



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

Review 2022 & 2023

Future Plans: 2024-25

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.

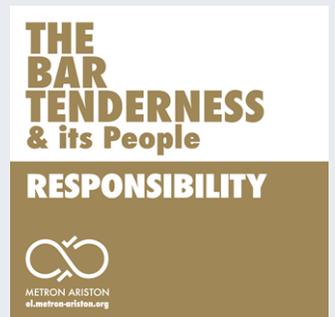
## Mission Statement

*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

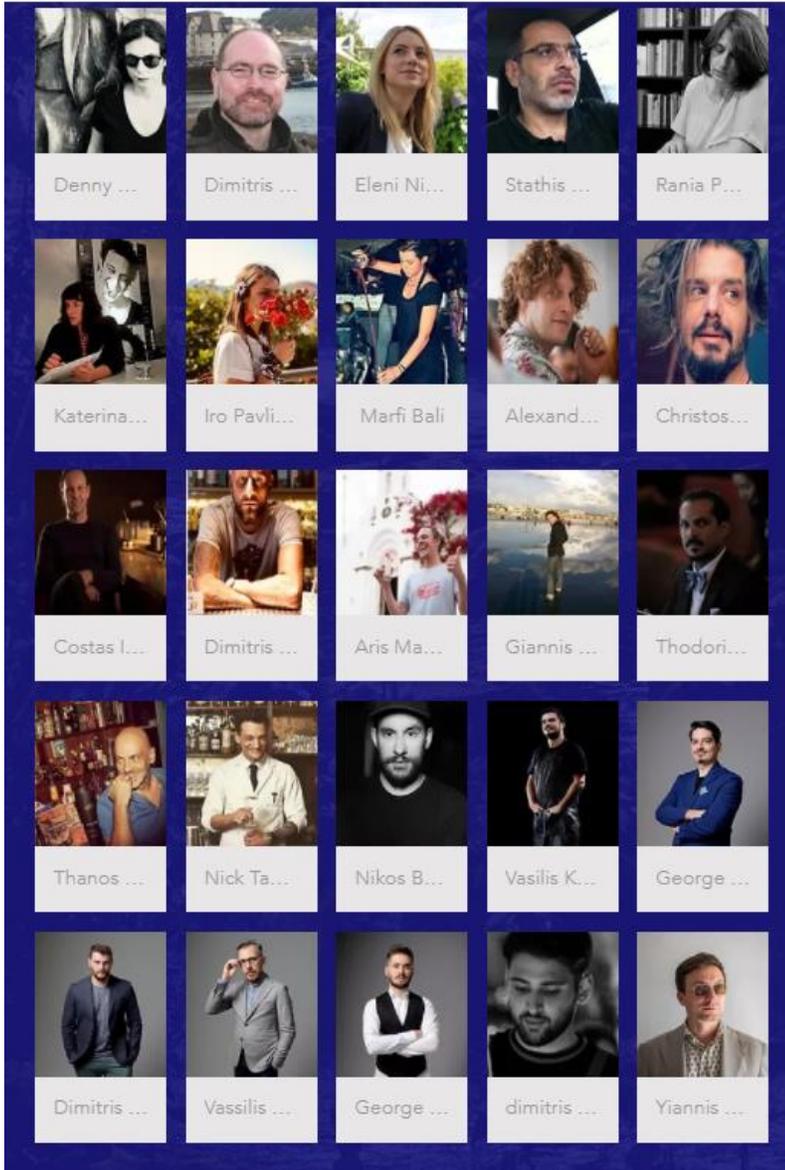


“Responsibility of the trade, by the trade, to the society”





## Members of Metron Ariston: Making Responsibility a Trend



*We are trying to contribute as professionals and individuals in a positive way for the Environment and the Society. We hope to continue our efforts with the moral and substantial support of all our members and friends.*

## 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:

- **Sustainable Development**  
The **training** of Trade regarding the need to **adopt sustainable practices**, **respect** for the environment, and the **circular economy**
- **Responsible Consumption**  
Promote the cultivation and adoption of a **Conscious** and **Discerning Consumption** attitude on a personal, social and environmental aspect.
- **Localization and Support of Local Communities**
- **Transforming the 'Spirit Industry' into the cornerstone of a responsibility culture**  
The next step is for trade itself to become the ambassador of all these ideals to society.  
Transforming the 'Drinking Industry' into the cornerstone of a culture where responsibility will be an integral and interconnected element for Social Inclusion and Well-being.

