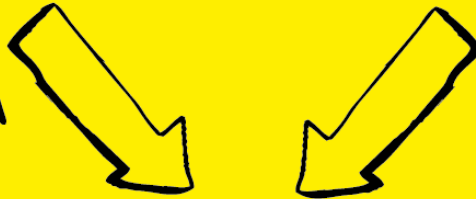


BY CARME VERDAGUER



EVERY YEAR
TONS OF LEMONS
ARE LOST
IN MALLORCA



THERE IS LIFE
BEYOND THE
MULTINATIONALS

Indie
BRANDS

WHERE *creativity*
AND COMMERCE **MEET**

PEP LEMON THE FUTURE IS LOCAL!

CREATE A LOCAL INDUSTRY WHICH PRODUCES NATURAL BEVERAGES
IN A SUSTAINABLE MANNER WITH SOCIAL COMMITMENT.

LOCAL VS. GLOBAL



BOTTLING PLANTS MALLORCA

131

1973



2

Today



ARE PRODUCED BY A FEW
GLOBAL PLAYERS
CONTROLLING DISTRIBUTION,
MANAGING A HUGE MARKETING BUDGET

WE DESIGNED A



COLLABORATIVE PRODUCTION PROCESS

FOR UNUSED LOCAL RESOURCES



SUSTAINABLE, KMO WITH SOCIAL COMMITMENT
AND WITH PARTNERS


agroilla

amadip  esment

CARBÒNIQUES
LA PADUANA

Comercial
Bordoy S.L.

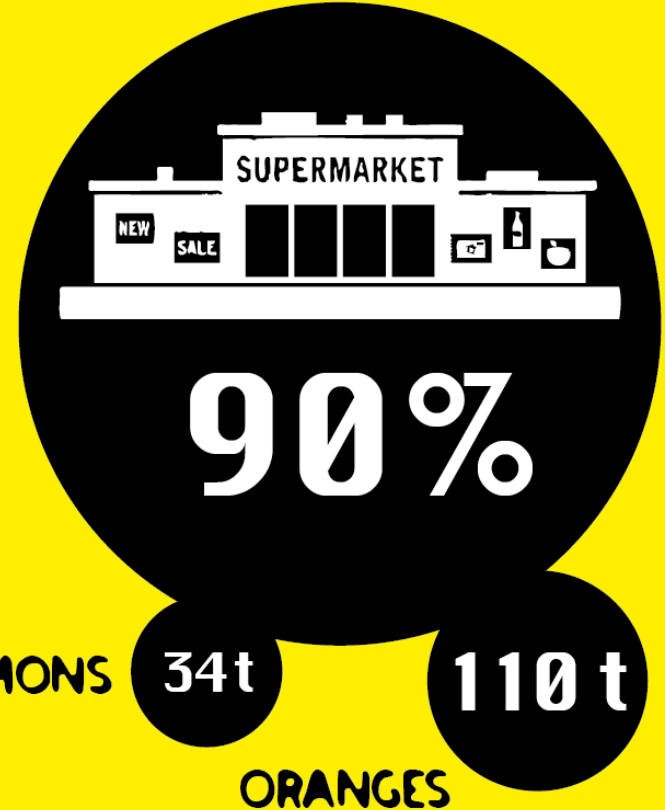
 COLLABORATIVE PRODUCTION PROCESS


agroilla



10%

FROM ABANDONED FARMS



WE TURN WASTE INTO RAW MATERIAL !

amadip  esment

ALL CITRUS FRUITS
ARE TRANSFORMED
EXCLUSIVELY WITH
PEOPLE WITH DISABILITIES.



20

PERSONS

PROUD OF DOING A GOOD,
STABLE AND USEFUL JOB !



COLLABORATIVE PRODUCTION PROCESS



**CARBÒNIQUES
LA PADUANA**

**Comercial
Bordoy S.L.**



THE LAST OF THE MOHICANS
BOTTLING GLASS

SOLVE A **BIG** PROBLEM
FOR **SMALL** PRODUCERS:
LOGISTICAL CAPACITY
TO WORK WITH
RETURNABLE BOTTLES

131

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2

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THE VISION OF



PEP



BE A REPLICABLE MODEL OF
PROXIMITY DEVELOPMENT



GENERATE WEALTH AND USE LOCAL
RESOURCES WHILE MINIMIZING THE
FOOTPRINT OF CO₂.



THE ENVIRONMENTAL BENEFITS
WOULD BE SMALL-SCALE, BUT
MULTIPLIED MANY TIMES.



EXPORT THE MODEL,
NOT BOTTLES !!!

THE GROWTH STRATEGY WOULD BE TO IMPLEMENT
THE PROXIMITY MODEL "PEP LEMON" IN MEDITERRANEAN AREAS .