

## Drink beer to save the planet

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### Abstract.

This student poster display example considers the ethics of the marketing of the “Cascade Green” beer in Australia. Issues considered include the ethics of marketing beer, the environmental impacts of the beers marketing and packaging and a reflection upon the societal impacts of the product.

**Keywords:** *Social responsibility; marketing ethics; student poster:*



*Photo courtesy of Media Unit, University of Wollongong. Some art on this poster is sourced from <http://www.cascadegreen.com.au/default.aspx> Reproduction of the artworks included in the student posters is used in accordance with the Criticism and Review aspects of Fair Dealing (section 41 of the Copyright Act 1968).*

### How Cascade Green Got its Name

- All ink used is two-toned and biodegradable.
- All cartons are 100% recyclable.
- All glass is lightweight and contains the highest available recyclable content (minimum of 50%).
- All ingredients are from local producers, which minimises transport and environmental costs.



## **Cascade Green Recognition**

- The Tasmanian Awards for Environmental Excellence 2000-03 and 2007-08.
- Australian Government Greenhouse friendly certification 2008.
- Independent verification by Det Norske Veritas (DNV) and Snowy Mountains Engineering Corporation (SMEC).
- Partners with BeGreen and various other environmental organisations.

## **How Cascade Green has Become Green**

- 100% carbon offset.
- Cascade Green has purchased accredited carbon offsets to account for the carbon emissions created in the production, use and disposal of product.
- Water reduction of 30% per unit of production through recycling and improved efficiency has been achieved by:
  - Re-use and recycling
  - Waste management plan
  - Efficiency in malting's water use.

## **Cascade Green is Looking After You**

- One third less carbohydrates than a regular full strength beer
- 1.2 standard drinks per bottle (alcohol content) as opposed to the 1.4% standard beer content, which is a 14% reduction in alcohol
- Cascade Green demonstrates economic responsibility in remaining competitive and profitable by lowering the strength of beer which saves money on tax. The company can also claim the carbon offset credit.

## **Cascade Green Not all it's Cracked up to be?**

- Net emissions are zero: they do not attempt to go beyond this and improve the environmental condition, rather just to minimise the specific impact of Cascade Green.

## **Is Cascade Green Really that Green?**

- Whilst Cascade is becoming a "green" corporate citizen, an environmentally irresponsible allocation of resources can be evidenced:
  - For every 1 litre of beer produced, 5-7 litres of water are consumed.
  - The slim 330ml bottle requires proportionally more energy to fill than a larger bottle.



-The process of capturing and recycling harmful gasses, including methane, is a significant measure Cascade Green has utilised to offset its carbon emission through the Hobart landfill flare facility. It could be speculated that they are therefore simply contributing money to this scheme in order to offset their emissions.

### **Do Australians Really Need Another Reason to Drink?**

-Cascade Green suggests that you are helping the environment as it is advertised with the slogan "Who wouldn't want another reason to drink beer?"

-Marketed as "the beer that gives back" and "now you can enjoy your beer knowing it has been 100% offset".

### **No Preservatives or Additives?**

-To maintain the clarity of beer a stabiliser must be added to eliminate proteins which may cloud the draught.

-Commonly used stabilisers include enzymes, tannic acid, polyvinylpolypyrrolidone (PVPP) and silica gels.

### **References**

Cascade Green Homepage <http://www.cascadegreen.com.au/default.aspx> accessed 28<sup>th</sup> April, 2009