### Initiatives & Actions



The purpose of the Non-Profit Civil Partnership (AMKE) is to help create a culture of responsibility in the broader 'Spirit Industry' sector.

### Areas of Activation



Responsible Consumption

Environmental Sustainability and Circular Economy

Localization

Active Participation of Trade in the Development of a New Culture of Responsibility



# Review 2022 & 2023

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## Road Shows

### **The Bar-Tenderness & its People**

### **Enhancing Awareness on Sustainability, Environmental Issues, & Discerning Consumption**

- Road Shows in Athens, Thessaloniki, Trikala, Volos, Ioannina, Heraklion, and Chania for the presentation of the activities of Metron Ariston and to inform and raise awareness around its key pillars, such as sustainability and sustainable development, responsible consumption, and the adoption of a socially and environmentally responsible attitude.
- Presentations given by active members and external consultants, referring towards trade and interest groups such as: schools, universities, educational organizations, and associations.



2022

## ACTIONS



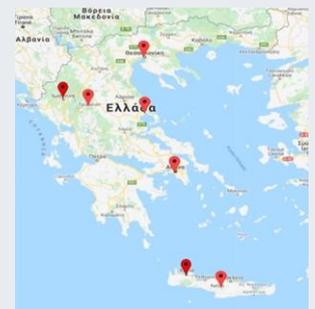
**THE BAR TENDERNESS & its People**

**DISCERNING CONSUMPTION**



## Road Shows

- Athens
- Thessaloniki
- Trikala
- Volos
- Ioannina
- Heraklion
- Chania





## Support the Community

### War Victims – The Job Initiative

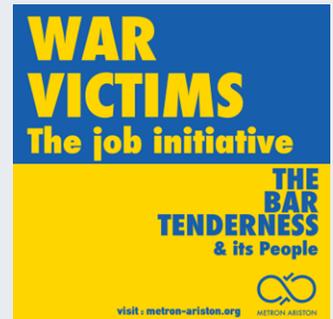
An initiative to create a communication channel between Displaced Persons/Migrants and Companies in the Spirit Industry, Catering, and the broader Hospitality sector, aimed at supporting the victims of the war in Ukraine.

*An initiative carried out in collaboration with Danil Nevsky and his action 'Ukraine Bartenders for Work Abroad' for migrants to other European countries and Great Britain.*

- Our objective was to support colleagues from Ukraine, seeking work outside their country in a **substantial** and **dignified manner**. Bringing into contact displaced persons having no point of reference to address to, with businesses in Greece (or the EU and the UK) that were looking to employ individuals with their skills and expertise.
- More specifically, a system was developed addressing to migrants from Ukraine and any other war-torn areas of the world.
- Individuals who worked in the broader 'Spirits' sector or in the related hospitality industry and who suddenly lost their jobs, among other things.
- Metron Ariston: Making Responsibility a Trend acted as a liaison, bringing together the two sides: migrants and companies in the Spirits and Hospitality sectors. Giving the opportunity to bars, hotels, and restaurants to start communicating with them with the prospect of hiring.
- Throughout the 24 months' duration of the initiative, dozens of displaced individuals contacted us, and depending on their destination country, we either address them to Greek companies that had expressed interest or redirected them through the **"Ukraine Bartenders for Work Abroad"** initiative

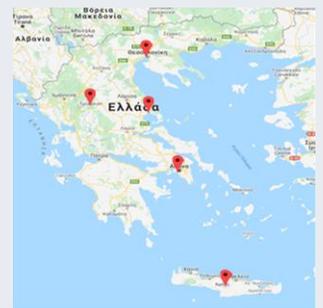
2022

ACTIONS



### Road Shows

- Athens
- Thessaloniki
- Trikala
- Volos
- Ioannina
- Irakleion
- Chania

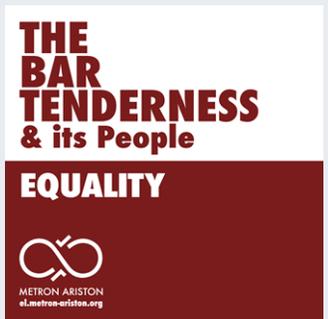
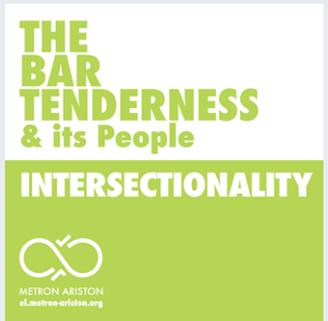




