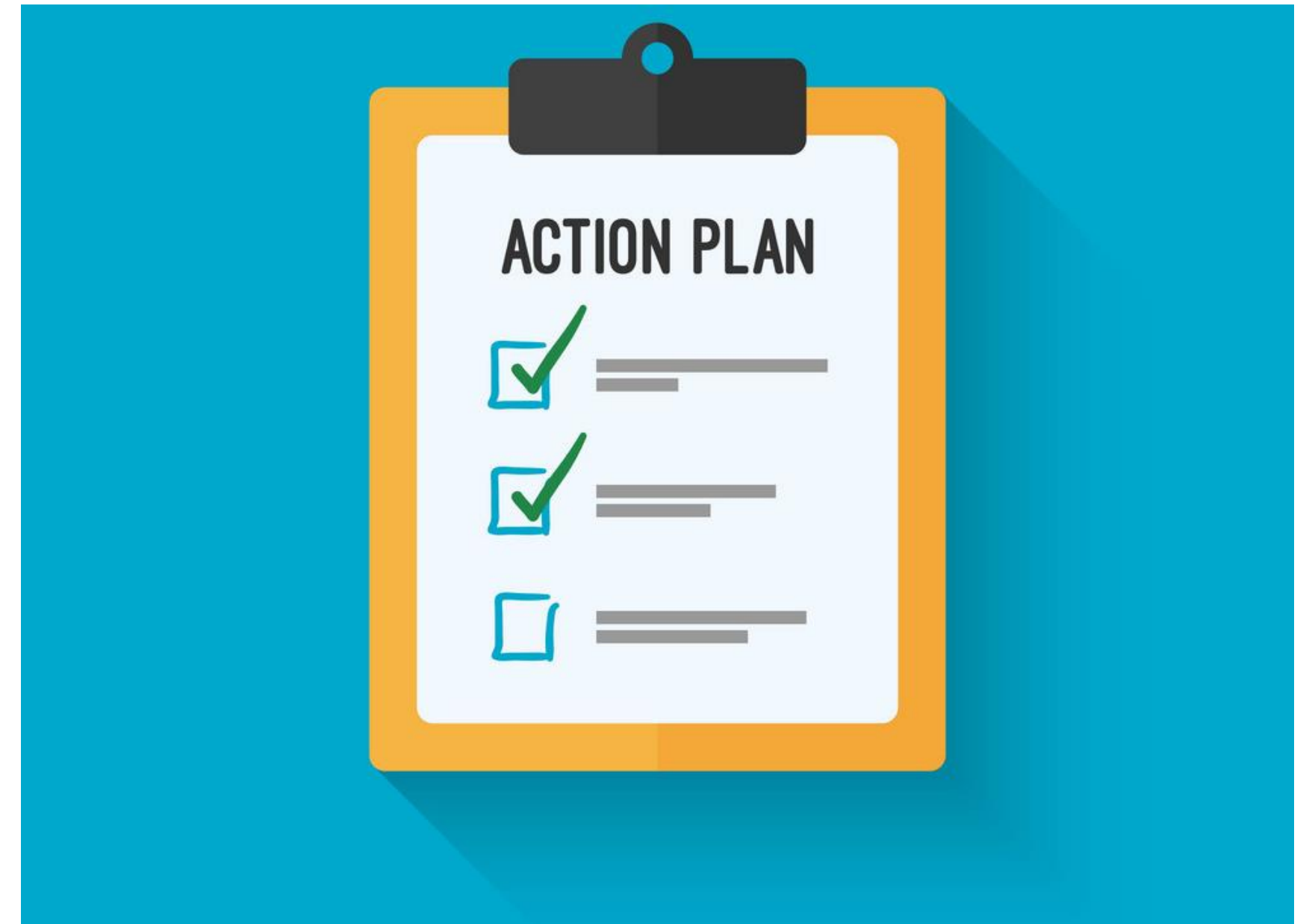
Set a goal / target

Break it down into actions

Dedicate some budget / resource

Assign responsibility

Set a timeframe / deadline



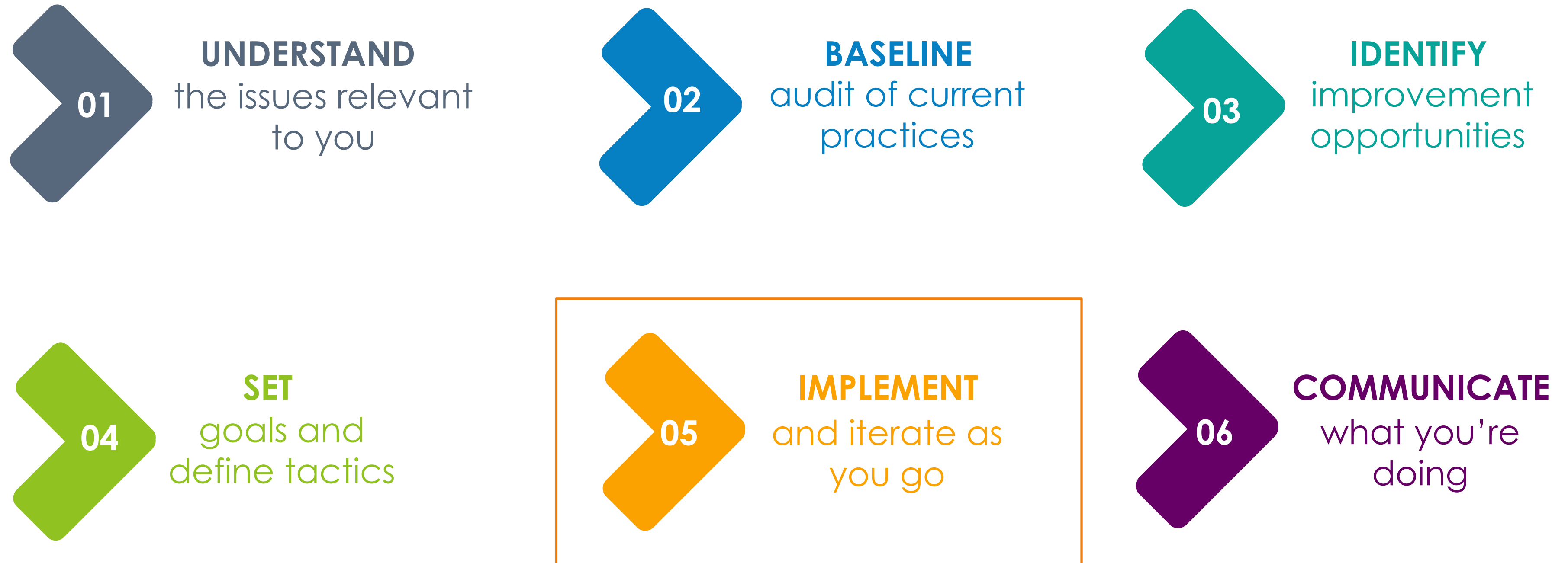


# Capture everything in a simple framework

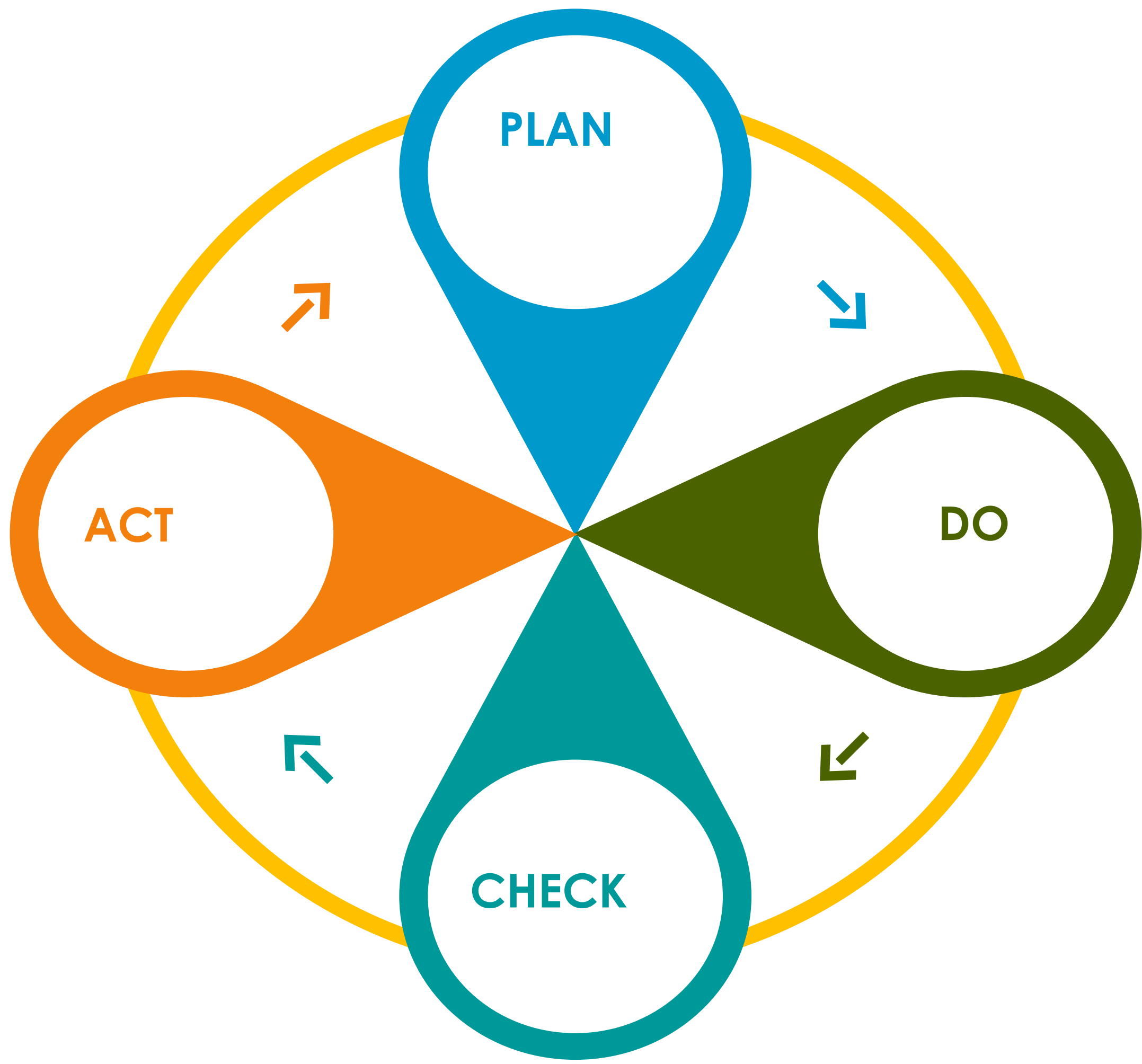
	Your Vision / Ambition		
Focus areas	Climate	Packaging	Community
Goal/Commitment	Qualitative or quantitative	Qualitative or quantitative	Qualitative or quantitative
How	<ul style="list-style-type: none"><li>•Action 1</li><li>•Action 2</li><li>•Action 3</li></ul>	<ul style="list-style-type: none"><li>•Action 1</li><li>•Action 2</li><li>•Action 3</li></ul>	<ul style="list-style-type: none"><li>•Action 1</li><li>•Action 2</li><li>•Action 3</li></ul>
Measures	KPIs	KPIs	KPIs

