Utilise BETA techniques

Our idea: 1) A mobile app to reduce stress with the certification process

2) A sticker to promote sustainable wines on the bottles

Sticker

Green sticker. Reasonably cheap for bio-degradable stickers (around 2c a piece in wholesale prices.) Create more brand awareness for SWA in the general public and in the wine community. Create a more competitive market in the wine scene for sustainable wine. Increase profitability for wine firms that market sustainability. Pulls on classic marketing on wine with sticker, with a green edge.
This app would function to allow individuals/firms who wish to become certified an easier pathway. By giving a more straightforward path, we could reduce the emotional and time strain currently being experienced by those engaged with the system. Further, by including scanning technology, we reduce the need for firms to keep receipts. It has a notification system for return bills (such as water and electricity), set on a quarterly time to allow people to reduce the time strain at a later date. By making these all intuitive and pushed at the right times, it would reduce the later date work.

**Nudges**

**App**
- Positive time and task quantity framing
- Removing friction
- Simplifying

**Sticker**
- Colour theory

**Restraints**
Technological restraints (takeup issues)
Quality Bias (this non-sustainable wine costs the same as this sustainable wine, it must be higher quality because sustainable wine has more implied costs.)

**Further Implications**
- Setting Wine Industry Standards
- Setting Agricultural standards for the rest of the nation