## Equality - Accessibility –Inclusivity - Intersectionality

### Equal access for blind and vision impaired individuals

- An initiative by Metron Ariston: Making Responsibility a Trend, in collaboration with *Panteion University, Department of Social and Political Sciences*. The partnership has developed a mechanism utilizing visual and audio means for creating *hybrid menus* suitable for blind and vision impaired individuals.
- An equality initiative by Metron Ariston: Making Responsibility a Trend, focusing on the broader issue of disability, and starting with efforts to find solutions to practical access challenges for blind or visually impaired individuals to access bars, clubs or dining venues.
- The objective of this initiative is to ease the access of disabled individuals to services, entertainment, and overall socialization. In a broader perspective, it is a movement toward the attainment of basic human rights.
- The process has begun with the creation of “*hybrid*” ordering menus, whose implementation and optimization are being carried out in collaboration with *Panteion University of Social and Political Sciences (Department of Anthropology of Contemporary Western Societies)*



Equality





## Sustainable Bar Teams - Roadshows 2023

### Sustainability & Eco-Friendly practices

Metron Ariston - Making Responsibility a Trend™ continued in 2023 with a series of actions, seminars, and workshops focused on sustainable development / sustainability.

#### *Focusing on sustainability and locality.*

Primary objective of the actions was to promote eco-friendly practices that can be adopted by bars and dining venues, fostering environmental awareness and helping the planet.

In collaboration with the teams of two top Greek bars, with a proven track record of utilizing sustainable practices:

- **Line Athens** and
- **The Bar in a Front of the Bar**, we conducted the «*Sustainable Bar Teams Roadshow*».

We conducted a series of seminars with practical applications aimed at *inspiring, encouraging, and initiating* a new *culture* of *Sustainable Bars*.

An initiative that proved particularly successful, as many individuals in the industry found it inspiring enough to begin adopting or embracing this mentality. The actions took place in

© Athens, Line Athens,

© Volos, Achilleion

© Thessaloniki, Casablanca Social Club

### Seminars/ Workshops & Roadshows



### THE BAR TENDERNESS & its People

#### SUSTAINABILITY



- Αθήνα, Line Athens,
- Βόλος, Αχίλλειον
- Θεσσαλονίκη, Casablanca Social Club

### THE BAR TENDERNESS & its People

#### RESPONSIBILITY





«Athens-Oslo- Paris: A Sustainable Journey through Europe».

### Sustainability & Eco-Friendly Practices

Continuing within the framework of sustainability and eco-friendly techniques, a dual initiative titled “Athens-Oslo-Paris: A Sustainable Journey through Europe” was carried out

The first part involved a hands-on workshop with sustainable techniques by: *Giorgos Kavaklis*, on the topic 'The next step: use of the Lab and techniques with a sustainable character' and *Agapi Petropoulou*, focusing on preservation, menu analysis, and cocktails that use sustainable techniques (followed by a hands-on workshop).

### Masterclass: Little Red Door (Paris) & Himkok (Oslo)

The second impressive *seminar – field trip* was organized by *Metron Ariston: Making Responsibility a Trend* and *SIP*, the new *global platform* by *Pernod Ricard*, which lays the foundation for the 'bar of tomorrow,' as part of the sequel “Athens-Oslo- Paris: A Sustainable Journey through Europe”.

The seminar took place at the *Diomedes Botanical Garden*, the *largest in the Balkans*, spanning *1,860 acres* on the northern slopes of *Mount Aigaleo*. It features one of the *richest biodiversity* of its kind in Europe.

