

**Launch of the ecoPLANT 033 by Grays on Thursday 20 April 2023
at 4 p.m at Beau Plan**

Mr. Alexis Harel - Managing Director of Grays

Mr. Jocelyn de Chasteauneuf – Finance director of Grays

Mr. Nicolas Maigrot - Managing Director of Terra

Representatives of Government bodies

Representatives of private organisations

Ladies and gentlemen

All protocol observed

Good afternoon. At the very outset, I wish to thank the management of GRAYS for inviting me to this launching ceremony.

The world stands at a crossroad where we have a choice to make. We can continue with a business-as-usual or status quo approach to energy and climate issues.

If that's what we choose, we'll continue to face the same questions and the same concerns not just about the environment and climate change but about energy-related risks to our national security, our economy and jobs, and more.

Or we can choose a new road to the future—that protects our economy, our security and our climate for decades to come.

UN sustainable Development Goal 13 states : **“Take urgent action to combat climate change and its impacts”**.

Transitioning to a net-zero green gas emission is one of the greatest challenges humankind has faced. It calls for nothing less than a complete transformation of how we produce, consume, and move about.

Governments, companies, industries, households are taking concrete steps to assess their opportunities for emission reductions and establish and meet emission reduction objectives by implementing Climate Challenge programs.

Ladies and Gentlemen

The number of natural resources available on earth is limited and humans consume much more than what can be recovered. In today's world, with a high global population and dwindling resources, there is a great need to understand consumer behaviour and its link with sustainable resource consumption so that marketing effectiveness can be improved.

Recycling used materials is one way to deal with the depletion of natural resources available on earth. Companies increasingly integrate recycled materials into their production processes and transition towards circular business models.

It is a known fact that packaging is responsible for an extraordinarily high proportion of waste, which all too often ends up in the wrong place. Packaging generates more plastic waste than the next four biggest industrial sectors combined.

The simplest way to prevent packaging waste is to consider whether the packaging is needed at all. In some cases where the packaging was doing an essential job, innovative design can achieve the same result in a different way.

As everyday consumers, we probably would have never imagined the immense amount of packaging waste generated in the process of preparing our favourite cocktails and party liquors.

Many of the efforts to reduce waste have concentrated on recycling the billions of plastic containers, aluminum cans and glass bottles the industry uses each year.

However, one of the easiest and most cost-effective ways to cut emissions, energy and consumption of raw materials is to rethink the way drinks are packaged and transported.

ecoSPIRITS is an innovative closed-loop distribution system that nearly eliminates packaging waste in the premium spirits supply chain. By dramatically reducing packaging and transport costs, ecoSPIRITS provides both a powerful cost advantage and a transformative carbon footprint reduction.

Let us consider some figures. The world produces around 40 billion glass spirit bottles annually, generating 22 million tons of carbon emissions. With each bottle eliminated, ecoSPIRITS saves at least 550 grams of carbon emissions. In other words, each cocktail or spirits poured saves 30 grams of emissions

Furthermore, ecoSPIRITS delivers a major reduction in beverage waste from bars, restaurants, and hotels. That means less glass and cardboard in local landfills. And consumers can do their party by drinking green.

Ladies and gentlemen

It is no secret that a great part of the value of a delivered spirit sits in the packaging and shipping, not the liquid itself. Most of the value is absorbed in the packing and logistics, which leaves very little to invest in the liquid. So if those costs could be removed and reinvested into the quality of the liquid, it means consumers can enjoy a better quality spirit for a similar price.

Congratulations to Grays for partnering with ecoSPIRITS. I understand that for the company, success is not just about making great spirits - it's about doing so in a way that respects our environment, supports the local community, and promotes sustainable development.

I shall end on a paternal note. I am convinced that you all know the effects of too much alcohol on our health system, be it from the traditional glass bottle or from the new ecoTOTE. So, drink moderately and, above all, never drink and drive.