

## DRINK MAKER FEATURES SOCIALLY MINDED PARTNERS ON ITS PACKAGES

 NONPROFIT & SOCIAL CAUSE

Businesses can give back to the world in many ways, from making one-off donations to innovating new, socially minded solutions of their own. Opting more toward the latter end of the scale, **Vai Vai** is a drink brand that dedicates one side of each Tetrapak container to featuring worthy social organizations. Founded last year, French Vaiva is a registered collaborative whose principal product is Vai Vai, a coconut water beverage made from coconuts that are hand-picked on socially minded farms in the southern Philippines. Nothing is added to the healthful coconut water, and the project helps to support 8,000 local families with development programs, microcredit and training. Product transportation is chosen as sustainably as possible, and Vaiva uses its profits to hold concerts, sports matches and other events. Most interesting of all, however, is that one side of each Vai Vai package is set aside for the promotion of various socially minded artists, entrepreneurs and associations, at no cost to them. Currently, the project of the month is [Durable.com](#). Packaging space, of course, is something any brand with a physical good could donate in a similar way. One more chance to please the generosity-minded masses of **Generation G!** Spotted by: Florent Lesauvage

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Website: [www.vai-vai.com](http://www.vai-vai.com)

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