As part of this second seminar, we had the opportunity to meet two renowned, world-famous bar teams: the team from *Little Red Door* in *Paris* and *Himkok* from *Oslo*. Both are among the *World's 50 Best Bars*, awarded for their *bar concepts and sustainable techniques*, as well as how these are integrated into the operation of their bars. A biologist, a scientific collaborator of the Foundation, gave us a tour of a section of the garden, showing us plants connected to history, mythology, and aromatic herbs (watch the related [video here](#))

Seminars/  
Workshops &  
Roadshows





## Showcasing Best Practices

### “The Video Series”

- We began creating a series of inspiring videos in bars based on the pillars upheld by Metron Ariston: Making Responsibility a Trend:
  - Sustainability
  - Responsible Consumption
  - Intersectionality
  - Equality - Social Inclusion

watch the related [video here](#)

## Video Series





# **Future Plans: 2024-25**



## FUTURE PLANS 2024-25

### Social Welfare & Education

- **VISION by Metron Ariston**  
**Equality – Inclusion - Intersectionality**  
*Inclusion of blind or visually impaired individuals (pilot stage and fine-tuning/ optimization of the process)*
- **Scholarships** (2<sup>ος</sup> Κύκλος)  
*Educate – Support – Advance: Overall Plan*
- *Advance (Continuation of Pilot actions)*

### Road Shows – continuation and expansion

*Continuation of the awareness-raising process on issues of Sustainability – Sustainable Development, Equality – Intersectionality, and Responsible Consumption*

- Road Shows in various parts of Greece to present the actions of Metron Ariston: MRT and to inform and raise awareness about its key pillars, such as sustainability, responsible consumption, and the adoption of a socially and environmentally responsible stance.
- Educational activities in cities across Greece related to the initiative **“VISION by Metron Ariston: MRT”**
- Presentations by **active members** and **advisors**, addressed equally to the trade and interest groups such as schools, universities, educational organizations, and enterprises or social clubs.

2024-25

ACTIONS  
& PLANS



“The Glass Cycle”





## Sustainability & Cultural Vitality

### “The Glass Cycle”

- The 'Circle of Glass' is a collaborative effort with other stakeholders regarding how the common need for happiness and social inclusion can be supported and disseminated by the Bartending Community. It explores how individuals in the industry can play a crucial role in integrating Cultural Vitality into the equation of urban sustainability.
- The gradual reduction and minimization of the amount of non-recyclable glass is the obvious and measurable positive outcome. However, equally important, and far more significant in the long term, is the development of a culture regarding how each of us can play a central role in shaping the future for ourselves and our fellow citizens.
- The creation of a collective vision of selected values, such as sustainability and social inclusion, in order to build welcoming cities that are suitable for everyone.
- The process is already at the stage of collecting proposals from the Community itself for more targeted implementation.

2024-25

INITIATIVES  
& ACTIONS



“The Glass Cycle”





## *Evaluation Mechanism of Bars Incorporating Cultural Vitality*

### **“The Bar Code”**

- An evaluation mechanism for bars (from within) that incorporates and involves elements of sustainability and the adoption of sustainable practices, while also promoting responsible behavior practices.

## *Προβάλλοντας Ορθές Πρακτικές*

### **“The Video Series”**

- We continue the creation of a series of inspiring videos in bars based on the pillars of Metron Ariston: Making Responsibility a Trend:
  - Sustainability
  - Responsible Consumption
  - Intersectionality
  - Equality - Social Inclusion

2024-25

FUTURE PLANS



“The Bar Code”

“The Video Series”





# Donors & Supporters



*Donors – Supporters (based on timeline)*

*Donations (of which a % less than 10% was carried over to 2022 for the completion of actions)*

- Pernod Ricard Hellas
- Three Cents Hellas Single Member SA
- Campari
- O/PURIST
- JACK DANIEL'S
- Jägermeister
- ICE UP
- PUKKA
- SAMBA CAFÉ
- Individuals / Anonymous Donations

*Expressing our Gratitude*

- BitterSweet
- The Line
- 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)

*Donors  
& Supporters*



Pernod Ricard Hellas



In this bi-annual report, we present the results of our collective efforts, which were achieved thanks to the support we received from our supporters, the continuous, meaningful, and effective contribution of the Bartending Community, and the voluntary work of our members.