# Step 5

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# Step 6

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**UNDERSTAND**  
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**BASELINE**  
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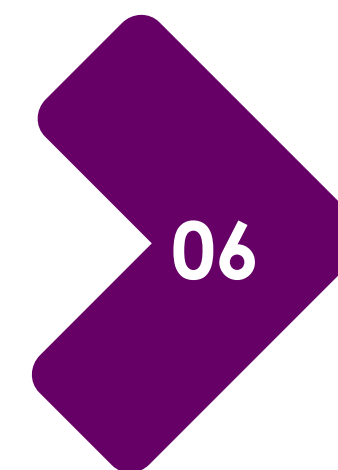
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# Avoid greenwashing

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- Be honest! It's not about perfection
- Don't over claim – must be able to back up everything you say
- Specific statements, not general
- Use reputable third party standards / certifications
- Share dilemmas & struggles as well as successes & achievements
- Don't be afraid to say you have an ambition / aspiration but are still figuring out how exactly to get there

# Sustainability reporting frameworks





# Certifications and standards

## BROAD, COMPANY LEVEL



## NARROW, TOPIC SPECIFIC



# Certified



# Corporation

**This company meets the  
highest standards of social  
and environmental impact**

## A global community of leaders

**4,000**

Companies

**153**

Industries

**77**

Countries

**1**

Unifying Goal

Certified B Corps are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using businesses as a force for good.

LEARN MORE ABOUT B CORPS

<https://bcorporation.uk>

SustainabilityWorks.



# The B Corp Community





The latest version of the B Impact Assessment standards is now available!

# The B Impact Assessment

The most credible tool a company can use to measure its impact on its workers, community, environment, and customers.

[Get Started](#)

Join **50,000+** businesses using this free, confidential tool

<https://bimpactassessment.net>

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Environment



Workers



Customers



Community



Governance

# Resources

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Guide to B Corp Certification for SMEs: <https://bcorporation.net/resources/complete-guide-b-corp-certification-small-medium-sized-enterprises>

EPA – carbon footprint calculators: <https://www.epa.ie/take-action/in-the-home/climate-change/carbon-footprint-calculators/>

Ten ways to make your small business sustainable: <https://looka.com/blog/make-your-small-business-sustainable/>

SEAI supports: <https://www.seai.ie/business-and-public-sector/small-and-medium-business/supports/>

Enterprise Ireland green supports: <https://www.enterprise-ireland.com/en/productivity/build-a-green-sustainable-business/>



# Inspiration: Arbikie

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SustainabilityWorks.





## A SUSTAINABLE ETHOS

# OUR VISION

At Arbikie, our 'Field to Bottle' ethos is at the heart of everything we do. Each of our products is inherently tied to the land, the Scottish growing season and the weather they've endured throughout. The crops we are able to grow, and the quality of each harvest, directly impacts what we make and how and when we do it.

Our mission to become the global leader in a newly defined spirits category of Single Estate sustainable, traceable, field to bottle authenticity is brilliantly showcased through Nàdar Vodka. With this product we have rejected the status quo by combining cutting edge science with our traditional farming ethos to reduce the Carbon footprint of the distillery. This has allowed us to create a truly unique 'Climate Positive' product, which is in fact, a world-first.





## A SUSTAINABLE ETHOS

# CREATING A WORLD-FIRST

### AUTHENTIC

Arbikie Distillery is a genuine field to bottle operation. Our spirits are made from scratch on-site from field to bottle and retain the evocative taste of our unique environment.

### SUSTAINABLE

We grow our own crops. We use our own water. We grow our own juniper and botanicals. We are expanding our use of solar energy. Our primary waste products where possible are recycled as cattle feed or used as a natural fertiliser.

### TRACEABLE

Our distillery conducts almost all stages of production on site. Every crop in our spirits can be traced to its original field.

### INNOVATIVE

Our mission is to set new standards in the industry with our aim to soon be the first climate positive distillery in the world.



PRESENTING

# NÀDAR GIN

Our revolutionary climate positive gin is called Nàdar - Gaelic for 'Nature'. Nàdar Gin harnesses the power of nature and science to create this world first spirit. With a carbon footprint of -1.54 kg CO2e per 700ml bottle, Nàdar Gin is at the forefront of fighting climate change and biodiversity loss, the biggest challenges humankind has ever faced.

BUY NOW



# Inspiration: Bruichladdich

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## Four pillars of sustainability strategy:

1. Energy

2. Agriculture & Biodiversity

3. Packaging & Waste

4. Islay community

### WHAT DOES SUSTAINABILITY MEAN TO US?

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We are working to reduce the impact of our operations and become more environmental in our actions, all with a heightened sensitivity to growing within our island home. We must ensure our impact is positive, that we continue to improve the quality of life for our planet and our people. Only with a clear vision, holistic approach and a solid foundation, will future generations be inspired to take over as custodians.

Our distillery is home to four unique spirits; Bruichladdich, Port Charlotte and Octomore single malt whiskies and The Botanist Islay dry gin. Here we outline our ambitions under four key pillars of sustainability; Agriculture & Biodiversity, Packaging & Waste, Islay & Community, and Energy.



# ENERGY

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AS PART OF OUR PROGRAM TO REDUCE OUR CARBON FOOTPRINT, WE'VE INSTALLED A CIRCULATORY HEATING SYSTEM TO RECYCLE OUR HOT WASTEWATER AND HAVE SWITCHED TO 100% RENEWABLE ELECTRICITY, SOURCED WITHIN THE UK. BUILDING ON OUR PROGRESS TO DATE, WE ARE EXPLORING SHORT, MEDIUM AND LONG-TERM ENERGY SOLUTIONS.

To create an energy infrastructure for the future, our next actions will tackle weighty issues requiring investment and a long-term commitment. Faced with additional complexity due to the lack of renewable capabilities on the island, we are measuring potential options according to timescales and on-site energy requirements. Solutions must provide power for many different areas across the distillery; including production, warehousing, on-site accommodation, two guest houses, bottling halls, Shore House Croft and its outbuildings.



## SHORT TERM

Feasibility Study



## MEDIUM TERM

Alternative Energy



## LONG TERM

Tidal, Biomass & Hydropower



## OUR INTENTIONS FOR THE FUTURE ARE AMBITIOUS. THESE MAY EVOLVE OVER TIME BUT WE BELIEVE IN THINKING BIG, STARTING SMALL, BUT STARTING TODAY.

- + We will develop our understanding of rotational farming, investing with a view to nurture natural soil fertility in the long-term.
- + We will find and adopt an accreditation for each area of our barley buying, from organic to biodynamic to our conventional varieties. With our sister distilleries at Westland and Domaine des Hautes Glaces, we will further define what sustainable barley buying means to each of us, and our respective locations on Islay, the Pacific North West of the USA and the French Alps.
- + We will explore the feasibility of minimising inputs, knowing that some conditions in Scotland will be more suited to minimal intervention than others.
- + We will discourage monocrops, with a view to exploring permaculture and the idea that as a distillery, we can act as an accessible market for our local farming community. Where we cannot make use of beneficial crops, we will encourage their sale on the island.
- + We will continue our pursuit of a farmer and flavour first mentality, working with agronomists and breeders to set parameters for crops that celebrate

# PACKAGING & WASTE

From production to disposal, our products and processes will leave as little impact and waste on the environment as possible. We started with our individual impact and removed single use plastic from all of our sites including bottled water and carrier bags. Happily, our glass bottles, outer tins, card liners, and outer cases are already 100% recyclable and outer tins are now optional on all products across our website. We know there is much more to do, and so our packaging strategy will see us:



## USE LESS

Reduce 100% unnecessary packaging and encourage our clients to refuse packaging where it is not needed



## USE BETTER

Ensure the materials we do use are recyclable or re-usable





# BRUICHLADDICH IS CERTIFIED B CORP.

AS OF MONDAY 4TH MAY 2020, SOME 3,327 COMPANIES, IN 150 INDUSTRIES, ACROSS 71 COUNTRIES ARE CERTIFIED B CORP. WE ARE IMMENSELY PROUD TO BE PART OF THIS GLOBAL NETWORK.

WHAT IS 'B CORP'?



# Inspiration: Finnisterre

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SustainabilityWorks.



**FINISTERRE**  
SUSTAINABILITY

# Sustainability as standard, since 2003.

The ocean's future is our future. That's why we're here - to inspire a love of the sea and protect it together.





## People

Inspiring communities  
to love and protect  
the sea

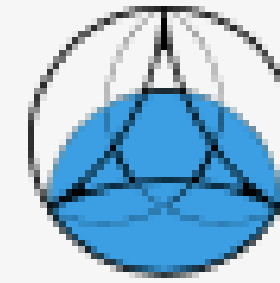
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## Environment

Zero waste  
and minimising  
our impact

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## Product

Circular products  
and systems

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# 2020 - What we're working on



## People

Company-wide Volunteer Programme, providing up to five days of paid volunteering for all full time staff.

Evolve existing partnerships with relevant NGOs and marine conservation organisations to lobby for protection of our oceans.

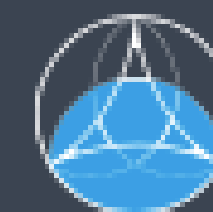
Continue to showcase and champion those within our community who are creating positive change.



## Environment

Measure and map our full carbon footprint across the entire supply chain.

Understand and map out our microfibre impact, working towards zero microfibre loss from textiles into our oceans.



## Product

Grow our Lived & Loved repairs service, extending the life of existing products to reduce overall impact.

Launch our online service to buy and sell pre-loved Finisterre clothes.

# Our Roadmap to Zero Waste



**Energy**  
Carbon footprint across supply chain, distribution & business site



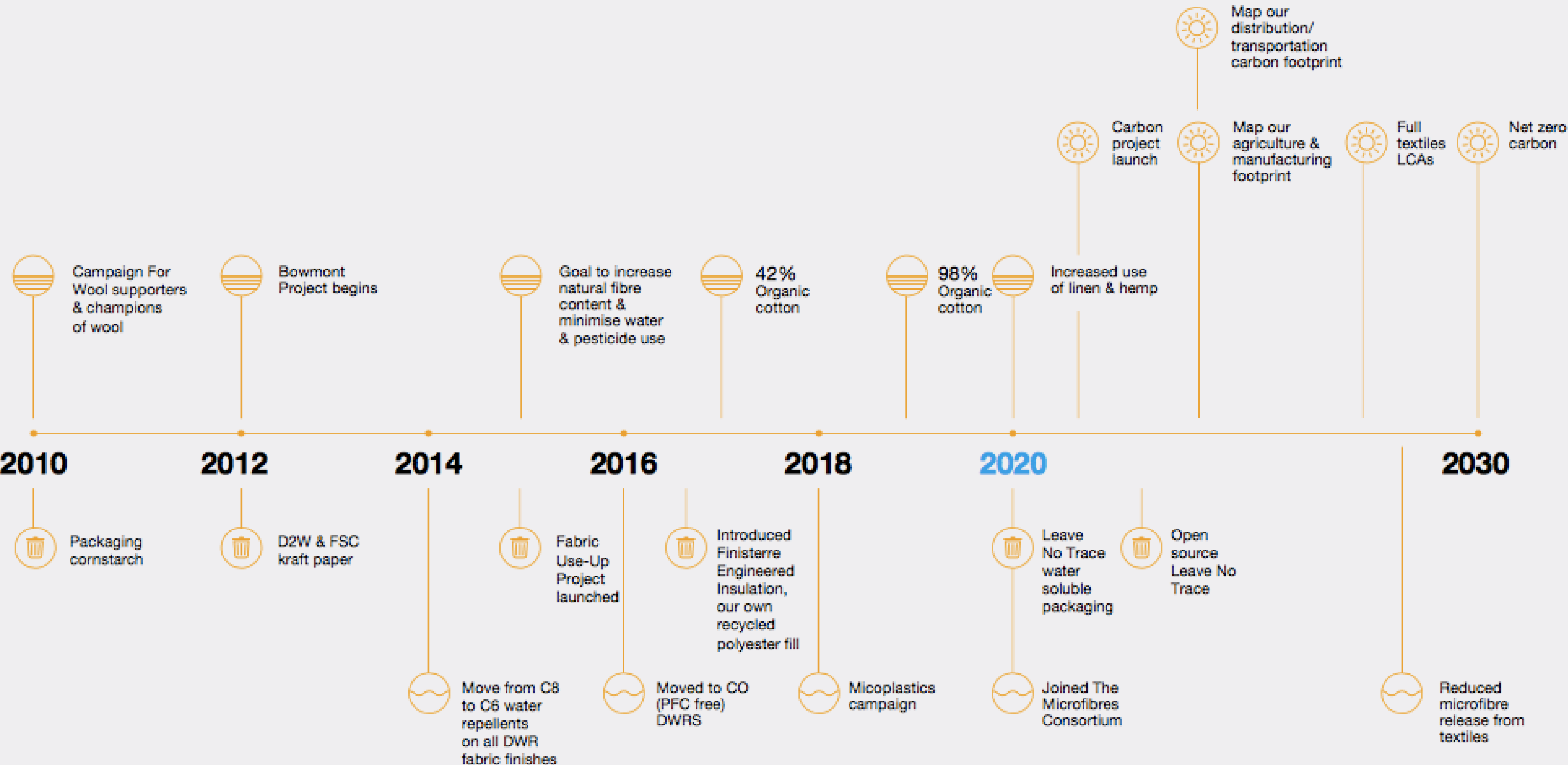
**Land**  
Impact on land through agriculture



**Waste**  
Reducing & reimagining waste



**Water**  
Water use and chemical management





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**@WeAreSustWorks**



**SustainabilityWorks**



**SustainabilityWorks Ireland**

# Q&A

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FYI:

You can also continue to use the chat bar to ask any questions you might have.



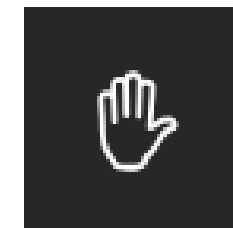
**Irish Whiskey Association**  
**Drinks Ireland**



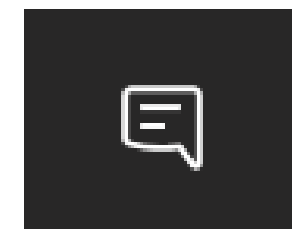
# Q&A protocol

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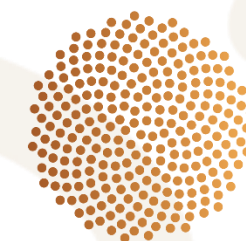
Use the 'raise your hand' button to indicate you wish to speak.



You can also use the chat bar function to type out a question which will be put to the speakers.



When asking a question or making a comment please **turn on** camera and **un-mute** microphone before speaking.



**Irish Whiskey Association**  
**Drinks Ireland**

# Thank you

